

# Website SEO Report

www.yourdomain.com



Prepared by

**JUSTIA**

August 13, 2018

# Review of [www.yourdomain.com](http://www.yourdomain.com)

Law firms seeking to understand how search engines rank their websites may be confounded to discover that websites similar in appearance may nevertheless rank differently. To demystify this process, we have prepared this in-depth audit report to help you understand some of the intrinsic and extrinsic factors that influence the placement of your website in the natural search engine results. With this information, you will be better informed and able to address some of the technical issues affecting your marketing performance.

Call us at 888.587.8421 if you have any questions.








## Technical Analysis





The following 6 items need your immediate attention:

- |   |   |
|---|---|
|  AMP                     |  Security (HTTPS Protocol) |
|  Mobile Page Speed     |  Desktop Page Speed      |
|  Broken Internal Links |  Internal Server Errors  |

The following 5 items should be examined:

- |   |   |
|---|---|
|  Structured Data                   |  Unique Title Tags (<title>) |
|  Unique Meta Descriptions (<meta>) |  Missing Header Tags (<h1>)  |
|  Crawlability                      |   |

You passed 5 items of the analysis:

- |  |   |
|--|---|
|  Mobile-Friendly            |  Responsive Design |
|  Meta Descriptions (<meta>) |  Image Alt Tags    |
|  Title Tags (<title>)       |   |

# 1. AMP (Accelerated Mobile Pages)



According to Google, 40% of viewers leave a website that takes more than 3 seconds to load. The Accelerated Mobile Pages (AMP) project allows for faster loading of your web pages and a better experience for the user. The goal of the AMP project is as simple as it is ambitious, "Instant, Everywhere." Those two words represent the holy grail of web performance: pages that load for the user the instant they request them, no matter how slow their internet connection or how underpowered their device. When a Google user initiates a search, Google preloads the content of the AMP pages they host in the search results so that when the user clicks the link to an AMP page, the page loads nearly instantaneously. We reviewed your home page to see if it was AMP'd.



**Your website has not implemented AMP or has issues with its technical implementation.**



**Justia builds AMP pages for all our clients' websites. While some companies install a simple AMP plug-in to support basic AMP functions, Justia delivers a richer AMP experience by creating a branded version of every page of your website, so that the website will not lose its brand identity. We also optimize the structured data required to implement AMP to provide rich search results tailored to your law firm. We are committed to staying up-to-date with the best practices for implementing AMP because we understand what may be ideal today may not be ideal tomorrow. Justia can also integrate AMP with Disqus, social media share buttons, and chat services, such as Apex or Ngage.**

# 2. Security (HTTPS Protocol)



Google announced that it adopted HTTPS as a ranking signal in August 2014 to demonstrate its commitment to customer privacy and security. When law firm websites are not protected by HTTPS, malicious hackers can disrupt or intercept communications between the website and the firm's clients for criminal purposes or personal gain.



**Your website communications are not secured by the HTTPS protocol.**



Justia takes a holistic approach to online legal marketing that embraces search engine optimization, web design, speed optimization, and security. We do not treat security as an optional add-on feature, but one integral to the entire marketing experience. Accordingly, we protect all our clients by encrypting communications between their websites and their users' browsers. Safeguarding the privacy and security of visitors to law firm websites is essential to maintaining trust. We do not impose additional fees for securing our client websites with HTTPS, even for the purchase and renewal of HTTPS security certificates, and the set-up work required to transition and maintain a website with HTTPS.

### 3. Mobile Page Speed



Delivering fast page load times to users on mobile devices not only provides a better user experience, but can also improve your search rankings. Since Google factors mobile site speed into its search rankings, law firms should optimize their websites for the increasing number of users browsing from smartphones and tablets. Most searches now occur on mobile devices, which has led Google and others to embrace a mobile-first strategy. If your website loads too slowly, potential clients may leave your site for the next firm in the search results.



**Your website received the following score from Google's PageSpeed Insights tool: 50 / 100.  
Your website's mobile page speed performance has many issues.**

## 4. Desktop Page Speed



Google takes site speed into account in search rankings. If your website loads slowly, your potential clients may simply move on to the next firm in the search engine results. Prospective clients are also less likely to remain on your website or fill out a contact form on a slow-loading website.



**Your website received the following score from Google's PageSpeed Insights tool: 50 / 100. Your website's desktop page speed performance has many issues.**








**Justia takes an aggressive approach towards ongoing website speed. Since Google regularly updates its guidelines for mobile and desktop page speed, we monitor page speed of our client's websites on a daily basis to ensure they are consistent with the latest best practices. As Google updates its recommendations, we proactively update our clients' websites so that they will continue to provide an outstanding experience to users on mobile devices and desktop computers.**

## 5. Broken Internal Links (404 Errors - Page Not Found)



Internal links are links from one webpage to another webpage on your website. Broken internal links may be caused by incorrect web addresses, malformed URLs, or deleted or moved webpages. Broken internal links make it difficult for your potential clients and the search engines to navigate your website. We reviewed whether or not your website has a significant number of broken internal links.

### Pages with broken internal links

<a href="http://www.yourdomain.com/about-us.html">http://www.yourdomain.com/about-us.html</a>	
<a href="http://www.yourdomain.com/attorney-profiles.html">http://www.yourdomain.com/attorney-profiles.html</a>	
<a href="http://www.yourdomain.com/practice-areas.html">http://www.yourdomain.com/practice-areas.html</a>	
<a href="http://www.yourdomain.com/personal-injury.html">http://www.yourdomain.com/personal-injury.html</a>	
<a href="http://www.yourdomain.com/car-accidents.html">http://www.yourdomain.com/car-accidents.html</a>	



**Your website has a significant number of broken internal links.**








**Justia regularly audits its clients' websites for broken internal links. We proactively correct these links as detected to provide a smooth experience for your potential clients and search engines alike.**

## 6. Internal Server Errors (500 Errors)



Websites may display an internal server error page when the server was not configured correctly or a programming issue prevents a webpage or the entire website from displaying. We reviewed whether or not your website has internal server errors.

## Pages with internal server errors

<a href="http://www.yourdomain.com/about-us.html">http://www.yourdomain.com/about-us.html</a>	
<a href="http://www.yourdomain.com/attorney-profiles.html">http://www.yourdomain.com/attorney-profiles.html</a>	
<a href="http://www.yourdomain.com/practice-areas.html">http://www.yourdomain.com/practice-areas.html</a>	
<a href="http://www.yourdomain.com/personal-injury.html">http://www.yourdomain.com/personal-injury.html</a>	
<a href="http://www.yourdomain.com/car-accidents.html">http://www.yourdomain.com/car-accidents.html</a>	



**Your website has internal server errors.**

## 7. Structured Data



Structured data refers to information that is organized according to specific technical standards to maximize its understanding by search engines. For a law firm website, some elements that can be formatted as structured data include office addresses, client reviews, and biographical information about the lawyers. We reviewed your website to determine whether it contains structured data and if so, whether the data is formatted correctly.



**All of our websites utilize structured data on all pages, and we provide rich structured data for certain page types that we have determined specifically help law firm websites perform better in search engines. As structured data standards and requirements evolve, Justia's experts research and test what performs best for law firms, automatically applying structured data updates to your website to ensure it takes advantage of the latest changes in search engine tools.**

## 8. Unique Title Tags (<title>)



Creating unique titles for each of your webpages helps search engines interpret their content and understand the differences between related web pages. We reviewed whether or not your website has a significant number of duplicate title tags.

### Pages with duplicate title tags

<a href="http://www.yourdomain.com/about-us.html">http://www.yourdomain.com/about-us.html</a>	
<a href="http://www.yourdomain.com/attorney-profiles.html">http://www.yourdomain.com/attorney-profiles.html</a>	
<a href="http://www.yourdomain.com/practice-areas.html">http://www.yourdomain.com/practice-areas.html</a>	
<a href="http://www.yourdomain.com/personal-injury.html">http://www.yourdomain.com/personal-injury.html</a>	
<a href="http://www.yourdomain.com/car-accidents.html">http://www.yourdomain.com/car-accidents.html</a>	

## 9. Unique Meta Descriptions (<meta>)



Google recommends unique meta descriptions for each web page. Users may hesitate to click on webpages from the same website when the meta descriptions for multiple pages are identical. We reviewed whether or not your website has a significant number of duplicate meta descriptions.






## 10. Missing Header Tags (<h1>)



Search engines interpret your header (<h1>) tags as strong indicators of the topics discussed on your webpages. We reviewed whether or not your website is missing a significant number of header tags.



## Pages with missing header tags

<a href="http://www.yourdomain.com/about-us.html">http://www.yourdomain.com/about-us.html</a>	
<a href="http://www.yourdomain.com/attorney-profiles.html">http://www.yourdomain.com/attorney-profiles.html</a>	
<a href="http://www.yourdomain.com/practice-areas.html">http://www.yourdomain.com/practice-areas.html</a>	
<a href="http://www.yourdomain.com/personal-injury.html">http://www.yourdomain.com/personal-injury.html</a>	
<a href="http://www.yourdomain.com/car-accidents.html">http://www.yourdomain.com/car-accidents.html</a>	

## 11. Crawlability



If you want your website to be included in search results, you must permit search engines to access your content. Your website might permit or block Google and other search engines from indexing its contents.



**Justia client websites are subject to rigorous SEO review by an in-house SEO specialist to ensure that technical aspects of the site are in accordance with current SEO best practices. Using our own proprietary tools, we conduct regular checks of all our clients' sites for missing or duplicate title, meta, header, and image tags—issues that can negatively affect a site's performance if they go unnoticed.**

## 12. Mobile-Friendly



Search engines are increasingly attentive to users on mobile devices now that mobile searches have overtaken desktop searches. They have even boosted the rankings of websites that are designed for visitors on mobile devices because such layouts provide a better user experience. This factor, called mobile-friendliness, considers whether users on smaller screens are able to read text or other content on the website without having to zoom in. It also evaluates whether links are appropriately sized for finger taps and whether media content is compatible with mobile devices. Both Google and Bing consider mobile friendliness as a ranking factor in their mobile search results. Google will be rolling out a new mobile-first index that ranks webpages based on the mobile version of the content, even for listings shown to desktop users. We reviewed whether or not your website is optimized for users on mobile devices.



**Your website is easy to use on a mobile device.**



**Justia understands the importance of mobile-friendly design for law firm websites. Because mobile-friendly websites lead to more conversions across devices, all the websites we build for our clients are mobile-friendly by default.**

## 13. Responsive Design



Google recommends that websites adopt a responsive design as a best practice. Responsive website design optimizes the appearance of your website to the size of a device's screen so that your website displays properly regardless of the device your potential clients are using (i.e., smartphone, tablet, laptop, or desktop computer). We reviewed whether or not your website has a responsive design.



Your website design is responsive for all devices.



Justia offers truly responsive designs with lightweight HTML that allow browsers to smoothly resize and display the website at all resolutions. Because we do not lock our designs to specific devices, our websites will render correctly on all devices today and in the future. We also verify all of our designs across a variety of devices to make sure the information that is important to your website visitors is presented prominently regardless of which device they are using.

## 14. Meta Descriptions (<meta>)



While search engines do not consider meta descriptions in your ranking, they may display them as descriptions of your webpages in their search results, which may affect your click-through rates. We reviewed whether or not your website is missing a significant number of meta descriptions.



**Your website does not have a significant number of missing meta descriptions.**

## 15. Image Alt Tags



Alt tags are textual descriptions of images embedded on a website. Search engines and visually-impaired persons use alt tags to understand the content of images. We reviewed whether or not your website is missing a significant number of alt tags.



**Your website does not have a significant number of missing image alt tags.**

## 16. Title Tags (<title>)



Law firm websites should include succinct and accurate title tags on all of their web pages. These titles appear in the title bar and also in the “History” menu of the browser to aid user navigation. Search engines also use title tags from webpages to understand the topics presented and as the titles of the webpages listed in the search results. We reviewed whether or not your website is missing a significant number of title tags.



Your website does not have a significant number of missing title tags.

# Off-site SEO

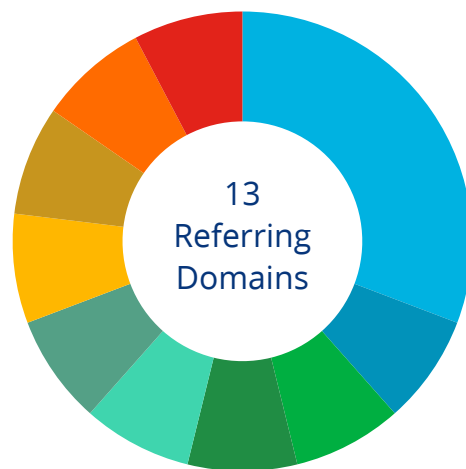
Some factors that influence a website's ranking do not appear on the website itself, such as the quality, number, and authority of links to the website.

## 1. Referring Domains

The following domains link to your website. Hyperlinks from high-quality domains positively influence the ranking of your website. Hyperlinks from spammy or low-quality websites may have the opposite effect. The graphic shows the link distribution of the top referring domains.

### Top Referring Domains

- joomla.com
- yellowpages.com
- avvo.com
- local.yahoo.com
- findglocal.com
- intoxalock.com
- localpages.com
- wopular.com
- lewisboroledger.com
- attorneyhelp.org



## 2. Follow vs. Nofollow

Search engines generally “follow” links when crawling the web to discover websites. Ethical webmasters should mark links to untrusted content or paid advertisements with a “nofollow” attribute to avoid negatively influencing search results. Here are the latest “follow” and “nofollow” links to your website. You will also find a chart with the percentages of “follow” vs “nofollow” links for your entire website.



### Five Follow Links

Site	Page	
yourdomain.com	/about-us.html	<a href="#">↗</a>
yourdomain.com	/attorney-profiles.html	<a href="#">↗</a>
yourdomain.com	/practice-areas.html	<a href="#">↗</a>
yourdomain.com	/personal-injury.html	<a href="#">↗</a>
yourdomain.com	/car-accidents.html	<a href="#">↗</a>

## Five Nofollow Links

Site	Page	
yourdomain.com	/about-us.html	
yourdomain.com	/attorney-profiles.html	
yourdomain.com	/practice-areas.html	
yourdomain.com	/personal-injury.html	
yourdomain.com	/car-accidents.html	

## 3. Top Anchor Text

Anchor Text is the visible, clickable text in a hyperlink. Search engines use anchor text as a signal of what is on the target page. Ideally, anchor text should be descriptive but not unnaturally stuffed with keywords.

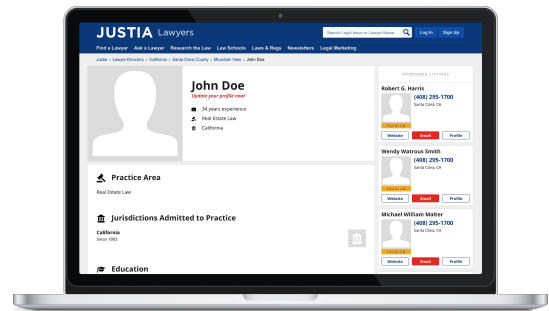
### Top Anchor Text

Text	Occurrences
About Us	8
Attorney Profiles	4
Our Services	3
Personal Injury	1
Car Accidents	1
Articles	1
Client Reviews	1
Video Testimonials	1
Contact Us	1
Disclaimer	1



## 4. Website Presence on the Justia Lawyer Directory

Do you have a link to your website from your Justia Lawyer Directory profile page? You can add a free link to your website by claiming your profile or editing the profile you have already claimed. The Justia Lawyer Directory is a free online lawyer directory that provides detailed profiles of lawyers, law firms, and US non-profit legal service and legal aid organizations. Justia also works with the Legal Information Institute [LII] on their lawyer directory.



**Your website is not included on your Justia Lawyer Directory profile.**



# Search Engine Optimization Overview

Search engines, in particular Google, seek to reward sites that are relevant and provide their users a good experience. Google looks at a number of factors in determining relevance and quality, and there are a few main types of SEO.

**1. Technical SEO.** This includes the architecture and backend coding of the site. For instance, is the site mobile-friendly? Does it use secure protocol? Does it load quickly? Does it include structured data markup and other tags to help the search engines understand important elements of the pages?

**2. On-page SEO.** This relates the content of the site. Is the content original, relevant, substantive and of high-quality?

**3. Off-page SEO.** These are signals from other sites about your site, such as links pointing to your sites from other domains and whether there is consistency of your firm name, address and phone number (NAP) across the Internet.

We take a holistic approach to search engine optimization, and are ready to assist our clients in each of these essential areas. This report examines both technical and off-page SEO factors that are influencing the visibility of your site online. High-quality, original, relevant content is critical for a site to be competitive in today's market. For lawyers who want to author their own website content, we provide coaching and constructive feedback to help you become a more effective writer. We also offer custom content drafting services at an additional charge for lawyers who seek original narratives, biographies, or practice area descriptions but face time or other constraints.

The search engine algorithms are constantly being updated and refined. We analyze the trends and update our clients' websites and blogs on an ongoing basis to give them an edge.



## Law Firm Marketing Solutions



"Get more clients with Justia's marketing services."

Based in Silicon Valley, Justia offers state-of-the-art marketing solutions, catering specifically to law firms and lawyers throughout the nation. We possess an unparalleled track record in helping law firms grow their practices. Our CEO and president are both attorneys, each with more than 20 years of Internet legal marketing experience, and we have numerous legal professionals, strong engineers, resourceful marketers, talented designers, and seasoned account managers on our team.

We developed and maintain the Justia.com legal portal, which includes one of the highest trafficked lawyer directories in the world. We also offer free access to case law, codes, dockets, regulations, legal forms, and government reports, as well as a free forum where attorneys can respond to basic legal questions from consumers and business professionals.

If your current website is not meeting your expectations, we may be able to help. Our services include search engine optimization, website and blog design and development, custom content development, local marketing, social media assistance and pay per click advertising management. Attorneys can also purchase premium membership for enhanced visibility in the Justia and Legal Information Institute lawyer directories. We can update or redesign an existing website or blog to align with online marketing best practices or build new websites and blogs from the ground up.

**Call us today at 888.587.8421 for a free consultation.**

# Website



"A beautiful content rich website captures a visitor's attention and leads to more clients."

Our approach to building law firm websites focuses on five critical success factors:

**1. Professional Design.** We craft modern, professional designs that showcase your law firm and its services. Our designs are not just visually appealing, but also channel user attention to focus on the most important sections of your website.

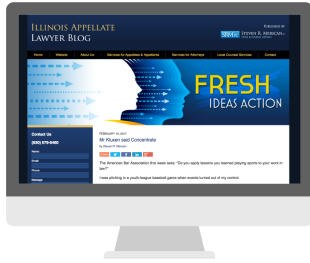
**2. Compelling Content.** Great content is engaging and easy to understand. At its core, it exhibits the best of your personality in an authentic voice. For lawyers who want to author their own website content, we provide coaching and constructive feedback to help you become a more effective writer. We also offer custom content drafting services at an additional charge for lawyers who seek original narratives, biographies, or practice area descriptions but face time or other constraints.

**3. Search Engine Optimization.** The search engines are constantly updating their algorithms to give users the most relevant high-quality results. We offer our clients technical, on-page, and off-page SEO to help them build sites that will flourish among the competition. We analyze the trends and update our clients' websites and blogs on an ongoing basis to give them an edge.

**4. Fast-Loading Websites.** Load speed is not just an important factor in the search ranking algorithms; it also impacts your conversion rates. We optimize the load speeds on our clients' websites and also offer our Accelerated Mobile Pages (AMP) to give our clients the best user experience on mobile devices.

**5. Optimized for Mobile.** With the majority of searches occurring on mobile devices, working with a company that offers state-of-the-art mobile-friendly websites is critical. We offer our clients Responsive Designs, taking into consideration different screen sizes of the computers and mobile devices used by your potential clients, and displaying your website with a layout customized for them. If you still have a one-size-fits-all website, contact us to learn how a responsive design can improve your client conversion rate. Moreover, we offer Accelerated Mobile Pages (AMP) to deliver optimal load speeds on mobile devices.

# Blogs



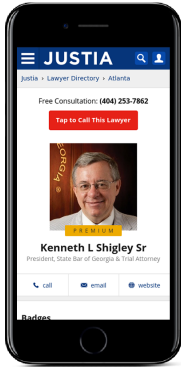
“Blogging is an effective way to demonstrate your expertise to prospective and current clients, and expand your influence to the media.”

Lawyers can strengthen their professional reputations by authoring legal blogs. Blogs are simplified publishing platforms that have been embraced by the legal profession to provide authoritative commentary on legal matters. Some blogs focus on decisions from appellate or supreme courts while others target practice area developments at the federal or state level.

If you already have a website, our team can take the design cues from your website and carry them over to a blog so that your website and blog project an integrated appearance. We also coach our clients on how to blog so that their marketing efforts and dollars are wisely spent.

Blogs can be effective in cultivating media relations, broadening your referral network, and expanding your client base. Contact us to learn how adding a blog to your marketing campaign can help you reach your targeted clients.

# Lawyer Directory



“The lawyer directory helps people find and connect with attorneys.”

The Justia Lawyer Directory helps people searching for legal representation find and connect with attorneys. If you are seeking to expand your marketing reach, [create or claim your free profile](#) and start building it out with these four essential steps.

**1. Profile Picture.** Your photo defines your profile. A sharp photo may communicate professionalism, while a poor or missing photo may indicate a lack of attention to detail. Look your best and present a strong impression with a professional photo.

**2. Practice Areas.** Adding practice areas to your profile will place you in front of clients on the practice area listing pages for your location.

**3. Contact Information.** Provide a current and consistent law firm name, address and phone number across your directory listing, websites and social media profiles.

**4. Biography.** Add a narrative about your individual practice or law firm to showcase your experience and credentials with an engaging and welcoming message.

Your profile will be featured on the websites of Justia and the Legal Information Institute. Premium members receive featured placement for increased visibility in the Lawyer Directory of Justia and the Legal Information Institute. Justia website clients receive premium membership in the lawyer directories of Justia and the Legal Information Institute [LII].



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Justia is an online platform that provides the community with open access to the law, legal information, and lawyers. Justia's headquarters are located in the heart of Silicon Valley.

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