

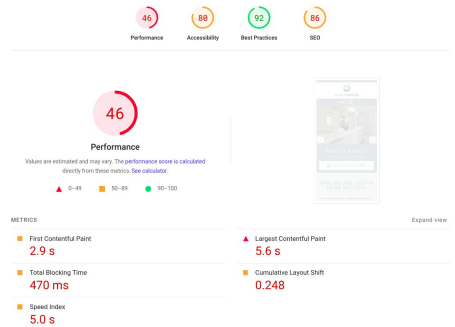
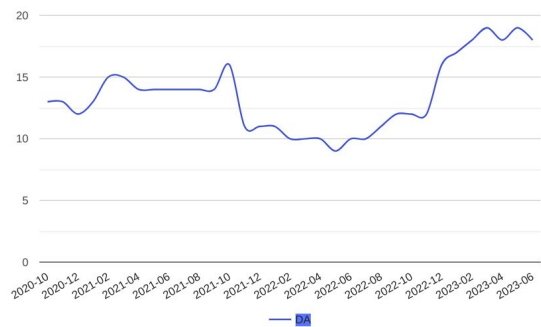
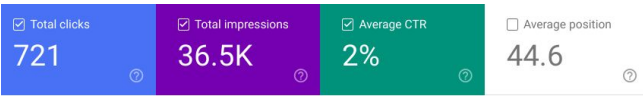
# SEO Management Whitepaper

June 2023

## Current metrics



Referring domains
  URL Rating
  Organic traffic
  Organic traffic value
  Organic pages
  Paid traffic
  Paid traffic cost



## Highlights

- 5 referring domains are added;
- traffic is back after dropping down;
- new keywords: "austin texas good place to live" (800) and "buying a house austin" (700) are added;
- health score has increased to 3 points (to 95).

## Next month challenges

- [https://\\*\\*\\*\\*\\*.com/communities/cielo/](https://*****.com/communities/cielo/) dropping down;
- [https://\\*\\*\\*\\*\\*.com/urban-communities/](https://*****.com/urban-communities/) low traffic and wrong keywords;
- DA has dropped down;
- 11 orphan pages (no internal links);
- low page speed performance.

## Monthly tasks

### Tech SEO

- add at least 2 internal links to each of the following pages:

PR	URL	No. of href inlinks	No. of redirect inlinks	No. of canonical inlinks
24	<a href="https://*****.com/resources/">https://*****.com/resources/</a>	0	0	0
24	<a href="https://*****.com/addevent/">https://*****.com/addevent/</a>	0	0	0
24	<a href="https://*****.com/blog/tag/austin-homes/">https://*****.com/blog/tag/austin-homes/</a>	0	0	0
24	<a href="https://*****.com/blog/tag/new-homes/">https://*****.com/blog/tag/new-homes/</a>	0	0	0
24	<a href="https://*****.com/thank-you/">https://*****.com/thank-you/</a>	0	0	0
24	<a href="https://*****.com/event/">https://*****.com/event/</a>	0	0	0
24	<a href="https://*****.com/communities/">https://*****.com/communities/</a>	0	0	0
24	<a href="https://*****.com/discover/">https://*****.com/discover/</a>	0	0	0

- reduce images size with <https://tinypng.com/> tool:

URL	Content type	Size (bytes)	Loading time (ms)	No. of IMG inlinks
<a href="https://*****.com/wp-content/uploads/2020/08/South-Street-Villas-Rendered-Master-Site-Plan.png">https://*****.com/wp-content/uploads/2020/08/South-Street-Villas-Rendered-Master-Site-Plan.png</a>	image/png	5877479	656	1
<a href="https://*****.com/wp-content/uploads/2020/08/Provence-Marketing-Plat-version-2f.png">https://*****.com/wp-content/uploads/2020/08/Provence-Marketing-Plat-version-2f.png</a>	image/png	1254752	629	1
<a href="https://*****.com/wp-content/uploads/2022/11/2-print-17300-ML-24-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/2-print-17300-ML-24-scaled.jpg</a>	image/jpeg	1224975	1133	0
<a href="https://*****.com/wp-content/uploads/2022/11/1-print-17300-ML-23-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/1-print-17300-ML-23-scaled.jpg</a>	image/jpeg	1144734	643	0
<a href="https://*****.com/wp-content/uploads/2022/11/34-print-17300-ML-Aerial-4-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/34-print-17300-ML-Aerial-4-scaled.jpg</a>	image/jpeg	1100188	715	0
<a href="https://*****.com/wp-content/uploads/2022/11/68-print-Rockdale-C-10-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/68-print-Rockdale-C-10-scaled.jpg</a>	image/jpeg	1097217	660	0
<a href="https://*****.com/wp-content/uploads/2022/11/62-print-Rockdale-C-9-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/62-print-Rockdale-C-9-scaled.jpg</a>	image/jpeg	1087712	719	0
<a href="https://*****.com/wp-content/uploads/2022/11/25-print-17300-ML-20-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/25-print-17300-ML-20-scaled.jpg</a>	image/jpeg	1085757	674	0
<a href="https://*****.com/wp-content/uploads/2022/11/65-print-Rockdale-C-8-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/65-print-Rockdale-C-8-scaled.jpg</a>	image/jpeg	1078151	767	0
<a href="https://*****.com/wp-content/uploads/2022/11/63-print-Rockdale-C-6-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/63-print-Rockdale-C-6-scaled.jpg</a>	image/jpeg	1068121	799	0
<a href="https://*****.com/wp-content/uploads/2022/11/46-print-17300-ML-Aerial-2-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/46-print-17300-ML-Aerial-2-scaled.jpg</a>	image/jpeg	1065523	718	0
<a href="https://*****.com/wp-content/uploads/2022/11/64-print-Rockdale-C-7-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/64-print-Rockdale-C-7-scaled.jpg</a>	image/jpeg	1054454	658	0
<a href="https://*****.com/wp-content/uploads/2022/11/33-print-17300-ML-Aerial-3-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/33-print-17300-ML-Aerial-3-scaled.jpg</a>	image/jpeg	1045131	648	0
<a href="https://*****.com/wp-content/uploads/2022/11/45-print-17300-ML-Aerial-15-scaled.jpg">https://*****.com/wp-content/uploads/2022/11/45-print-17300-ML-Aerial-15-scaled.jpg</a>	image/jpeg	1022610	694	0

### Content management:

- rewrite [https://\\*\\*\\*\\*\\*.com/communities/cielo/](https://*****.com/communities/cielo/) adding “homes for sale in round rock texas” and “houses for sale in round rock” keywords with 1.5-2% density, 1000-1200 words;
- add a new section to [https://\\*\\*\\*\\*\\*.com/urban-communities/](https://*****.com/urban-communities/) using H2 heading with “what are urban communities” phrase and adding “community property texas” and “legally separated in texas” keywords;
- populate the placed content in Search Console: Url inspection - Add URL - Request indexing.

## Backlinking management:

- place 2-3 backlinks with "houses for sale in round rock", "[business name]", "learn more" anchors placed in a first paragraph, linked to [https://\\*\\*\\*\\*\\*.com/communities/cielo/](https://*****.com/communities/cielo/) (500-700 words each post, website DA 25+, traffic 10k+);
- place 2-3 backlinks with "urban communities", "[business name]", "community property" anchors placed in a first paragraph, linked to [https://\\*\\*\\*\\*\\*.com/urban-communities/](https://*****.com/urban-communities/) (500-700 words each post);