

IPC.org SEO Auditing & Optimization Plan

The following plan will help IPC.org become SEO-optimized by combining existing content with today's SEO best practices. Included in our plan is an analysis on page-level content as well as reporting on off-page best practices (code), backlink audits, and future keyword opportunities.

Click on the titles in each section to review the associated reports and documents.

SEO Auditing and Optimization Plan Steps:

1. [Review Glossary Document on terminology and optimization recommendations](#) (IPC, ACRO)
2. [Review URLs that we optimized](#)
3. [Review Current Keywords](#)
 - a. Review the list of general keywords (Tab 1)
 - b. View keywords per highlighted landing pages (Tab 2)
4. [Review Competitors](#)
5. [Review Backlinks Report](#)
6. [Review Statistics Document](#)
 - a. Identify opportunities with internal pages
 - b. Internally link pages that only have one link to them that have noticeable traffic
7. [Review 2020 Best Practices Document](#)
8. [Review Future Keywords Report](#)
9. [Review Metadata Report](#)

Low hanging items:

1. [Review 404 Broken Links Report](#)

Step 1

[Review Glossary Document of terminology and optimization recommendations](#)

This document outlines the terms used throughout the audit, including the error codes that cover a wide range of areas across the site. The issues outlined here are commonly found, and can often be fixed through following the processes outlined in [DJG's 2020 Best Practices Document](#). Many of these issues are not tied to one specific page or URL. These issues include URL structuring, metadata implementation, multi-language preferences, and schema examples. These issues can be addressed by both IPC and ACRO alongside our detailed explanations and code samples.

Step 2

[Review URLs that we optimized](#)

IPC provided a detailed list of existing URLs from IPC.org. DJG has reviewed the list and removed pages that should naturally be hidden, were related to a login, are no longer working or were duplicative of another page on the site. This approach allows us to focus our efforts on only the pages that contain public-facing content.

Step 3

[Review Current Keywords](#)

While IPC ranks for over 6,000 keywords, very few keywords deliver predictable traffic month over month. Most keywords found resembled URL-like structuring, as well as the use of “IPC” as a keyword. There are many avenues to explore when it comes to selecting keywords, including looking at the pages that are driving consistent traffic, or could be trending, within the next six months. Some other pages were not part of the initial URL list but were included as opportunities to not be discarded.

Step 4

[Review Competitors](#)

This document outlines the list of competitors or like-minded organizations that Google believes IPC should be grouped with. Some sites are familiar, while others we did not recognize nor felt was a good match for IPC. Through proper keyword usage and best practices we can steer the cart into a more consistent grouping within Google and therefore make IPC more competitive in its intended space.

Step 5

[Review Backlinks Report](#)

This document outlines the list of outside sites that are linking to IPC.org content. While some of these sites are linking to simple things on the home page, this report shows which outside sites are utilizing images and PDFs to generate their own traffic and steal traffic from IPC.org. This report shows a high toxic score of several domains that link to IPC.org pages and assets, and outlines a plan to disavow those sites, as well as how to disable “hotlinking” through the IPC.org web host. Once the disavowing has occurred, these sites will no longer be allowed to use your resources for their benefit. Included in the document is the name of the site, what page they are using your content on, what type of content it is, alongside their own toxicity and domain authority scores.

Step 6

[Review Statistics Document](#)

This report outlines potential situations where IPC content could be penalized for being duplicative. The second tab offers pages that get decent traffic but are rarely linked to.

Starting with the first tab is a list of the pages that are considered duplicate content, meaning another page on IPC.org has very similar or the exact content of that page. This issue may resolve itself as IPC begins condensing and cutting pages, but it is important to be aware of what Google considers problematic strictly based on these criteria.

The second tab consists of pages that need more attention through internal linking. These pages are rarely ever linked to, but are showing to be valuable to users. These additional pages should be linked to more frequently, which will ensure that the search engines give these pages a fair chance.

Step 7

[Review 2020 SEO Best Practices Document](#)

This document outlines the key steps involved in producing an optimized SEO page, which should be reviewed before implementation of the recommended keywords. Included are definitions of popular SEO phrases and how they match IPC's setup within their new CMS platform. Alongside the implementation of the keywords are also a few tips regarding naming document files and other searchable assets.

Step 8

[Review Future Keywords Report](#)

Providing accurate keyword data is key to creating successful and optimized pages. However, identifying those keywords on a per page basis can be time-consuming and difficult. There are several factors to consider when retroactively optimizing existing content.

Those factors include:

- What specifically needs to be optimized?
- What could further enhance the existing content? Video, images, etc?
- What is code optimization vs. content optimization?
- Do I have the proper structuring within the content?

For this report we have gone through each page and identified the best keyword(s) to use on each page. Included in the report are a series of columns that identify what the URL is, what keyword(s) should be used and a brief rationale as to the why. Also included are potential backlink opportunities as well as a complete rival analysis that may include additional information such as including a video or identifying too much or not enough content.

This report is essential to implement and will provide IPC the best opportunity to raise their current SEO rankings and condense the timeline to establish the best options for each page.

DJG should be notified once these new keywords are implemented so DJG can begin a keyword tracking document to report on growth after implementation and site launch.

Step 9

Review Metadata Report

The metadata report provides a clear listing of all provided pages and identifies those that have missing meta descriptions and titles. This analysis determined there is an incomplete off-page experience that resulted in inaccurate Google descriptions and, at times, random character counts. Since meta descriptions can contribute to showing up in a search result, it is important to ensure keyword(s) are included in the meta description. Further details are included in the [2020 SEO Best Practices Document](#).

Step 10

Review 404 Broken Links Report

This report includes items that returned a 404 code or broken links on the current IPC.org website. Broken links are a contributing factor to a website's overall domain score and can also affect how trustworthy a site is to Google. A growing amount of these can lower your visibility because the search engines are unable to build a complete sitemap of your pages, downloadable files, and more.