SEO Audit for Affluent Financial

A brief demonstration of some of my current search engine optimization skills

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Introduction

I will be conducting an SEO audit for Affluent CPA service pages. For reference, here is the link: https://www.affluentcpa.com/

I used the following SEO tools such as:

- Google Keyword Planner
- Screaming Frog SEO Spider
- Google Pagespeed Insights
- Semrush

This audit has been divided into 3 main sections of SEO:
- On-Page SEO
- Technical SEO
- Off-Page SEO

On-Page SEO

The Service pages were not optimized and the following issues were noted:

- Unoptimized title tag
- no internal links on blogs
- no H1s

Scenario: The service pages were not getting enough traffic. Upon my research, they were not using the keywords on their on-page elements and their blogs were not properly interlinked to the service page. Accordingly, I carried out keyword research on Semrush & Google keyword planner and suggested high volume low competition terms.

Keyword Analysis

After learning what the client does on their service page https://www.affluentcpa.com/review-compilation-of-financial-statements/, I performed simple keyword research for the keyword: **review compilation of financial statements**

The following are screenshots of my research

Here are some keywords that I suggested to consider adding to their website content

Level - 1	Page URL	Keyword	Avg. Monthly Search Volume	Search Intent
Service Page	https://www.affluentcpa.com/review-compilation-of-financial-statements/	cpa reviewed financial statements	70	informational
		compilation review audit	30	Commercial
		review financial statements	110	Commercial
		compilation cpa	10	Commercial, Informational
		cpa review financial	30	Commercial
		financial statements audit	10	Commercial, Informational
		reviewed financial statements	320	Commercial
		audit review compilation	70	Commercial
		financial statement review	110	Commercial

I am suggesting these keywords as they have a decent amount of monthly searches on Google. Also these keywords are low competition so it will be easier to rank for them.

Where I would Apply These Keywords

I suggested incorporating the keywords on the title, meta description, and H1. Then, I did a comprehensive content gap analysis where I researched the number of times a keyword should appear on the content and number of words a service page should have.

Title Tags

The title tag provides users and search engines with context to your site. It tells a customer what your site is about before they click on it. Also search engines like Google use it as a key ranking factor to match your website with relevant search queries.

#	Page URL	Title	Recommended Title Tags
1	https://www.affluentcpa.com/5-reasons-companies-prefer-hire	5 Reasons Why Companies prefer to hire the Big Four Firms to perform their Audits	Affluent CPA	5 Reasons Why Firms Prefer Big Four for Audits	Affluent CPA
2	https://www.affluentcpa.com/best-tax-preparation-software-p	Tax Preparation Software Programs	Tax Preparation Software For Professionals	Tax Prep Software Programs for Professionals
3	https://www.affluentcpa.com/different-types-audit-non-profit-	Different types of Audit for Non-Profit Organization	Steps of Audit Process	Audit Types for Non-Profit Organizations	Audit Steps
4	https://www.affluentcpa.com/fineed-financial-ethics-good-co-	The need for financial ethics and Good co-operate governance in an organization	Need for Financial Ethics & Governance in Organizations
5	https://www.affluentcpa.com/identification-unclaimed-proper	Identification of Unclaimed Property & Associated Risks	Voluntary Disclosure Agreement	Unclaimed Property & Risks	Voluntary Disclosure
6	https://www.affluentcpa.com/impact-internal-audit-financial-p	The Impact of Internal Audit on financial performance of SMEs	Affluent CPA	Impact of Internal Audit on SME Financial Performance
7	https://www.affluentcpa.com/internal-audit-necessity-healthc	Necessity for Healthcare Industry	Significance of Healthcare Internal Audit	Necessity for Healthcare Industry	Significance of Audit

There were many long title tags that were affecting the user experience as well as Google bots. I recommended shorter and crisp titles for implementation with the keywords.

Meta Descriptions

A meta description is a tag that tells Google what the web page is about. It is also helpful to customers for the same reason.

Note: Google can sometimes re-write your meta descriptions if it feels like the ones you have are not currently optimized or relevant.

#	Page URL	Recommended Meta Description
1	https://www.affluentcpa.com/	Explore Affluent CPA for top-tier financial solutions. From expert accounting to strategic planning, trust us for your business success.
2	https://www.affluentcpa.com/5-main-healthcare-auditing-strategies/	Health audit strategies for robust compliance in healthcare entities. Stay informed on essential healthcare auditing practices.
3	https://www.affluentcpa.com/5-reasons-companies-prefer-hire-big-four	Discover why companies prefer hiring Big Four firms for audits. Explore the advantages and expertise they bring to the table.
4	https://www.affluentcpa.com/about/	Learn about Affluent Financial Services, your trusted partner for comprehensive financial solutions and expert advice.
5	https://www.affluentcpa.com/accounting-services/	Explore our professional accounting services designed to optimize financial management and ensure regulatory compliance.

Issues noted: Majority of the URLs didn't contain meta descriptions.

Solution: After gathering these URLs, I suggested meta descriptions with relevant keywords within 160 characters.

Header Tags

Header tags are a key ranking factor Google uses to determine what your page is about, and how to serve it to relevant search queries. Also headers are important for an optimal user experience as it helps customers quickly scan your web page to determine if your services are a good fit for them.

#	Page URL	Recommended H1
1	https://www.affluentcpa.com	From Bookkeeping and Tax Preparation to Auditing and CFO Services.
2	https://www.affluentcpa.com/about/	Our Company
3	https://www.affluentcpa.com/accounting-services/	Accounting & Financial Reporting
4	https://www.affluentcpa.com/afs-peer-review-reports/	Peer Review Reports
5	https://www.affluentcpa.com/afs-recent-publications/	AFS Publications
6	https://www.affluentcpa.com/audit-assurance-services/	Audit and Assurance Services
7	https://www.affluentcpa.com/audit-of-financial-statements-under-ifrs/	Audit of Financial Statements

**Issues noted:** Header tags are included but do not contain relevant keywords

Solution: Add keywords that describe the services your business offers

I suggested H1s with the keywords that describe the content of the page.

Technical SEO

Site Speed Analysis

Site speed is a critical ranking factor that Google uses to determine where to place your website in the search results. Also it is important to ensure a quality user experience for potential customers. As websites that take too long to load lead to an increase in bounce rate, and thus lower rankings. Google recommends a load time under 2 seconds.
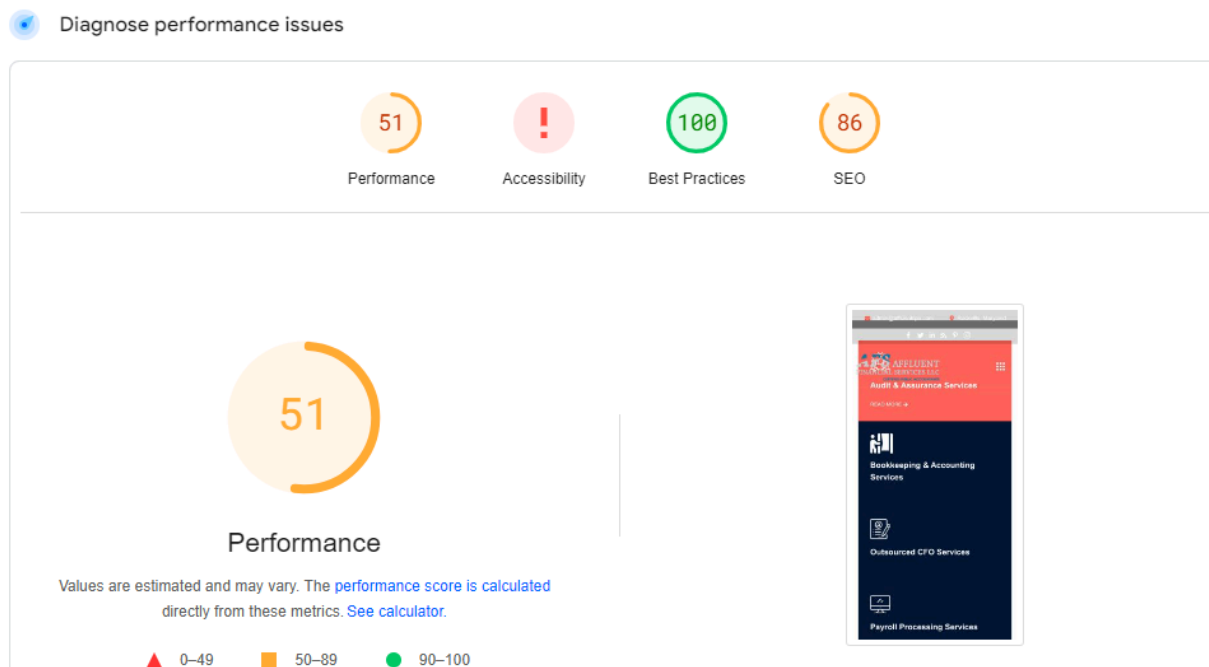
Issues noted: The website was facing slow loading problems to which I recommended using nitropack in enhancing the website speed.

Robots.txt

Unnecessary huge amount of URLs that were not needed for indexing were being crawled. I recommended to disallow them to concentrate on more important URls.

#	Page URL	URL to Disallow
1		https://www.affluentcpa.com/tag/
2		https://www.affluentcpa.com/feed/
4		https://www.affluentcpa.com/author/
5	https://www.affluentcpa.com/robots.txt	https://www.affluentcpa.com/category/
6		https://www.affluentcpa.com/blog/page/11/

Schema Markup

Schema Markup, also known as semantic vocabulary, is code that you can add to the HTML of your website. Adding this code will help search engines better understand your content so they can return more relevant search results to users.

I found out that the schema was invalid with address missing in the code. After adding the address to the code, I ran it to check if it's running and accordingly I suggested to implement the new schema.

```json
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Affluent Financial Services",
  "image": "https://www.affluentcpa.com/wp-content/uploads/2016/03/afs_logo-1.jpg",
  "@id": "",
  "url": "https://www.affluentcpa.com/",
  "telephone": "+1-301-921-8585",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "9210 Corporate Boulevard, Suite 230",
    "addressLocality": "Rockville",
    "addressRegion": "MD",
    "postalCode": "20850",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 39.1064618,
```

Off-Page SEO

Competitive Analysis

By doing a quick search on Google for the keyword financial advisory services, we can quickly see who the competition is and how they are ranking.

Competitor: https://www.bdo.com/services/advisory

With this data, I tried finding guest post opportunities and built high quality backlinks to increase traffic.

Final Thoughts

Overall, I helped them grow their traffic and increase conversions. After implementing on page and off page activities, the clicks increased from 4.51k to 5.38k as seen in the below screenshot. The comparison is between the last 3 months and the previous 3 months.

https://www.affluen... ▼

🏠 Overview

🔍 URL inspection

▾ Performance

Ⓖ Search results

✳ Discover

▾ Indexing

📄 Pages

🗂 Sitemaps

⊘ Removals

▾ Experience

⊙ Page Experience

◎ Core Web Vitals

Search type: Web ✏   Date: Compare ✏   ＋ New

Last updated: 317 hours ago ⓘ

☑ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
5.38K —	**320K** —	**1.7%**	**35.9**
Last 3 months	Last 3 months	Last 3 months	Last 3 months
4.51K •••	**265K** •••	**1.7%**	**35**
Previous 3 months ⓘ	Previous 3 months ⓘ	Previous 3 months ⓘ	Previous 3 months ⓘ

Clicks
120

Impressions
6K

80

4K

40

2K