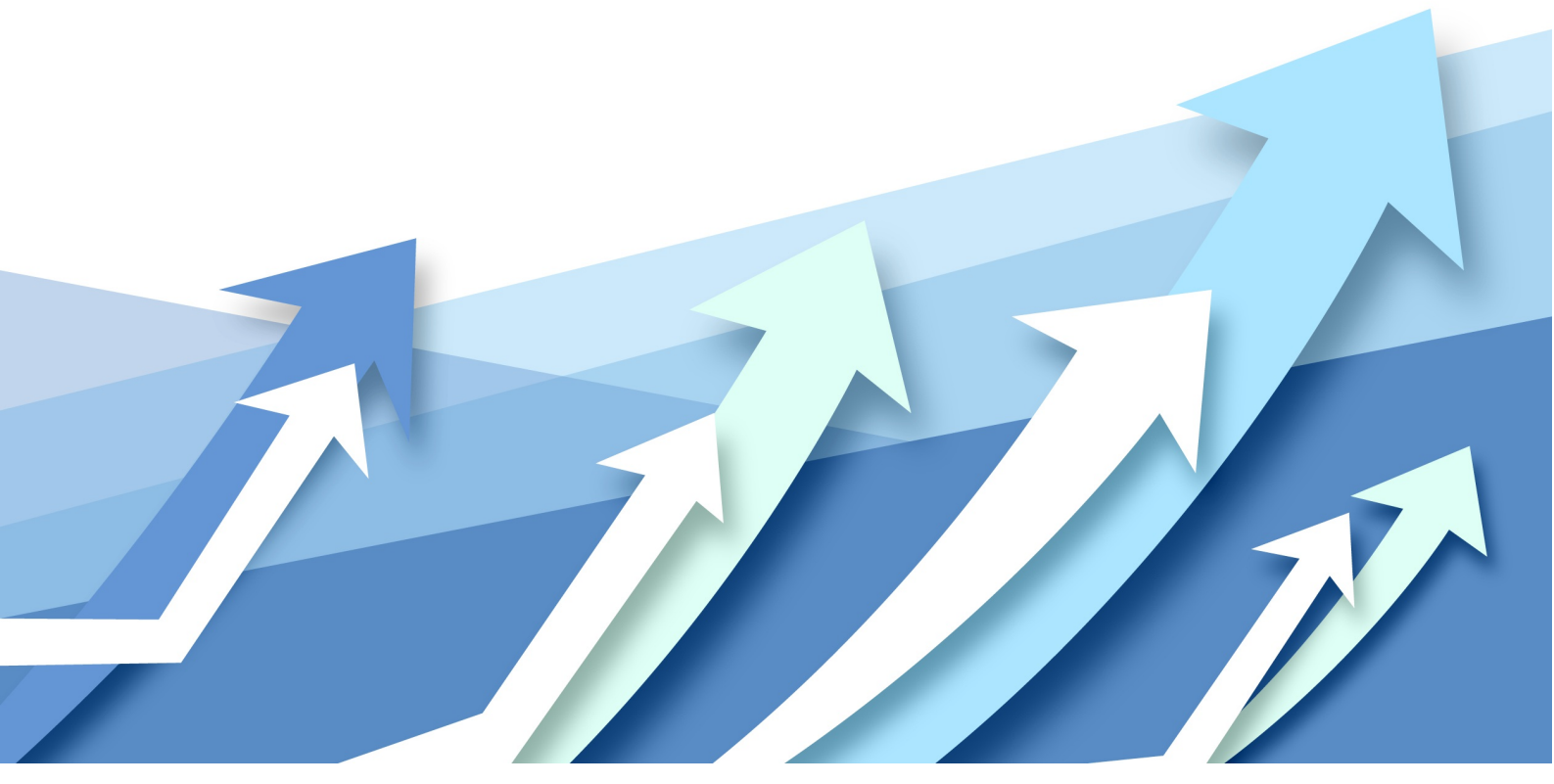


# SEO

## SUMMARY REPORT

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# Project Dashboard

Top 5 Keywords by Rankings				
Keyword	Google.ca - , Ontario, Canada		Google.ca - ,Ontario, Canada	
dodge caravan (your location)	📍	1	📍	1
dodge charger (your location)	📍	1	📍	1
dodge ram trucks (your location)		1		1
jeep wrangler (your location)	🎓	1	🎓	1
used jeeps for sale (your location)	📍	1	📍	1


Ranking Distribution	
<b>11</b> ▼ 17	<b>73</b> ▼ 4
Top 1	Top 10
	<b>99</b> ▲ 7
	Top 20
<b>50</b> ▲ 1	<b>99</b> ▲ 6
Top 5	Top 30
99 results found for 30 keywords in 2 SEs.	

### Average Ranking Position



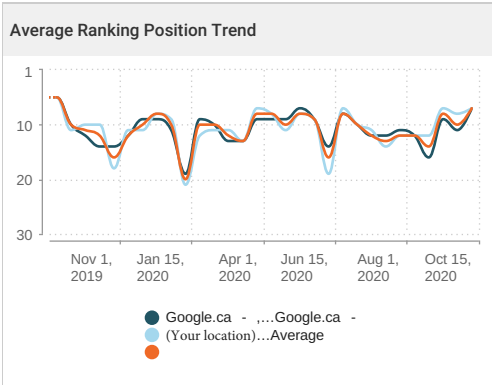
**7** ▲ 4

Google.ca - Ontario, Canada



**7** ▲ 1


Google.ca - , Ontario, Canada



Top 5 Moved up Keywords		
Keyword	Search engine	Position
(yourlocation) dodge dealership	Google.ca - Ontario...	2 ▲ 3
used ram 1500 for sale (your location)	Google.ca - Ontario, Ca ...	11 ▲ 3
used ram 1500 for sale (your location)	Google.ca - , Ontario...	11 ▲ 3
used dodge pickup trucks (your location)	Google.ca - Ontario, Ca ...	6 ▲ 1
used dodge pickup trucks (your location)	Google.ca - Ontario...	6 ▲ 1

Newly Listed Keywords		
Keyword	Search engine	Position
cars and trucks for sale (your location)	Google.ca -(your location), Ontario, Ca ...	2 +
dodge dealership	Google.ca -(your location), Ontario, Ca ...	2 +
dodge trucks (your location)	Google.ca - (your location), Ontario, Ca ...	3 +
jeep dealership (your location)	Google.ca (your location) Ontario, Ca ...	3 +
jeep dealership (your location)	Google.ca - (your location), Ontario...	3 +

### Sitemap Generator



## Oct 20, 2020

Submitted to SEs

n/a Google bot visit

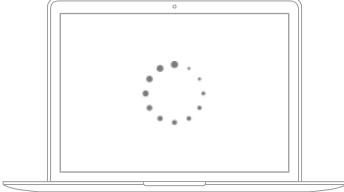
n/a Bing & Yahoo bot visit

## Project Dashboard (continued)

Technical Audit		
<b>49</b> Unique broken links	Page Not Found Issues <b>2</b>	No Server Issues <b>✓</b>
	No Broken Images <b>✓</b>	Page Access Issues <b>46</b>
<b>629</b> Pages with errors	No Broken Javascript files <b>✓</b>	
	Broken CSS files <b>1</b>	
	No Broken links in CSS styles <b>✓</b>	

SEO Issues	
<b>66%</b> Site optimization	<b>26</b> issues found
	<b>21</b> pages with issues
<b>141</b> total pages analysed	

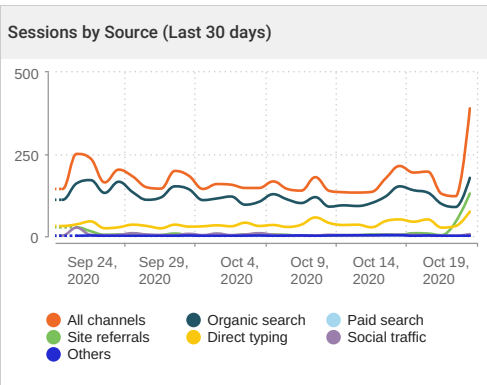
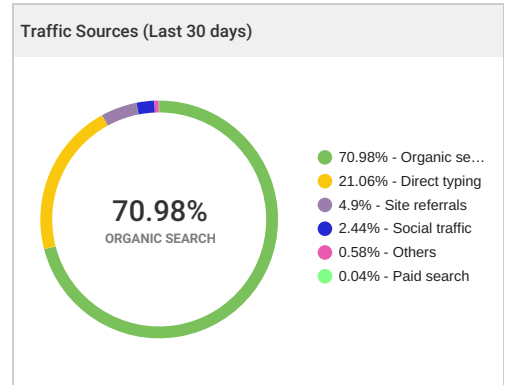
**Page speed insights**



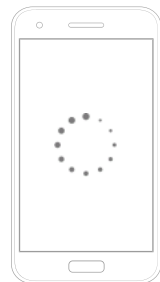
Page: (www.yourwebsite.com)

**23%**  
Page Speed Score

**20**  
Optimization Opportunities



**Mobile optimization**



Page: (www.yourwebsite.com)

**17%**  
Mobile Page Speed Score

**Not Mobile-friendly**  
1 mobile usability issue found

**No flash content**  
Flash content on the page

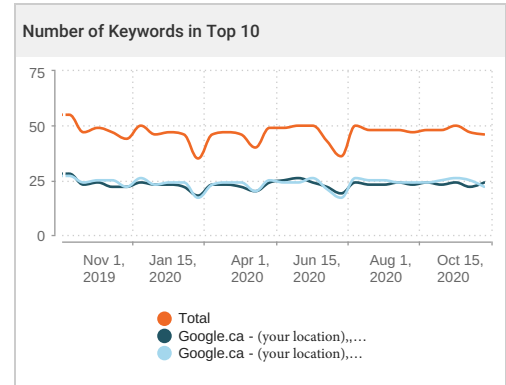
**No AMP**  
Accelerated Mobile Pages check-up

LEGEND: + Added - Not found ▲ Positive change

TYPE OF THE RESULTS: 🖼 Images 📖 Knowledge panel 📍 Places


# My Site Rankings Summary

Top 5 Keywords by Rankings				
Keyword	Google.ca - (your location),, Ontario, Canada		Google.ca - (your location),, Ontario, Canada	
dodge caravan (your location),	📍	1	📍	1
dodge charger (your location),	📍	1	📍	1
dodge ram trucks (your location),		1		1
jeep wrangler (your location),	🎓	1	🎓	1
used jeeps for sale (your location),	📍	1	📍	1




Newly Listed Keywords		
Keyword	Search engine	Position
cars and trucks for sale (your location),	Google.ca - (your location),, Ontario, Ca ...	2 +
kawartha dodge dealership	Google.ca - (your location),, Ontario, Ca ...	2 +
dodge trucks (your location),	Google.ca - (your location),, Ontario, Ca ...	3 +
jeep dealership (your location),	Google.ca - (your location),, Ontario, Ca ...	3 +
jeep dealership (your location),	Google.ca - (your location),, Ontario...	3 +

### Average rankings (last scan)



**7** ▲ 4

Google.ca - (your location),...



**7** ▲ 1

Google.ca - (your location),...

Top 5 Moved up Keywords		
Keyword	Search engine	Position
kawartha dodge dealership	Google.ca - (your location),, Ontario...	2 ▲ 3
used ram 1500 for sale (your location),	Google.ca - (your location),, Ontario, Ca ...	11 ▲ 3
used ram 1500 for sale (your location),	Google.ca -(your location),, Ontario...	11 ▲ 3
used dodge pickup trucks (your location),	Google.ca - (your location),, Ontario, Ca ...	6 ▲ 1
used dodge pickup trucks (your location),	Google.ca - (your location),, Ontario...	6 ▲ 1

### Ranking Distribution

**11** ▼ 17

Top 1

**73** ▼ 4

Top 10

**50** ▲ 1

Top 5

**99** ▲ 7

Top 20

**99** ▲ 6

Top 30

99 results found for 30 keywords in 2 SEs.

LEGEND: + Added ▲ Positive change

TYPE OF THE RESULTS: 🖼 Images 🎓 Knowledge panel 📍 Places

# Brief

This report gives a brief overview of specific keywords and their position on search engine results pages.

Applied Filters

Result type: Organic & SERP features

Keyword (30)	Google.ca - (your location),, Ontario, Canada	Google.ca - (your location),, Ontario, Canada
buy used cars (your location),	15	9
	16	15
cars and trucks for sale (your location),	2	4
	7	18
	19	
dodge caravan (your location),	1	1
	2	2
	4	4
dodge charger (your location),	1	1
	10	11
dodge ram trucks (your location),	1	1
	2	2
dodge trucks (your location),	3	2
		4
dodge trucks near me	1	20
	2	
jeep dealership (your location),	2	3
	3	
jeep trucks for sale (your location),	4	4
	5	5
jeep wrangler for sale (your location),	10	13
jeep wrangler (your location),	1	1
kawartha dodge dealership	2	2
kawartha used cars for sale	6	12
	14	14

**Brief** (continued)

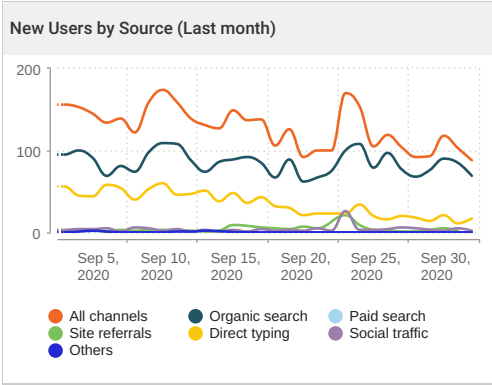
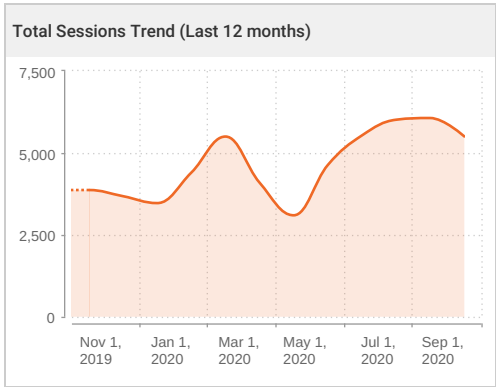
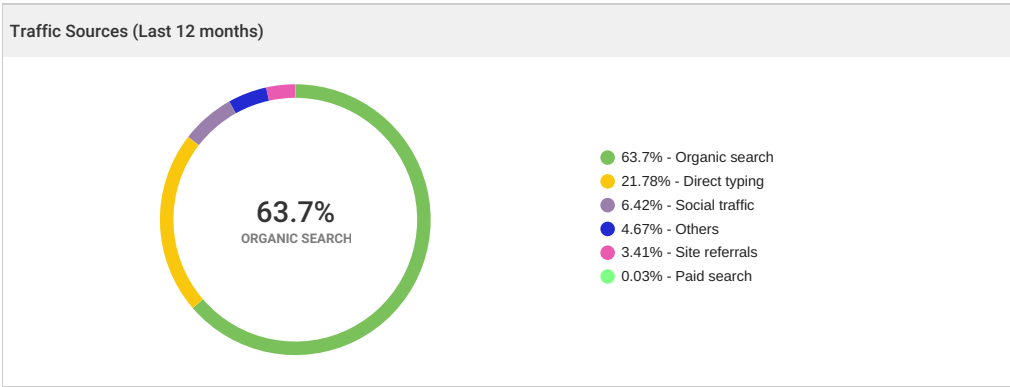
Keyword (30)		Google.ca - (your location),, Ontario, Canada	Google.ca - (your location),, Ontario, Canada
<b>pick up truck for sale</b> (your location),		42	33
<b>ram trucks</b> (your location),		4	7
<b>used car dealers in</b> (your location),		19	20
<b>used car dealerships</b> (your location),	📍	10 12	📍 10 12
<b>used cars for sale</b> (your location),	📍	11 14	📍 9 14
<b>used cars</b> (your location),		14	📍 13 14
<b>used dodge pickup trucks</b> (your location),	📍	2 6	📍 2 6
<b>used dodge ram</b> (your location),	📍	2 3	📍 2 3
<b>used dodge trucks for sale near me</b>	📍	2 47	📍 2
<b>used dodge trucks for sale</b> (your location),	📍	2 8	📍 2 8
<b>used jeeps for sale</b> (your location),	📍	1 6	📍 1 6
<b>used pickup trucks for sale</b> (your location),		8 📍 10	8 📍 10
<b>used ram 1500 for sale</b> (your location),		11	11
<b>used ram trucks</b> (your location),		4	📍 2 4
<b>used trucks dealership</b> (your location),		2	📍 3 4
<b>used trucks for sale</b> (your location),		9 📍 10	📍 5 9
<b>used vehicle dealerships</b> (your location),		10 📍 11	11 📍 11

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**Brief** (continued)

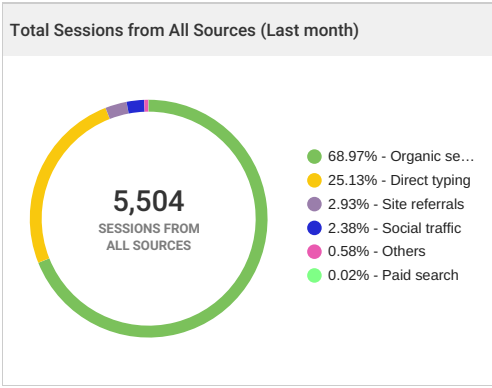
**TYPE OF THE RESULTS:**  Images (3 positions)  Knowledge panel (2 positions)  Places (40 positions)

# Google Analytics Summary



### Top 5 Traffic Sources by Sessions (Last month)

Source	Sessions	% Sessions
Organic search	3.7K	68%
Direct typing	1.3K	25%
Site referrals	161	2%
Social traffic	131	2%
Others	32	0%

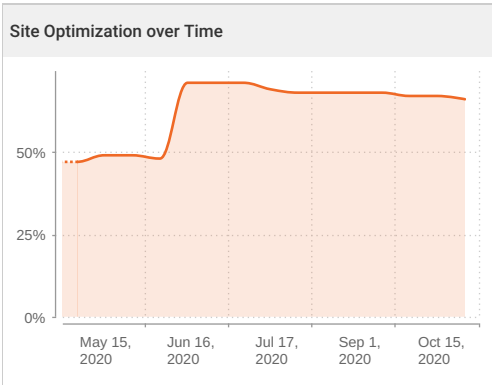


### Top 5 Cities by Sessions (Last month)

City	Sessions	% Sessions
🇨🇦 (your location),	825	16%
🇨🇦 (your location),	801	16%
🇨🇦 (your location),	560	11%
🇨🇦 (your location),	321	6%
🇨🇦 (your location),	225	4%



# SEO Analysis Summary



### Page speed insights

Page: (www.yourwebsite.com)

**23%**  
Page Speed Score

**20**  
Optimization Opportunities

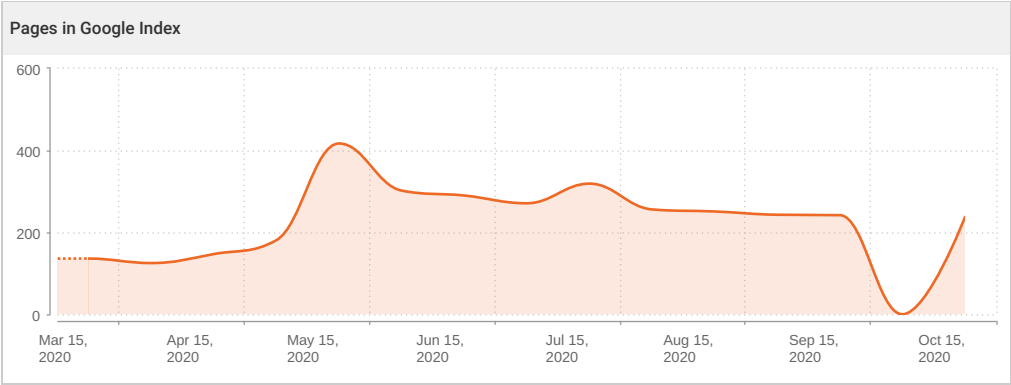
### SEO Issues

**66%**  
Site optimization

**26**  
issues found

**21**  
pages with issues

**141**  
total pages analysed



### Mobile optimization

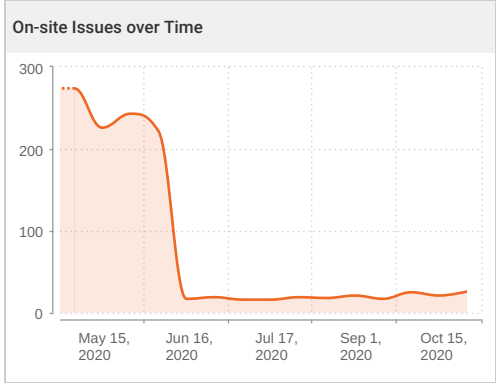
Page: (www.yourwebsite.com)

**17%**  
Mobile Page Speed Score

**No flash content**  
Flash content on the page

**Not Mobile-friendly**  
1 mobile usability issue found

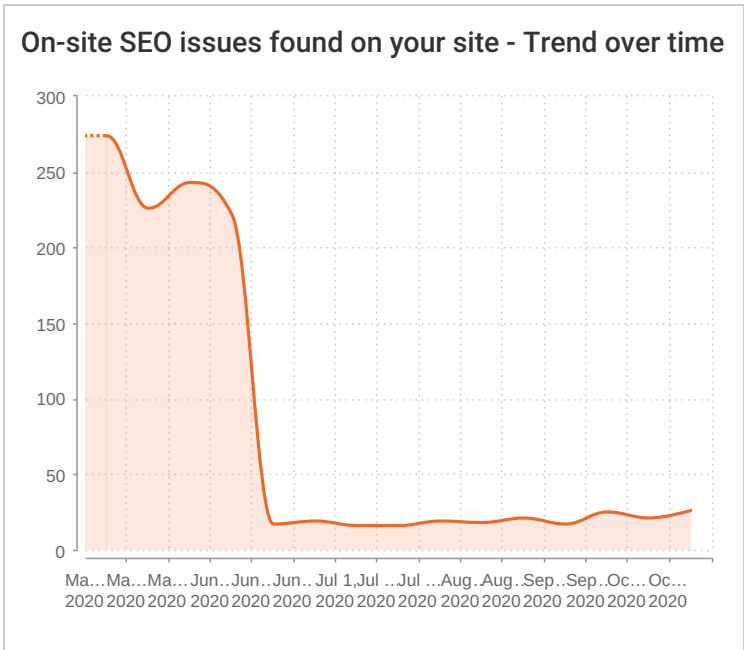
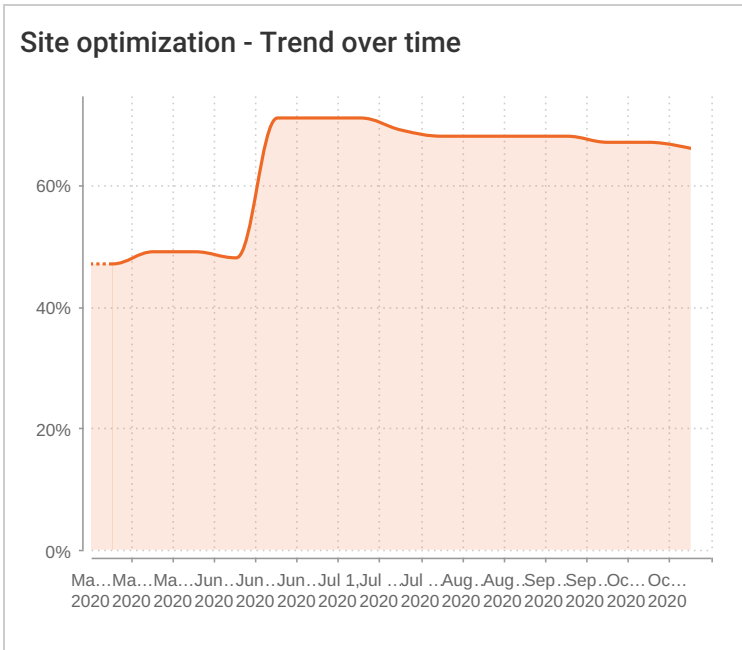
**No AMP**  
Accelerated Mobile Pages check-up



# On-Site Issues Overview

This report lists on-site SEO issues and pages on which the issues were found.

<p><b>66%</b> <span>▼ 1</span></p> <p>Site optimization</p>	<p><b>141</b></p> <p>Analyzed pages</p>	<p><b>26</b></p> <p>On-site issues</p>	<p><b>238</b> <span>▲ 238</span></p> <p>Pages in Google index</p>
<p><b>N/A</b></p> <p>Sitemap age is not available</p>	<p><b>12 years</b></p> <p>Domain age</p>		



## Found Issues

- 1 Shorten Title tags of 12 pages**

Shorten your TITLE tag to 70 characters (including spaces), because longer titles will be cut off on the search results pages.
- 1 Add a Description tag to 7 pages**

Make sure that the Description tag is present across all pages of your site, because SEs use them as snippets on the search results pages.
- 1 Add an H1 heading to 7 pages**

Add a keyword-rich H1 heading, because some search engines still consider the contents of this heading to be important.

## Passed rules

## On-Site Issues Overview for (continued)

- ✔ There is no multiple homepage issue
- ✔ All pages of your site have Title tags
- ✔ The pages of your site have a reasonable amount of outbound links
- ✔ There is a Favicon on your site
- ✔ The structure of your pages' URLs is OK
- ✔ The URLs of your site's pages contain valid characters
- ✔ There are no Meta Refreshes on your site
- ✔ The [XML Sitemap](#) was found on your site
- ✔ The [Robots.txt](#) file was found on your site.

# Top Pages

This report shows the most visited pages of the site.

Applied Filters

Search type: Web Impressions: 100 and more

1,181 ▲ 37

Total clicks

26,610 ▲ 4,099

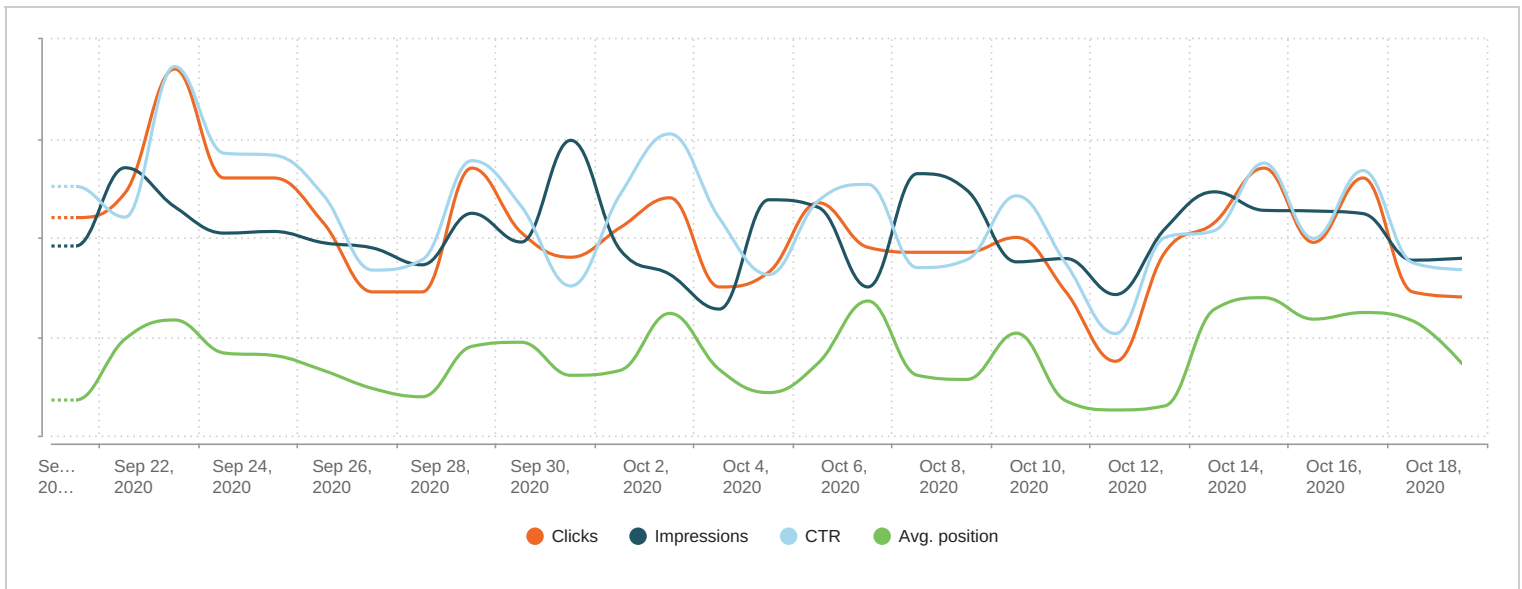
Total Impressions

4.44% ▼ 0.64%

Avg. CTR

38.3 ▼ 2.3

Avg. position



Page	Clicks	Impressions	CTR, %	Avg. position
/	665 <span style="color: green;">▲ 21</span>	16,516 <span style="color: green;">▲ 3,064</span>	4.03% <span style="color: red;">▼ 0.76%</span>	36.2 <span style="color: red;">▼ 4.5</span>
/yourwebsite-inventory/index.htm	322 <span style="color: red;">▼ 15</span>	9,025 <span style="color: green;">▲ 520</span>	3.57% <span style="color: red;">▼ 0.39%</span>	12.8 <span style="color: red;">▼ 1.3</span>
/yourwebsite-new-inventory/index.htm	127 <span style="color: green;">▲ 32</span>	4,728 <span style="color: red;">▼ 381</span>	2.69% <span style="color: green;">▲ 0.83%</span>	6.9 <span style="color: green;">▲ 2.7</span>
/yourwebsite-service/index.htm	17 <span style="color: green;">▲ 1</span>	3,945 <span style="color: green;">▲ 88</span>	0.43% <span style="color: green;">▲ 0.02%</span>	9.9 <span style="color: green;">▲ 0.9</span>
/yourwebsite-dealership.htm	47 <span style="color: green;">▲ 22</span>	3,926 <span style="color: red;">▼ 168</span>	1.2% <span style="color: green;">▲ 0.59%</span>	5 <span style="color: green;">▲ 1</span>
/yourwebsite-contact.htm	15 <span style="color: green;">▲ 2</span>	2,893 <span style="color: red;">▼ 104</span>	0.52% <span style="color: green;">▲ 0.08%</span>	2.6 <span style="color: green;">▲ 1.4</span>
/yourwebsite-all-inventory/index.htm	6 <span style="color: red;">▼ 6</span>	1,599 <span style="color: green;">▲ 107</span>	0.38% <span style="color: red;">▼ 0.43%</span>	2.9 <span style="color: green;">▲ 2.2</span>
/yourwebsite-featured-vehicles/index.htm	-	1,373 <span style="color: green;">▲ 849</span>	-	2.9 <span style="color: red;">▼ 0.5</span>
/yourwebsite-parts/index.htm	2 <span style="color: green;">▲ 1</span>	1,262 <span style="color: green;">▲ 757</span>	0.16% <span style="color: red;">▼ 0.04%</span>	40.2 <span style="color: red;">▼ 19.9</span>

## Top Pages for (continued)

Page	Clicks	Impressions ▼	CTR, %	Avg. position
<a href="#">/yourwebsite - price /index.htm</a>	-	958 ▼ 296	-	55.8 ▼ 2.5

LEGEND: - Not found   ▲ Positive change   ▼ Negative change

# Devices

This report shows the types of devices most frequently used to visit your site.

Applied Filters

Search type: Web

1,181 ▲ 37

Total clicks

26,610 ▲ 4,099

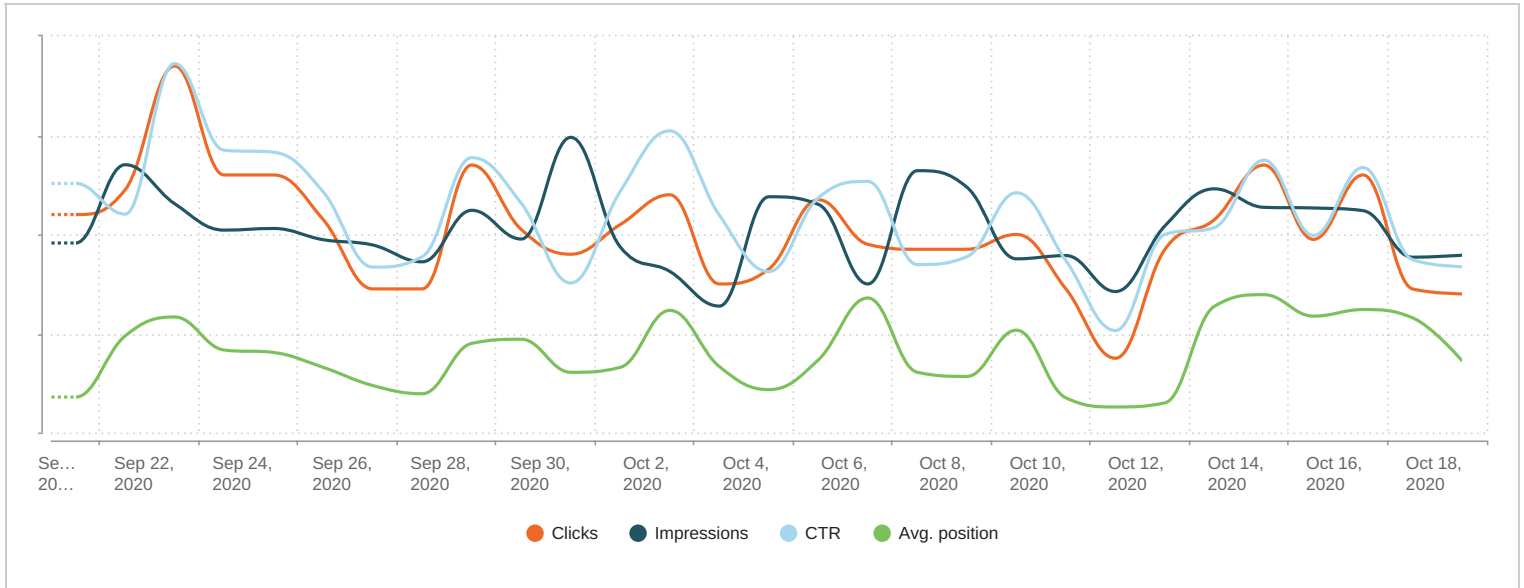
Total Impressions

4.44% ▼ 0.64%

Avg. CTR

38.3 ▼ 2.3

Avg. position



Device	Clicks	Impressions	CTR, %	Avg. position
Desktop	571 <span style="color: green;">▲ 19</span>	14,676 <span style="color: green;">▲ 2,701</span>	3.89% <span style="color: red;">▼ 0.72%</span>	46.5 <span style="color: red;">▼ 0.2</span>
Mobile	516 <span style="color: green;">▲ 19</span>	11,290 <span style="color: green;">▲ 1,463</span>	4.57% <span style="color: red;">▼ 0.49%</span>	29.4 <span style="color: red;">▼ 3.9</span>
Tablet	94 <span style="color: red;">▼ 1</span>	644 <span style="color: red;">▼ 65</span>	14.6% <span style="color: green;">▲ 1.2%</span>	10.2 <span style="color: red;">▼ 1</span>

LEGEND: ▲ Positive change ▼ Negative change