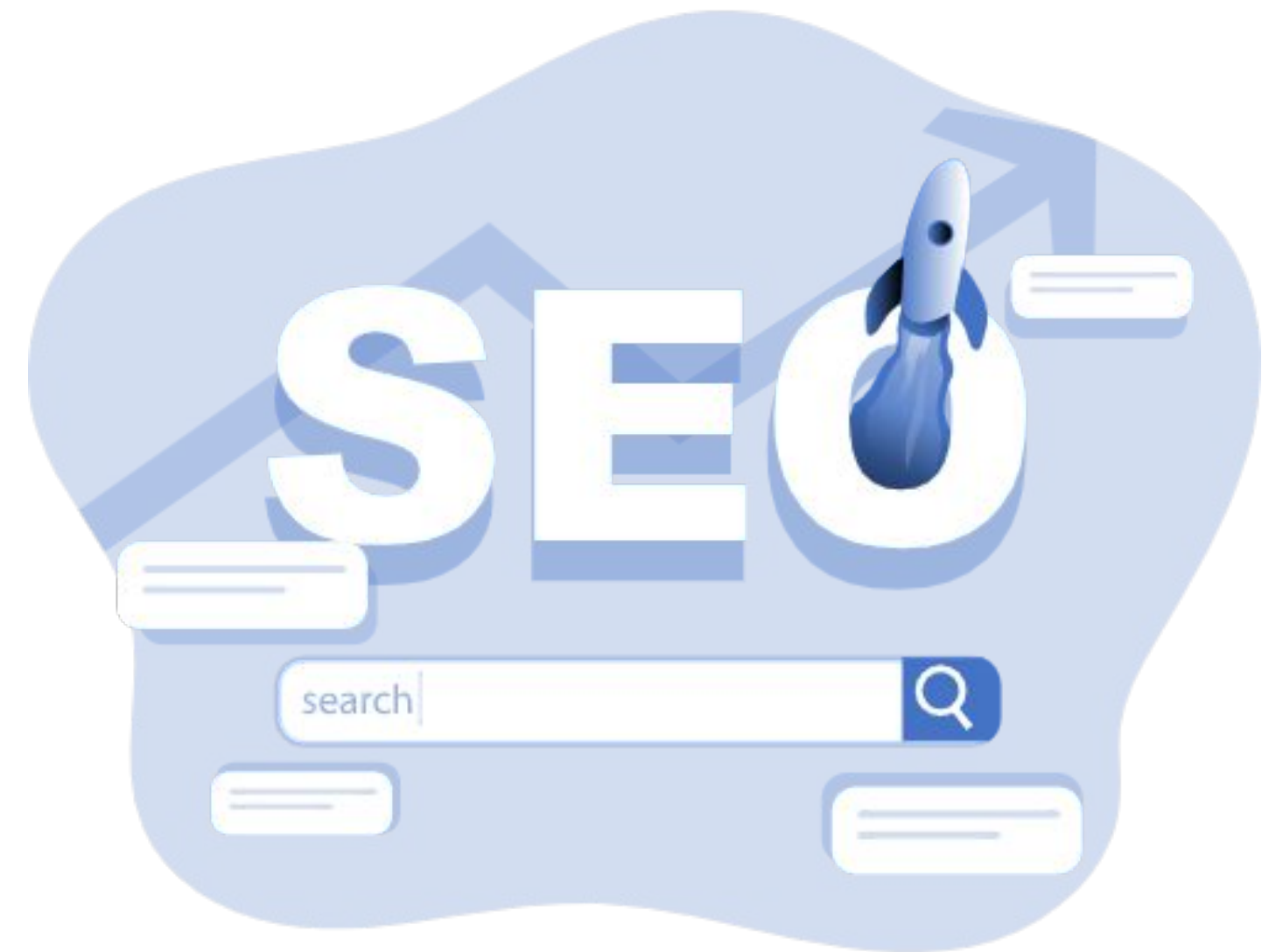




# SEO Audit Report (Gold)

## For shipaa.com

- Client name: \*\*\*\*\*
- Date: \*\*\*\*\*



# Table of Contents

- Technical Audit (p. 1-5)
- Website Structure (p. 1-5)
- Competitor backlink analysis (p. 1-5)
- Semantic kernel analysis (p. 1-5)
- Content plan (p. 1-5)
- Backlink strategy (p. 1-5)
- Niche analysis (p. 1-5)
- Strategic advice and budgeting (p. 1-5)

# Technical SEO

Compress the image that is too large. 3.3 mb for

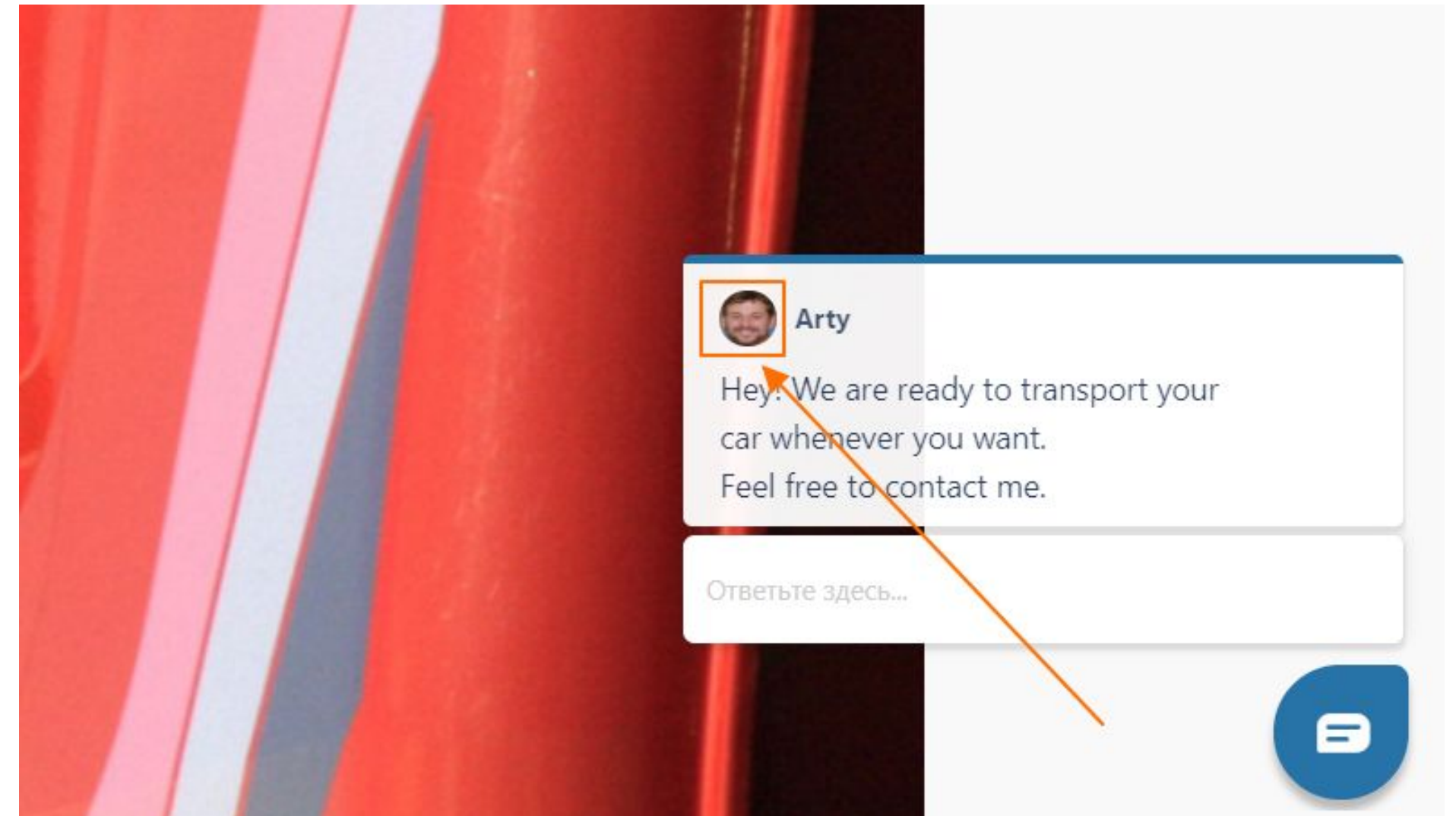
[https://fc-euc1-00-pics-bkt-00.s3.amazonaws.com/8a49c411a402f0db20018b2026168e9a9aa178b0da4e82d4d8066285f0288e68/f\\_marketimgpicFull/u\\_2fac31dced9cc6ec7476ed318326eedce6970d058e60f2c01edba315060348dc/img\\_1588619122478.png](https://fc-euc1-00-pics-bkt-00.s3.amazonaws.com/8a49c411a402f0db20018b2026168e9a9aa178b0da4e82d4d8066285f0288e68/f_marketimgpicFull/u_2fac31dced9cc6ec7476ed318326eedce6970d058e60f2c01edba315060348dc/img_1588619122478.png)

Favicon should be compressed as well. 180 KB is too much

<https://www.shipaa.com/wp-content/themes/shipaa/blog-img/favicon.ico>

List of images that would benefit from compression:

[https://docs.google.com/spreadsheets/d/14PcfwsKSNytU9L\\_Dck-HVpJgO-GAYRyXOgmzAxAiblg/edit?usp=sharing](https://docs.google.com/spreadsheets/d/14PcfwsKSNytU9L_Dck-HVpJgO-GAYRyXOgmzAxAiblg/edit?usp=sharing)



It's unclear why this element was made into a button if it's not one.



```
Elements Console Sources Network Memory Application Performance Security Lighthouse
<!DOCTYPE html>
<html lang="en-US">
  <head>...</head>
  <body class="home page-template page-template-home page-template-home-php page page-id-8 no-sidebar __bm__extension">
    <div id="page" class="site">...</div>
    <section class="content main-page">
      <div class="container-def-width our-stats-container">...</div>
      <div class="def-block comments-container">...</div>
      <div class="def-block our-features-container">...</div>
      <div id="how-it-works" class="def-block three-steps-container">...</div>
      <div class="def-block cost-transport-container">...</div>
      <div class="recent-shipment-cont">
        <a class="def-btn btn-red recent-shipment-title"> == $0
          
          <span>Recent shipments</span>
        </a>
      </div>
```

# Robots.txt

Fix your robots.txt - paths were set incorrectly, which is why the pages that you were trying to exclude got indexed.

```
Nix ▾  
User-agent: *  
Disallow: /cgi-bin  
Disallow: /?  
Disallow: /wp-  
Disallow: /wp/  
Disallow: *?s=  
Disallow: *&s=  
Disallow: /search/  
Disallow: /author/  
Disallow: /users/  
Disallow: */trackback  
Disallow: */feed  
Disallow: */rss  
Disallow: */embed  
Disallow: */wlwmanifest.xml  
Disallow: /xmlrpc.php  
Disallow: utm=  
Disallow: *openstat=  
Disallow: /request/  
Disallow: /faq-first/  
Disallow: /faq-second/  
Disallow: /terms-and-conditions/  
Disallow: /privacy-policy/  
Disallow: /cookies-policy/  
Disallow: /copyright-and-trademark/  
Disallow: /author-posts/  
Disallow: /register-2/  
Disallow: /login-2/  
Disallow: /password-reset-2/  
  
Allow: */uploads  
  
# Allow files critical for rendering  
Allow: *.js  
Allow: *.css  
  
# Allow AJAX - Do Not Remove  
Allow: /wp-admin/admin-ajax.php  
  
Sitemap: https://www.shipaa.com/sitemap.xml
```

# Invalid microdata markup:

Many pages have incorrect microdata markup. For example, there is a section defined as FAQ through microdata markup on the main page, but it's not filled in and is out of place. Use microdata markup only where its use is justified. The complete list of pages with incorrect microdata markup goes as follows:

[https://docs.google.com/spreadsheets/d/1L7upYFEqXSP\\_PhuL0v-1u5n9LTILNltJG0MYUFiOb30/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1L7upYFEqXSP_PhuL0v-1u5n9LTILNltJG0MYUFiOb30/edit?usp=sharing)



# Non-Mobile-Friendly Pages

Not all pages are optimized for mobile devices. The list of pages that don't pass the Mobile-Friendly Test and the reasons for it can be found below:

<https://docs.google.com/spreadsheets/d/163QL2QuiUmJb6BQUck05Z-66KW6v75gLVpIU853Tw-A/edit?usp=sharing>

# Individual Pages' Speed Optimization

All in all, if you compress images and don't load player scripts on pages where it doesn't exist, there shouldn't be any load speed issues. If you want to learn more about controlling the loading of scripts on certain pages, see the link below:

<https://techblog.sdstudio.top/kak-otkljuchit-plaginy-wordpress-na-opredelennyh-stranichah-i-postah-s-plaginom-i-bez-cher-uz-funkciju/>

Data on the current optimization speed indicators can be found here:

<https://docs.google.com/spreadsheets/d/1aA-K-bwmhNJC-cHqWktXMWeLMp5Dv9jJV5sSNrpoHpc/edit?usp=sharing>

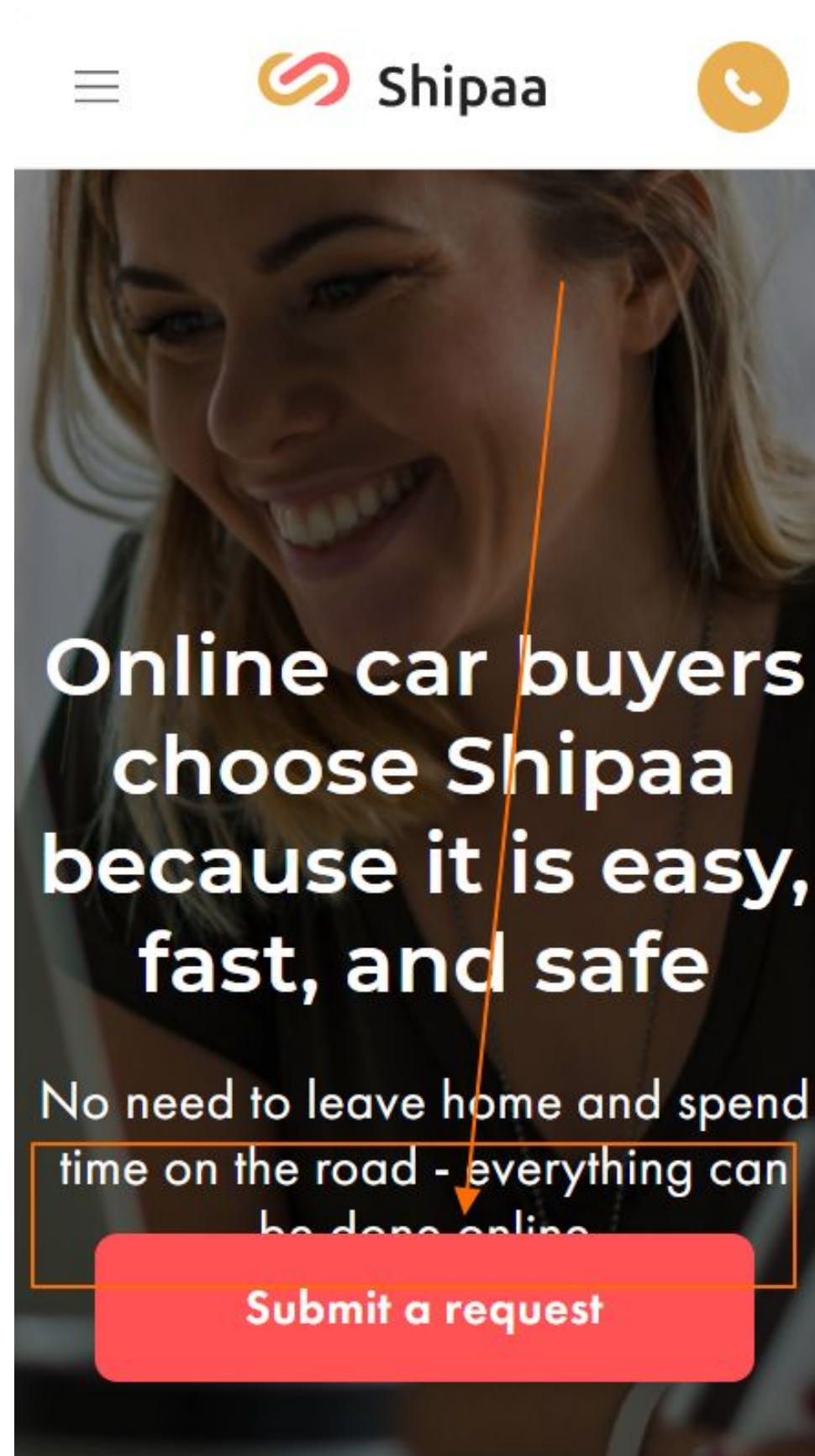


# Usability

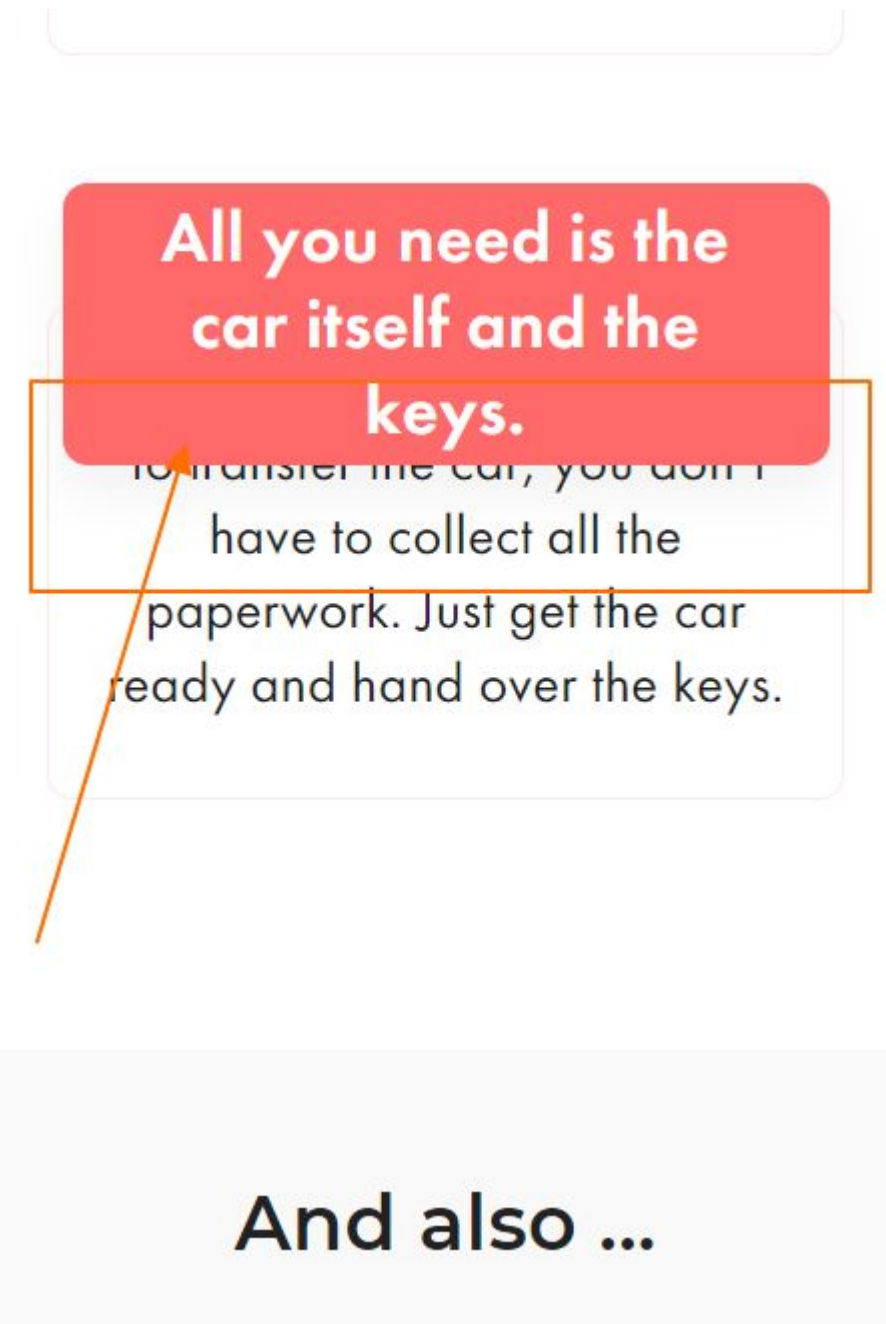
The button overlaps with the text if it's displayed in 3 lines

The same goes for this page

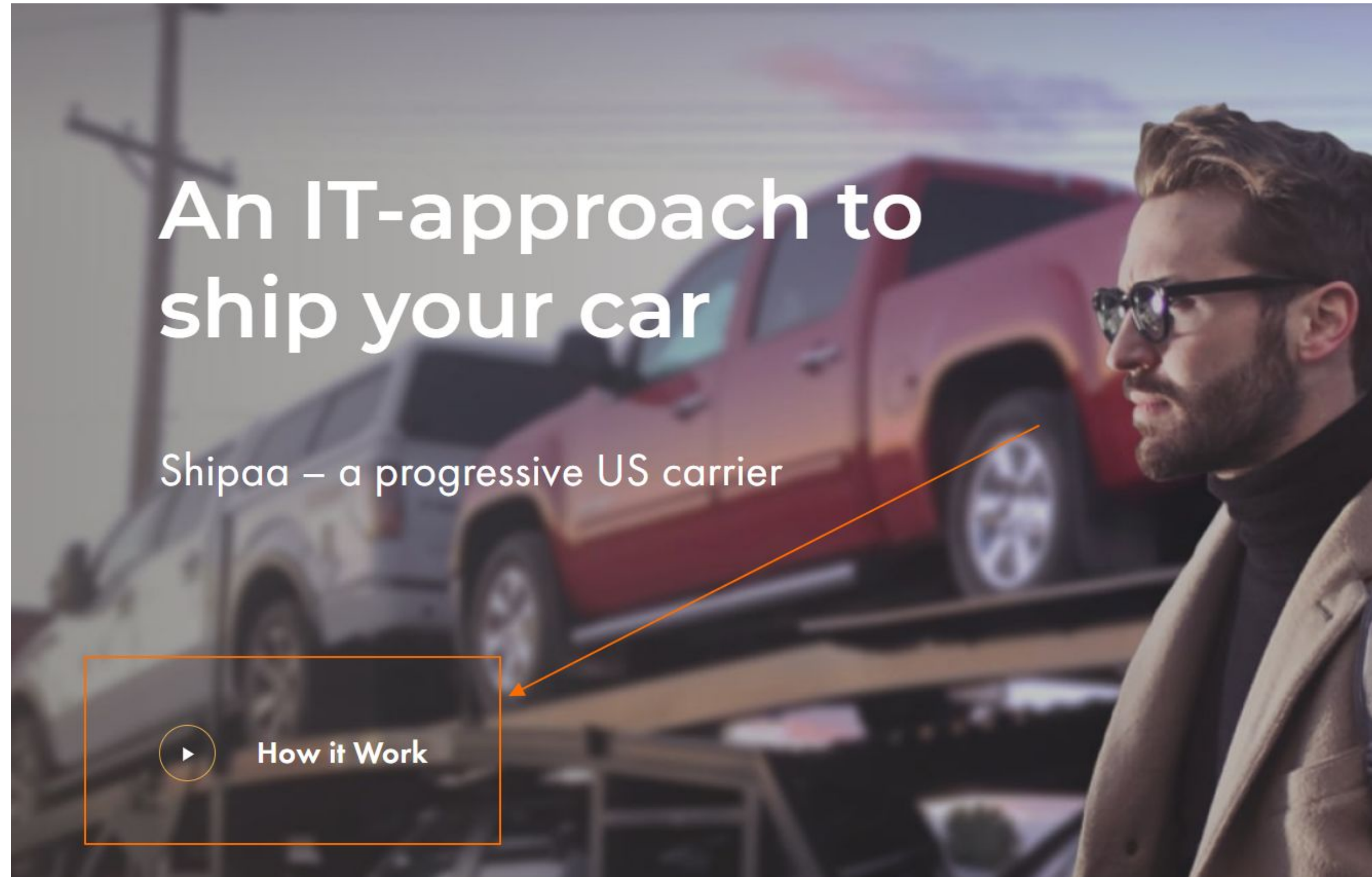
<https://www.shipaa.com/cost-to-ship-a-car/>



Save time on the road, save money on the airline ticket, and



It's not the most noticeable option - finding it requires effort. The click-through rate has to be checked through analytics, but there is a suspicion that not many users find and click it, while all the necessary libraries for the video player load every time.





# Non-responsive elements

Not all elements are scalable.

Take this page, for example:

<https://www.shipaa.com/cost-to-ship-a-car/>

All pages with the same issue can be found in the section below:

[Technical](#)

Transportation price for Sedan  
Cars

Route

Los Angeles, CA, to Boston, MA (2,98  
Atlanta, GA, to Houston, TX (792 mil  
Miami, FL, to New York, NY (1,279 mi  
Brownsville, TX, to El Paso, TX (829 n  
Cheyenne, WY, to Little Rock, AR (1,0

**VS** 3. Car

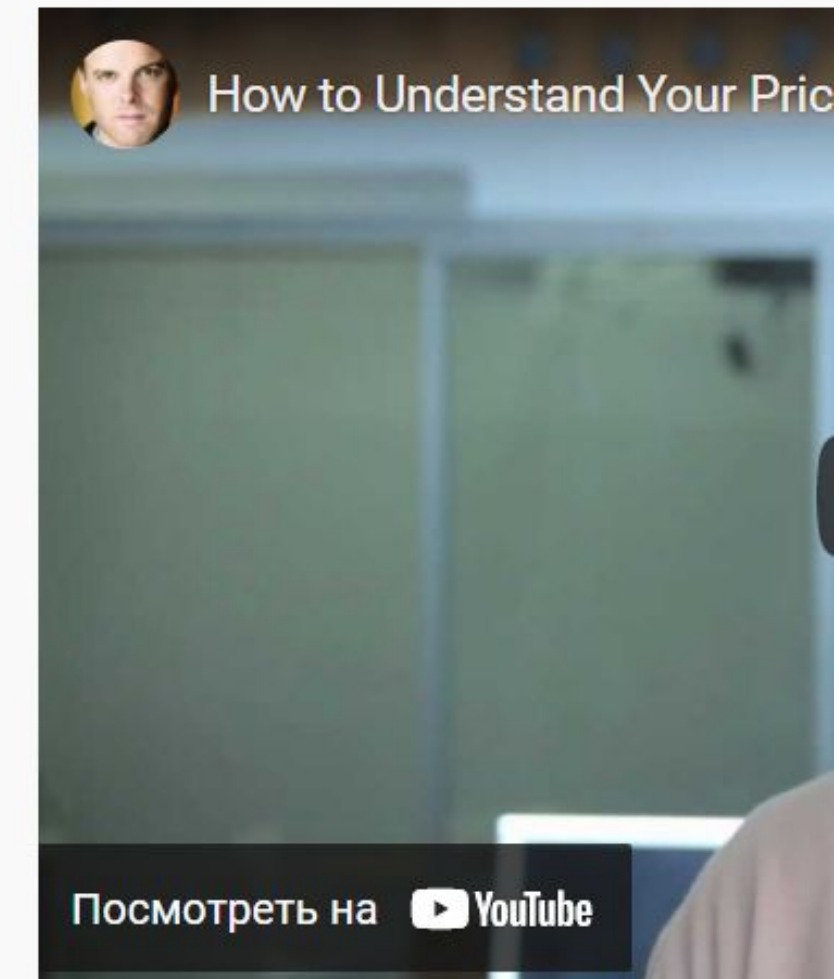
**Transportation  
Cost: Brokers vs  
Carriers**

The same goes for YouTube video:

It can be fixed the following way:

<https://flaviocopes.com/responsive-youtube-videos/>

own fleet of vehicles, and many carriers have grown to be able to offer superior insurance packages and premium options such as different transport types and door to door services.



#### **4. The Delivery Options, Door to Door Transport**

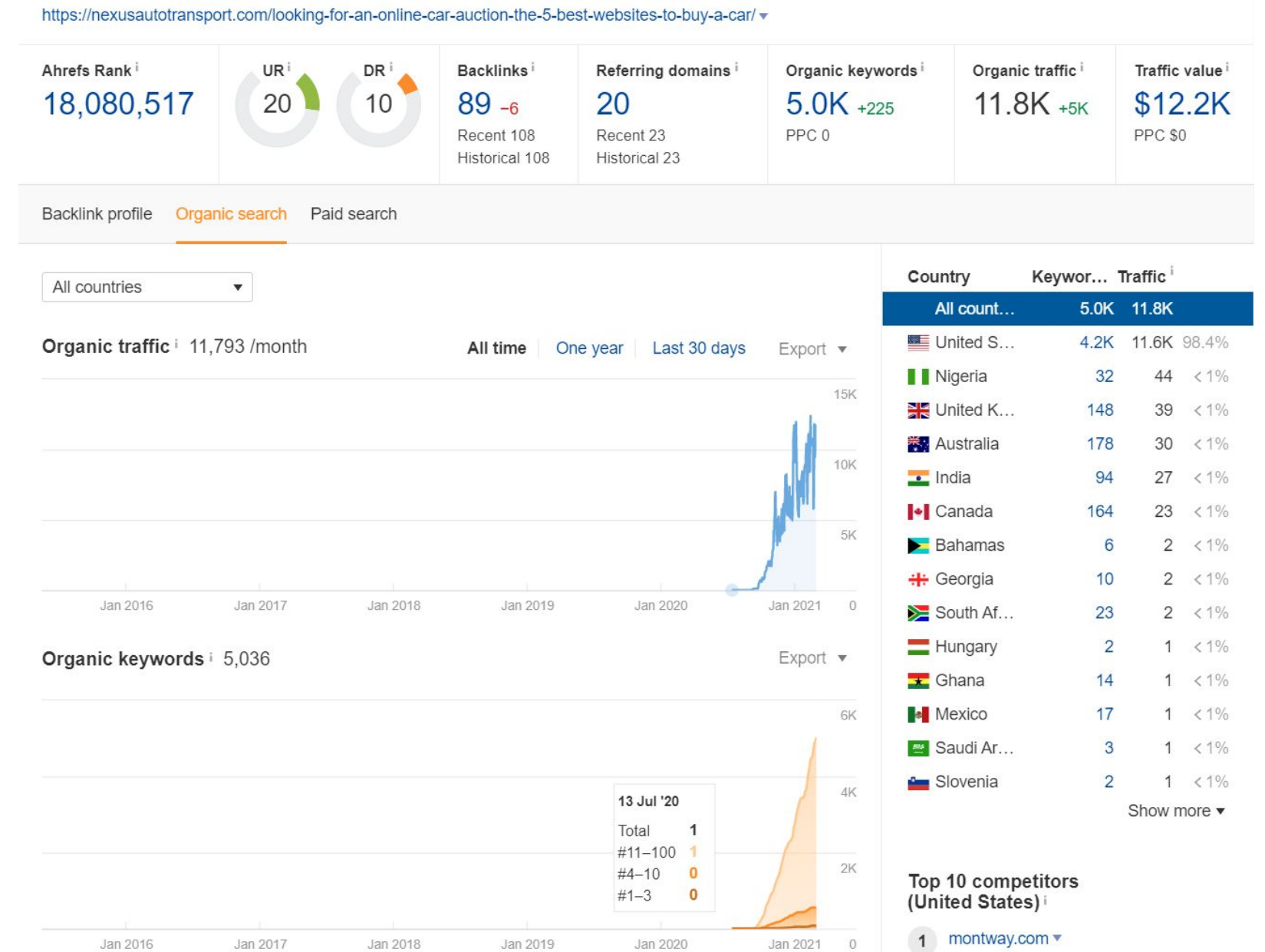
# Content

Below is the link to the new content ideas with examples and guidelines:

<https://docs.google.com/spreadsheets/d/11yxe9aWOGjDIt74mQ8NLzAWcooU7jl0bqZGxVG0EQis/edit?usp=sharing>

Creating content on related topics can be beneficial. A good example would be:

<https://nexusautotransport.com/looking-for-an-online-car-auction-the-5-best-websites-to-buy-a-car/>



A relatively recent page attracts traffic because it latched onto a near-target topic.

In their case, this page and the calculator collect the lion's share of traffic, despite the mediocre link popularity of these pages.

127 pages Total traffic: 27.5K 1 Mar 2021 Compare with: 1 Feb 2021 Changes

URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
<a href="https://nexusautotransport.com/looking-for-an-online-car-auction-the-5-best-websites-to-buy-a-car/">https://nexusautotransport.com/looking-for-an-online-car-auction-the-5-best-websites-to-buy-a-car/</a>		14,051 51.1%		\$14.2K		4,007		car auctions	41K	6 ▲1
<a href="https://nexusautotransport.com/calculator/">https://nexusautotransport.com/calculator/</a>		5,963 21.7%		\$40.4K		867		car shipping car shipping quotes	24K 4.3K	4 1
<a href="https://nexusautotransport.com/cross-country-car-shipping-the-cost-to-ship-a-car-across-the-us/">https://nexusautotransport.com/cross-country-car-shipping-the-cost-to-ship-a-car-across-the-us/</a>		3,163 11.5%		\$18.7K		682		ship car cross country shipping car across country	400 450	1 1
<a href="https://nexusautotransport.com/how-much-is-it-to-ship-a-car-this-is-how-to-calculate-cost/">https://nexusautotransport.com/how-much-is-it-to-ship-a-car-this-is-how-to-calculate-cost/</a>		1,200 4.4%		\$6.1K		232		how much does it cost to ship a car	4.8K	3 ▲1
<a href="https://nexusautotransport.com/">https://nexusautotransport.com/</a>		498 1.8%		\$2.3K		449		nexus auto transport	1.1K	1

Therefore, it's worth creating a structure, calculators, or quota tables.

Example:

<http://www.amerifreight.net/car-shipping-auto-transport-quotes-rates-cost-calculator/>



## About the author:

It would be better to place the information about the author at the bottom of each article.

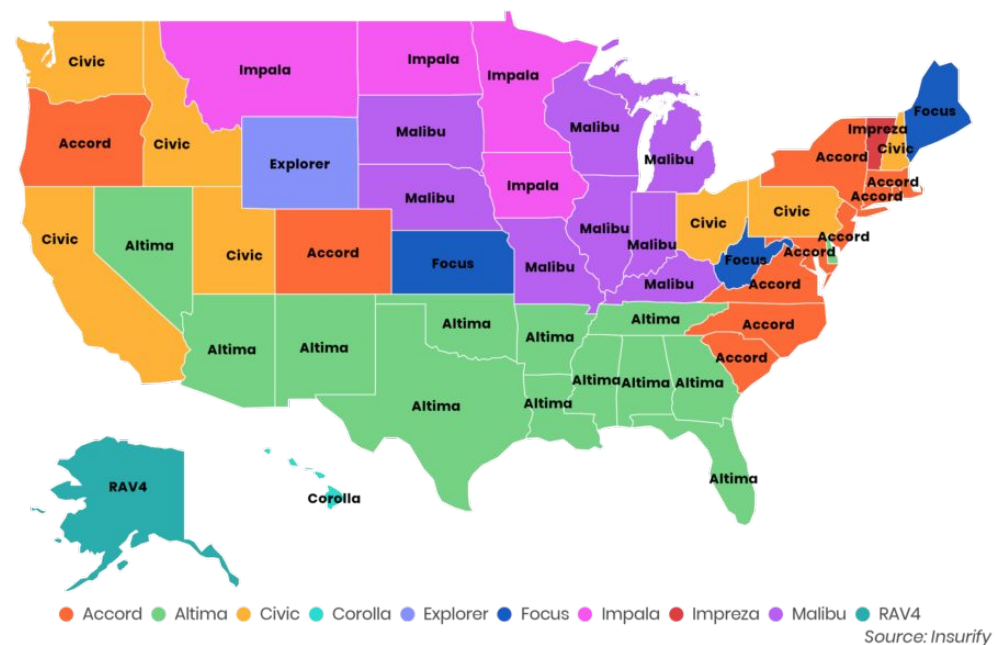
## Authority:

Try to find and integrate more statistical data into your articles - it will boost their credibility.

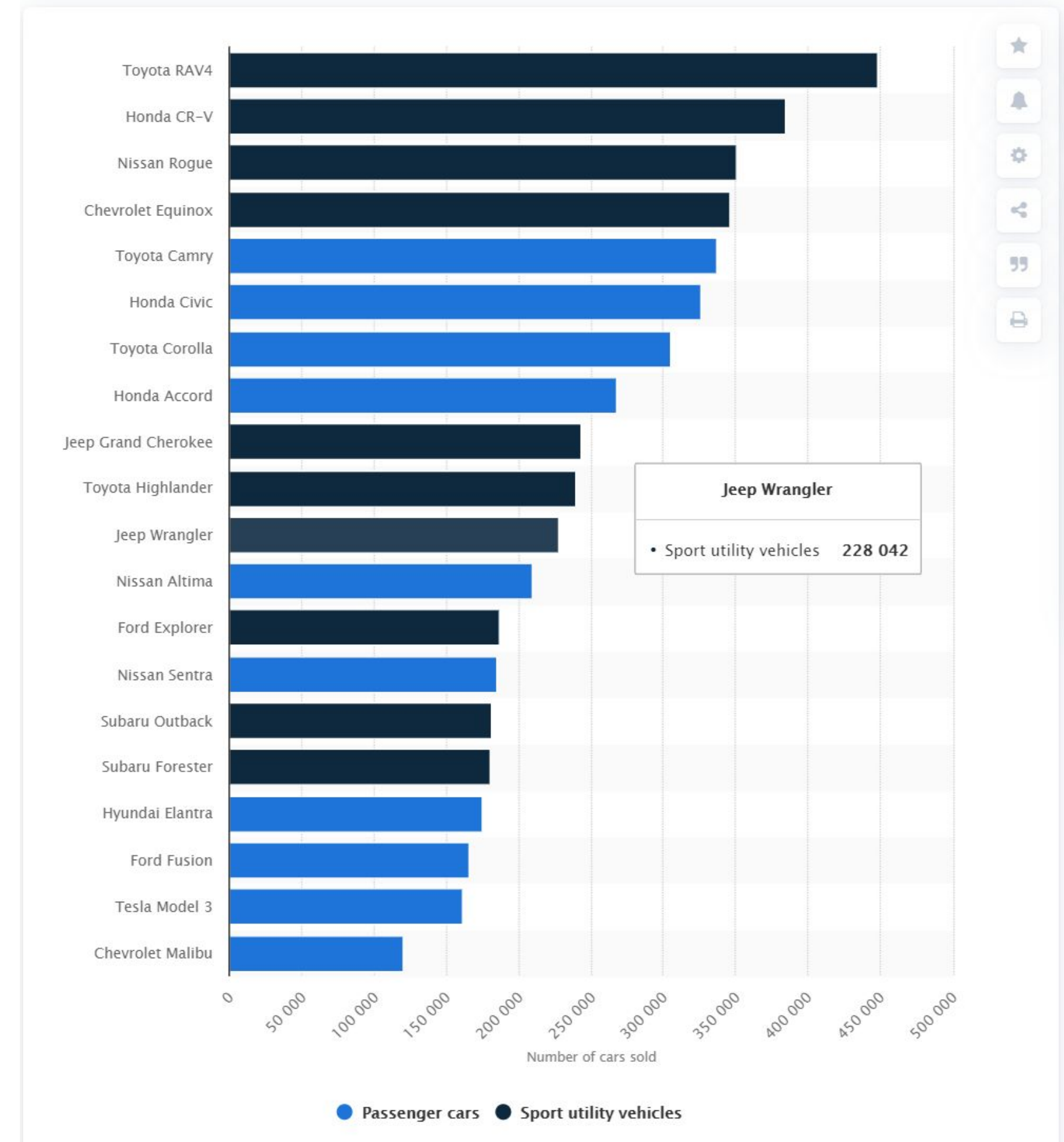
Alternatively, you can create additional articles for this data. Examples:

INSURIFY

### Most Popular Cars in America - 2020



## The best-selling cars and SUVs in the United States in 2019 (based on unit sales)





# Regular Ranking Content Improvement

Content that moves in the search results has to be regularly updated. It also needs new (more up-to-date) information, charts, tables, infographics, price dynamics by year, etc. The list includes everything that will expand the semantic core and cover the visitor's need in full for requests like "how much does it cost to ship a car," "cost to ship a car." The best bet is to start optimizing your content by targeting the top. How it might look like:

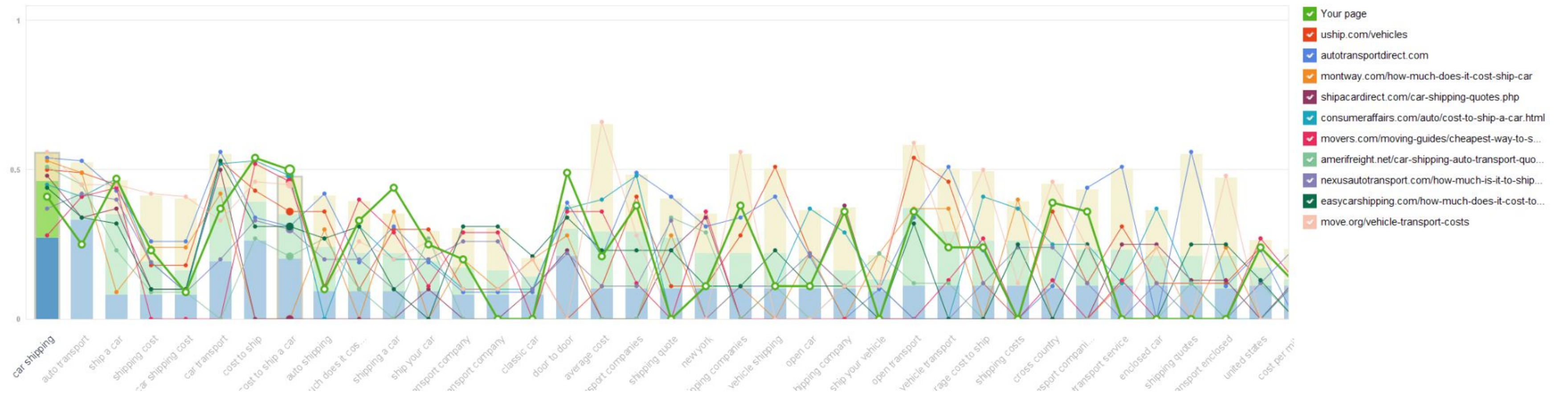
For starters, pick several pages competing with you and parse their text component and yours. Here is an example of your page: <https://www.shipaa.com/cost-to-ship-a-car/>

The image above offers a comparison of the metrics from the page to the ones on the right. The indicators examined:

- The number of main keywords and the frequency of their occurrence (Min., Max., Average);
- The number of words per page;
- TF-IDF indicators.

The image below offers a comparison of the metrics from the page to the ones on the right. The indicators examined:

- The number of main keywords and the frequency of their occurrence (Min., Max., Average);
- The number of words per page;
- TF-IDF indicators.



**TF-IDF** (term frequency and inverse document frequency) - is an index used to evaluate a certain word's importance in a document.

**TF** (term frequency) characterizes the ratio of the number of occurrences of a specific word to the entire set of words in the document. The higher the TF, the more important is the specific word in the document.

**IDF** (inverse document frequency) characterizes the frequency inversion of a particular word's usage in the text. This metric allows reducing the importance of words - for example, conjunctions or prepositions.

Where is the **TF-IDF** used?

The **TF-IDF** metric is used in search engine algorithms for checking texts. This index is a part of the algorithm for checking the content relevance to the user's search query. This parameter is also used to determine the degree of similarity of several documents.

An example of a pivot table can be seen below:

<https://docs.google.com/spreadsheets/d/11yxe9aWOGjDIt74mQ8NLzAWcooU7jI0bqZGxVG0EQis/edit#gid=442975331&range=A1:L769>

The pages are compared by the types of media content, technical tasks are drawn up for the copywriter and designer, the current ranking indicators are recorded, and the dynamics are observed. Looking at the numbers, it seems that the page is not bad, but ...



# This page has problems

## It's losing ranking

Granted, it's low search volume for the most part, but the trend is evident. If we look at the google analytics data - the average time spent on the page is 39 seconds, while the reading time for the entire article is about 12 minutes.

Date ↓ <sup>i</sup>	Keyword	Volume <sup>i</sup>	KD <sup>i</sup>	Position <sup>i</sup>	Traffic <sup>i</sup>	Results <sup>i</sup>	URL <sup>i</sup>	
2 Mar '21	how much does it cost to deliver a car	3	50	45 → 22	● Lost	-0.08	696,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	car delivery price	3	20	50 → 25	● Lost	-0.02	1,300,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	how expensive is it to ship a car	4	60	45 → 30	● Lost	-0.02	76,200,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	average cost of shipping a car	4	30	37 → 28	● Lost	-0.02	218,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	how much does it cost to deliver a car	3	50	45 → 22	● Lost	0	696,000,000	🔗 🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
Next 10   Next 100   📄 Export								
1 Mar '21	shipping vehicles cost	4	40	50 → 27	● Lost	-0.02	275,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	what does it cost to ship a car	6	150	46 → 33 → 35	↓ 2	0	565,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	how much does it cost to have a vehicle shipped	2	20	46 → 36	● Lost	0	72,300,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	cost to transport a car	4	1,000	46 → 57 → 53	↑ 4	0	955,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	cost to ship car cross country	2	80	24 → 44 → 40	↑ 4	0	55,400,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
Next 10   Next 100   📄 Export								
28 Feb '21	how much does it cost to have a car shipped	4	100	45 → 27	● Lost	-0.05	158,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	cost to have a car shipped	2	60	49 → 37	● Lost	0	153,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	how much does it cost to move car across country	3	10	24 → 32	● Lost	0	213,000,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	cross country car shipping cost	4	20	34 → 48 → 42	↑ 6	0	62,400,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
	cost to ship a truck across country	4	20	28 → 46	● Lost	0	22,500,000	🔒 <a href="http://www.shipaa.com/cost-to-ship-a-car/">www.shipaa.com/cost-to-ship-a-car/</a> ▼
Next 10   Next 100   📄 Export								

It may be caused by the page's irrelevance to the user's expectations. Let's take the query "**how much does it cost to ship a car**" and examine it. It's an information request that the user makes, hoping to receive data on how much transportation can cost. It's not a transaction request where the user would be looking for a company offering transportation services, the user merely wants an estimate. Now let's take a look at the top pages for this query:

- <https://www.move.org/vehicle-transport-costs/>
- <https://nexusautotransport.com/how-much-is-it-to-ship-a-car-this-is-how-to-calculate-cost/>
- <https://www.consumeraffairs.com/auto/cost-to-ship-a-car.html>
- <https://www.uship.com/vehicles/>
- <https://www.jandstransport.com/how-much-does-it-cost-to-ship-a-car/>
- <https://www.amerifreight.net/car-shipping-auto-transport-quotes-rates-cost-calculator/>

	Landing Page ?	Acquisition			Behavior		
		Sessions ? ⬇	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		26 % of Total: 8.33% (312)	100.00% Avg for View: 96.79% (3.31%)	26 % of Total: 8.61% (302)	57.69% Avg for View: 70.83% (-18.55%)	2.23 Avg for View: 1.99 (12.08%)	00:00:39 Avg for View: 00:00:46 (-15.72%)
<input type="checkbox"/>	1. /cost-to-ship-a-car/	26(100.00%)	100.00%	26(100.00%)	57.69%	2.23	00:00:39

What makes these articles different from yours? The narrative style. Your article reads like a life story of the author you follow that would look perfect on some blog, but the user's expectations are different.

By entering this keyword, the user expects to find useful tips, tables, comparisons, recommendations, specific numbers - everything that can help grasp the issue. In other words, the user needs cold hard facts, not a well-written life story.

Therefore, we should look at the top and note which companies are there now, how they got there, what kind of content they offer, and how extensive it is. Only after examining all of it should we work on our content, improve it and start promoting the page.



# Link building

The average age of the top competitors is around 13 years old. Therefore, it's not easy for newer websites to get to the top.

Links can be obtained from almost all car-related websites. Lifestyle-oriented websites are also suitable, as they can organically write that they have bought a new car, which was smoothly delivered.

You should consider creating blogs like this yourself on the dropped domains. It's worth creating a couple of near-topic blogs and gradually boost them. Regarding the techniques - use them at your discretion. You can improve dropped domains or reanimate deleted accounts from tumblr.com. We wouldn't recommend using direct redirects from dropped domains yet (except for a very targeted hit - if the dropped domain was a transportation site as well).

# Sources of Links:

There is a need for numerous good links, and there are sources that can provide them. Competitors mostly have a lot of legit historical links.

Links are usually obtained from:

1. Links from niches. For example, links from websites that are directly involved in car sales.

Example: <https://www.edmunds.com/car-buying/buying-a-car-sight-unseen.html>

2. Links from directories.

Example: <https://fleetdirectory.com/ByLocation/California.htm>

3. Topic blogs.

Example: <https://www.lifestorage.com/blog/moving/tips-on-shipping-your-car/>

4. Excellent entry through wikihow.

Example: <https://www.wikihow.com/Ship-a-Car>

Although in this case it's not link building, but rather the initiative of the wikihow team. Nevertheless, the number of views and click-through rates are impressive.

## 5. Business Review Websites

Example: <https://www.goodfirms.co/company/direct-express-auto-transport>

6. If you have a software developer in your team, you can have them write a simple shipping rate calculator with the option to embed it on third-party websites through a frame with an embedded backlink to your website.

Next, reach out to some car dealers you can find on Google with the message: "Your website is great, but the only thing that's missing is a calculator for delivery cost estimations. We've just developed one for ourselves, but we can share it with you for free." They'll use it on their website, and you'll get a backlink. Obviously, it would be unreasonable to bet on reeling in large players, but even the links from small and medium dealerships will give a constant backlinks' growth.

## 7. Company listings:

<https://www.superpages.com>

<https://www.yellowpages.com>

## 8. Broken links of competitors through outreach

9. Pages that rank fairly well need to be worked on.

For example, page:

[www.shipaa.com/cost-to-ship-a-car/](http://www.shipaa.com/cost-to-ship-a-car/) has a decent traffic potential and can reach the top if it's supercharged with extra backlinks. Additionally, traffic can be significantly expanded by adding content or even a calculator.

10. Buying .edu links or sponsorship

Matador Discounts   California State University, Northridge <a href="http://www.csun.edu/as/matador-discounts">www.csun.edu/as/matador-discounts</a> EN	82	21	20	200	273	186	329	Ship A Car, Inc. IMAGE CONTENT <a href="http://www.shipacarinc.com/">www.shipacarinc.com/</a> ↳ 301 → <a href="http://www.shipacarinc.com/">www.shipacarinc.com/</a>
Discounts & Offers   RebelCard   University of Nevada, Las Vegas <a href="http://www.unlv.edu/rebelcard/discounts">www.unlv.edu/rebelcard/discounts</a> EN	81	37	125	247	294	77	2,112	Ship A Car, Inc. IMAGE CONTENT <a href="http://www.shipacarinc.com/">www.shipacarinc.com/</a>

# Link Profile Dynamic

The safe average median of link building is about 140 links per month from 25 domains with do-follow links making up about 40% -50%. It's important to keep a positive dynamic every month, even if it's insignificant. The monthly increase in links should be about 10-20%. It's possible to increase the dynamic if there is a newsworthy event, such as the introduction of a quota calculator on the website. Increased links to useful tools will not appear suspicious to the search engines. If implemented, it shouldn't be displayed on a new page - integrate it into the main page or add it to this page [www.shipaa.com/cost-to-ship-a-car/](http://www.shipaa.com/cost-to-ship-a-car/).

If you notice a positive dynamic, move on to the next landing page. If that doesn't work, there are several options you can proceed with. Rebuild the commercial queries of this page under the main page (to send all commercial requests to the main page). Certain competitors concentrate almost all requests on the main page, and it works.

Alternatively, re-create the page with the same queries but with new content. It can help.

It's important to avoid making numerous changes right away (even if you want to achieve the result faster) because this will blur the picture as a whole and make it difficult to determine which one of the changes worked.

Work with each page separately because each page has its own queries, search visibility, and competitors. You are not competing with domains but with pages.

The two-months plan for working with the link mass can be found below:

<https://docs.google.com/spreadsheets/d/1h5eU4x1PjphANPR7pcuIBY7ZdsLF0i1a07pE4sF3m2g/edit?usp=sharing>

This period was chosen to ensure control and understanding of how exactly certain mechanics led to a change in ranking. Further on, it will be clear whether it's necessary to scale the plan or completely change it.



# Conclusion

To summarize, the top of the niche is occupied by old domains with a fairly legit link profile. You can compete for the top by increasing the mass of natural-looking links - there are many ways to get them. The website is also not bad, but you need to work on content and backlinks to get to the top.

Out of all competitors, [www.shipacarinc.com](http://www.shipacarinc.com) and <https://nexusautotransport.com> are worth monitoring because they are more recent and show excellent dynamic.

## Additional Remarks

### New Pages

Currently, active link building is dangerous because the past performance has been very weak. A reason for attracting links has to be created, namely new pages. Examples of pages that need to be created to attract traffic and backlinks:

<https://nexusautotransport.com/calculator/> - good traffic potential. This page has to be created.

## **Behavioral Factors Stimulation**

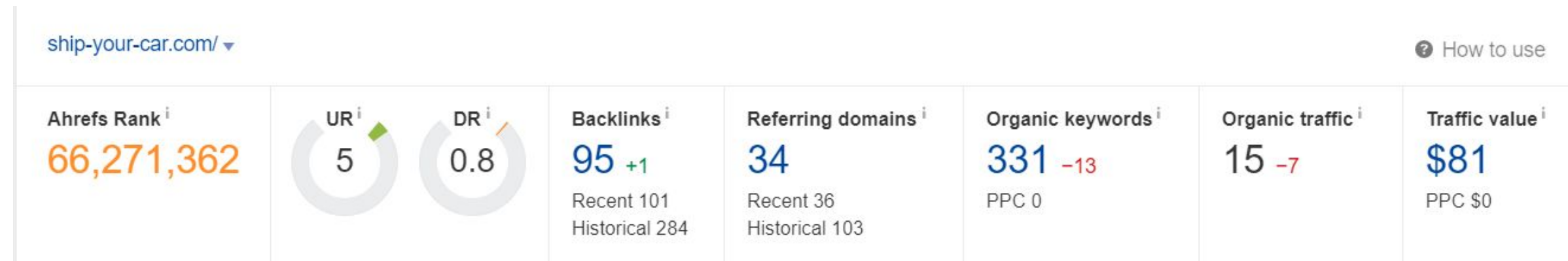
Boosting pages by stimulation of behavioral factors, provided that the page is in the top 20 or better yet in the top 10. Any microtask service ([microworkers.com](https://www.microworkers.com)) will work for this purpose. Stimulated traffic shouldn't exceed 10% of the current organic one.

## Weak Websites Acquisition

Buying weak sites from the top 100. For example, there is a website

<http://ship-your-car.com/>, Its current performance is far from good.

Nevertheless, it ranks for some good keys.



Granted, their keywords are below the top 50, BUT they are still in the search results and being ranked. The mechanic here is simple - you need to collect a list of similar websites and reach out to their owners, pointing out the lack of traffic and poor quality of the website and offering to buy it. Some of them will agree to sell for a reasonable price (around 50-100 bucks). And just like that, it becomes a dropped domain (without its main features like domain expiration, etc.). After boosting its SEO potential and improving its ranking, embed the necessary links in the top pages. It will give you many advantages, for instance:

1. A topic-related domain
2. Ready-made content
3. Domain history
4. A domain that has always been available
5. A spare domain that you can always move to if some kind of problems with the main one arise

387 keywords 📅 14 Mar 2021 Compare with: 14 Feb 2021

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
car shipping	5	24,000	51	8.00	0	51 → 92 ▼41	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
auto transport	4	19,000	76	9.00	0	76 → 98 ▼22	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
vehicle transport	3	6,700	64	7.00	0	96 → × Lost	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
auto transport companies	4	6,400	68	9.00	0	87 → × Lost	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
ship a car	7	5,700	61	N/A	0	52 → 74 ▼22	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
car transport companies	7	5,600	71	9.00	0	77 → × Lost	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
car transport service	4	4,900	46	7.00	0	53 → 60 ▼7	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
car transport services	3	4,000	49	7.00	0	43 → 63 ▼20	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
ship a car direct	5	3,600	22	4.00	0	78 → 80 ▼2	<a href="http://ship-your-car.com/html5-blank/direct-auto-shipping/">http://ship-your-car.com/html5-blank/direct-auto-shipping/</a> ▼
ship car	5	3,400	62	7.00	0	55 → 82 ▼27	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
ufirst	4	3,100	16	0.00	0	67 → 68 ▼1	<a href="http://ship-your-car.com/the-ufirst-advantage/">http://ship-your-car.com/the-ufirst-advantage/</a> ▼ <a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
ship my car	2	2,600	67	7.00	0	25 → 24 ▲1	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
auto transport reviews	5	2,500	50	5.00	0	74 → 80 ▼6	<a href="http://ship-your-car.com/auto-transport-reviews/">http://ship-your-car.com/auto-transport-reviews/</a> ▼
car transportation	5	1,600	70	N/A	0	89 → 99 ▼10	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
car shipping services	5	1,500	62	7.00	0	58 → 54 ▲4	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼
vehicle transport services	2	1,500	64	8.00	0	54 → 59 ▼5	<a href="http://ship-your-car.com/">http://ship-your-car.com/</a> ▼

## **Writing Guest Posts of True Story-type**

It's worth finding blogs suitable for guest-posting and preparing articles for them. For example, you should definitely try to place an article on <https://www.autotempest.com> - an excellent resource. However, keep in mind that the article should be informative with no hint of commercial intent. Ideally, it should be some kind of research so they can mention you as a source of that useful material. Another way of getting a backlink from them is sponsored links if they offer this option, but in any case, a backlink from their website is an absolute must.

## **Blog Topics:**

Best Websites to Sell a Car to Maximize Your Profit

The X Best Websites to Buy a Car

The 5 Most Famous Car Auctions in the USA

## Reference Point and Projections

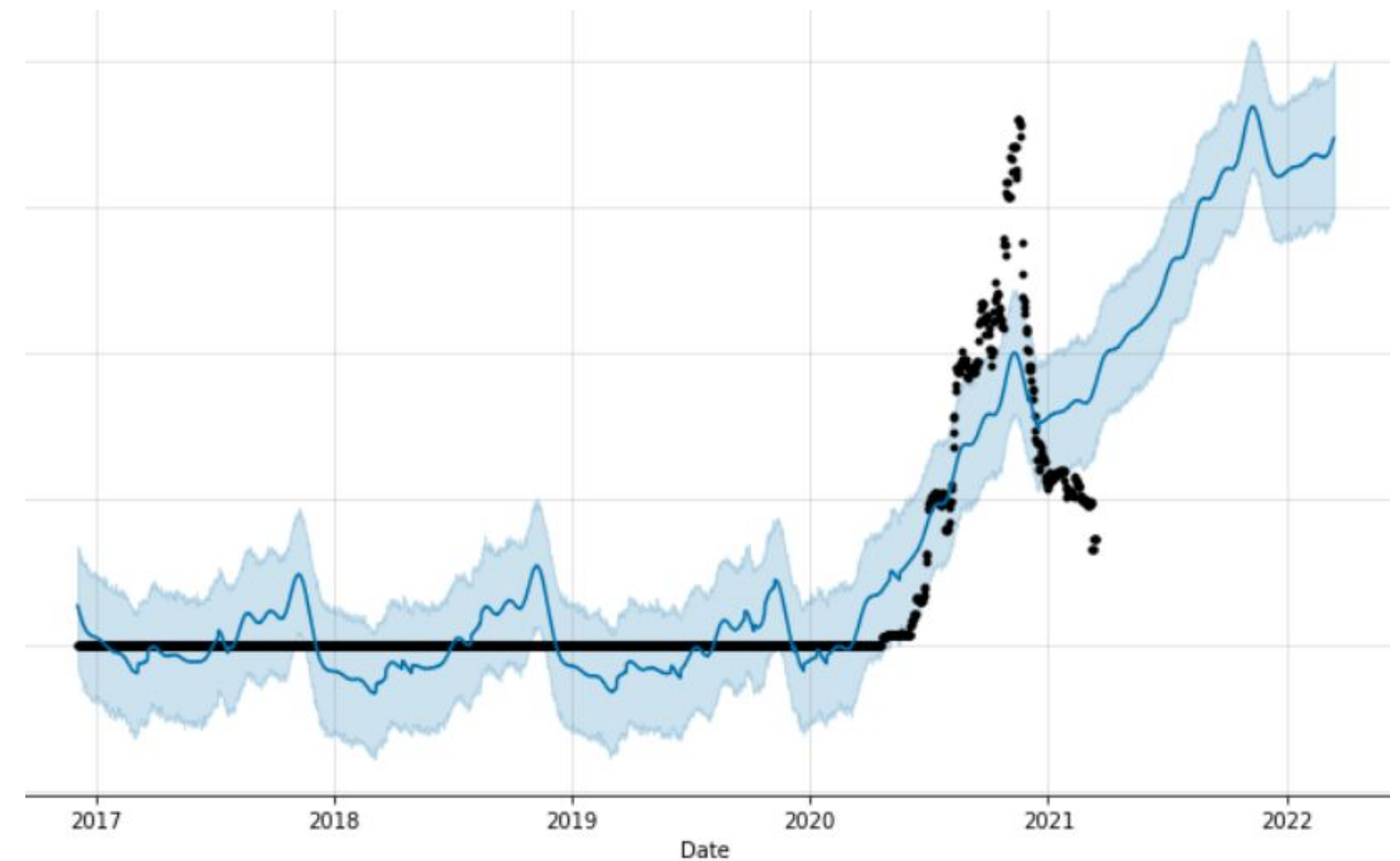
Looking at the website in its current state, we see the general semantics for 300 keys with a relatively modest traffic potential. The question is whether there is traffic in the niche in general? The answer is Yes, there is, and we can see the vivid example of it in nexusautotrasport:



Ideally, it would be best to expand the semantics with content and new pages, but even the current semantics have potential. We will proceed with the concept that only the keys ranked in the top 10 have value. At the moment, there are none, but most of the semantics consist of low-competitive queries that can be taken as a base for quick movement to the top. If you build a traffic forecasting model, it might look like this:



If based on the current semantics, most of the requests can get into the top 5-10, the number of visitors will reach 805-1610 per month. If the same semantics get into the top 1-3, then the range can vary from 8048 to 12072 visitors per month. Given that it's almost impossible to get semantics into the top evenly, we will correct the data for a spread in the top 10 and get the approximate traffic of 3000 to 5500 unique visitors per month. It's the number of visitors you can try to reach within 3-4 months with the budget at hand, smooth operation, and the absence of global updates from Google.



**Pages and Anchors to start with:**

<https://docs.google.com/spreadsheets/d/1Ks5TznsM3-gCl8jDDvGt0W3hSGOZPY5cJA1ID-ZKKII/edit?usp=sharing>

# Your custom link-building strategy

Dear client,

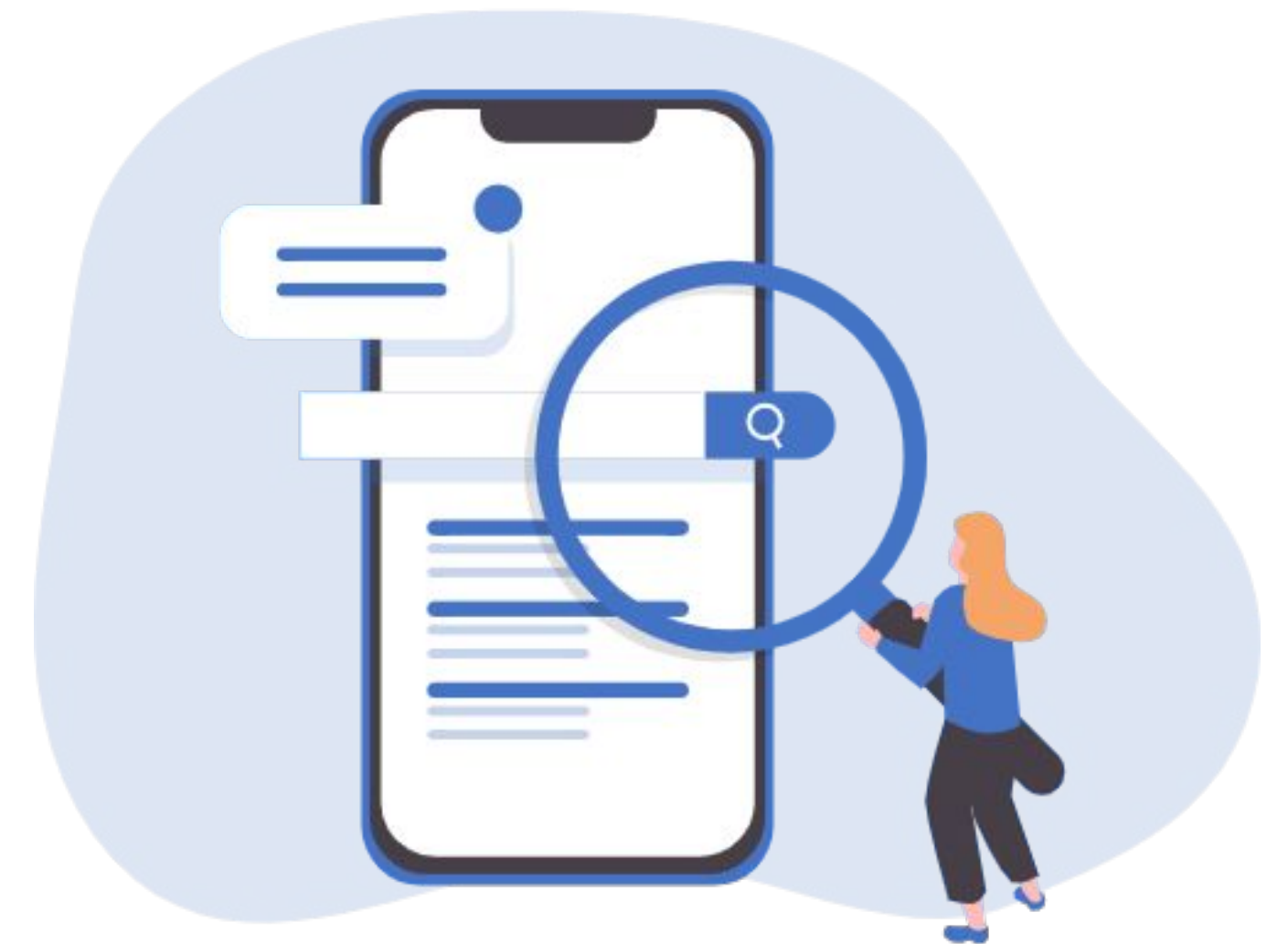
We are thrilled to present a backlink strategy, **tailored to your website.**

You don't need to go very far, as we provide all of the services listed below.

We brought the strategy down into **3 stages**, make sure to look at the table below!

Additionally, we will provide you with a **15% discount** if you agree on the proposed plan.

Any questions? Just let us know.

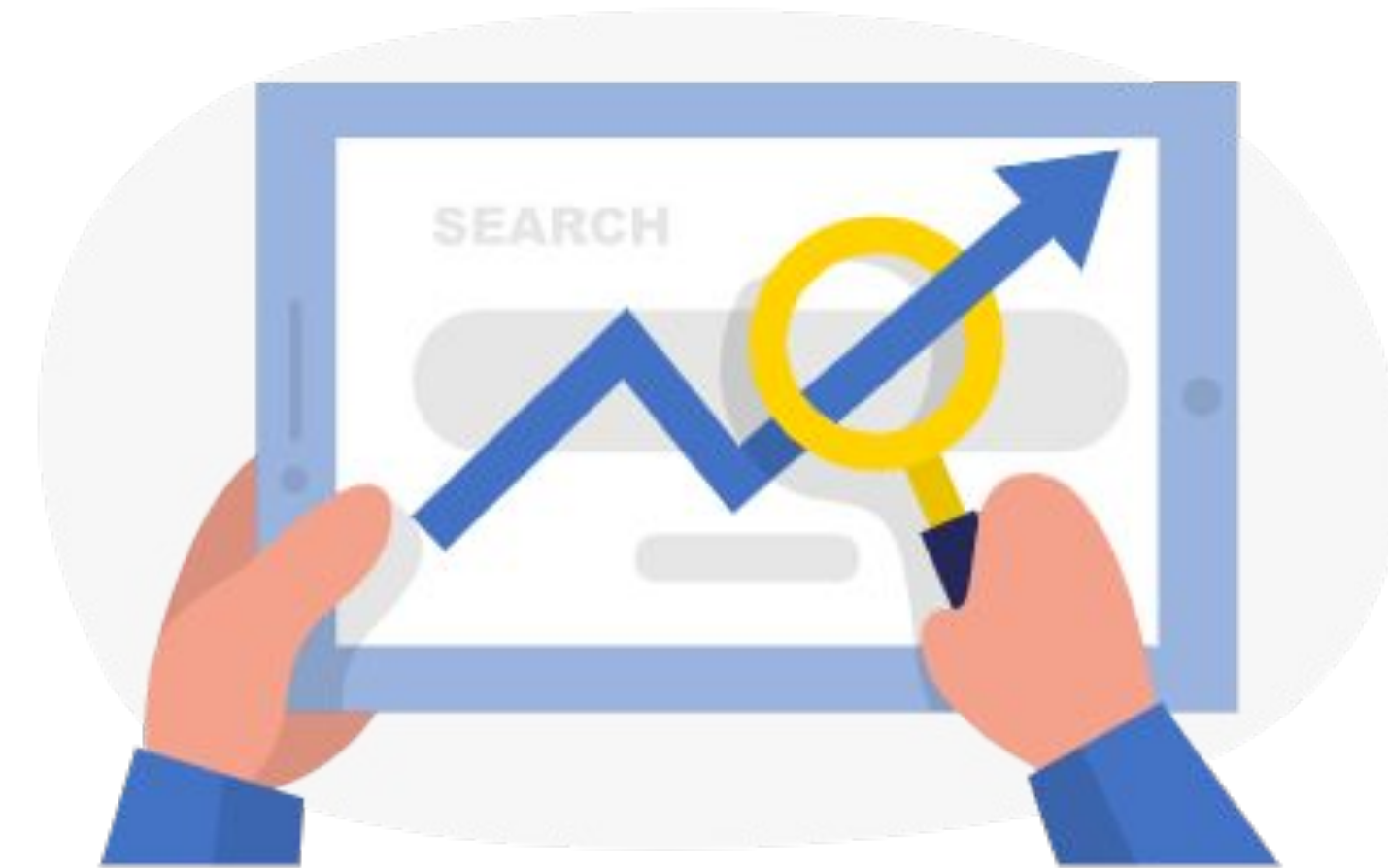


# Why is this strategy right for your website?

We believe that this is a perfect plan for you!

If you take care of all the issues mentioned in this audit report, as implement this backlink plan, you can expect:

- **A significant increase in organic traffic**
- **Higher keyword ranking**
- **Improved website performance**
- **An increase in referral traffic**



# Stage 1

URL	Crowdo Links	Quora Links	Guests Posts & Niche Edits (site ID)	Dofollow	Nofollow
Home Page (60% branded)	37	17	3009 : 3004	39	17
<a href="#">/cost-to-ship-a-car/</a>	28	6	3015	27	8
<a href="#">/across-country/</a>	9	12		9	12

**Total Links: 109**

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Outreach Price: \$459

Quora Price : \$500

Crowdo Links Price: \$588



# Stage 2

URL	Crowdo Links	Quora Links	Guests Posts & Niche Edits (site ID)	Dofollow	Nofollow
Home Page (60% branded)	42	20	3008	40	23
<a href="#">/cost-to-ship-a-car/</a>	32	9	3019 : 3005	32	11
<a href="#">/across-country/</a>	17	18		15	20
calculator page	32	18		40	10

**Total Links: 188**

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Outreach Price: \$416

Quora Price: \$650

Crowdo Links Price: \$855

# Stage 3

URL	Crowdo Links	Quora Links	Guests Posts & Niche Edits (site ID)	Dofollow	Nofollow
Home Page (60% branded)	42	20	-	40	23
<a href="#">/cost-to-ship-a-car/</a>	32	9	-	32	11
<a href="#">/across-country/</a>	22	19	-	22	19
calculator page	54	27	-	50	31

**Total Links: 225**

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Quora Price: \$750

Crowdo Links Price: \$1042

# Any questions?

If you want us to explain some parts of your report, don't hesitate to reach out!

- Email: [support@crowdo.net](mailto:support@crowdo.net)
- Skype: [Crowdo.net Support Team](#)

