

SEO

CAMPAIGN

REPORT - 1
JANUARY 2018



SEO
RANKING



ON PAGE
OPTIMIZATION



OFF PAGE
OPTIMIZATION



ARTICLE
WRITING



SOCIAL
MEDIA



REPUTATION
MONITORING

15

WEBSITE RANKINGS

15 Keywords are ranking on page 1 out of 20 keywords.

6

SOCIAL BOOKMARKING

We have submitted the website to 6 Bookmarking sites

34

LOCAL SUBMISSIONS

We have done 34 Local Submissions

10

ONE WAY LINKS

We have got you 10 One Way links

21

INCOMING LINKS

We have got you 21 Incoming Links according to Moz.

20

DOMAIN AUTHORITY

Domain Authority as per Moz is 20 out of 100

95

REFERRING DOMAINS

We have got you 95 Referring domains according to ahrefs.

802

BACKLINKS

802 Incoming Links/Backlinks as per Ahrefs.com

2

SOCIAL & LOCAL COMMUNITY

We have submitted website to 2 Social & Local Communities

THESE ARE THE ITEMS REQUIRING YOUR ATTENTION.

-  Tags Not Uploaded
-  Request for Login details/Access of Verified Google My Business Page
-  Facebook Access
-  Form Builder App Integration
-  Google My Business Integration on dashboard
-  Integration of Facebook on Dashboard
-  Google Analytics integration on dashboard
-  Twitter Access
-  Business Review Widget Setup

ON-PAGE OPTIMIZATION

✔ Titles

Great! All pages of your website now have proper titles.

✘ Meta Description

Almost there! Looks like 17 pages of the website either do not have a title or the page titles do not follow the SEO guidelines. Lets try to get this sorted with help from your Sales rep if needed.

✔ Heading/Subheading

Good! The home page of your website has a Heading Tag.

✔ Urls

Excellent! All pages of your website now have proper SEO friendly URLs.

✔ Schema tags

Excellent! All pages of your website now have proper Schema tags.

✔ Robot File

Good! Robots.txt file is properly set up on your website server and it points to your website's xml sitemap.

✔ Sitemap Xml

XML sitemap is present.

✔ Google Search Console

Good! We've added Google Search Console verification code so we can actively monitor whether your website is being actively visited by Google for indexing the content. If for some reason Google drops some of your website pages from its index, we can easily investigate using Google Search Console tools.

✘ Analytics

Almost there! Looks like 43 pages of the website do not have Google Analytics Code installed. Lets try to get this sorted with help from your Sales rep if needed.

RANKINGS

20

Total keyword

15

Ranking On First Page

1

Ranking On Second
Page

17

Ranking Changes
Improved

2

Ranking Changes
Declined

GOOGLE (US)

Keyword	Current Jan 20, 2018	Before SEO Dec 20, 2017
HEATING SYSTEM HERNANDO COUNTY	1	↑ 10 +9
AIR CONDITIONING REPAIR HERNANDO COUNTY	2	2
AC REPLACEMENT HERNANDO COUNTY	2	↑ 9 +7
AC REPAIR HERNANDO COUNTY	2	↑ 3 +1
AIR CONDITIONING CONTRACTORS HERNANDO COUNTY	2	↑ 3 +1
AIR CONDITIONING SERVICE HERNANDO COUNTY	2	↑ 12 +10
HOME AC REPAIR HERNANDO COUNTY	3	↑ 17 +14
FURNACE REPAIR HERNANDO COUNTY	3	↑ 11 +8
HVAC CONTRACTORS HERNANDO COUNTY	3	1
HVAC SERVICE HERNANDO COUNTY	3	↑ 17 +14
AC CONTRACTORS HERNANDO COUNTY	6	↑ 9 +3
HVAC REPAIR HERNANDO COUNTY	7	↑ 16 +9

 GOOGLE (US)

Keyword	Current Jan 20, 2018	Before SEO Dec 20, 2017
HVAC CONTRACTORS PASCO COUNTY	9	↑ 55 +46
AC MAINTENANCE HERNANDO COUNTY	10	↑ 17 +7
CENTRAL AIR REPAIR HERNANDO COUNTY	10	3
AC SERVICE HERNANDO COUNTY	14	↑ 18 +4
AC SERVICE PASCO COUNTY	24	↑ 53 +29
AIR CONDITIONING SERVICE PASCO COUNTY	26	↑ 51 +25
AIR CONDITIONING REPAIR PASCO COUNTY	26	↑ 42 +16
AC REPAIR PASCO COUNTY	31	↑ 54 +23

RANKINGS

20

Total keyword

13

Ranking On First Page

2

Ranking On Second
Page

11

Ranking Changes
Improved

4

Ranking Changes
Declined

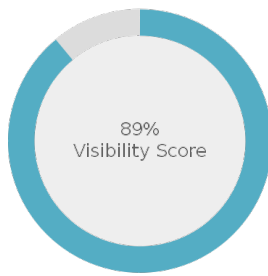
 BING /  YAHOO

Keyword	Current Jan 20, 2018	Before SEO Dec 20, 2017
HEATING SYSTEM HERNANDO COUNTY	3	↑ 6 +3
HOME AC REPAIR HERNANDO COUNTY	6	↑ 7 +1
AC REPLACEMENT HERNANDO COUNTY	7	7
HVAC SERVICE HERNANDO COUNTY	7	↑ 8 +1
AC REPAIR HERNANDO COUNTY	7	7
HVAC REPAIR HERNANDO COUNTY	7	↑ Not In Top 100 +94
AC CONTRACTORS HERNANDO COUNTY	8	↑ 15 +7
HVAC CONTRACTORS HERNANDO COUNTY	8	↑ 11 +3
AC SERVICE HERNANDO COUNTY	8	7
AIR CONDITIONING REPAIR HERNANDO COUNTY	8	6
AIR CONDITIONING CONTRACTORS HERNANDO COUNTY	8	↑ 14 +6
AC MAINTENANCE HERNANDO COUNTY	9	9

RANKINGS

 BING /  YAHOO

Keyword	Current Jan 20, 2018	Before SEO Dec 20, 2017
CENTRAL AIR REPAIR HERNANDO COUNTY	11	10
FURNACE REPAIR HERNANDO COUNTY	20	↑ 34 +14
HVAC CONTRACTORS PASCO COUNTY	24	↑ Not In Top 100 +77
AIR CONDITIONING SERVICE PASCO COUNTY	43	↑ Not In Top 100 +58
AC REPAIR PASCO COUNTY	71	↑ Not In Top 100 +30
AIR CONDITIONING REPAIR PASCO COUNTY	Not In Top 100	Not In Top 100
AC SERVICE PASCO COUNTY	Not In Top 100	94
AIR CONDITIONING SERVICE HERNANDO COUNTY	Not In Top 100	Not In Top 100



SEARCH ENGINES

 Google Plus Local	✓ You are listed on Google Plus Local.
 Bing Local	✓ You are listed on Bing Local.

REVIEW SITES

 Yelp	✓ You are listed on Yelp.
 Kudzu	✗ We did not find your listing on Kudzu.
 Gomylocal	✓ You are listed on Gomylocal.

SOCIAL SITES

 Foursquare	✓ You are listed on Foursquare.
 LinkedIn	✓ You are listed on LinkedIn.
 Facebook	✗ We did not find your listing on Facebook.
 Twitter	✗ We did not find your listing on Twitter.

DIRECTORY SITES

 Akama	 We found your listing on Akama, but there are possible errors in the contact info.
 MerchantCircle	 You are listed on MerchantCircle.
 CHAMBEROFCOMMERCE.COM	 You are listed on CHAMBEROFCOMMERCE.COM.
 Local.com	 You are listed on Local.com.
 Superpages	 We found your listing on Superpages, but there are possible errors in the contact info.
 Yellowbook	 You are listed on Yellowbook.
 Yellowpages	 We found your listing on Yellowpages, but there are possible errors in the contact info.
 2FindLocal	 You are listed on 2FindLocal.
 cityFos	 We found your listing on cityFos, but there are possible errors in the contact info.
 MapQuest	 We did not find your listing on MapQuest.
 Brownbook.net	 You are listed on Brownbook.net.
 Hotfrog	 You are listed on Hotfrog.
 CitySquares	 You are listed on CitySquares.
 Tupalo.com	 You are listed on Tupalo.com.
 eBusiness Pages	 You are listed on eBusiness Pages.

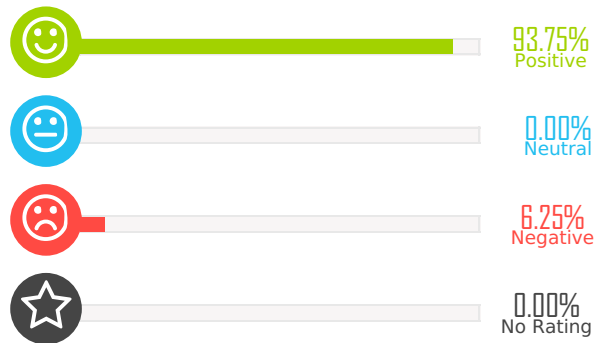
DIRECTORY SITES

 ExpressBusinessDirectory	 You are listed on ExpressBusinessDirectory.
 Bizcommunity	 You are listed on Bizcommunity.
 Golocal247	 You are listed on Golocal247.
 CYLEX	 You are listed on CYLEX.
 manta	 You are listed on manta.
 Spoke	 You are listed on Spoke.
 Hubbiz	 You are listed on Hubbiz.
 Fave	 You are listed on Fave.
 Bizhwy	 You are listed on Bizhwy.
 OneYellow	 You are listed on OneYellow.
 Company.com	 You are listed on Company.com.

REVIEWS

HTTP://PRESTIGEAIRANDHEAT.COM

company name



TOP 5 SITES REVIEWS

Oct 16, 2017



Carly L.

This company has been to my house on three occasions in the ...

This company has been to my house on three occasions in the last two weeks, under the order of my rental agency. I was told services would be performed that were not. They won't even tell me the problem, just the realtor. I don't sit at home eating B... One Star



Sep 18, 2017



Sarah Duncan

I highly recommend Prestige. I was impressed with both the...

I highly recommend Prestige. I was impressed with both the owner and his employees professionalism. They are also very reliable, honest, fully knowledgeable in industry and easy to talk to and work with. Most importantly, Prestige carries a superi... Five Stars



Aug 18, 2017



Laurie Oliver

I have been a client for a little over a year. They are so ...

I have been a client for a little over a year. They are so professional. They take good care of my two a/c units. Have never tried to sell me anything. Very happy with their service. Will continue with them for years.



Aug 18, 2017



Pete Bouziotis

I needed an hvac guy and decided to use Prestige's service b...

I needed an hvac guy and decided to use Prestige's service because the woman on the phone was sweet and answered all of my questions. Chris the tech showed up and was phenomenal, he actually used a scale for the freon so I knew the amount he added, ...



Aug 18, 2017



Raymond
Williamson

Chris just left after making an emergency repair for us. Fas...

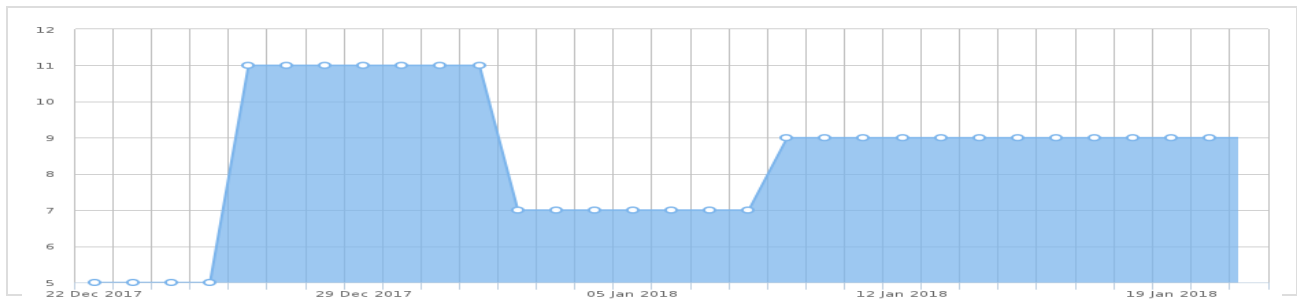
Chris just left after making an emergency repair for us. Fast neat explained everything. Priced right. Will recommend to everyone



MENTIONS

HTTP://PRESTIGEAIRANDHEAT.COM

company name



OVERALL SENTIMENT



63.64%

POSITIVE



27.27%

NEUTRAL



9.09%

NEGATIVE

	12150 Vespa Way Weeki Wachee FL United States - Map Street http://www.lekkoo.com/location/12150_Vespa_Way_Weeki_Wachee_FL_United_States 2018-Jan-09 11:43:04	Very Positive
	Prestige Air Conditioning amp Heating LLC in Brooksville FL https://www.whodoyou.com/biz/615725/prestige-air-conditioning-and-heating-llc-brooksville-fl 2018-Jan-09 11:41:24	Somewhat Positive
	Prestige Air Cond amp Heating - Brooksville FL 34613 - LocalDataUS https://localdata.us/biz/prestige-air-cond-heating-brooksville-fl 2018-Jan-02 12:48:54	Neutral
	Prestige Air Conditioning amp Heating LLC Brooksville FL - Cylex profile https://www.cylex.us.com/company/prestige-air-conditioning---heating-llc-18343471.html 2018-Jan-02 12:47:28	Neutral
	Floridian companies registered on 1172007 https://florida.intercreditreport.com/browse-companies/2007/11/7 2017-Dec-26 08:20:22	Somewhat Negative

We have submitted your website to the following Social Bookmarking Sites

★ <http://www.livejournal.com>

Confirmation URL:- <https://maxstephon.livejournal.com/2623443.html>

★ <http://www.stumbleupon.com>

Confirmation URL:- <http://www.stumbleupon.com/su/1k2yNQ/:@LFrEsK9:WF-incGN/www.prestigeai>

★ <http://pbworks.com>

Confirmation URL:- <http://prestigeairandheat.pbworks.com/w/page/122981523/HVAC%20Contract>

★ <http://www.diigo.com/>

Confirmation URL:- <https://www.diigo.com/user/maxstephon?query=%23HVAC-Contractors>

★ <https://www.reddit.com>

Confirmation URL:- https://www.reddit.com/r/HVAC/comments/7qicvp/hvac_contractors_choose_

We have submitted your website to the following social media community sites

★ <https://ello.co>

Confirmation URL:- <https://ello.co/prestigeairandheat>

★ <https://plus.google.com>

Confirmation URL:- https://plus.google.com/117219280344028642763/posts/euhUvTm9_5ae

HEATMAP IMAGE

HTTP://PRESTIGEAIRANDHEAT.COM

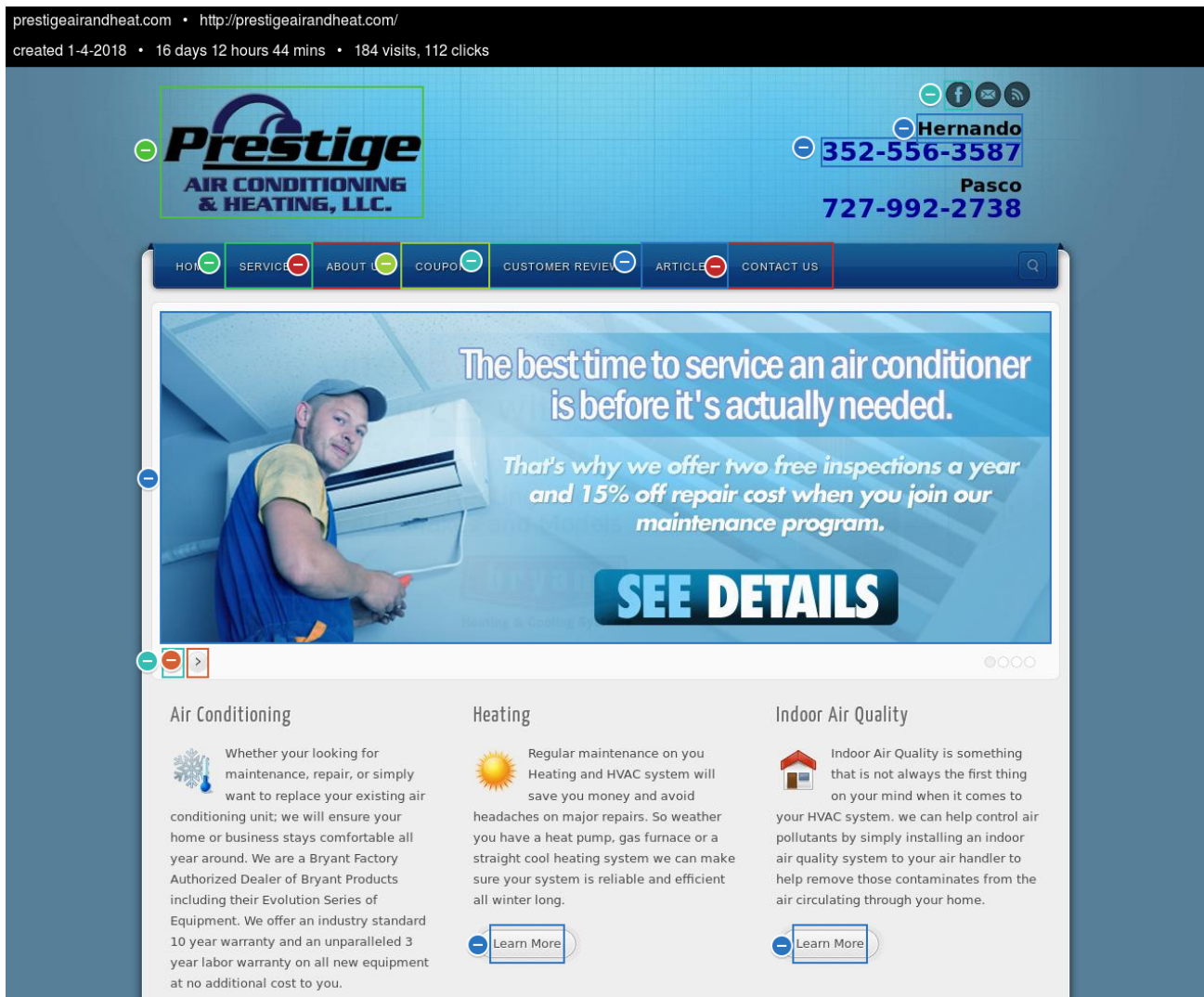
company name

Here's a Heatmap of your home page displaying which parts of your page users visit and click frequently. You get to know what's hot and what's not, so you can make changes accordingly to increase conversions.



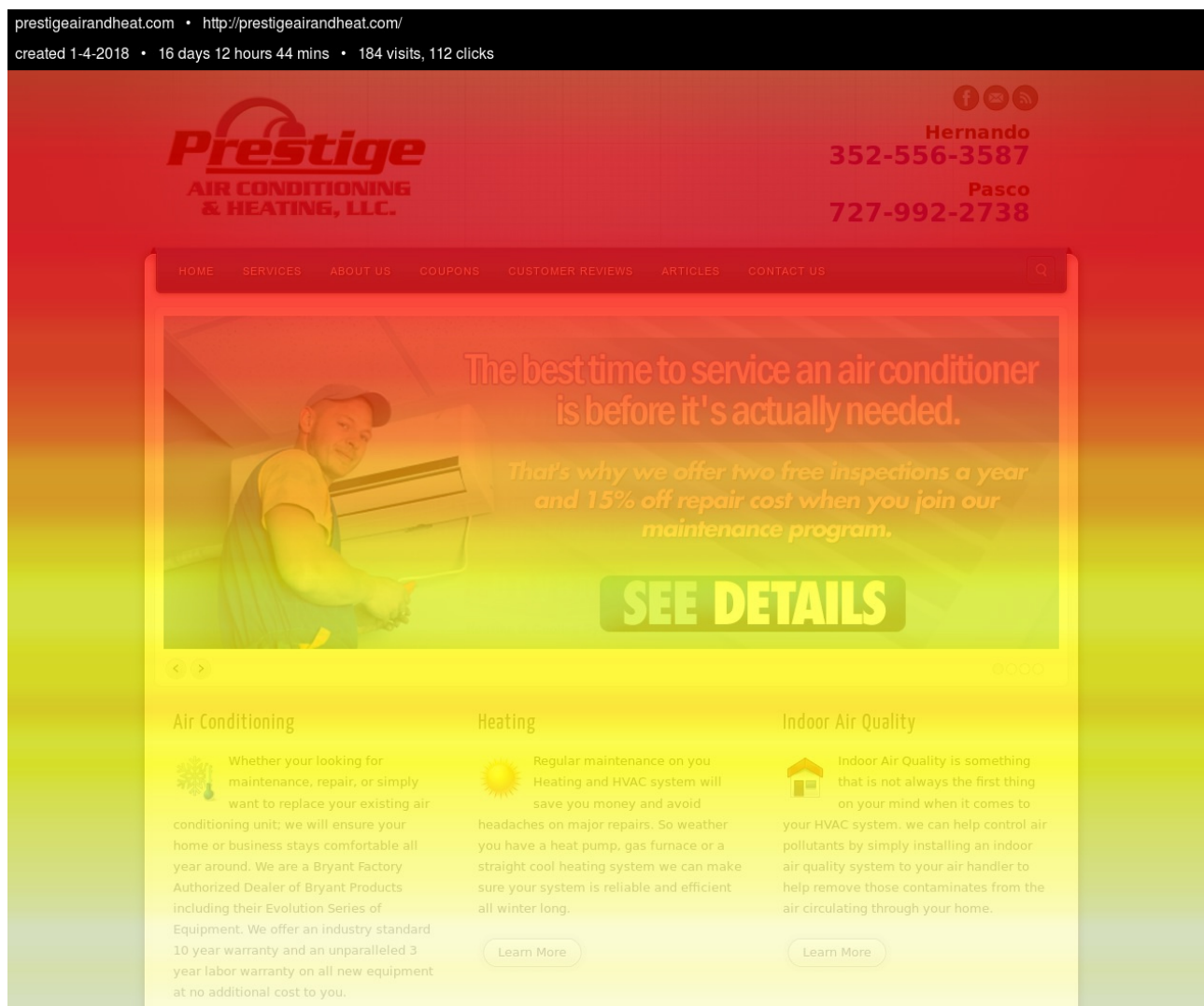
The brighter the area on the screen, the more people clicked on that spot. [Click here](#) to view full report.

With the overlay report, you will be able to see the number of clicks on each element of your web page.



The blue icons represent the links with the least clicks, while the green, orange, and red icons represent links with progressively more clicks. [Click here](#) to view full report.

This report shows how far down the page people are scrolling and helps determine where visitors abandon the page. Now you'll know exactly where to add elements to hold a visitor's interest longer.



The sections of the page that are white and yellow represent the areas that people spent the most time viewing. The sections that are darker represent the areas that people spent the least amount of time viewing. For reference, a color meter shows the percentage of users corresponding to each color on the report. [Click here](#) to view full report.

WITH THIS REPORT, YOU WILL BE ABLE TO DISTINGUISH ALL THE CLICKS YOU GET ON YOUR SITE SEGMENTED BY REFERRAL SOURCES, SEARCH TERMS & MORE.

The confetti report pinpoints exactly where a person clicks. The dots are color coded to show you more info about the visitor. [Click here](#) to view full report.

SOCIAL PROFILE LINKS

HTTP://PRESTIGEAIRANDHEAT.COM



We have submitted your website to below Social Media Sites.

★ <https://www.pinterest.com>

Confirmation URL:- <https://www.pinterest.com/prestigeairandheat/pins/>

★ <https://www.reddit.com>

Confirmation URL:- <https://www.reddit.com/user/prestigeairandheat/>

★ <https://www.flickr.com/>

Confirmation URL:- <https://www.flickr.com/people/162090739@N03/>

★ <http://www.stumbleupon.com/>

Confirmation URL:- <https://www.stumbleupon.com/stumbler/prestigeairandhe>

★ <https://disqus.com>

Confirmation URL:- <https://disqus.com/by/prestigeairandheat/>

we have received the below Premium one-way links from directory submissions.

★ <http://www.ezbizdir.com/>

Confirmation URL:- <http://www.ezbizdir.com/prestige-air-conditioning-heating/>

★ <http://www.dlotw.org>

Confirmation URL:- <http://www.dlotw.org/detail/20368/prestige-air-conditioning-heating.html>

★ <http://www.kooldirectory.org/>

Confirmation URL:- <http://www.kooldirectory.org/detail/19489/prestige-air-conditioning-heating.html>

★ <http://plotw.org/>

Confirmation URL:- <http://www.plotw.org/detail/16366/prestige-air-conditioning-heating.html>

★ <http://www.inforsearchonline.com>

Confirmation URL:- <http://www.inforsearchonline.com/detail/8303546/prestige-air-conditioning-heating.html>

LOCAL SEARCH ENGINE SUBMISSION

HTTP://PRESTIGEAIRANDHEAT.COM



Successfully Submitted your website to the below local search engines and directory sites.

★ <https://foursquare.com/>

Confirmation URL:- <https://foursquare.com/v/prestige-air-conditioning--heating-llc/5a3c9782e2d4aa3d7d604349>

★ <http://www.manta.com>

Confirmation URL:- <https://www.manta.com/c/mr4t5bd/prestige-air-conditioning-heating-llc>

★ <http://www.spoke.com/>

Confirmation URL:- <http://www.spoke.com/companies/prestige-air-conditioning-and-heating-llc-5a3c945a30f3569c8b00b222>

★ <http://tupalo.com/>

Confirmation URL:- <http://tupalo.com/en/brooksville-florida/prestige-air-conditioning-and-heating-llc>

★ <http://www.citysquares.com/>

Confirmation URL:- <http://citysquares.com/b/prestige-air-conditioning-heating-22402118>

1. Initial Audit Report
2. Duplicate Content Analysis
3. Backlink Analysis

URL :- <http://prestigeairandheat.com/>

CURRENT

```
<title>Prestige Air Conditioning & Heating</title> <meta  
name="description" content="Spring Hill Air Conditioning &  
Heating Repair"/>
```

NEW OPTIMIZATION TAG

```
<title>Prestige Air Conditioning & Heating Hernando County, Pasco County FL  
| HVAC Contractor</title> <meta name="Whether your looking for HVAC  
contracor in Florida, contact Prestige Air Conditioning & Heating for all your  
heating and AC maintenance and repair services.">
```

URL :- <http://prestigeairandheat.com/air-conditionin g/>

CURRENT

```
<title>Air Conditioning</title>
```

NEW OPTIMIZATION TAG

```
Central Air Repair Home AC Repair <title>Air Conditioning Repair Service  
Hernando County, Pasco County | AC Replacement</title> <meta name="At  
Prestige Air Conditioning & Heating, we offer air conditioning repair,  
maintenance, new installations, and replacement services in Florida. Call us  
today.">
```


URL :- <http://prestigeairandheat.com/>

CURRENT

```

```

NEW OPTIMIZATION TAG

```

```

URL :- <http://prestigeairandheat.com/>

CURRENT

```
<a href="http://prestigeairandheat.com/air-conditioning/"
title="Learn More" class="button"><span class="left"><span
class="right"><span class="middle">Learn More</span></span><!--
.right (end) --></span><!-- .left (end) --></a>
```

NEW OPTIMIZATION TAG

```
<a href="http://prestigeairandheat.com/air-conditioning/" title="Air
Conditioning" class="button"><span class="left"><span class="right"><span
class="middle">Learn More</span></span><!-- .right (end) --></span><!-- .left
(end) --></a>
```

We have completed below Extra Activities.



Created Robots.txt



Created Simple Sitemap



Created Schema Tag



Created Verification Tag

Social without Login

FACEBOOK STATS



- Total Page Likes
- Talking About Us

367

1

Great! You have an official Facebook Page and it looks like you are using it actively to promote your business.

Social without Login

Oops! Looks like you are missing out on Twitter marketing. If you would like to start using Twitter, please talk to your Sales rep about this.