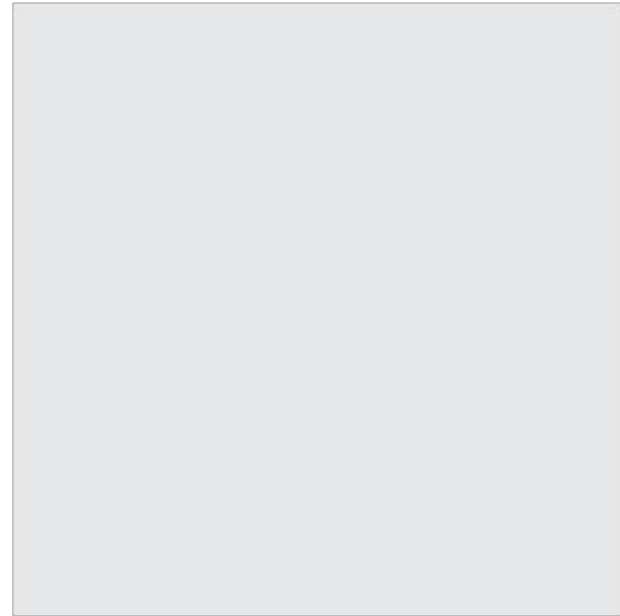
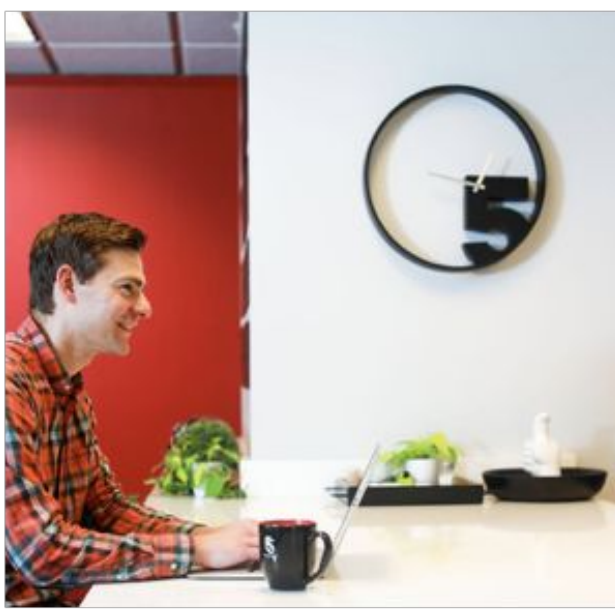


SEO Audit & Recommendations
Full Focus

BY





5by5 was born from one simple but heartfelt belief: organizations driven by **change** deserve access to the **right** marketing strategies, tools and implementation to expand their **impact** and make a difference.

SUCCESSFUL PARTNERSHIP



-
- We can help you **achieve your goals**
 - We specialize in **unique clients**
 - **We win** in red oceans
 - We **leverage learnings** across industries

HOW WE SERVE



RESEARCH



STRATEGY



CREATIVE



DIGITAL



DEVELOPMENT

FOR PROFIT
FOR GOOD

About the Audit



We conducted an SEO Audit of your website in order to identify its strengths, weaknesses, and areas of opportunity in terms of its ability to be discovered organically by audiences via search engines.

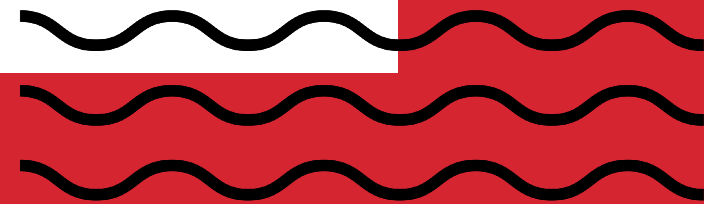
This audit is broken into three sections:

1. Current SEO Profile
2. On-page SEO Opportunities
3. Off-page & Technical SEO Opportunities



01

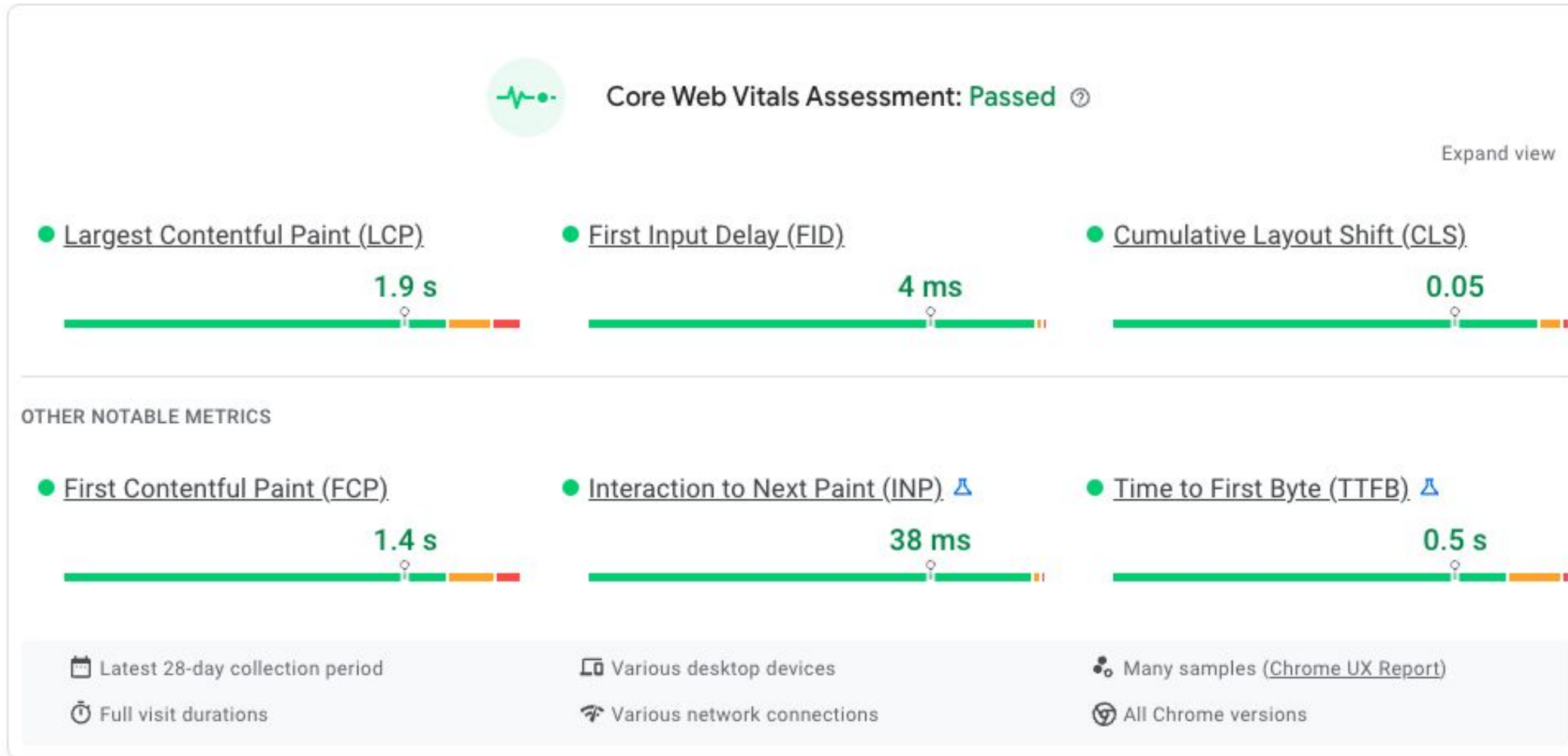
Current SEO Profile





Discover what your real users are experiencing

This URL Origin



Core Web Vitals

Core Web Vitals are a collection of metrics that search engines use to assess how quickly your website loads and how stable it is as visitors scroll down it.

The desktop version of the website is doing exceptionally well, passing all six metrics. This needs to be recognized as an achievement, because most clients who come to us are failing at least two, if not all six.



Discover what your real users are experiencing

This URL Origin



Core Web Vitals Assessment: **Failed** ?

Expand view

Largest Contentful Paint (LCP)

3 s



First Input Delay (FID)

13 ms



Cumulative Layout Shift (CLS)

0



OTHER NOTABLE METRICS

First Contentful Paint (FCP)

2.1 s



Interaction to Next Paint (INP)

159 ms



Time to First Byte (TTFB)

0.8 s



Latest 28-day collection period

Various mobile devices

Many samples (Chrome UX Report)

Full visit durations

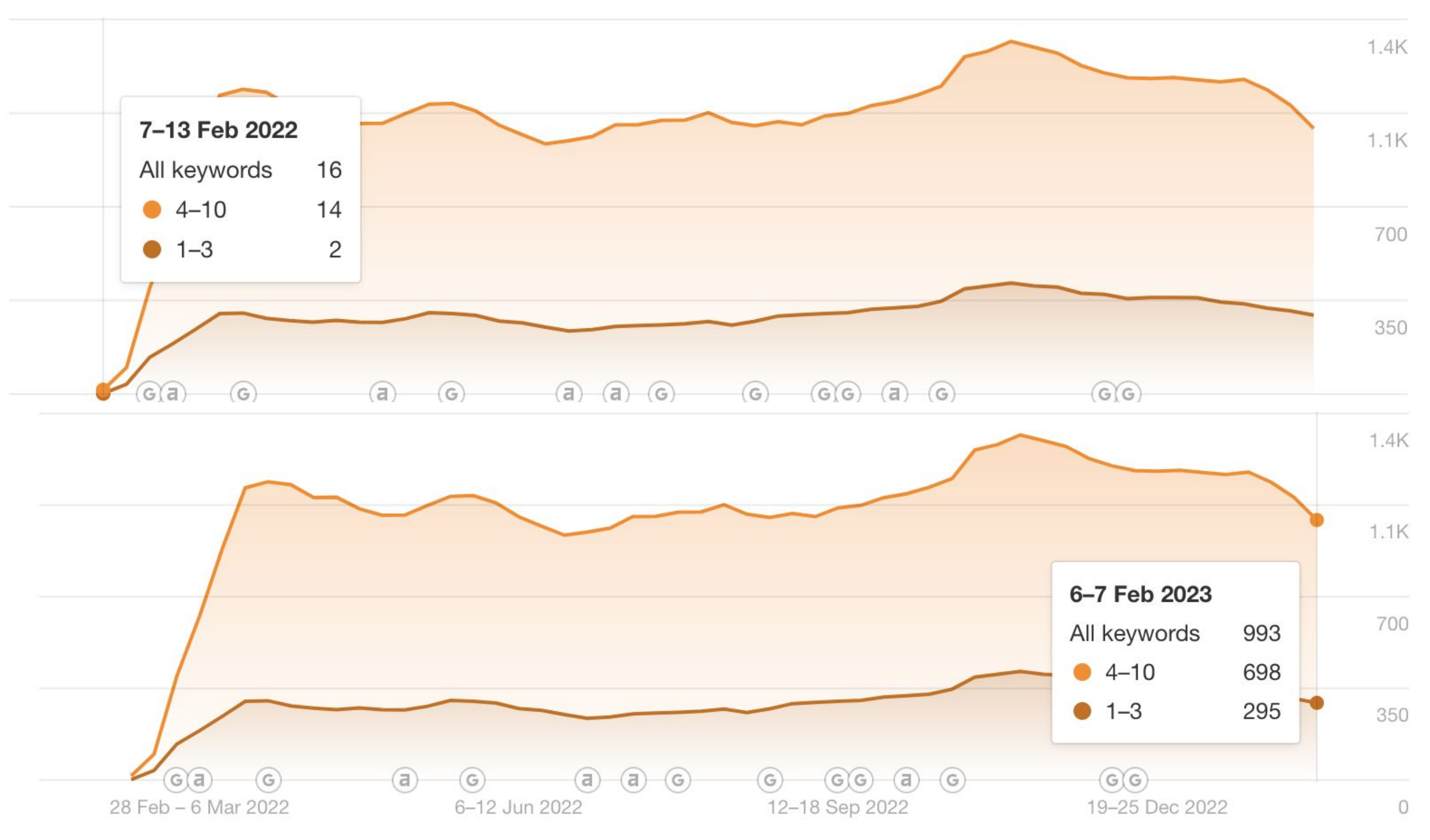
Various network connections

All Chrome versions

Core Web Vitals

The mobile version of the website is slightly slower. Don't get overly concerned about the big red "Failed" at the top of the screen. Having only two metrics perform a little on the slow side almost certainly isn't affecting user experience.

If you'd like to learn more about what each of these metrics are, Moz does a good overview [here](#).



Organic Keyword Rankings

Over the past year, the number of keywords first-page keywords (top 10) has grown from only 16 to 993. The early explosion is impressive to see, and Full Focus has more or less maintained that impressive number over the past year. It is worth noting that rankings are currently in a decline, it will be important to watch and see if they naturally course-correct back up or if the slide continues for multiple months.



Total Ranking Keywords

Full Focus Solutions
currently ranks for:

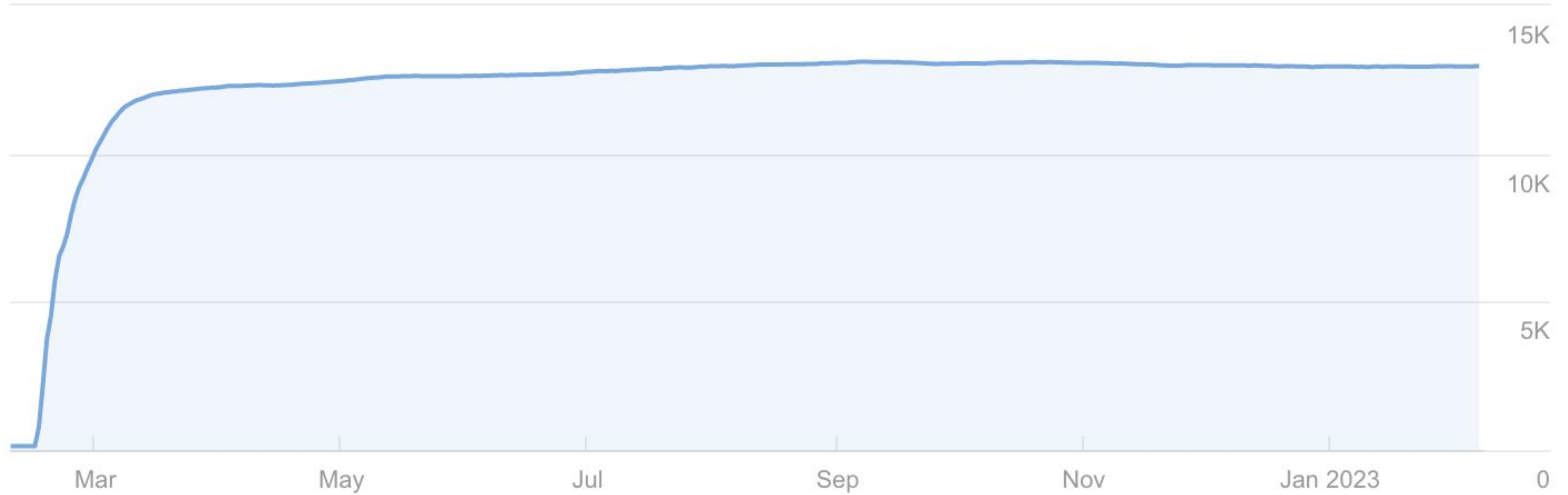
17,771 Keywords Total
2,859 Top 20 Keywords
1,142 Top 10 (First Page) Keywords
334 Top 3 Keywords
179 #1 Keywords

Top Keywords

This is a screenshot of the top organic keywords the website ranks for, sorted by how much traffic it's estimated to be driving. The fact that Full Focus is outranking Bible Study Tools and Open Bible on keywords like "guard your heart bible verses" is impressive.

We can provide a full list of these keywords upon request.

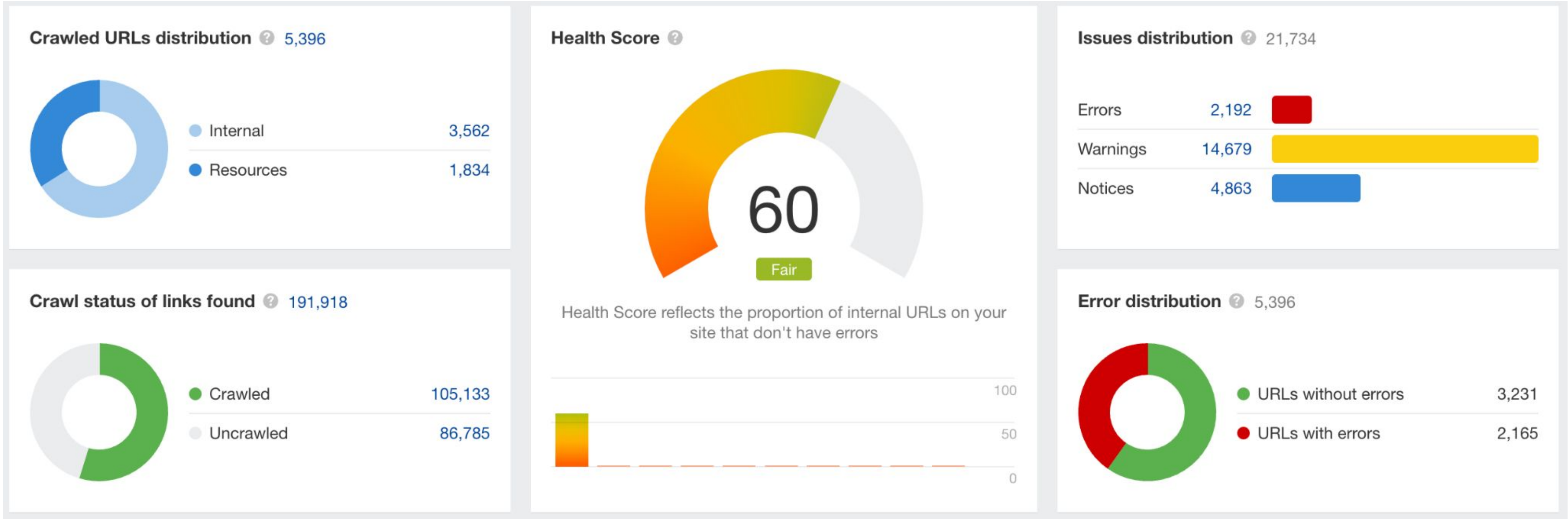
<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Position	Change	URL
<input type="checkbox"/> + michael hyatt	4	38.0K	42	0.79	22.6K	+317	1		https://fullfocus.co/rebrand/ ▼
<input type="checkbox"/> + full focus planner	6	8.1K	35	N/A	4.8K	+242	1		https://fullfocus.co/planner/ ▼
<input type="checkbox"/> + guard your heart scripture	4	4.8K	31	2.68	1.3K		1		https://fullfocus.co/three-reasons-why-you-must-guard-your-heart/ ▼
<input type="checkbox"/> + focus planner	5	1.0K	51	0.35	578		1		https://fullfocus.co/planner/ ▼ 1 more
<input type="checkbox"/> + guard your heart verse	4	2.0K	31	0.00	496		1		https://fullfocus.co/three-reasons-why-you-must-guard-your-heart/ ▼
<input type="checkbox"/> + guard your heart bible verse	3	1.4K	31	0.32	343		1		https://fullfocus.co/three-reasons-why-you-must-guard-your-heart/ ▼
<input type="checkbox"/> + michael hyatt planner	2	500	26	N/A	303	+82	1		https://fullfocus.co/planner/ ▼ 3 more
<input type="checkbox"/> + leaders reading	3	500	27	N/A	187	+126	3 → 1	▲2	https://fullfocus.co/science-readers-leaders/ ▼
<input type="checkbox"/> + guard your heart above all else	3	800	42	0.00	174		1		https://fullfocus.co/three-reasons-why-you-must-guard-your-heart/ ▼
<input type="checkbox"/> + michael hyatt and company	2	450	22	N/A	141		1		https://fullfocus.co/rebrand/ ▼ 4 more
<input type="checkbox"/> + guard your heart in the bible	5	350	18	0.81	130		1		https://fullfocus.co/three-reasons-why-you-must-guard-your-heart/ ▼
<input type="checkbox"/> + michael hyatt podcast	3	150	20	1.08	114		1		https://fullfocus.co/podcasts/ ▼ https://mh.fullfocus.co/leadtowin/ ▼
<input type="checkbox"/> + questions to ask leaders	1	500	10	2.01	112	-235	1 → 3	▼2	https://fullfocus.co/20-questions-to-ask-other-leaders/ ▼ https://fullfocus.co/20-questions-to-ask-other-leaders/ ▼
<input type="checkbox"/> + protect your heart scripture	3	300	31	N/A	108		1		https://fullfocus.co/three-reasons-why-you-must-guard-your-heart/ ▼
<input type="checkbox"/> + guard your heart verses	3	250	5	N/A	92		1		https://fullfocus.co/three-reasons-why-you-must-guard-your-heart/ ▼



Backlink Profile

A backlink is when another website links to yours. Google sees links from high-quality sites as a sign of trustworthiness and authority, and thus rewards pages with lots of good backlinks.

Since its inception, Full focus rocketed up to about 12k backlinks and has been holding steady there ever since.



Site Health

Site Health is measured as the percentage of pages on a site that have issues vs. the ones that don't. The score is out of 100, with an ideal target being 85 or above.

A score of 60 is fair, but leave significant room for improvement.

Issue	Crawled	Change	Added	New	Removed	Missing			
⚠ Orphan page (has no incoming internal links)	1,073	—	—	—	—	—		?	⋮
⚠ Non-canonical page in sitemap	783	—	—	—	—	—		?	⋮
⚠ Canonical URL has no incoming internal links	161	—	—	—	—	—		?	⋮
⚠ Image file size too large	62	—	—	—	—	—		?	⋮
⚠ Image broken	21	—	—	—	—	—		?	⋮
⚠ Page has broken image	19	—	—	—	—	—		?	⋮
⚠ Duplicate pages without canonical	16	—	—	—	—	—		?	⋮
⚠ 404 page	14	—	—	—	—	—		?	⋮
⚠ 4XX page	14	—	—	—	—	—		?	⋮
⚠ Page has no outgoing links	14	—	—	—	—	—		?	⋮

[View all issues](#)

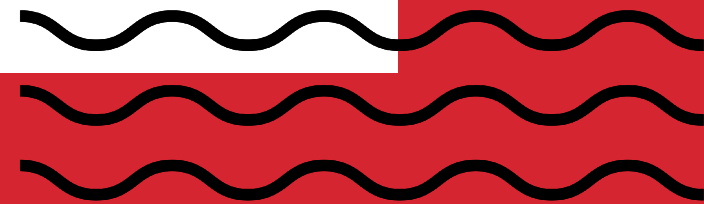
Site Health

Looking at the errors that do occur, most of them are related to orphan pages and non-canonical pages appearing in the sitemap.

Orphan pages either need to be linked to internally or, if they are outdated, simply deleted. If you want to keep them accessible as-is, you can add a noindex tag to them so that search engines don't crawl them.

02

On-page SEO Opportunities

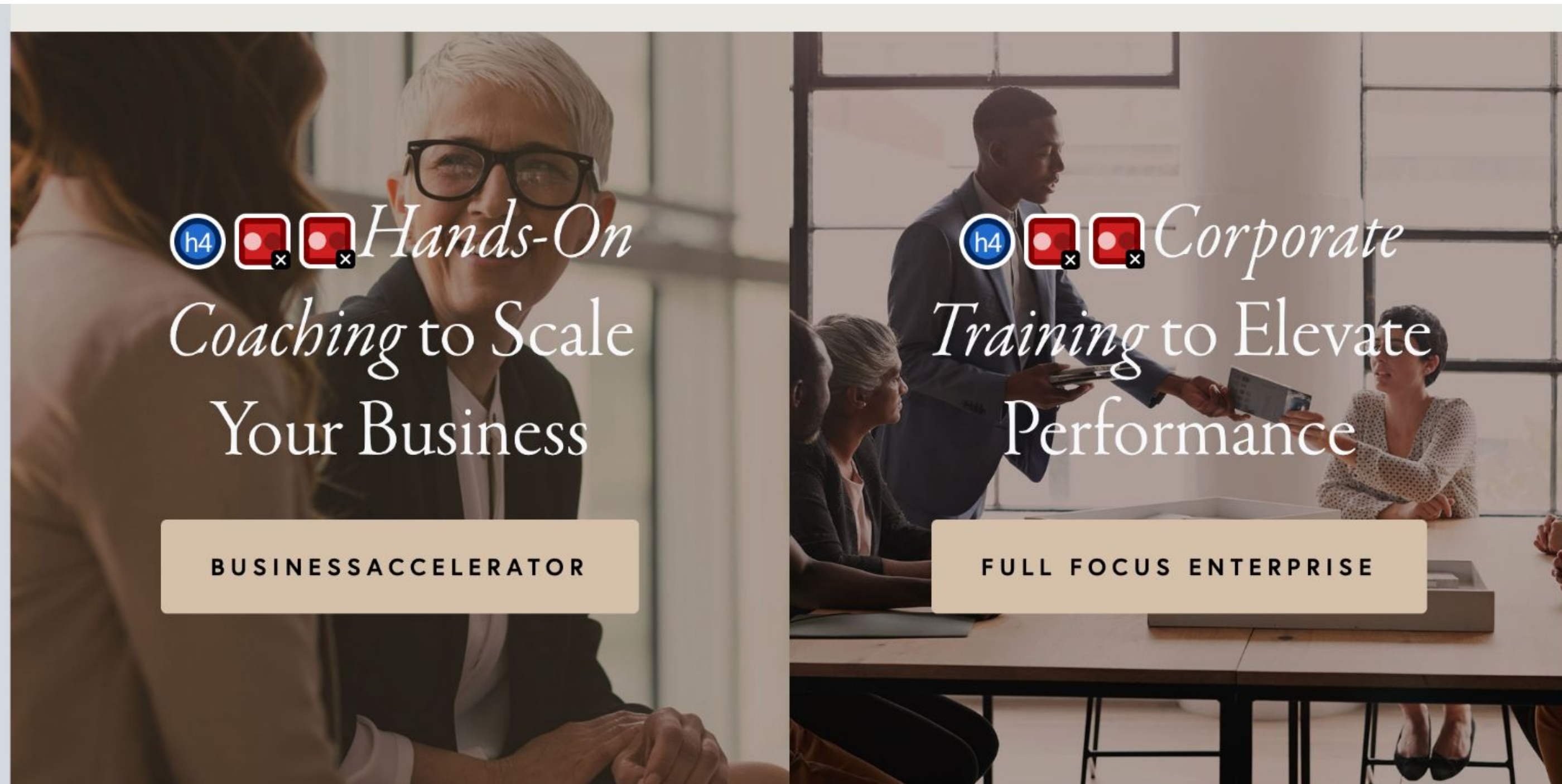




Headings & Subheadings

A web page's H1 is one of the most important pieces of information on it. Google essentially understands the H1 to be the page's title. Ideally, the H1 should correspond directly to the most valuable target keyword(s).

As of now, the website doesn't have an H1, which is a big issue. "Mind Your Mindset" is good brand language, but doesn't help the website from a search perspective. Ideally, this copy would be reworked with a target keyword as the H1 and the brand language still featured, but tagged as an H2



Headings & Subheadings

These headings should be H2s, as they contain keywords people are likely to search. The H4 tag is unnecessarily burying their importance. Depending on your CMS, there are ways to change the tag of the copy without changing its appearance.

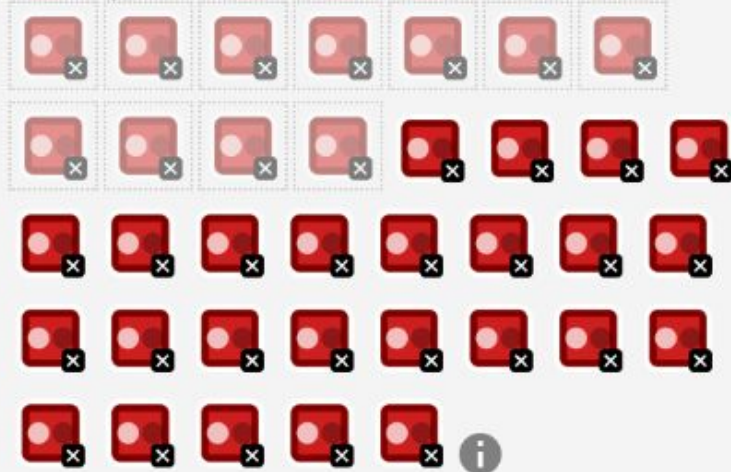
Styles: OFF ON

Details

Summary Details Reference Order Structure Contrast

36 Contrast Errors

36 X Very low contrast

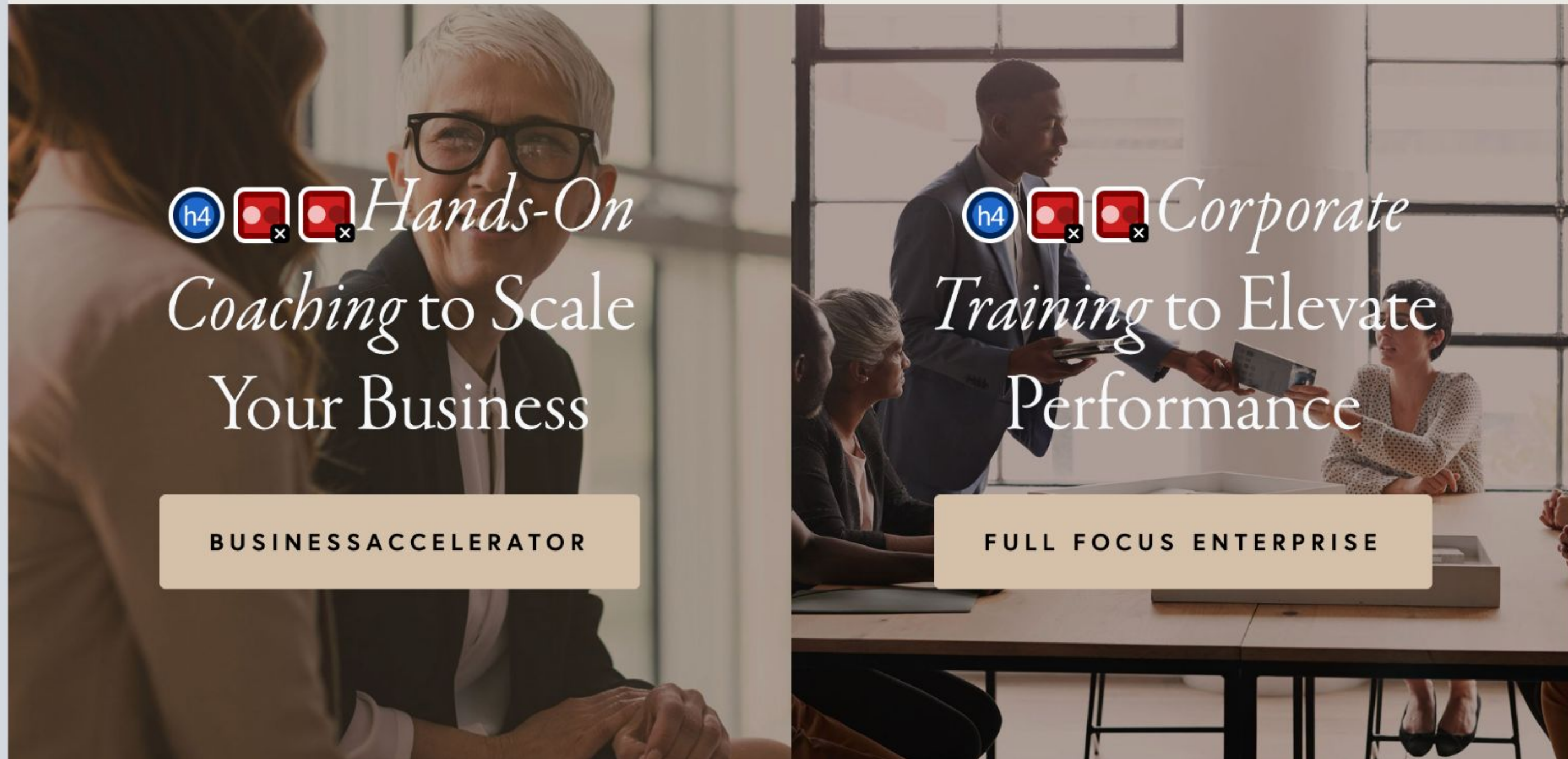


40 Alerts

6 X Redundant alternative text



1 X Missing first level heading



Accessibility | Contrast Errors

Accessibility is incredibly important for websites. Naturally, we want everyone to be able to interact with our website, but there have also been cases where websites have been sued by not meeting certain accessibility standards.

One of the most common accessibility issues we see are low contrast errors. These always occur when text is placed on an image or video. A relatively simple fix is to place a color bar or other designed element through the video that the text can live on.

h6



NEW ON-DEMAND TRAINING

h5

Set the Stage for Success

In this new on-demand Strategic Design Workshop, you'll have online access to the complete strategic planning steps honed during Michael Hyatt's 40+ years of leadership and used by some of today's fastest-growing companies.

GET STARTED



TABINDEX=0



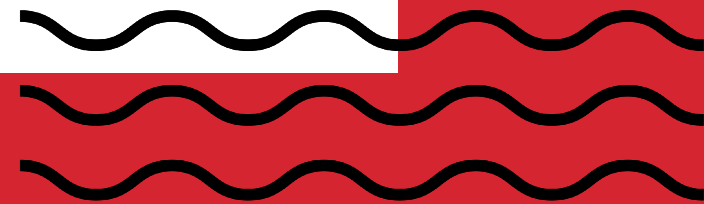
Accessibility | Alternative Text & Background Images

Visually impaired people use screen readers to read website content to them out loud. These screen readers use alt text know how to describe a picture, so it is important that it be filled out and accurately describe the content and the context of an image. Search engines also read alt texts and file names, so it is helpful from an SEO perspective to incorporate keywords into both where possible.

The Full Focus website almost exclusively labels photos as background images, signalling to search engines they are only decorative and therefore don't require alt texts. This isn't actively harming the website, but it does mean we lose the opportunity to leverage alt text for keywords.

02

Off-page & Technical SEO



<https://fullfocus.co> ⋮

Full Focus | A Performance Coaching Company

We help high-achieving leaders and their teams get the vision, alignment, and execution they need to drive extraordinary results.

Shop Planners

The Full Focus Planner allows you to focus on the work that matters ...

Michael Hyatt & Co. is now Full ...

I love what my daughter said about this name change: "As Full ...

View Courses

Full Focus Goal Setting. A Proven System for Achieving Life ...

Team

Revenue Team · Courtney Baker · Marissa Hyatt · Dave ...

[More results from fullfocus.co »](#)

Title Tag & Meta Descriptions

Along with the H1s mentioned earlier, title tags and meta descriptions make up the other major ranking factors for a website. Ideally, the title tag should reflect the keyword or phrase people are most likely to search in order to find the information on that page. The meta description beneath should include that same keyword along with more context to help people understand what's on the page.

In this case, the title tag is well done, assuming "performance coaching" is the most important keyword for the organization. The meta description is good brand language, but we are missing an opportunity to include additional keywords there as well.

Test results

🔗 SHARE



2 valid items detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

[VIEW TESTED PAGE](#) [PREVIEW RESULTS](#)

Details

Crawl



Crawled successfully on Feb 7, 2023, 3:53:14 PM



Detected structured data



Breadcrumbs

1 valid item detected



Sitelinks searchbox

1 valid item detected



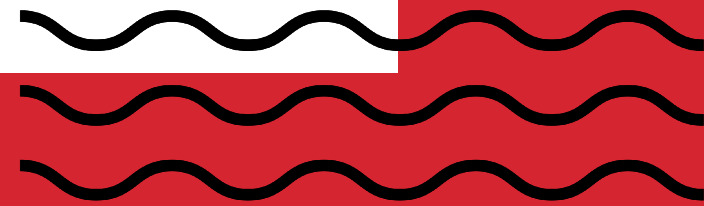
Schema is code that helps search bots put more context to the information they are scanning. It can help identify images, video, FAQs, reviews, and even connect web pages with their social media accounts.

The site currently has two, both of which appear to have been automatically generated by the CMS. However, the website is missing some key opportunities, namely with an Organization and Video schema. Organization will give search engines basic info about the company and connect the website to the social media profiles. Video can be used to highlight video on the website, such as testimonials — possibly bringing it into search engine results pages when people search for the company by name.

Schema

04

Recommendations



Recommendations

01. Address site health errors

With luck, these can be batch fixed so that it's not a big lift to correct them.

02. Optimize the headings

Create a new keyword-focused headline and tag it as an H1, but leave the large branded language as the visual focus of the page. Tag the service page link copy as H2

03. Optimize the meta description

Update the meta description to be more search-friendly with target keywords

04. Add Organization and Video Schema

These will help boost the overall SEO strength of the website, especially the Organization schema.

05. Consider addressing contrast errors

We've never seen anyone have trouble when their only accessibility issue is contrast errors, but it is good to know there are aspects of the site that are not meeting certain accessibility standards.

Be a change maker today.



A Change Agency