Saturday,

Oct 15th 2016

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Contents

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Title (www.witherslackgroup.co.uk)

The below table represents the keyword ranking for the given keywords and all the keywords rank in search engine (Google).
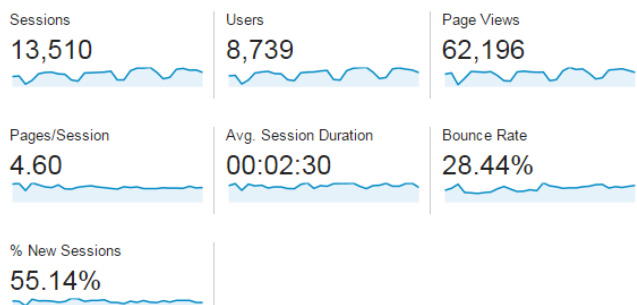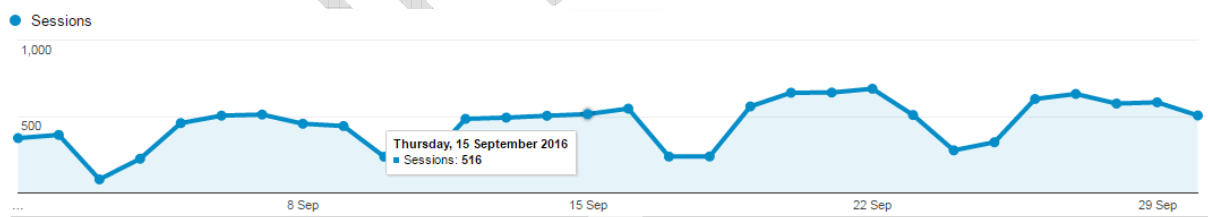
Google Keywords Position

No.	Popular Keywords	Position in Google.co.uk October 2016	Position in Yahoo.co.uk October 2016	Current position in Bing.com October 2016
1	Specialist Education	143	Not Found	Not Found
2	Special Educational Schools	158	Not Found	29
3	Special Education Provider	37	33	27

Site Traffic Report

Google Analytics Report:

Dashboard Overview Based on Sept 2016

● Sessions

1,000

500

Thursday, 15 September 2016
■ Sessions: 516

8 Sep   15 Sep   22 Sep   29 Sep

Sessions	Users	Page Views
13,510	8,739	62,196

Pages/Session	Avg. Session Duration	Bounce Rate
4.60	00:02:30	28.44%

% New Sessions
55.14%

■ New Visitor ■ Returning Visitor

44.8%   55.2%

Country Overview

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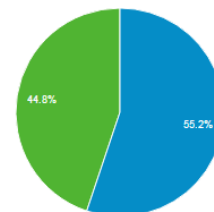
Country	Acquisition			Behaviour			Conversions	
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	13,510 % of Total: 100.00% (13,510)	55.16% Avg for View: 55.14% (0.03%)	7,452 % of Total: 100.03% (7,450)	28.44% Avg for View: 28.44% (0.00%)	4.60 Avg for View: 4.60 (0.00%)	00:02:30 Avg for View: 00:02:30 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1. United Kingdom	13,041 (96.53%)	54.35%	7,088 (95.12%)	28.35%	4.65	00:02:33	0.00%	0 (0.00%)
2. United States	181 (1.34%)	96.69%	175 (2.35%)	41.99%	1.91	00:00:19	0.00%	0 (0.00%)
3. India	34 (0.25%)	76.47%	26 (0.35%)	26.47%	3.65	00:01:04	0.00%	0 (0.00%)
4. Italy	25 (0.19%)	8.00%	2 (0.03%)	8.00%	8.36	00:03:10	0.00%	0 (0.00%)
5. Australia	22 (0.16%)	45.45%	10 (0.13%)	50.00%	2.14	00:02:22	0.00%	0 (0.00%)
6. Spain	22 (0.16%)	72.73%	16 (0.21%)	9.09%	4.09	00:01:59	0.00%	0 (0.00%)
7. Netherlands	17 (0.13%)	41.18%	7 (0.09%)	11.76%	3.29	00:03:20	0.00%	0 (0.00%)
8. Ireland	16 (0.12%)	56.25%	9 (0.12%)	12.50%	2.88	00:01:01	0.00%	0 (0.00%)
9. South Africa	15 (0.11%)	86.67%	13 (0.17%)	20.00%	2.20	00:00:06	0.00%	0 (0.00%)
10. Germany	12 (0.09%)	75.00%	9 (0.12%)	33.33%	4.58	00:00:59	0.00%	0 (0.00%)

Traffic Sources Overview

Top Channels
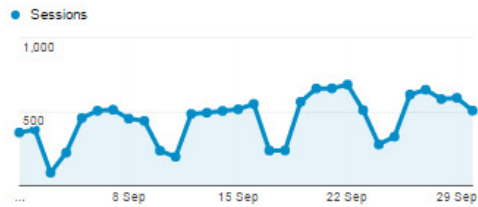
- Organic Search
- Direct
- Social
- Referral

22.2%

71.6%

Sessions

- Sessions

1,000

500

... 8 Sep   15 Sep   22 Sep   29 Sep

	Acquisition			Behaviour		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
	13,510	55.14%	7,450	28.44%	4.60	00:02:30
1 Organic Search	9,675			22.77%		
2 Direct	2,998			43.90%		
3 Social	479			41.13%		
4 Referral	358			35.20%		

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New VS Returning visitors Overview
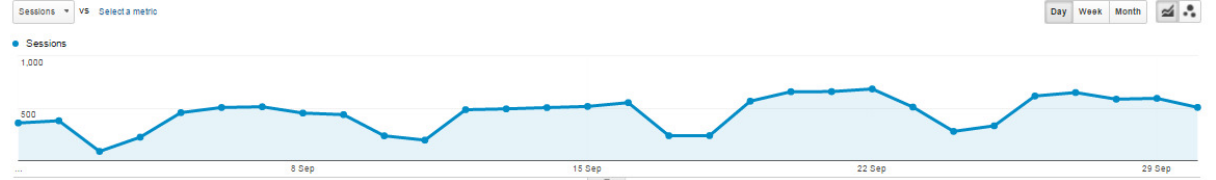
Primary Dimension: User Type

User Type	Acquisition			Behaviour			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions		Goal Value
	13,510 % of Total: 100.00% (13,510)	55.16% Avg for View: 55.14% (0.03%)	7,452 % of Total: 100.03% (7,450)	28.44% Avg for View: 28.44% (0.00%)	4.60 Avg for View: 4.60 (0.00%)	00:02:30 Avg for View: 00:02:30 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)		US$0.00 % of Total: 0.00% (US$0.00)
1. New Visitor	7,452 (55.16%)	100.00%	7,452 (100.00%)	22.97%	4.95	00:02:21	0.00%	0 (0.00%)		US$0.00 (0.00%)
2. Returning Visitor	6,058 (44.84%)	0.00%	0 (0.00%)	35.16%	4.18	00:02:41	0.00%	0 (0.00%)		US$0.00 (0.00%)

Overall SEO Result of the Website

witherslackgroup.co.uk's Result

B

Your website could be better

Oakwood Learning Centre

A+	C	C+	B-	C
SEO	Performance	UI/Mobile	Social	Security
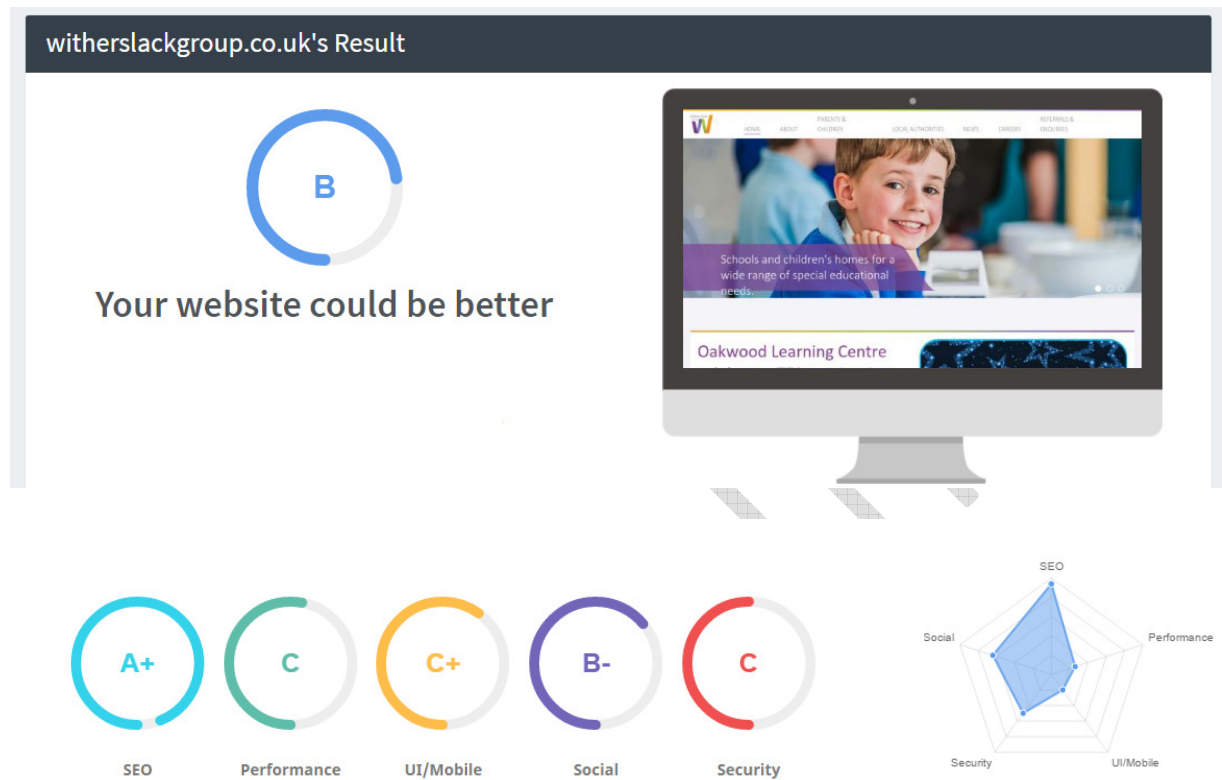
Your SEO is very good!

Your SEO is quite strong. SEO optimisation is important to ensure you are driving traffic to your site via search engines. Continue building out backlinks and ensure your website content is relevant to ensure high performance. (Plan below to indicate instructions on how to continue working on this)

HTML HEADER:

Title Tag

Witherslack Group | Special Educational Schools & Children's Homes

Length : 76

You have a title tag, but ideally it should contain between 10 and 70 characters (spaces included).

Meta Description Tag

The Witherslack Group is a Special Education provider offering high quality special schools and care programmes for children and young people aged from 4 to 19. All specialist schools are registered with the
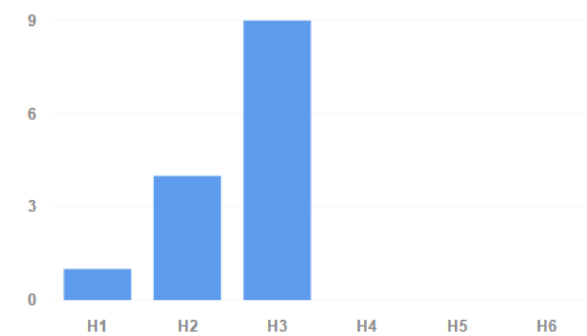
DCSF and offer high-tech education resources in modern well equipped environments.

Length : 290

Your page has a meta description. Ideally though, your meta description should be between 70 and 160 characters (spaces included).

Implementing the above rules to all pages throughout the website is advisable.

HEADER TAGS:

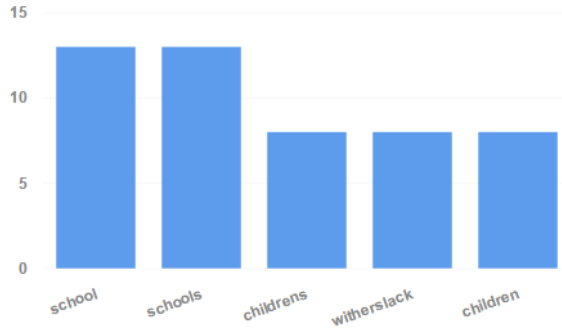| H1	H2	H3	H4	H5	H6
1	4	9	0	0	0

- [H1] Oakwood Learning Centre celebrates TES nomination
- [H2] Our Mission
- [H2] Our Story
- [H2] James' Journey
- [H2] Latest News & Events
- [H3] Parents & Children

Maintaining the header structure as per the homepage throughout the website is key.

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KEYWORD CONSISTENCY:

Keyword	Content	Title	Description	Headings
school	13	✓	✓	✓
schools	13	✓	✓	✗
childrens	8	✗	✗	✗
witherslack	8	✓	✓	✗
children	8	✓	✓	✓

Text to HTML Ratio   ✔

Ratio : **35%**

Your website's ratio of text to HTML content is between 25 and 70 percent.

Image Alt Attributes   ✘

We found 15 images on this web page.

14 of your images have alt attributes empty or missing. Add alternative text so that search engines can better understand the content of your images and index them.

There are large numbers of missing alt attributes throughout the website – you can amend these by looking at each page and selecting the image and adding an appropriate description/keyword to the images.

Number of Backlinks

You have a reasonably strong level of backlink activity.

39

External Backlinks

1168

All Backlinks

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28

Moz Domain Authority

Broken Links

Location page	*URL*
http://witherslackgroup.co.uk/	http://witherslackgroup.co.uk/about-us/broadbeck__trashed/
http://witherslackgroup.co.uk/lakeside-school/news/lakeside-help-to-save-the-albatross/	http://www.rspb.org.uk/supporting/campaigns/albatross/howyoucanhelp/stamps.asp.
http://witherslackgroup.co.uk/westmorland-school/news/big-cats-blog-week-9/	http://witherslackgroup.co.uk/westmorland-school/system/wp-admin/post-new.php
http://witherslackgroup.co.uk/meadow-view-integrated-therapeutic-provision/news/pupils-take-rock-fm/	http://www.boomradio.co.uk/listen/to/show/4652-boom-POP-COMMERCIAL

Performance Results

C

Your Performance needs improvement

Your performance is not great. Page load speed and performance is important to ensure a positive user experience. We recommend reviewing all aspects of your websites performance including page and object size, server performance and optimisations.

Page Size Info

Your website file size is OK. I would recommend keeping your file size as small as possible to optimise load speed.
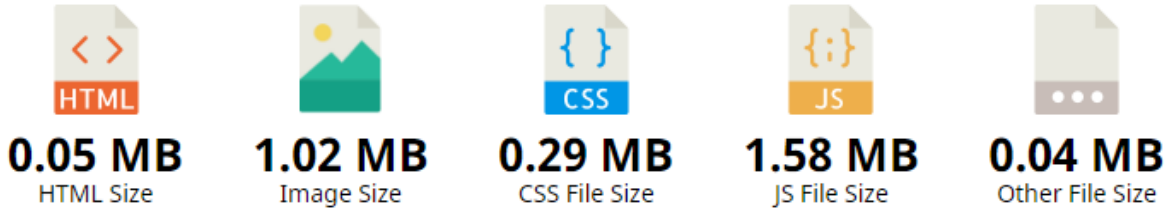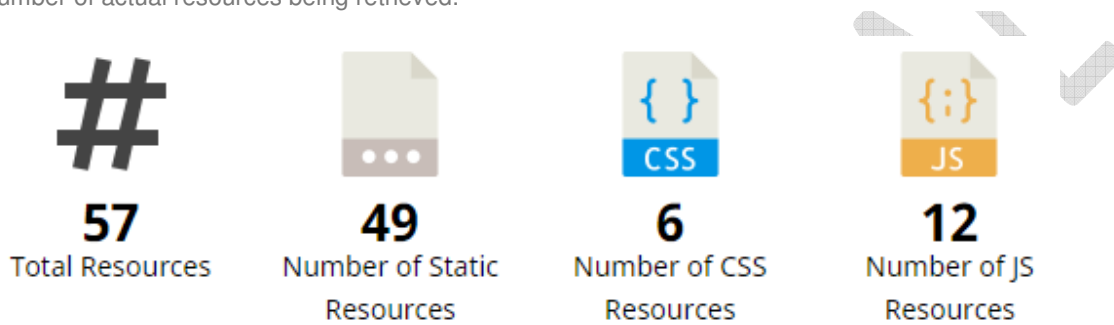
2.99 MB
Total Page Size

Breakdown of individual size components:

0.05 MB	1.02 MB	0.29 MB	1.58 MB	0.04 MB
HTML Size	Image Size	CSS File Size	JS File Size	Other File Size

Number of actual resources being retrieved:

57	49	6	12
Total Resources	Number of Static Resources	Number of CSS Resources	Number of JS Resources

Total number of hosts (Individual servers) being contacted. Ideally you should also look to minimise the number of hosts being called.

11
Number of Hosts

GZIP Compression

Your website is using GZIP Compression.

Minification

Some of your JS and CSS files are not minified.

I would recommend you minify your files as this can significantly reduce page size and load time for the user. The following files are not minified:

/fast.fonts.net/cssapi/79eb3aa6-614b-4769-9c8a-1db75130bf5d.css

/site/plugins/contact-form-7/includes/css/styles.css?ver=4.5.1

Inline Styles

It looks like your website is using inline styles. We recommend removing style tags from HTML and instead having them all in CSS Stylesheets, as inline styles can degrade performance.

I would advise you pass this information onto the website developer to compress the files and create the appropriate Stylesheets.

UI Results

C+

Your UI and Mobile needs improvement

Usability and Mobile readiness are essential to ensuring a good user experience on your site. Your site could use a lot of improvement to ensure that you are not turning away potential users and customers from poor usability.

Rendering

This check shows you how your website renders on different devices for your review. It is important that your website is optimised for mobile and tablet devices as on modern websites up to 60% of traffic can come from these sources.

Tap Target Sizing

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger (see https://developers.google.com/speed/docs/insights/SizeTapTargetsAppropriately) to provide a better user experience.

iFrames used?

It looks like your website is using iframes. I'd recommend against this as the content can be harder to navigate in mobile and has historically been harder to index for search engines.

Printability

I could not find a Print-Friendly CSS. I would recommend this as it instructs the browser on how to style web-pages for printing, improving the user experience.

Favicon

I have not identified a favicon on your website. Favicons are a way to increase brand visibility and make it more recognisable when browsing multiple website tags or bookmarks.

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Social Results

B-

Your Social could be better

Social Activity is important for brand awareness and repeat visitors. It looks like your social could be a lot better. We recommend ensuring that all your social profiles are connected and running social campaigns to generate awareness.

Likes, Shares and Comments about your Domain

You have a reasonably weak level of Social Activity. Social activity can help increase brand awareness and drive traffic to your site. I would recommend performing some Social Media campaigns and engagement.

Facebook Page Connected

Your website has a Facebook Page connected

Twitter Connected

Your website has a Twitter Profile connected

Facebook Page Activity

You have a strong level of Facebook Page Activity

Twitter Activity

You have a good number of followers

917
Page Likes

20
Talking About

572
Followers

Security Results

C

Your Security could be better

Security is important to ensure your site doesn't get compromised and experience data loss or downtime. Best on our high level checks it looks like your security may be at risk and be due for some improvement.

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SSL Enabled

SSL (HTTPS) is disabled on your website or the SSL certificate is bad.

SSL helps to secure the transfer of information on your server and hence is highly recommended. Google also uses it as a positive ranking indicator.

Email Privacy

At least one email address has been found in the plain text. I'd recommend removing any plain text email addresses, removing them with images or replacing with contact/submission forms. Spammers can scrape websites for plain text email addresses and target you with mail.

Recommendations

Social	Execute Social Strategy	High Priority
SEO	Add alt attributes to all images	Medium Priority
Performance	Reduce server response time	Medium Priority
Performance	Ensure your page is W3C Compliant	Low Priority
Security	Enable SSL on your website.	Low Priority
Performance	Minify your CSS and JS files.	Low Priority
Mobile & UI	Adjust the size of tap targets.	Low Priority
Security	Remove clear text email address	Low Priority
Performance	Remove Inline CSS	Low Priority
Mobile & UI	Add a Favicon	Low Priority

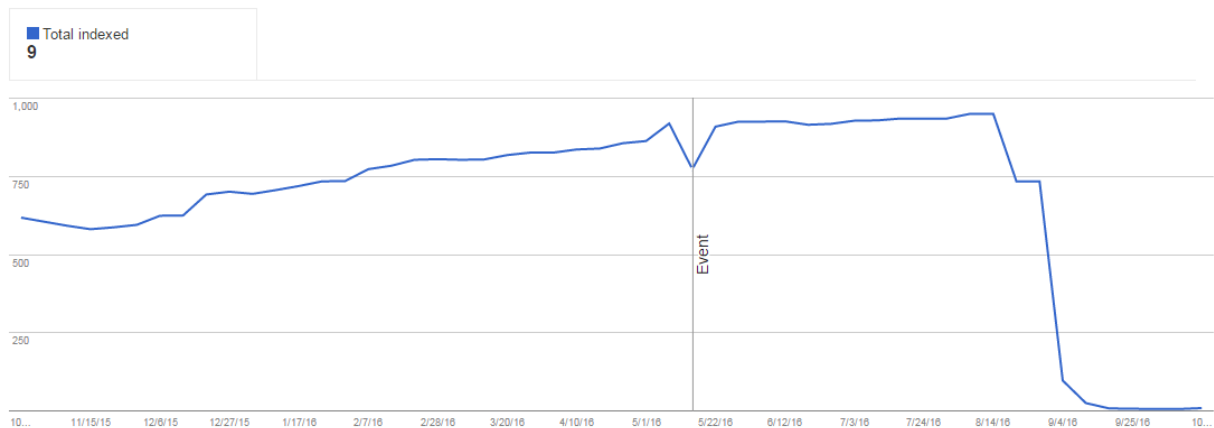| Mobile & UI | Remove any iFrames | Low Priority |
| Mobile & UI | Set a Print Style Sheet | Low Priority |

WEBMASTER TOOLS REVIEW

The graph above indicates a huge drop in the pages currently indexed by Google – this may be due to a change in website – loss of pages could also be due to pages being re-named and not re-directed, therefore a natural 404 (page does not exist) drop off.

The Search Console also indicates a number of pages that cannot be found – in this instance I would recommend re-directing these pages to the nearest relevant page – some of these pages could be good reputable pages and therefore loosing these in a rebuild can and will cause the rankings to drop.

Pages that are currently not found:

URL
http://www.witherslackgroup.co.uk/oversands-school/oversands-pupils-are-up-for-the-challenge/@witherslackgrp

http://www.witherslackgroup.co.uk/meadow-view-integrated-therapeutic-provision/local-authority

http://www.witherslackgroup.co.uk/oversands-school/641-2/@witherslackgrp

http://www.witherslackgroup.co.uk/childrens-homes/beech-tree-house

http://www.witherslackgroup.co.uk/oversands-school/number-crunching-day/@witherslackgrp

http://www.witherslackgroup.co.uk/contact/Westmorland%20School%20Contact%20Form?phpMyAdmin=PUJGEZmDrWwex4JWoM7h9SWiGB3

http://www.witherslackgroup.co.uk/oversands-school/category/uncategorised/@witherslackgrp

http://www.witherslackgroup.co.uk/oversands-school/fundraising-fun-for-sports-relief/@witherslackgrp

http://www.witherslackgroup.co.uk/userfiles/file/Belle%20Vue%2010K.pdf

http://www.witherslackgroup.co.uk/pontville-school/parents-area

http://www.witherslackgroup.co.uk/sites/default/files/flash/wsc_woodlands_tabpic.swf

http://www.witherslackgroup.co.uk/pontville-school/news/2-article/61-pupils-show-festive-community-spirit

http://www.witherslackgroup.co.uk/cedar-house-school/news/2-article/36-bugs-count

http://www.witherslackgroup.co.uk/news/pontville-school-celebrates-its-centenary

http://www.witherslackgroup.co.uk/contact/Chilworth%20House%20School%20Contact%20Form

http://www.witherslackgroup.co.uk/news/outstanding-results-from-ofsted

http://www.witherslackgroup.co.uk/uploads/vacancies/wg/TeamLeader_PersonSpec.pdf

http://www.witherslackgroup.co.uk/hall-cliffe-school/sitemap

http://www.witherslackgroup.co.uk/orchard-house-childrens-home/faqs

http://www.witherslackgroup.co.uk/derwent-house-school/calendar/2010-12-22

http://www.witherslackgroup.co.uk/lakeside-school/news/2-article/64-blue-moons-to-reward-our-star-pupils

http://www.witherslackgroup.co.uk/uploads/vacancies/pontville/PartTimeteacherjan2014.docx

http://www.witherslackgroup.co.uk/oversands-school/about/term-dates

http://www.witherslackgroup.co.uk/lakeside-school/lakeside-environmentally-aware

http://www.witherslackgroup.co.uk/oversands-school/pupils-revisit-epic-experiments/@witherslackgrp

http://www.witherslackgroup.co.uk/oversands-school/author/rukiya/@witherslackgrp

http://www.witherslackgroup.co.uk/uploads/vacancies/pontville/TA_JobDesc.pdf

http://www.witherslackgroup.co.uk/pontville-school/care/therapeutic-services

http://www.witherslackgroup.co.uk/oversands-school/sitemap

http://www.witherslackgroup.co.uk/grange-learning-centre/education/curriculum

http://www.witherslackgroup.co.uk/site/uploads/2016/03/10008945-Oakwood-Learning-Centre-Published-Report.pdf

http://www.witherslackgroup.co.uk/lakeside-school/education/activities

http://www.witherslackgroup.co.uk/cumberland-school/calendar/2010-12-28

http://www.witherslackgroup.co.uk/oversands-school/contact/@witherslackgrp

http://www.witherslackgroup.co.uk/cumberland-school/calendar/2010-07-18

http://www.witherslackgroup.co.uk/chilworth-house-school/calendar/2010-04-27

http://www.witherslackgroup.co.uk/cedar-house-school/local-authority

http://www.witherslackgroup.co.uk/cumberland-school/uploads/documents/cumbofsted2015.pdf

http://www.witherslackgroup.co.uk/cumberland-school/calendar/2010-12-15

http://www.witherslackgroup.co.uk/oakwood-integrated-therapeutic-provision/site/uploads/2016/04/Safeguarding-and-Child-Protection-Policy-and-Procedures-Oakwood-Learning-Centre.pdf

http://www.witherslackgroup.co.uk/cedar-house-school/care

http://www.witherslackgroup.co.uk/oversands-school/author/rukiya/page/2/@witherslackgrp

http://www.witherslackgroup.co.uk/cumberland-upper-school/calendar/2010-11-06

http://www.witherslackgroup.co.uk/uploads/vacancies/cumberland/ApplicationForm_1.pdf

http://www.witherslackgroup.co.uk/cedar-house-school/news/2-article/51-cedar-house-art-projects

http://www.witherslackgroup.co.uk/oversands-school/sporting-success/@witherslackgrp

http://www.witherslackgroup.co.uk/chilworth-house-upper-school/calendar/2010-07-05

http://www.witherslackgroup.co.uk/oversands-school/school-hosts-day-celebration/@witherslackgrp

http://www.witherslackgroup.co.uk/ticket-giveaway

http://www.witherslackgroup.co.uk/uploads/vacancies/wg_care/RSW.pdf

http://www.witherslackgroup.co.uk/orchard-house-childrens-home/sitemap

http://www.witherslackgroup.co.uk/oakwood-integrated-therapeutic-provision/care/pastoral-care

http://www.witherslackgroup.co.uk/meadow-view-integrated-therapeutic-provision/news/articles?start=15

http://www.witherslackgroup.co.uk/the-grange-childrens-home/education

http://www.witherslackgroup.co.uk/cumberland-upper-school/calendar/2010-08-01

http://www.witherslackgroup.co.uk/cumberland-school/calendar/2010-12-29

http://www.witherslackgroup.co.uk/oversands-school/calendar/2011-W10

http://www.witherslackgroup.co.uk/oversands-school/parents-area/brochure

http://www.witherslackgroup.co.uk/cumberland-school/calendar/2010-12-06

http://www.witherslackgroup.co.uk/cumberland-school/calendar/2010-07-08

http://www.witherslackgroup.co.uk/schools/cedar-house-school

http://www.witherslackgroup.co.uk/childrens-homes/the-birches

http://www.witherslackgroup.co.uk/cedar-house-school/local-authority/referrals

http://www.witherslackgroup.co.uk/pontville-school/parents-area

http://www.witherslackgroup.co.uk/pontville-school/local-authority/referrals

http://www.witherslackgroup.co.uk/cedar-house-school/sitemap

http://www.witherslackgroup.co.uk/oversands-school/sitemap

http://www.witherslackgroup.co.uk/pontville-school/care/therapeutic-services

http://www.witherslackgroup.co.uk/pontville-school/uploads/documents/brochure.pdf

http://www.witherslackgroup.co.uk/cedar-house-school/local-authority

http://www.witherslackgroup.co.uk/childrens-homes/lakeland-house

http://www.witherslackgroup.co.uk/hall-cliffe-school/about/ofsted-report

http://www.witherslackgroup.co.uk/pontville-school/news/2-article/35-helping-others-near-and-far

http://www.witherslackgroup.co.uk/pontville-school/news/2-article/33-outstanding-ofsted

http://www.witherslackgroup.co.uk/chilworth-house-school/education/curriculum

http://www.witherslackgroup.co.uk/cedar-house-school/local-authority/referrals

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http://www.witherslackgroup.co.uk/chilworth-house-school/uploads/documents/stafflist2013.pdf
http://www.witherslackgroup.co.uk/pontville-school/uploads/documents/introduction.pdf
http://www.witherslackgroup.co.uk/cedar-house-school/sitemap
http://www.witherslackgroup.co.uk/pontville-school/local-authority/referrals
http://www.witherslackgroup.co.uk/oversands-school/parents-area/term-dates
http://www.witherslackgroup.co.uk/avon-park-school/news/2-article/46-avon-park-school-to-open-
http://www.witherslackgroup.co.uk/meadow-view-integrated-therapeutic-provision/news/articles/47-active-adventures-for-meadow-view-learning-centre
http://www.witherslackgroup.co.uk/uploads/vacancies/JDPS/talevel3.pdf
http://www.witherslackgroup.co.uk/chilworth-house-school/about/ofsted-report
http://www.witherslackgroup.co.uk/lakeside-school/about/term-dates
http://www.witherslackgroup.co.uk/cumberland-school/rugby-league-star-opens-school
http://www.witherslackgroup.co.uk/lakeside-school/about/aims-and-values
http://www.witherslackgroup.co.uk/oversands-school/vacancies
http://www.witherslackgroup.co.uk/chilworth-house-upper-school/uploads/documents/prospectus.pdf
http://www.witherslackgroup.co.uk/pontville-school/component/content/frontpage
http://www.witherslackgroup.co.uk/meadow-view-integrated-therapeutic-provision/news/blog?start=15
http://www.witherslackgroup.co.uk/pontville-school/news/2-article/50-southport-welcomes-new-specialist-education-centre
http://www.witherslackgroup.co.uk/cumberland-school/news/2-article/37-cumberland-school-vocational-learning-centre-opens-
http://www.witherslackgroup.co.uk/uploads/vacancies/Oakwood/ApplicationFormChrisStrongReturn.pdf
http://www.witherslackgroup.co.uk/pontville-school/news/2-article/41-supporting-parents-of-children-with-asd
http://www.witherslackgroup.co.uk/pontville-school/uploads/documents/brochure.pdf
http://www.witherslackgroup.co.uk/chilworth-house-school/uploads/documents/hs%20offsite.pdf
http://www.witherslackgroup.co.uk/pontville-school/news/2-article/68-a-busy-red-nose-day-for-pontville-school
http://www.witherslackgroup.co.uk/lakeside-school/news/2-article/50-lakeside-masters-in-dyslexia
http://www.witherslackgroup.co.uk/chilworth-house-upper-school/policies-and-procedures
http://www.witherslackgroup.co.uk/oversands-school/uploads/policies/admissions-policy.pdf
http://www.witherslackgroup.co.uk/lakeside-school/uploads/documents/handbook-family.pdf
http://www.witherslackgroup.co.uk/chilworth-house-upper-school/sitemap
http://www.witherslackgroup.co.uk/uploads/vacancies/wg/regmanagerpackoakwood.pdf
http://www.witherslackgroup.co.uk/pontville-school/uploads/documents/behaviour-management.pdf
http://www.witherslackgroup.co.uk/hall-cliffe-school/about/ofsted-report
http://www.witherslackgroup.co.uk/pontville-school/news/2-article/35-helping-others-near-and-far
http://www.witherslackgroup.co.uk/orchard-house-childrens-home/therapy/resilience-theory
http://www.witherslackgroup.co.uk/uploads/vacancies/wg/ShiftLeaderPersonSpec.pdf
http://www.witherslackgroup.co.uk/hall-cliffe-school/site/uploads/2015/11/Parent-Carer-booklet-

revised-26.11.15.pdf

http://www.witherslackgroup.co.uk/pontville-school/news/2-article/53-ofsted-outstanding-verdict-for-pontville-school

http://www.witherslackgroup.co.uk/chilworth-house-school/oxford-school-celebrates-new-building-boost

http://www.witherslackgroup.co.uk/uploads/vacancies/witherslackhall/rswjobdescrip.pdf

http://www.witherslackgroup.co.uk/meadow-view-integrated-therapeutic-provision/uploads/documents/meadowviewprospectus.pdf

http://www.witherslackgroup.co.uk/cedar-house-school/site/uploads/2016/01/positve-behaviour-support-policy.pdf

http://www.witherslackgroup.co.uk/meadow-view-integrated-therapeutic-provision/uploads/documents/health-and-safety.pdf

http://www.witherslackgroup.co.uk/cumberland-school/uploads/documents/pupilguidetoexams.pdf

http://www.witherslackgroup.co.uk/oversands-school/news/2-article/57-new-name-for-school

http://www.witherslackgroup.co.uk/hall-cliffe-school/news/2-article/58-developing-hall-cliffe-news-example

In order to help assist and increase the number of indexed pages I have re-submitted the xml sitemap, the submission of the sitemap will also indicates if there any further errors – this can take up to 7-10 days, therefore, should there be any errors to report I email you directly to advise as necessary.

GOOGLE ANALYTICS ANNUAL OVERVIEW
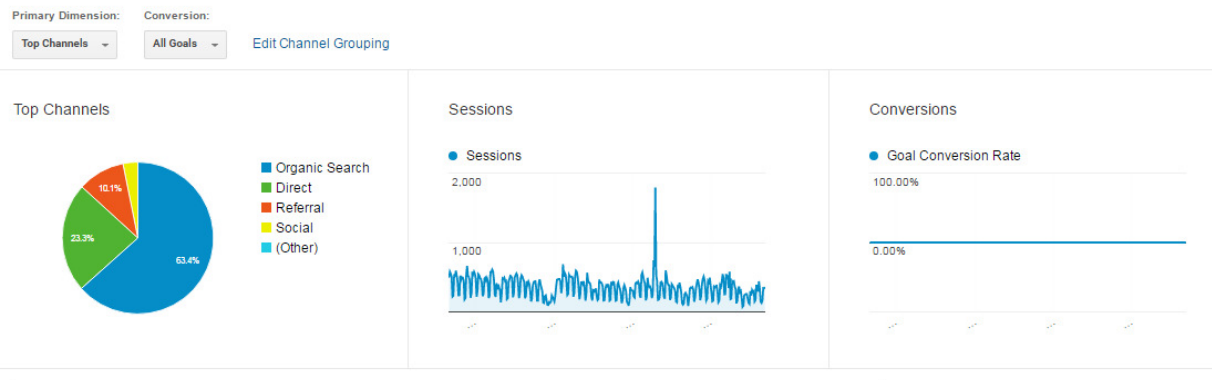
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		Acquisition			Behaviour		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Sessi...	Avg. Session Duration
		128.887	56.80%	73.202	47.28%	3.02	00:02:21
1	Organic Search	81,738			42.47%		
2	Direct	30,072			54.97%		
3	Referral	12,993			57.15%		
4	Social	4,083			55.33%		
5	(Other)	1			0.00%		

The number of sessions shows a peak time in April – this peak was a result of referral traffic. The website also has a relatively high bounce rate – this could be an indication that the search terms people are searching for are bringing up the Witherslack Group website as the result, however maybe slightly incorrect. I would therefore, consider revising the search terms to be highly specific – think about the websites purpose and optimise for those keywords.

The data is based over a 12 month period from 01.09.2015 to 01.09.2016:

Top 5 search terms – organic results:
(not provided) – 70,238 (not provided are those searches conducted via a secure connection, therefore unable to obtain the search term)
Witherslack Group – 2,444
Witherslack Group Vacancies – 500
Witherslack – 323
Pontville School – 279

Top 5 referral traffic sources:
totaljobs.com – 1,408
careerbuilder.co.uk – 1,275
jobstoday.co.uk – 959
reed.co.uk – 801
specialneeds.uk.org – 730

Social referrals:
Facebook – 3,879
Twitter – 111
LinkedIn – 68
TinyURL – 12
Pocket – 7
Stack Overflow – 4
Google+ - 2

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CONCULSION IN SUMMARY

With all the information gathered, we note that the majority of referral traffic is down to employment seeking websites. We ideally need to reverse this as the Witherslack Group needs to stand out and be identified as the leader and hub of knowledge in the specialist educational needs sector.

Although the SEO is great, the technical side of things could hinder the progression, therefore I would recommend showing this report to your web developer who can implement the majority of corrections.

To help, I have conducted some research and discovered the following terms that people are actually searching for, therefore if relevant and informative content can be created encompassing (and answering) these terms then a natural uplift and reduced bounce rate will occur:

- home education special needs uk
- special education needs courses online uk
- history of special needs education uk
- special education needs statement uk
- special needs education diploma course uk
- diploma in special needs education uk
- special education needs schools uk
- special needs education legislation uk
- special educational needs law uk
- ma special needs education uk
- phd special needs education uk
- special needs education training uk
- master special needs education uk
- special needs education jobs uk
- special needs education courses uk
- special needs education degree uk
- special needs education uk
- statement of special education needs uk
- history of special needs education uk
- special needs education uk
- special needs education uk
- special educational needs law uk
- home education special needs uk
- special education needs statement uk
- special needs education diploma course uk
- special needs education training uk
- special needs education jobs uk
- special education needs schools uk
- special needs education degree uk
- special education needs courses online uk
- special education needs legislation uk
- special education needs courses uk
- ma special needs education uk
- history of special needs education uk
- diploma in special needs education uk
- phd in special needs education-uk
- masters in special needs education uk
- special needs education uk

The action plan below has taken into account all of the above information to create a better focused ongoing strategy to further enhance and increase on rankings and further increase brand awareness.

ONGOING SEO AND ONLINE MARKETING PLAN

SEO involves all information coming from one source that weaves its way round to connect to other sources. This strategy will highlight 3 main SEO practices:

1)   Link Building
2)   Blogs/Articles
3)   Social Bookmarking

All these factors, when created, must connect, for example a blog/news article can be created to highlight a certain area of the website which then links to the websites page in questions, and this blog/news post link can then be submitted to Twitter and Facebook etc. Links created through link building may have information about activities in this area which again can be highlighted and used in blogs/news articles and on Facebook and Twitter and so forth.

In order to create a successful campaign we must start with keyword research, the simplest and quickest and most cost effective tool is Google Keyword Tool.

Bu using this tool we can identify the most searched for terms, in this example we can use the term "special needs education", Google advised that the average monthly search volume ranges from 100 to 1,000 searches. This is a good keyword to start with. Campaign 1 will then be for "special needs education".

Campaign 1 – Link Building

We now have our keyword now we need to see where we are in rankings and who our competitors are. The Witherslack Group website is currently not ranking in the first 10 pages for this term, our competitors for this term are as follows:

1)   https://www.gov.uk/children-with-**special**-**educational**-**needs**/overview
2)   www.nhs.uk/Livewell/Childrenwithalearningdisability/Pages/**Education**.aspx
3)   https://www.nidirect.gov.uk/articles/what-are-**special**-**educational**-**needs**
4)   www3.hants.gov.uk/service9
5)   https://www.european-agency.org/

All of the above competitors have links from other sources, we need to discover who these sources are and in turn link with these too. In order to discover this we type the following into the Google search bar:

Link:www.competitorsite.co.uk

This will bring up all pages from other sites that have links to this particular website/competitor. Once we have all the info required we then need to contact each site and request a link, in some cases this will entail a reciprocal link from the Witherslack Group back to theirs. A good starting point would be business local to each area – perhaps share relevant information with other sites

2) Blogs/Articles/News Posts

Blogs are a great way of creating text and text links with little effort. I notice your news section is kept up to date, which is great, however as per the list above it would be wise to create content encompassing what users search for.

To further improve on this you could perhaps add quotes/news article links from the BBC and .Gov sites that enforce your content and add credibility that you are a reputable source of information – thus being the expert in your field.

Search for bloggers and sites where parents would frequent and help answer those questions relating to special needs education etc.

3) Social Bookmarking – Facebook & Twitter

Keeping up to date with social media is rather easy now due to being able to schedule your posts – view competitor social pages and see what they are discussing – share relevant high authority news posts etc. Submit your news posts every time they go live on the website. Increase engagement and thus brand awareness by asking questions, or asking the public if they have any questions etc.

4) Website

Review and revise your keywords on your title tags and Meta descriptions on all pages and blog posts. Add alt text to all images.

5) Other

Consider sending out newsletters that will drive traffic to the website
Consider creating an Adwords campaign

Final Note: The main component of this exercise is to fully understand the purpose of the website:
Bring in traffic due to information requests – therefore acting as online portfolio.

Once on the site – convert user to fill out enquiry form – this would be classed as a goal conversion – therefore setting this in Google Analytics can further assist by being able to view how many people have indeed fulfilled the purpose of the website and filled out the form. This will help to monitor your online marketing efforts. In order to do so, you will need to confirm with the website developer what the landing page for the enquiry form thank you is, as I tested this earlier and it appears to be dynamic – meaning there is no actual .html landing page – we will need and "thank you" landing page in order to set up your goal in Analytics.

SEO is mainly all about content and link authority – if you don't have good quality relevant content and good high authority links (whether inbound or outbound) then site will not perform to its full capabilities.
So to summarise if we diarise the above steps to review and conduct weekly then we will start to see better results over time.