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Internet Marketing Services
Opportunities Analysis

The White House
Prepared On: August 2018

ECONOMY   NATIONAL SECURITY   BUDGET   IMMIGRATION   THE OPIOID CRISIS   Search W

ECONOMY & JOBS

Vice President Pence: 'The Evidence Is Clear: America Is Back'

Search WhiteHouse.gov
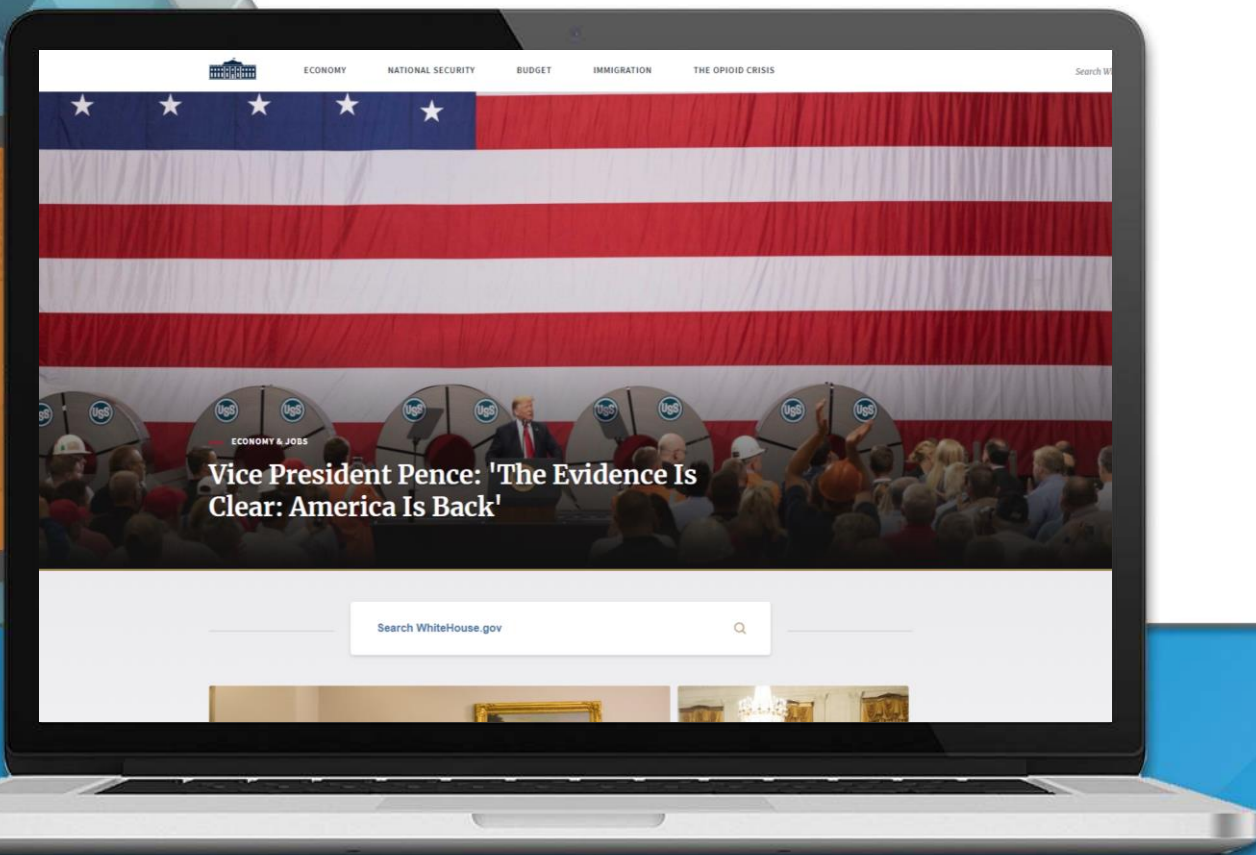
Search Engine Optimization can play a vital role for any organization that wishes to be found in search results. Whether it is the product or service you offer, or you want to stand as an industry thought leader across a specific topic, a strong and well-tailored SEO campaign can greatly influence your online success. The intention of this analysis is to identify the strengths of your website as well as opportunities for improvements or adjustments that would directly impact the success of an SEO campaign.

Our SEO Analysis will provide a top level assessment of the current state of your website. We evaluate multiple facets that all play a role in your SEO success, such as:

- Current keyword rankings and identification of "low hanging fruit"

- Site strength

- Offsite reviews

- Mobile compatibility

- Site speed

- Onsite recommendation

The White House website is witnessing a six month high of Keyword rankings. Overall, your site ranks for 40,584 terms within the national index (searches across the country without a specific locational modifier), a 7% increase from last month. Your site is also ranking for 4,984 terms on Page 1, a massive 14% increase from this time last month. This includes 554 results in other SERP (search engine results page) elements, including:

- 145 Images
- 127 Videos
- 199 Carousels
- 81 Quick Answers
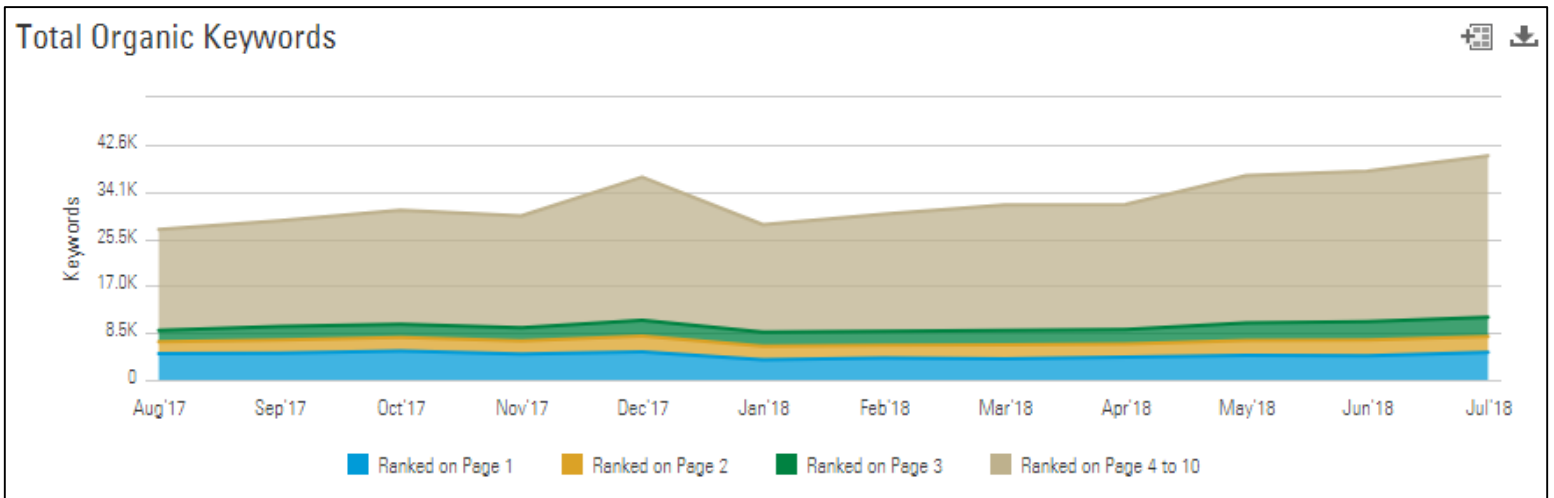
However, not all Keywords we rank for are relevant. Excluding historical information (list of ex-presidents or First Ladies, for example, pages that do not directly deal with the current administration), Keyword rankings are scattered at best and largely irrelevant at worst. For example, of the 27 Keywords that rank for the Economic Report of the President published in February of 2018, only 5 terms include the phrasing "Economic Report" whereas 10 ranking terms include a permutation of the phrase "Books On Barack Obama". With 11 instances of the word "Obama" within the PDF document, you are inadvertently targeting his name, causing the report to rank for an irrelevant keyword phrase.

If your most valued goal is to rank for phrases dealing with or around the subject of "Trump News", your own site is not suitably optimized for the goal. Of the nearly 41,000 terms you rank for on the White House site, a mere 5 of them contain any variation of the phrase "Trump News". As an example, "Donald Trump News", a term with 246,000 monthly search volume, has fallen four positions to ranking at 66th place, more than halfway down the seventh page of results.

For a site with over 27,000 pages and assets, there is a great deal more than can be done on your end to rank for such phrases. As a great majority of the articles underneath the "/briefings-statements/" folder are regarding newsworthy items, this would be where we advise starting. Please find below a quick summary of items that would put you in-line with your largest digital competitors for similar phrases:

- **Expediency of publication**. With the news moving quickly, the faster an accurate, well informed piece is published on the White House site, the faster the page can begin to gather links, receive visitors, be indexed by Google, and climb up the SERPs.
- **Utilization of structured data markup**: Structured data, or schema, is a simple language that calls out specific elements of your site under different taxonomies. This allows Google to find relevant information faster, and identify it more accurately. Fox News, CNN, and MSNBC utilize "NewsArticle" structured data for their articles, whereas the White House site does not
- **Satisfying User Intent**: As a search engine, Google is designed to answer questions. If your site does not rank highly for a given phrase, Google believes another site's content is a better resolution to a user's query. Content should be at least 600 words, rich in a targeted keyword phrase, and satisfy a particular need. Whenever optimizing content, ask yourself… "If a user searches this phrase and lands on our page, will they be happy with their destination, or will they be inclined to leave?"
- **Improve crawlability of site**: Over 6.5K pages on your site are buried, requiring at least ten clicks from the homepage to find them. In addition, 4.5k pages have only one followed internal linking URL, and 7.7k pages that can be found during an emulated crawl cannot be found in your XML sitemap. Your site is only as visible as Google can see, so improving the interlinking, architectural hierarchy, and overall prominence of every page will go a long way.

Below you will find Keyword phrases you rank for containing any instance of the word "News".

| Keyword	Rank	Keyword	Rank
white house news today	3	immigration reforms news	26
washington news	3	illegal immigration reform news	26
white house news	3	immigration reform news today in house	27
white house news briefing	3	live news feed	29
presidential news	4	alien news	31
trump news conference	5	u.s. government news	31
stream news	5	news live feed	32
ecuador news	5	current immigration news	33
news conference	5	reform immigration news	34
white house latest news	7	immigration news reform	34
all news	8	latest news in immigration reform	38
us government news	10	latest illegal immigration reform news	38
cabinet news	10	donald trump current news	38
white house breaking news today	11	foreign policy news	40
breaking news white house	13	us immigration news today	40
white house breaking news	13	latest immigration reform news	41
us news live stream	18	live feed news	41
news in immigration reform	18	immigration current news	43
live news feeds	19	news for immigration reform	45
news american economy	24	latest immigration news today	45
comprehensive immigration reform news	25	immigration reform news today	45

A relevant, diverse, and extensive backlink portfolio is an essential cornerstone of not just an SEO campaign, but the overall health of a website.

Each link that points to your site is a symbol of trust, telling the search engines and users alike that the content of your site is quality and worth being shared. By earning a large amount of high-quality links from well-regarded websites that point to The Hanover Insurance Group website, you can raise your online visibility, gain additional ranking traction, and accelerate your inbound Organic traffic.

The White House is receiving links from 251k referring domains, a two year low. However, during this same time, the amount of referring pages is up wildly from the start of the year to 21M. Overall, however, we are losing more links than we are gaining.
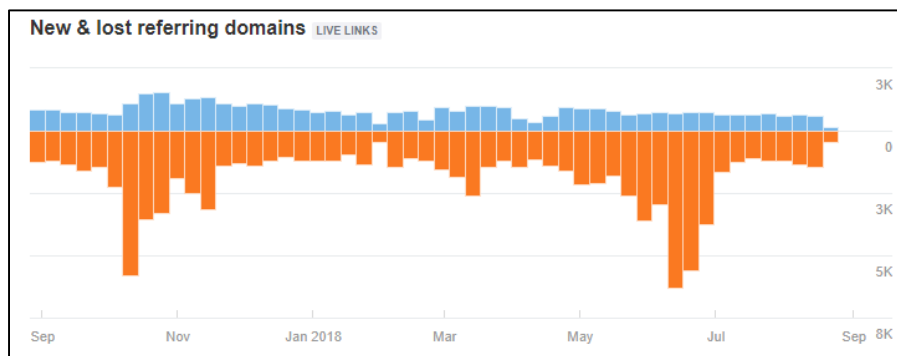
Many links we have lost are from either broken redirects (something that can be fixed on your end), originating pages becoming 404 errors, or links simply being removed after a time, a natural occurrence on the internet. Many of these linking sites are from conservative leaning websites that have been shut down since the original link was build, such as Red Flag News. Indeed, most of the relevant, unique links that have been lost are from such sites.

80% of your links originate from pages that have a PA under 10, and 19% within 10-20, meaning most of your links are coming from low performing or weaker pages. Other links are irrelevant to your brand or have been built, not earned organically. Consider reinforcing links from weaker sources with your own profile of unique and tailored backlinks, and consider building a disavow file to submit to Search Console that removes these harmful, foreign links (so long as the originating page is irrelevant to the topic).
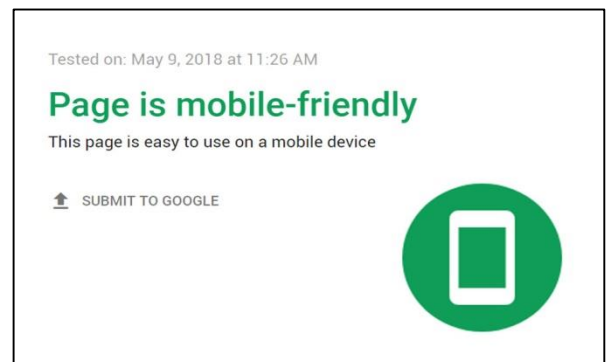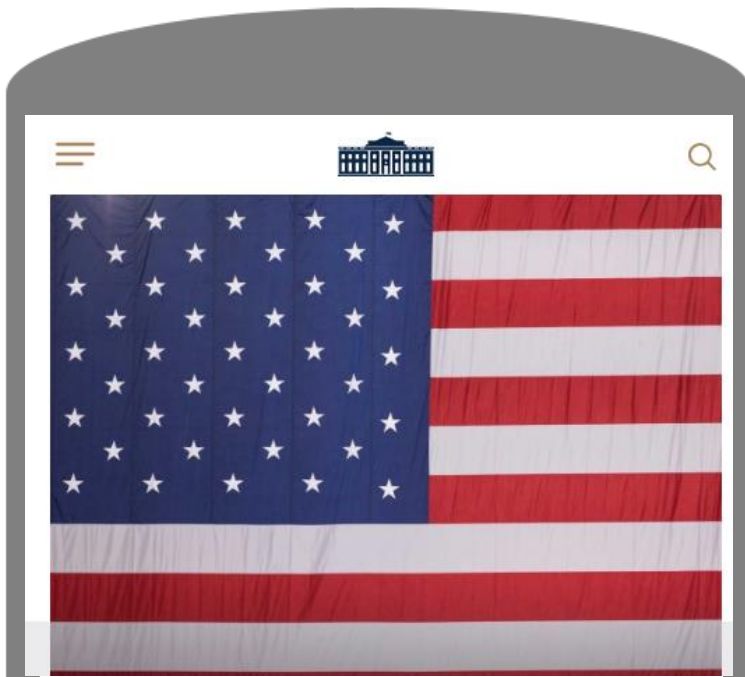
Google operates on a mobile-first system, indexing your mobile site first and foremost as we move to a more mobile centric world.

Previously, Google would crawl the desktop version of a website to determine if the website met certain criteria for ranking well in search results. Where it used to be a luxury a few short years ago, a mobile-responsive site is now crucially imperative to your site's visibility online. In addition, your mobile version should be representative of your desktop site, ensuring that all pages and elements are equally visible and accessible.

The White House site is mobile friendly, but there are several loading errors, including an image redirection. In addition, both site speed and page size could be improved to accommodate audiences in rural areas or away from strong data connections, as 164 of your pages are too large for 3G connections.
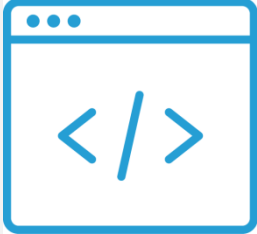
Tested on: May 9, 2018 at 11:26 AM

Page is mobile-friendly

This page is easy to use on a mobile device

⬆ SUBMIT TO GOOGLE

92

Domain Authority

79

Page Authority

DA (domain authority) and PA (page authority) are used to predict a domain's and page's ranking potential relative to other domains. This number is out of 100, for both PA & DA, and takes many factors into account, including the amount of links coming back into the site, as well as the quality of the links.

White House has a 92 DA and 79 PA, enviable scores for most sites online. However, many of the largest digital news publications online score higher within their homepage. If you want to rank above this competition, focus both on:

- Increasing domain authority to establish your place online within that realm

- Increase page authority within specific news articles to increase their likelihood of ranking

	URL	Page Authority	Domain Authority	MozRank	Equity Links	Total links
1	http://www.msnbc.com/	73	91	7	4.744.452	5.065.928
2	https://www.nytimes.com/	87	95	9	10.806.266	13.388.763
3	https://www.cnn.com/	85	95	9	23.945.784	25.473.182
4	http://www.foxnews.com/	79	93	8	8.662.610	9.828.913
5	https://www.breitbart.com/	70	91	7	2.583.861	3.019.303

- There are some duplication issues within the content, including:

    - 946 URLs with duplicate H1s
    - 931 URLs with duplicate title tags
    - 14 URLs with duplicate content

- There are 108 pages that are giving a not found status (404 code), including several powerful links from the USDA

- Over 1.2k URLs contain upper case characters, which can result in duplicate pages and content issues. We recommend implementing forced case insensitivity via your .htaccess file to force the server to rewrite all URLs with upper case characters.

- It's difficult to find many of your pages, with 4.5k pages only having one followed link found within the site. In order to improve visibility, try to increase links pointing to these impacted pages.

- As you are utilizing a CDN, some or all of your Javascript and CSS could be influenced by a third-party. We recommend utilizing a subresource integrity resource to keep the site as secure as possible.

- With an abundance of images on the site, we can better leverage them by utilizing alt image text across the 4.8k images that do not have them.

- Consider adding the 7.7k pages that are missing from your sitemaps back in to help Google read, crawl, and index more of your site.

- Global org schema in the header, which can be seen as spammy. Remove and apply only to relevant pages to avoid a manual action, resulting in reduced indexing of the site.

- "Donald Trump" is 15th most used anchor text, after you take out all branded terms. Consider improving this saturation rate to rank for more "Trump News" related terms.

- None of your anchor text for inbound links contains "Trump News". Increasing this amount will help with Google's entity salience, a key component of its Natural Language Processing algorithm.

- Category pages outright lack content, meaning Google has little to nothing to read on these pages.

- Implementing breadcrumbs will help with keyword density, interlinking, and improve with user experience.

- Content does not meet word count best practices. Every page should contain at least 300+ words of unique, keyword rich, and valuable content.

Thank You!

WE LOOK FORWARD TO WORKING WITH YOU

If you have any questions about the content of this presentation or would like to follow up on any of the information herein, let us know!

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