



DO
MORE.

YOUR VA

WEBSITE AUDIT

This website audit looks at how the site is performing as a tool to achieve the goal of providing information for our ideal audience at each stage of their buying journey.

Site Recommendations

Your Virtual Assistant is represented well in a modern site which reflects its brand personality (fun, vibrant, professional).

The text to images ratio is good, strong calls to action on each page with the point of difference well communicated.

Areas for improvement are:

- Add case studies showing how we've helped to achieve outcomes using specific services.
- We need more video content. This could include:
 - How-to videos
 - Customer testimonials
 - Meet the team
 - Justine talking about how we help clients, who we help and how to get started with us.
- Increase blog contributors. Involve team members as authors highlighting their areas of expertise and invite complimentary services to participate (reciprocal). Technology is moving more toward personalisation using AI and it's important we utilise this. Think of Netflix recommending movies you may like, Google maps redirecting your route due to an accident, Google showing search results based on your online history. Personalisation is what we've come to expect and can make a huge difference to the buying decision for large capital expenditure. Research ways we can utilise AI to personalise the site for our target audience and implement these.
- Site needs to be GDPR compliant.
- Using Office 365 as a booking system is leaking prospects, possibly due to the number of booking options listed on the page. Consider moving to a more user-friendly booking system.

home page

The goal of this page is to tell our visitors what we do in a glance. That glance needs to reflect our personality and portray what we can do for them.

For those who stay on the page longer, the main CTA is to sign up for the quiz to see if they are suited to an OBM or VA (our 2 main services) and further down to book a discovery call.

It's important we have content on the home page for each stage of our ideal audience's decision process. This redesigned page accomplishes that.

One thing the page (and the site) is missing is testimonials. See above where we've recommended using video to achieve this.

about page

With a professional service provider it's important to showcase both personality (why would prospective clients want to work with us?) and expertise. The role of this page and its sub-pages is to create a connection with our prospects.

meet the team

What makes this team special? Rather than clicking through to read the 'about' profile for each contractor, I think we need to include a fun fact or 'something you won't know' about us. We need to showcase our personalities.

Replace 'Lead VA' with virtual assistant for improved SEO.

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packages

We're the only VA site (compared to 6 competitors) who show prices. All others, while showing casual, package and fixed price options, invite enquiry to discover price or receive a pricing guide.

Consider removing ours or testing to see what effect this has on discoveries booked.

testimonials

This page needs updating with current testimonials. See if we can scroll through these in their entirety where testimonials are shown on other pages.

Phase 2 is to add case studies. These could be clicked through from the testimonials themselves (and vice versa).

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services page

A good clean layout with the lead magnet placed well above the fold.

For the Online Business Manager service, make this entire heading brand red so it stands out amongst other services.

Once we have added a couple of products, change the submenu to:

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- Online Business Management
- Virtual Assistance
- Done-For-You Products
- Agency Services

Add the 150 tasks you can delegate CTA on each of the service pages except for the OBM page, this CTA could be the VA versus the OBM quiz.

blog page

There needs to be a strategy around our blog content which is being addressed with an updated content calendar. Suggestions are:

- Introduce external experts via interview articles.
- Use our own internal expertise to contribute articles as authors. This creates a more accurate agency impression (as opposed to Justine writing all the blogs).
- Be strategic about our types of articles. For example purpose content as:
 - how-to guides
 - video tutorials (loom)
 - interviews or case studies
 - comparisons (tech tools)

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resources page

A point of difference between Your VA and other similar sized VA providers is the resources page.

Sequences have all been reviewed, updated and tested and are tracked monthly in terms of conversion, traffic, open rates and discoveries booked.

This needs to be added to at a rate of 1 new resource each month in order to keep return visitors engaged.

Recommendation: include quotes, exercises and key points from resources in our content calendar.

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using the website to attract and convert prospects

If we look at the site from a marketing perspective, we need to align the content with our ideal audiences' journey. I've broken that down, and some content ideas to achieve this, in the table below:

	AWARENESS STAGE	CONSIDERATION STAGE	DECISION STAGE
BUYER JOURNEY	"I am overwhelmed with administration and the sheer number of tasks in my to-do list"	"I know I need help but not sure what the best option is for me and my budget. Do I need a VA, an employee or an offshore freelancer?"	"I have decided on a VA, but it comes down to price and trust/reputation. Who makes this stressful process easy?"
CONTENT	<ul style="list-style-type: none">• Cheat sheet: Time management audit process• Infographic: How to cope with admin overwhelm• Blog post: 5 tips to focus amongst chaos• Lead magnet: 150 tasks you can delegate to a VA• Video: Identifying your genius zone	<ul style="list-style-type: none">• Video testimonials• Video tutorials• Download: Team Trello board (example)• Comparison guide: Project management tools• Quiz: Is a VA or an OBM your best fit?• Blog post: 7 questions to ask when interviewing a new VA• Infographic: How to set up a job posting in Fiverr	<ul style="list-style-type: none">• Case studies• Infographic:• Company brochure and price guide• Cheat sheet: 10 steps to launching your podcast• Lead magnet: How to systemise and automate your business• Video: What happens in a discovery call with Justine• eBook: Your Virtual Assistant Hiring Toolkit

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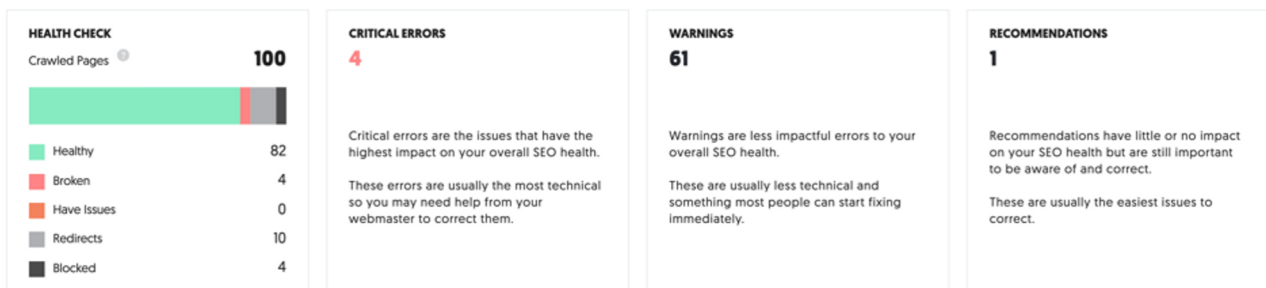
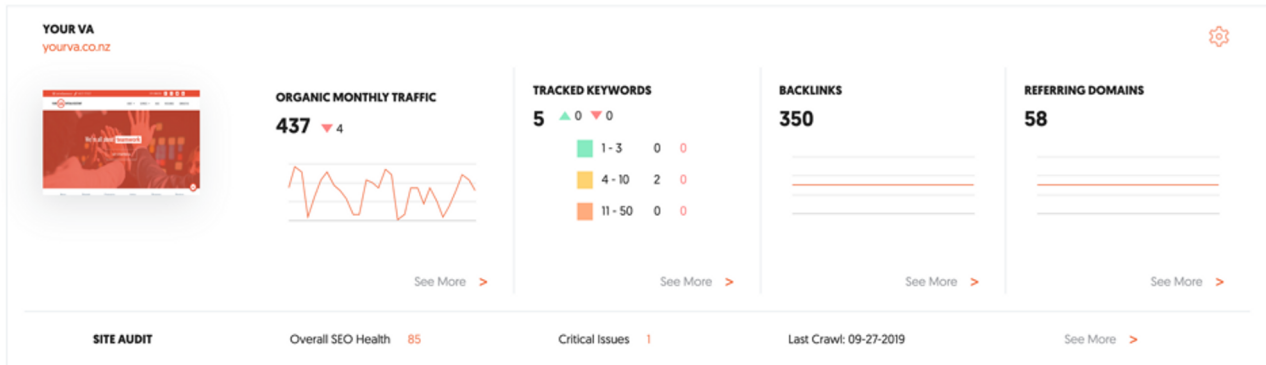
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site performance

I've run a couple of reports to identify weaknesses we can improve on. The results of the report (source Ubersuggest) are:

overview



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site speed

SITE SPEED

Site speed is crucial to your SEO health. Every additional 0.5s it takes to load your site drastically increases the % of visitors that will leave your site. Below you'll see the time it took for your website to load on desktop and mobile devices using a 3G connection speed.



seo issues

SEO ISSUES ANALYZED	DIFFICULTY	SEO IMPACT
5 pages have a low word count What is this and how do I fix it?	MODERATE	HIGH
5 pages with duplicate meta descriptions What is this and how do I fix it?	MODERATE	HIGH
4 pages with duplicate <title> tags What is this and how do I fix it?	MODERATE	HIGH
4 pages with a long loading time What is this and how do I fix it?	HARD	HIGH
2 pages without a H1 heading What is this and how do I fix it?	EASY	MEDIUM
8 pages with no meta description What is this and how do I fix it?	MODERATE	MEDIUM
41 pages returned 4XX status code What is this and how do I fix it?	MODERATE	MEDIUM
30 pages with a poorly formatted URL for SEO What is this and how do I fix it?	EASY	MEDIUM
19 pages with a <title> tag that is too long What is this and how do I fix it?	EASY	MEDIUM
1 pages with a <title> tag that is too short What is this and how do I fix it?	EASY	MEDIUM
1 issues with a SSL certificate that is about to expire What is this and how do I fix it?	EASY	LOW

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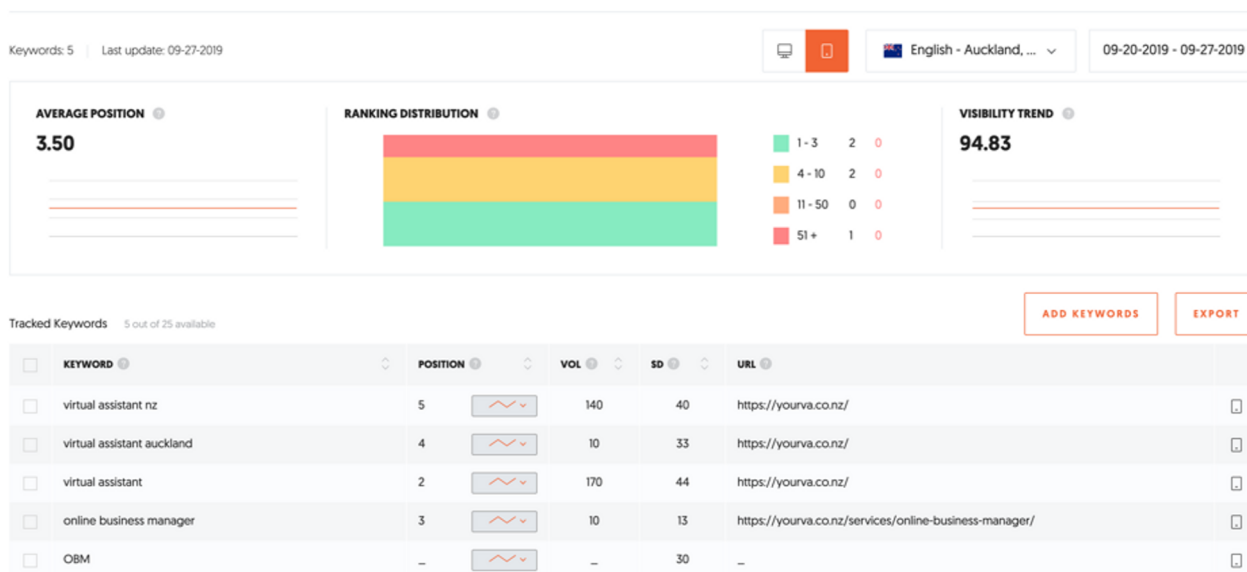


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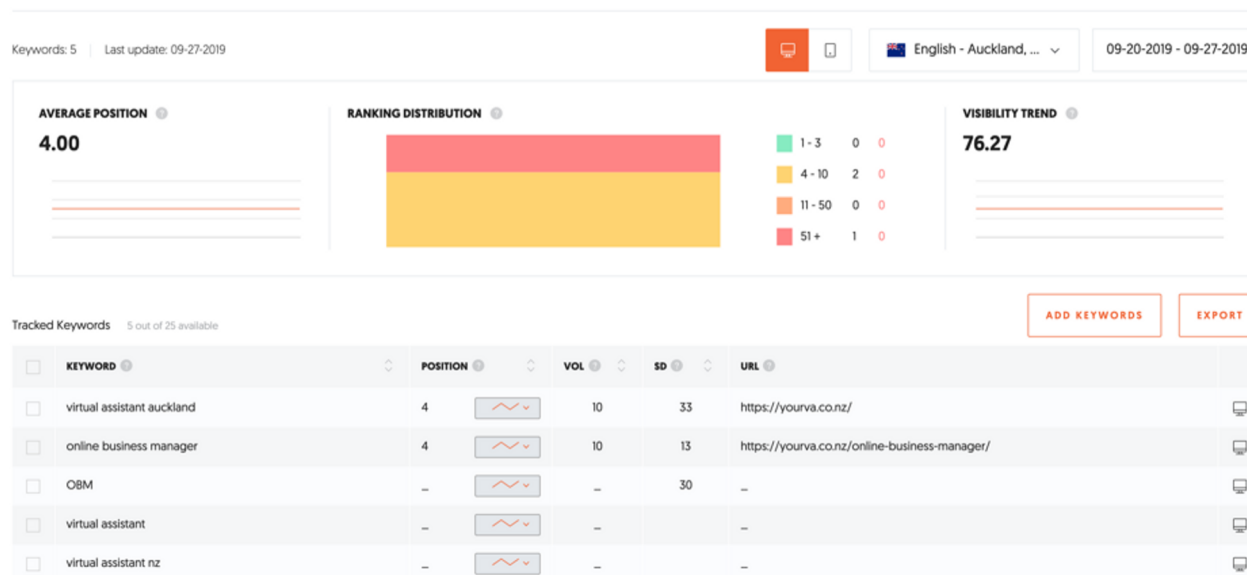
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keywords (mobile)



keywords (desktop)



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top pages

TOP TRAFFIC PAGES

TOP PAGES BY COUNTRY					 NZ [163]	 US [128]	 IN [45]	 CA [41]	MORE ▾
<input type="checkbox"/>	SEO TITLE URL 	EST. VISITS 	BACKLINKS 						
<input type="checkbox"/>	Your Virtual Assistant: Home yourva.co.nz/	138 View All ▾	36 View All ▾	90	13				
<input type="checkbox"/>	How to Set Achievable Goals using the SMART Goal System Your ... yourva.co.nz/how-to-set-achievable-goals-using-the-smart-goal-system/	24 View All ▾	1 View All ▾	3	230				
<input type="checkbox"/>	Online Business Manager Your Virtual Assistant yourva.co.nz/online-business-manager/	5 View All ▾	1 View All ▾	5	0				
<input type="checkbox"/>	Standard Operating Procedure Guidelines Your Virtual Assistant yourva.co.nz/standard-operating-procedure-sop-guidelines/	2 View All ▾	0 View All ▾	8	1				
<input type="checkbox"/>	Careers Your Virtual Assistant yourva.co.nz/contact-us/careers/	1 View All ▾	0 View All ▾	0	0				
<input type="checkbox"/>	Our Packages Your Virtual Assistant yourva.co.nz/about-us/our-packages/	0 View All ▾	1 View All ▾	0	0				
<input type="checkbox"/>	Careers Your Virtual Assistant yourva.co.nz/careers/	0 View All ▾	0 View All ▾	30	0				
<input type="checkbox"/>	Benefits Your Virtual Assistant yourva.co.nz/about-you/benefits/	0 View All ▾	0 View All ▾	0	0				
<input type="checkbox"/>	Find Email Addresses Anywhere On The Web With Email Hunter yourva.co.nz/find-email-addresses-anywhere-on-the-web-with-email-hunter/	0 View All ▾	0 View All ▾	3	1				
<input type="checkbox"/>	Your VA How To Achieve Your Goals: SMART Goals yourva.co.nz/smart-goals/	0 View All ▾	0 View All ▾	2	3				
<input type="checkbox"/>	Small Business Toolbox Your Virtual Assistant yourva.co.nz/toolbox-resources/	0 View All ▾	5 View All ▾	0	0				
<input type="checkbox"/>	Virtual Event Management Your Virtual Assistant yourva.co.nz/services/virtual-event-management/	0 View All ▾	0 View All ▾	0	0				