YOUR VA

DS MORE.

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.



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.

INFO	VIRTUAL SERVICES	HELP	
About Your VA	Administration	FAQs	
Our Team	Marketing	VA or OBM Quiz	
Benefits	Bookkeeping	Contact Us	J +64 2177 5137
Our Services	Design	Resource Library	🕲 yourvaconz
Our Packages	Event Management	Work with us	🐱 justine@yourva.co.nz
Testimonials	Online Business Manager	Careers	Privacy Policy Terms & Conditions



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).

INFO	VIRTUAL SERVICES	HELP	
About Your VA	Administration	FAQs	
Our Team	Marketing	VA or OBM Quiz	
Benefits	Bookkeeping	Contact Us	J +64 2177 5137
Our Services	Design	Resource Library	🕒 yourvaconz
Our Packages	Event Management	Work with us	🖂 justine@yourva.co.nz
Testimonials	Online Business Manager	Careers	

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:

- 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)

INFO	VIRTUAL SERVICES	HELP	
About Your VA	Administration	FAQs	
Our Team	Marketing	VA or OBM Quiz	
Benefits	Bookkeeping	Contact Us	3 +64 2177 5137
Our Services	Design	Resource Library	🕲 yourvaconz
Our Packages	Event Management	Work with us	🐱 justine@yourva.co.nz
Testimonials	Online Business Manager	Careers	Privacy Policy Terms & Conditions

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.

INFO

About Your VA Our Team Benefits Our Services Our Packages Testimonials

VIRTUAL SERVICES

Administration Marketing Bookkeeping Design Event Management Online Business Manager

HELP

FAQs

VA or OBM Quiz Contact Us Resource Library Work with us Careers



J +64 2177 5137
 S yourvaconz
 ✓ justine@yourva.co.nz

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	 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 	 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 	 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

INF0	VIRTUAL SERVICES	HELP	
About Your VA	Administration	FAQs	VA NEW ZEALAND MADE
Our Team	Marketing	VA or OBM Quiz	
Benefits	Bookkeeping	Contact Us	J +64 2177 5137
Our Services	Design	Resource Library	S yourvaconz
Our Packages	Event Management	Work with us	🖂 justine@yourva.co.nz
Testimonials	Online Business Manager	Careers	

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



ON-PAGE SEO SCORE	ORGANIC MONTHLY TRAFFIC	ORGANIC KEYWORDS	BACKLINKS
84 GREAT	163 GREAT	163 CREAT	350 GREAT

HEALTH CHECK Crawled Pages	100	CRITICAL ERRORS	warnings 61	recommendations 1
Healthy	82	Critical errors are the issues that have the	Warnings are less impactful errors to your	Recommendations have little or no impact
Broken	4	highest impact on your overall SEO health.	overall SEO health.	on your SEO health but are still important
Have Issues	0	These errors are usually the most technical	These are usually less technical and	to be aware of and correct.
Redirects	10	so you may need help from your	something most people can start fixing	These are usually the easiest issues to
Blocked	4	webmaster to correct them.	immediately.	correct.

INFO	VIRTUAL SERVICES	HELP	
About Your VA	Administration	FAQs	
Our Team	Marketing	VA or OBM Quiz	
Benefits	Bookkeeping	Contact Us	J +64 2177 5137
Our Services	Design	Resource Library	🕒 yourvaconz
Our Packages	Event Management	Work with us	🖂 justine@yourva.co.nz
Testimonials	Online Business Manager	Careers	Privacy Policy Terms & Conditions

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.

		KTOP Iding Time	3 SECONDS					MOBI Loadii	LE ng Time	6 SECC	ONDS		
YOUR	SITE								YOUR SITE				
3s Excellent	Ss Good	8s Fair		Poor			3s Excelent		8s Fair		Po	or	
	Clo	se Advanced	Breakdown 🔿					Clos	e Advanced B	reakdowr	1.4		
First Contentful Paint	2s	0	First Meaningful Paint		2s	00	First Contentful Paint	4s	🌔 🕼 🛛 F	irst Meanin	gful Paint	45	0
Speed Index		00	First CPU Idle		35	0	Speed Index	11s	🌔 🕕 🛛 F	irst CPU Idk	e	6s	0
Time to Interactive	35	0	Est. Input Latency		35ms	00	Time to Interactive	6s	() 💿 E	st. Input Lat	tency	72m	5 🔿

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 1 fix it?</td><td>MODERATE</td><td>HIGH</td></tr><tr><td>4 pages with a long loading time What is this and how do I fix It?</td><td>HARD</td><td>HIGH</td></tr><tr><td>2 pages without a H1 heading <u>What is this and how do 1 fix it?</u></td><td>EASY</td><td>MEDIUM</td></tr><tr><td>8 pages with no meta description What is this and how do 1 fix It?</td><td>MODERATE</td><td>MEDIUM</td></tr><tr><td>41 pages returned 4XX status code What is this and how do 1 fix it?</td><td>MODERATE</td><td>MEDIUM</td></tr><tr><td>30 pages with a poorly formatted URL for SEO What is this and how do I fix it?</td><td>EASY</td><td>MEDIUM</td></tr><tr><td>19 pages with a <title> tag that is too long What is this and how do 1 fix it?</td><td>EASY</td><td>MEDIUM</td></tr><tr><td>1 pages with a <title> tag that is too short What is this and how do I fix it?</td><td>EASY</td><td>MEDIUM</td></tr><tr><td>1 issues with a SSL certificate that is about to expire What is this and how do 1 fix it?</td><td>EASY</td><td>LOW</td></tr></tbody></table></title>		

INFO **VIRTUAL SERVICES** HELP About Your VA Administration Our Team Marketing VA or OBM Quiz 2 +64 2177 5137 Benefits Bookkeeping Contact Us S yourvaconz **Our Services** Design **Resource Library** ≤ justine@yourva.co.nz Work with us **Our Packages** Event Management Online Business Manager Careers

keywords (mobile)

words: 5 Last update: 09-27-2019								
AVERAGE POSITION	RANKING DISTRIBUTION			_			VISIBILITY TREND	
3.50					2 0		94.83	
					2 0			
					1 0			
red Keywords 5 out of 25 available							ADD KEYWO	RDS
	○ POSITION ● ○	VOL 🕘 🗘	SD 🔘 🗘	URL 💿			ADD KEYWOI	EXPO
KEYWORD	○ POSITION ● ○ 5 ~~~	VOL © 0	sD ◎ ≎ 40	URL O	/		ADD KEYWO	IRDS
KEYWORD							ADD KEYWO	RDS
KEYWORD virtual assistant nz virtual assistant auckland	5 ~~~	140	40	https://yourva.co.nz	/		ADD KEYWO	EXPO
virtual assistant nz	5 ~~~~	140	40 33	https://yourva.co.nz	/	/online-bus		RDS EXPO

keywords (desktop)



INFO	VIRTUAL SERVICES	HELP	
About Your VA	Administration	FAQs	
Our Team	Marketing	VA or OBM Quiz	
Benefits	Bookkeeping	Contact Us	J +64 2177 5137
Our Services	Design	Resource Library	🕒 yourvaconz
Our Packages	Event Management	Work with us	🐱 justine@yourva.co.nz
Testimonials	Online Business Manager	Careers	

top pages

TOP TRAFFIC PAGES

TOP PAGES BY COUNTRY 📸 NZ [163] 🎫 US [128] 🔽 IN [45] 🍋 CA [41] MORE 🗸								
	SEO TITLE	EST. VISITS	BACKLINKS	f	P			
	Your Virtual Assistant: Home yourva.co.nz/	138 View All ~	36 View All ~	90	13			
	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			
	Online Business Manager Your Virtual Assistant yourva.co.nz/online-business-manager/	5 View All ~	1 View All ~	5	0			
	Standard Operating Procedure Guidelines Your Virtual Assistant yourva.co.nz/standard-operating-procedure-sop-guidelines/	2 View All ~	0 View All ~	8	1			
	Careers Your Virtual Assistant yourva.co.nz/contact-us/careers/	1 View All ~	0 View All ~	0	0			
	Our Packages Your Virtual Assistant yourva.co.nz/about-us/our-packages/	0 View All ~	1 View All ~	0	0			
	Careers Your Virtual Assistant yourva.co.nz/careers/	0 View All ~	0 View All ~	30	0			
	Benefits Your Virtual Assistant yourva.co.nz/about-you/benefits/	0 View All ~	0 View All ~	0	0			
	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			
	Your VA How To Achieve Your Goals: SMART Goals yourva.co.nz/smart-goals/	0 View All ~	0 View All ~	2	3			
	Small Business Toolbox Your Virtual Assistant yourva.co.nz/toolbox-resources/	0 View All ~	5 View All ~	0	0			
	Virtual Event Management Your Virtual Assistant yourva.co.nz/services/virtual-event-management/	0 View All ~	0 View All ~	0	0			

backlinks

Backlinks: yourva.co.nz

domain score	BACKLINKS 350 NoFollow: 231	REFERRING DOMAINS 58gov & .edu: 0			ORGANIC MONTHLY TRAFFIC			
BACKLINKS 1 - 59 [59]							EX	PORT TO CSV
Q Search				Adva	nced Filters V ALL LINKS	FOLLOW	IO FOLLOW	INK PER DOMAIN
SOURCE PAGE TITLE & URL TARGET PAGE 🔘		SCORE 0	PAGE © 0		ANCHOR		FIRST 💿 🛛 🗘	LAST O O
What 2017 is looking like, for you - and us Source:: usl.campaign-archive.com/?u=12a320b4e6b13ecc54b506 Target:: yourva.co.nz/ 🖒	1f0&id=19fcf87352	90	17	Image	Merry Christmas from YourVA		03-06-2019	05-18-2019
Libsyn Directory Source:: directory.voltron.libsyn.com/episode/index/show/getitd Target:: yourva.co.nz/ 12	onemum/id/4473736 🖪	90	0	Text	Your Virtual Assistant		02-08-2019	05-10-2019
Your Virtual Assistant Offers Online Business Manager Services - Pr Source:: digitaljournal.com/pr/4030291 🗳 Target:: yourva.co.nz/ 🗳	ess Release - Digital Journal	88	0	Text	www.yourva.co.nz/		11-16-2018	11-16-2018
Credibility in social media and how to out the phonies - Mumbrell Source: mumbrella.com.au/credibility-in-social-media-130801 🖸 Target: yourva.co.nz/ 🗗	a NF	82	0	Text	Justine Parsons		04-04-2017	03-19-2019
Contact Pages Website Inspiration and Examples Crayon Source: app.crayon.co/f/contact-page/?query=virtual%20assistar Target: yourva.co.nz/contact/ C	nce 🖸 🛛 NF	78	0	Text	yourva.co.nz		12-19-2018	01-08-2019
User comments								

INFO	VIRTUAL SERVICES	HELP	
About Your VA	Administration	FAQs	
Our Team	Marketing	VA or OBM Quiz	
Benefits	Bookkeeping	Contact Us	. +64 2177 5137
Our Services	Design	Resource Library	🕲 yourvaconz
Our Packages	Event Management	Work with us	🖂 justine@yourva.co.nz
Testimonials	Online Business Manager	Careers	