Complimentary SEO Analysis & Proposal

m2optics.com/

Thursday, February 17, 2022

CONTENTS

ACCOUNT INFORMATION

Domain: https://www.m2optics.com/

Introduction

The purpose of this paper is to provide determination ofhttps://www.m2optics.com/current SEO tactics, a critical analysis of the current campaign and suggestions for improvement.

Current performance of the website:

- The link building strategy is not effective to achieve SERP (Ranking) changes in a reasonable duration.
- Anchor text variation is not proper in the backlink profile. As a result, the website is not performing well in search engines.
- A quality link profile consists of links from forums, directories, social sites and others.

We suggest:

- A larger pool of sources from where the links are being derived, especially press releases and getting high quality guest blog posts on sites like techcrunch.com and mashable.com which are high authority sites.
- There should be a proper ratio of branded keywords, LSI keywords, variations and generic keywords so that the backlink profile looks more natural and makes it more visible into the eyes of the search engines.
- You need to get timely PR and Social Media buzz to make the link building more natural, versatile and high quality.

This report offers a detailed explanation of how we came to this conclusion.
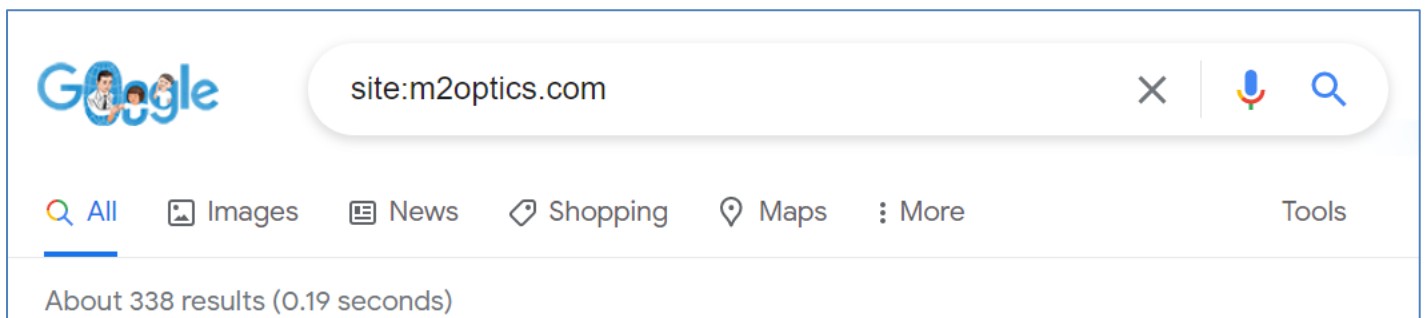
WEBSITE PERFORMANCE ANALYSIS

ORGANIC OVERVIEW
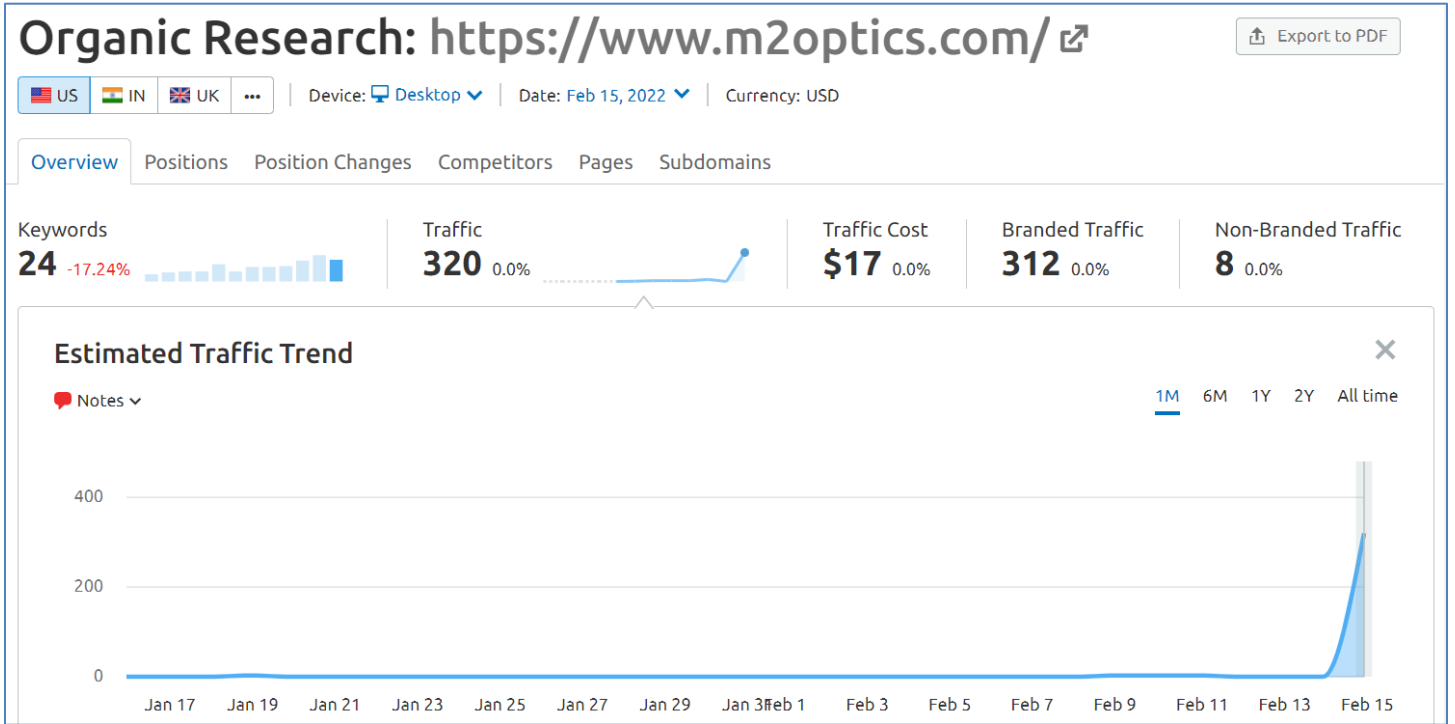
ADVERTISING OVERVIEW

The website is not ranking for any keywords in google.com paid search results presently.

Indexed Pages: There are 338 results shown in the Google search results.

ORGANIC KEYWORDS

Keyword	SF	Volume	KD	CPC	Traffic ▼	Change	Position	Change	URL
+ m2 optics	4	0	0	0.00	1		1		https://www.m2optics.com/ ▼
+ time optic	6	70	8	N/A	0		20		https://www.m2optics.com/ ▼
+ m2	5	28K	53	2.01	0		× → 46	New	https://www.m2optics.com/ ▼
+ m2 inc	2	50	2	0.40	0		28		https://www.m2optics.com/ ▼
+ m2 usa	3	20	77	N/A	0		× → 24	New	https://www.m2optics.com/ ▼
+ m2 logo	1	150	0	0.00	0		36 → 30	▲6	https://www.m2optics.com/ ▼
+ m2 com	3	40	2	0.00	0		26 → 31	▼5	https://www.m2optics.com/ ▼
+ www m2	1	20	41	0.00	0		23 → 29	▼6	https://www.m2optics.com/ ▼
+ network optics	6	90	18	N/A	0		35 → 40	▼5	https://www.m2optics.com/ ▼
+ m2 product	4	0	16	N/A	0		30		https://www.m2optics.com/ ▼

ONSITE SEO

ONSITE ANALYSIS

DOMAIN STATISTICS

The domain https://www.m2optics.com/ has IP address **199.60.103.29** and is located in **Massachusetts - Cambridge.** The domain age is 20 years.
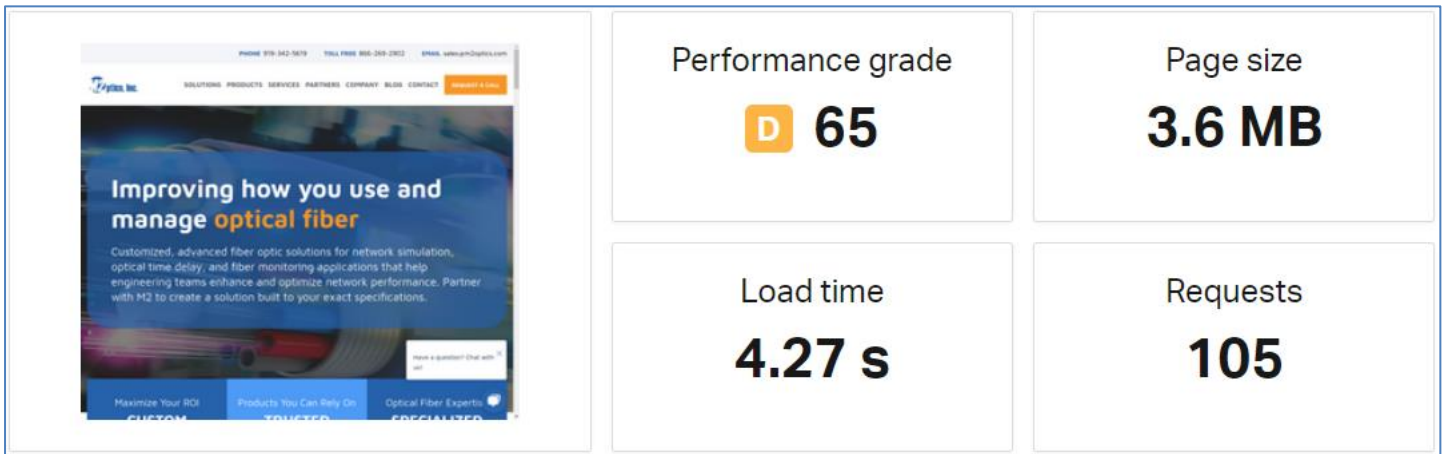
Domain Authority is 25 and Page Authority is 35.

Domain Authority - It is Moz's calculated metric for how well a given domain is likely to rank in Google's search results.

Page Authority - It is Moz's calculated metric for how well a given webpage is likely to rank in Google's search results.

ONSITE FACTORS

Page Speed: The website is faster than 45% of all the tested sites.

a) **Load Time**: The website load time is more i.e.4.27 second.Ideallythe web page should load within 2-3 seconds.
b) **Performance Grade**: The website performance grade is 65/100.
c) **Page Size**: The website page size is morei.e.3.6 MB. Ideally it should be less than 1 MB.

NOTE: To optimize the page upload time on the web, you need to reduce the size of the on-page elements like images, JS, CSS and the number of calls to the outside elements such as Facebook Like button, Twitter button, LinkedIn button, Google Plus button, etc.

Meta Title: Meta Title is defined. The current Meta Title length is 70 characters (with spaces). Ideally it should be up to 60 characters (with spaces) and should be keyword optimized.

Meta Description: Meta Description is defined. The current Meta Description length is 148 characters (with spaces). Ideally it should be up to 160 characters (with spaces) and should be keyword optimized.

NOTE: Meta tags are important because the search engines read them to compare if the keywords and the descriptions are relating to the evident content.

SEO Friendly URL Test: Your webpage contains URLs that are not SEO friendly!

Full list of unfriendly URLs

https://www.m2optics.com/cs/c/?cta_guid=0fd840bb-2328-4266-b14a-
9cd38398c3fd&signature=AAH58kHaMM8ykFpLRPNbXJ8ytSjar8jAxQ&pageId=2690572815&placement_guid=fc7235a3-fa4d-
4c7f-bc75-7336bfb927cc&click=fb2a9007-8cb0-4779-abde-
bf68c1cc3810&hsutk=a7939915a7df4cf80c0213cbbbe101ca&canon=https%3A%2F%2Fwww.m2optics.com%2F&portal_id=3943
6&redirect_url=APefjpHAfxCE0kQCpLjzyDzAqC3pVo463bDf1iAxCECmTOjb1nLnvi2ka3tjYRoNIh-
6K4W4XEmtU9V2AQaCalp9X_l39AFm-9LNelR5Rcl1a5s-
Cfi5s8u3sYwr9FNjGAC3hf24UwfK&__hstc=7025005.a7939915a7df4cf80c0213cbbbe101ca.1645078474400.1645078474400.164
5078474400.1&__hssc=7025005.1.1645078474400&__hsfp=3554902540&contentType=standard-page

https://www.m2optics.com/cs/c/?cta_guid=5cb12cf4-a64c-4775-9ea2-421df4c883b5&signature=AAH58kG30q9GBmZEcsQg-
wrcBt3_0w-bbA&pageId=2690572815&placement_guid=d6e8abef-361c-4709-bb92-d32f981e7c07&click=c11b0e7f-76fb-4f64-
b8cd-
a9c263cdc1bf&hsutk=a7939915a7df4cf80c0213cbbbe101ca&canon=https%3A%2F%2Fwww.m2optics.com%2F&portal_id=3943
6&redirect_url=APefjpHIG2XBCBXdgnwXFBdocwHzlQfSJTtIuA3w05gFzJgraMXZMKYsFA0GL43fgVPdML0JgSGnPubOmYofoqh_J_L
bnJjgWevQpUn2YVQtWDpgjTB2WVFyweT_0cBVzPwYt1uiUAum&__hstc=7025005.a7939915a7df4cf80c0213cbbbe101ca.16450
78474400.1645078474400.1645078474400.1&__hssc=7025005.1.1645078474400&__hsfp=3554902540&contentType=standar
d-page

Inline CSS Test: Your webpage is using inline CSS style!

List of a few elements with inline CSS style

```
<iframe height="0" src="https://www.googletagmanager.com/ns.html?id=GTM-KJKDX8H" style="display:none;visibility:hidden"
width="0"></iframe>
```

```
<a href="https://www.m2optics.com/" id="hs-link-module_1628505983927440_hs_logo_widget" style="border-
width:0px;border:0px;"></a>
```

```
<img alt="M2 Optics" class="hs-image-widget " sizes="(max-width: 202px) 100vw, 202px" src="https://www.m2optics.com/hs-
fs/hubfs/M2_Optics_2021/logo.png?width=202&amp;name=logo.png" srcset="https://www.m2optics.com/hs-
fs/hubfs/M2_Optics_2021/logo.png?width=101&amp;name=logo.png 101w, https://www.m2optics.com/hs-
fs/hubfs/M2_Optics_2021/logo.png?width=202&amp;name=logo.png 202w, https://www.m2optics.com/hs-
fs/hubfs/M2_Optics_2021/logo.png?width=303&amp;name=logo.png 303w, https://www.m2optics.com/hs-
fs/hubfs/M2_Optics_2021/logo.png?width=404&amp;name=logo.png 404w, https://www.m2optics.com/hs-
fs/hubfs/M2_Optics_2021/logo.png?width=505&amp;name=logo.png 505w, https://www.m2optics.com/hs-
fs/hubfs/M2_Optics_2021/logo.png?width=606&amp;name=logo.png 606w" style="width:202px;border-
width:0px;border:0px;" title="M2 Optics" width="202"/>
```

```
<span class="hs-cta-node hs-cta-fc7235a3-fa4d-4c7f-bc75-7336bfb927cc" data-hs-drop="true" id="hs-cta-fc7235a3-fa4d-4c7f-
bc75-7336bfb927cc" style="visibility: visible;"></span>
```

Console Errors Test: This webpage has some errors caught by the Chrome DevTools Console!

Full list of console messages

https://www.googletagmanager.com/gtm.js?id=GTM-KJKDX8H

Failed to load resource: the server responded with a status of 404 ()

Page Objects: Your page has more than 20 http requests, which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using CSS sprites, using data URIs instead of images, or combining several external files together into one.

Content type	Percent	Size	Content type	Percent	Requests
Image	59.0 %	1.11 Mb	Image	38.7 %	36
Javascript	31.9 %	612.22 Kb	Javascript	25.8 %	24
Other	4.5 %	86.13 Kb	Css	21.5 %	20
Css	2.0 %	38.71 Kb	Other	10.8 %	10
Html	1.6 %	31.04 Kb	Html	2.2 %	2
Font	1.0 %	18.33 Kb	Font	1.1 %	1
TOTAL	100%	1.88 Mb	TOTAL	100%	93

OFFSITE ANALYSIS

LINK METRICS

Backlink Graph: Here is the backlink graph https://www.m2optics.com/ shows the number of backlinks made in the last few months.
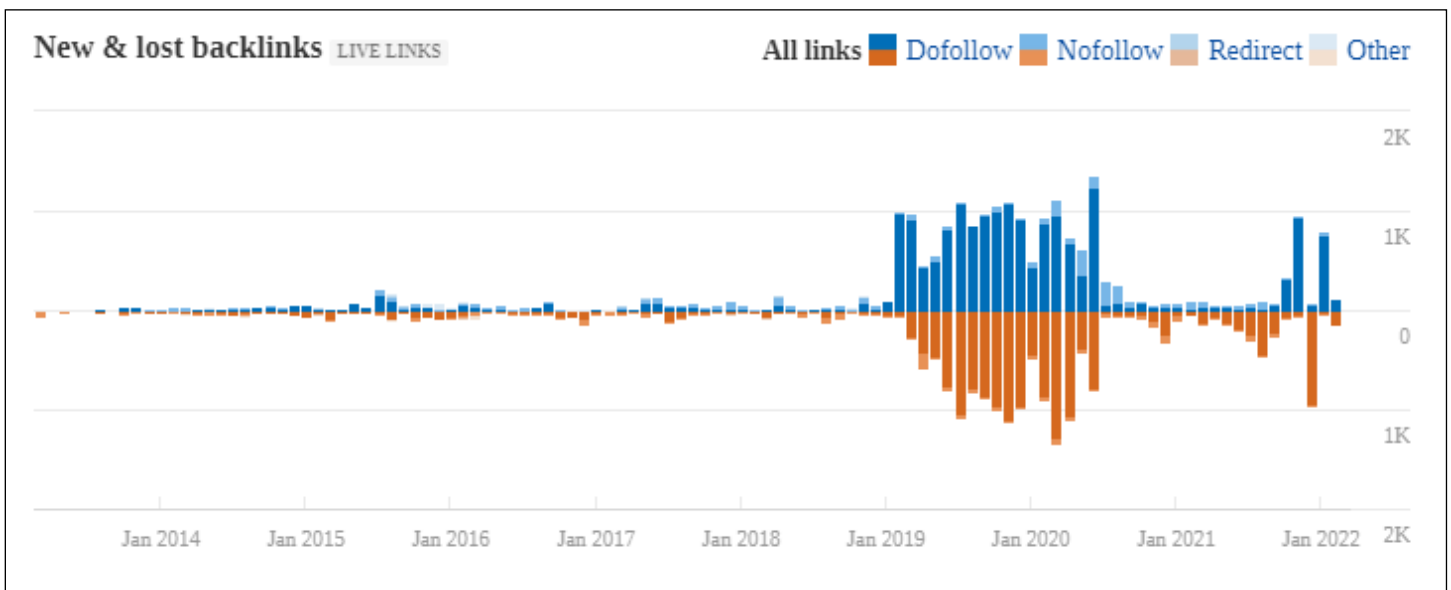
Maintaining the link velocity is important to rank better in the search results. Google Panda looks at a website's authority & trust and it starts with its Link Velocity.

NOTE: Link Velocity is the pace at which you are building backlinks to your website. Google can ban your website if your site is getting links in bulk in a short time.

Here is the snapshot of a few anchor text variations that are present in the backlink profile:

Anchor text [i]	Referring domains ↓[i]		/ dofollow [i]		Referring pages [i]	
www.m2optics.com	70	28%	17	15%	88	6%
"history of optical fiber"	26	11%	3	3%	37	2%
http://www.m2optics.com	11	4%	7	6%	49	3%
<a>no text	10	4%	4	4%	11	<1%
.	8	3%	8	7%	14	<1%
http://www.m2optics.com/blog/bid/7058...	8	3%	8	7%	8	<1%
calculating optical fiber latency	6	2%	5	4%	11	<1%
http://www.m2optics.com/blog/bid/70587/calculating-optical-fiber-latency	6	2%	3	3%	13	<1%
m2 optics	6	2%	5	4%	8	<1%
http://www.m2optics.com/blog/history-of-optical-fiber	5	2%	2	2%	9	<1%

OUR SUGGESTIONS

- Increase the use of sponsored ads.
- Site-wide links should be acquired from the relevant niche and should be used in limited numbers.
- Keyword variation should be used to avoid Google Penguin updates. Use keyword variations like LSI keywords, generic variations, on page variations etc.
- Find industry specific websites and offer to write for them. Guest posting for reputable publication is an effective technique to achieve better SERP results.
- Diversification in the backlink profile is essential to rank better in the search engines. The links should be derived from good quality sources like authority sites, government sites and educational sites. Using variable sources when acquiring backlinks makes them appear more natural.
- Participate in online forums. Find niche specific forums, ask and reply to the queries of other users. Some online forums support does follow links; these links will help to improve your SERP results.
- We recommend at least 2-3 press releases every month to acquire better quality links in PR buzz so that link building looks more natural. This type of backlink also increases trust and improves citation flow to the website.

We generally focus on increasing the number of referring domains proportional to the number of increasing backlinks. This means that we are getting links from several unique domains and this is what brings in power to rank.

Competitor's Analysis

COMPETITOR- HTTPS://WWW.CONNECTEDFIBER.COM/

DOMAIN STATISTICS

The domain https://www.connectedfiber.com/ has IP address **64.78.222.106** and is located in **New York - Buffalo**. The domain age is 17years.
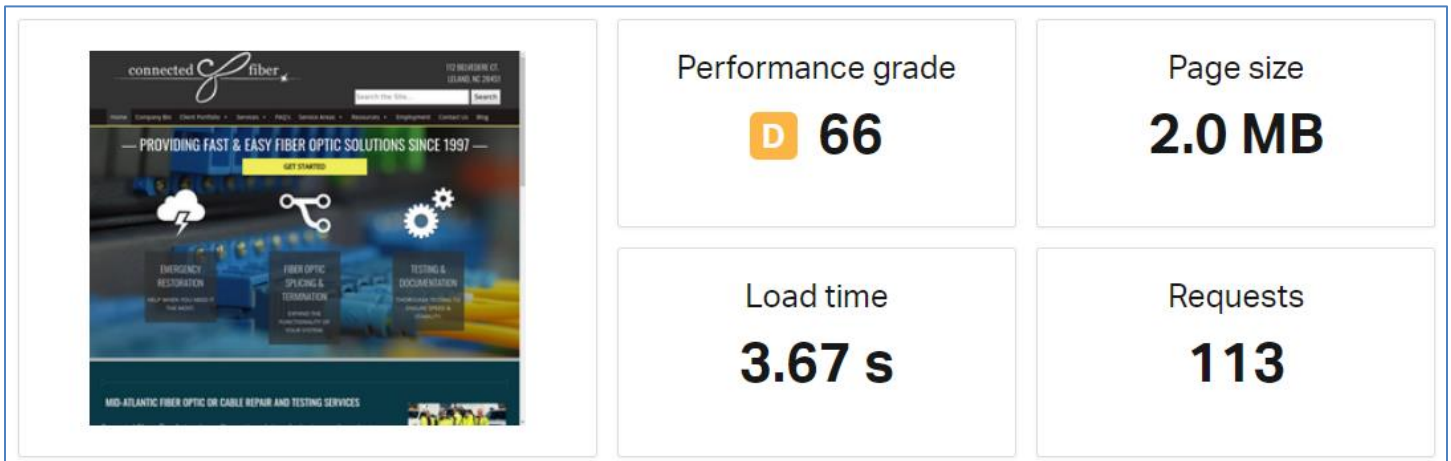

Domain Authority is 21and Page Authority is 32.

Domain Authority - It is Moz's calculated metric for how well a given domain is likely to rank in Google's search results.

Page Authority- It is Moz's calculated metric for how well a given webpage is likely to rank in Google's search results.

PAGE SPEED

Page Speed: The website is faster than 70% of all tested websites.

a) **Load Time:** The website load time is more(i.e.,3.67second). Ideally it should be 2-3 seconds.
b) **Performance Grade:** The website performance grade is 66/100.
c) **Page Size:** The website page size is morei.e., 2.0 MB.

ONSITE ANALYSIS

Overall score for:

https://www.connectedfiber.com/

SEO Score
76/100
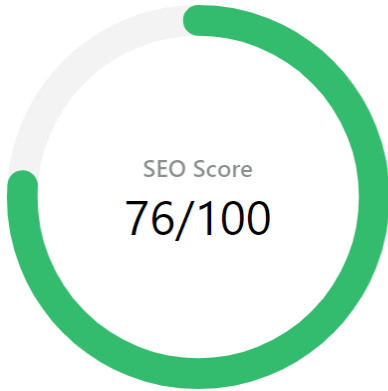
11 Failed

2 Warnings

45 Passed

✓ **Meta Title Test**	Congratulations! Your webpage is using a title tag
	Connected Fiber: North Carolina Fiber Optic Repair & Service

✓ **Heading Tags Test**	Congratulations! Your webpage contains headings tags.
	H1 tags
	Mid-Atlantic Fiber Optic or Cable Repair and Testing Services
✓ **Robots.txt Test**	Congratulations! Your site uses a "robots.txt" file.
	https://www.connectedfiber.com/robots.txt
✓ **Sitemap Test**	Congratulations! Your website has a sitemap file.
	https://www.connectedfiber.com/sitemap.xml
	https://www.connectedfiber.com/sitemap.xml.gz
✓ **SEO Friendly URL Test**	Congratulations! All links from your webpage are SEO friendly.

✓ **Responsive Image Test**	All images in this page are properly sized for different users' viewports.
✓ **Image Aspect Ratio Test**	All image display dimensions match the natural aspect ratio.

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✓ **Google Analytics Test** Congratulations! Your webpage is using Google Analytics.

✓ **Favicon Test** Congratulations! Your website appears to have a favicon.

✓ **JS Error Test** Congratulations! There are no severe JavaScript errors on your webpage.

✓ **Social Media Test** Congratulations! Your website is connected successfully with social media using:
AddThis Facebook Pinterest Twitter

SPEED OPTIMIZATIONS

✓ **HTML Compression/GZIP Test** Congratulations! Your webpage is successfully compressed using **gzip compression** on your code. Your HTML is compressed from **154.1 Kb** to **34.11 Kb** (**78% size savings**). This helps ensure a faster loading webpage and improved user experience.

✓ **Page Cache Test (Server Side Caching)** Congratulations, you have a caching mechanism on your website. **Caching** helps speed page loading times as well as reduces server load.

✓ **Flash Test** Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

✓ **Image Caching Test** Congratulations! Your website is using cache headers for your images and the browsers will display these images from the cache.

✓ **JavaScript Caching Test** Congratulations! Your website is using cache headers for all JavaScript resources.

✓ **CSS Caching Test** Congratulations! Your website is using cache headers for all CSS resources.

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✓ **CSS Minification Test**

Congratulations! Your webpage's CSS resources are minified.

▸ See results list

✓ **Nested Tables Test**

Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.

✓ **Frameset Test**

Congratulations! Your webpage does not use frames.

✓ **Doctype Test**

Congratulations! Your website has a doctype declaration:

`<!DOCTYPE html>`

✓ **URL Redirects Test**

Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

SERVER AND SECURITY

✓ **URL Canonicalization Test**

https://www.connectedfiber.com and **https://connectedfiber.com** resolve to the same URL.

✓ **Mixed Content Test (HTTP over HTTPS)**

Congratulations, this webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

✓ **HTTP2 Test**

This webpage is using the HTTP/2 protocol.

✓ **Safe Browsing Test**

This site is not currently listed as suspicious (no malware or phishing activity found).

✓ **Server Signature Test**

Congratulations, your server signature is off.

✓ **Directory Browsing Test**

Congratulations! Your server has disabled directory browsing.

✓ **Plaintext Emails Test**

Congratulations! Your webpage does not include email addresses in plaintext.

MOBILE USABILITY

✅ **Meta Viewport Test**   This webpage is using a viewport meta tag.

```
meta name="viewport" content="width=device-width, initial-scale=1.0"
```

✅ **Media Query Responsive Test**   Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

ADVANCED SEO

✅ **Custom 404 Error Page Test**   Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially **track the source of broken links in your site**.

✅ **Noindex Tag Test**   Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

✅ **Canonical Tag Test**   Your webpage is using the canonical link tag. This tag specifies that the URL: **https://www.connectedfiber.com** is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

```
<link href="https://www.connectedfiber.com/" rel="canonical"/>
```

✅ **Meta Refresh Test**   Congratulations, this webpage is not using a meta refresh tag.

OFFSITE SEO
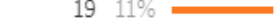
OFFSITE ANALYSIS

LINK METRICS

Backlink Graph: Here is the backlink graph for https://www.connectedfiber.com/ that shows the number of backlinks made in the last few months.

Here is the snapshot of a few anchor text variations that are present in the backlink profile:

Anchor text [i]	Referring domains ↓[i]		/ dofollow [i]		Referring pages [i]	
<a>no text	23	13%	8	6%	34	9%
does fiber optic internet require modem connected fiber	19	11%	19	15%	19	5%
connected fiber	17	9%	14	11%	25	7%
connectedfiber.com	14	8%	3	2%	45	12%
go now	7	4%	0	0%	48	13%
how is a torn underground fiber optic cable repaired connected fiber	6	3%	6	5%	7	2%
lit fiber and dark fiber	4	2%	4	3%	4	1%
when was fiber optic cable invented?	4	2%	4	3%	4	1%
.	3	2%	3	2%	4	1%
when was fiber optic cable invented? | connected fiber	3	2%	3	2%	4	1%
(web site)	2	1%	2	2%	2	<1%
check spelling or type a new query. fiber optic cable splicing & termination in raleigh ...	2	1%	2	2%	2	<1%
does fiber optic internet require modem? | connected fiber	2	1%	2	2%	2	<1%

There is a diversification in the anchor-text profile built for the website. There are proper URL variations, keyword variations and generic anchor text present in the anchor-text profile.

WHAT ONSITE FACTORS THEY ARE DOING BETTER

- URL is properly canonicalized.
- Less number of outbound links.
- On page content is keyword optimized.
- Proper use of content and images on the website.
- The website has proper Meta title, description and keywords defined.

WHAT OFFSITE FACTORS THEY ARE DOING BETTER

- Effective link building and proper use of anchor text variation in backlink profile.

- Link Velocity is good.

  Link Velocity is the pace at which you are building backlinks to your website. Google can ban your website if your site is getting links in bulk in a short time.

Thank You

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