

# A Note

TM Blast did not have access to first-party data to conduct this audit. Therefore, conversions, get a quote, etc. won't be present in this audit via how many sessions it takes for a conversion to occur

TM Blast did not review any Google Analytics data, so any ranking or traffic estimates come from a third-party source, SEMRush. SEMRush tends to estimate traffic somewhat accurately, but first-party data can be different.

TM Blast did not have access to Google Search Console or Bing Webmaster Tools. Therefore, the audit did not look at any manual penalties, crawling issues for either bot, mobile issues, or core web vital problems for the account.

TM Blast was not given any specific competitors to review, so the competitor highlighted in the audit were meant for an SEO baseline and not for competitors via the market.

# About Greg



11+ years of SEO  
Experience



The Owner of TM Blast LLC  
/ The Stadium Reviews LLC

Handles a portfolio of SEO clients  
on a monthly retainer

Increased the traffic to The  
Stadium Reviews from 900k in  
2021 to 2.5m in 2022



Outside of Work, I live with  
my wife and our six-year-  
old Shiba Inu in Saratoga  
Springs, NY



# High-Level Summary

- There is zero organic traffic coming to this website, according to SEMRush. REDACTED does not rank for any insurance query in Google / Bing
  - Business insurance
  - Workers compensation
  - Personal umbrella
  - Recreational Vehicles
- Title tags are not optimized across the site. Meta name descriptions are missing and images are not optimized
- Content is not well optimized to rank in Google / Bing.
- There is no unique thank you URL that fires after a successful form fill. Without that, you can't track leads in Google Analytics
- Bing does not show accurate images in their search result. Google my Business + Bing Places for Business could be better optimized as your website does not show up for non-brand terms



# SEO Plan for Clients



**TECHNICAL AUDITS →**  
MAKING SURE GOOGLE AND BING CAN UNDERSTAND AND CRAWL YOUR WEBSITE EFFICIENTLY

MAKE SURE CORE WEB VITALS ALONG WITH OTHER TECHNICAL AREAS ARE SOUND



**TECHNICAL FIXES →** FIXING ANY TECHNICAL ISSUES THAT RESTRICT GOOGLE / BING FROM CRAWLING AND UNDERSTANDING YOUR SITE

OTHER FIXES COULD BE TO IMPROVE CORE WEB VITAL RATINGS

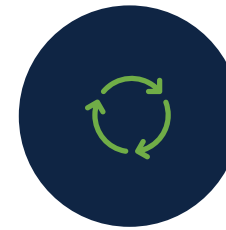


**SEARCH ANALYSIS →** EXPAND THE NET OF KEYWORD OPTIMIZATIONS FOR A CLIENT

THE FOCUS HERE IS ON NON-BRAND KEYWORD RANKINGS



**COMPETITOR RESEARCH →**  
USE SEMRUSH TO SEE WHAT SIMILAR WEBSITES ARE COVERING AND LOOK FOR GAPS IN THEIR CONTENT STRATEGY



**ON-PAGE SEO CHANGES →**  
IMPROVING THE WRITTEN CONTENT ON THE SITE TO INCLUDE MORE SEO SEMANTIC PHRASES, TITLE TAG CHANGES, ALT TAGS, INTERNAL LINKS, AND MORE



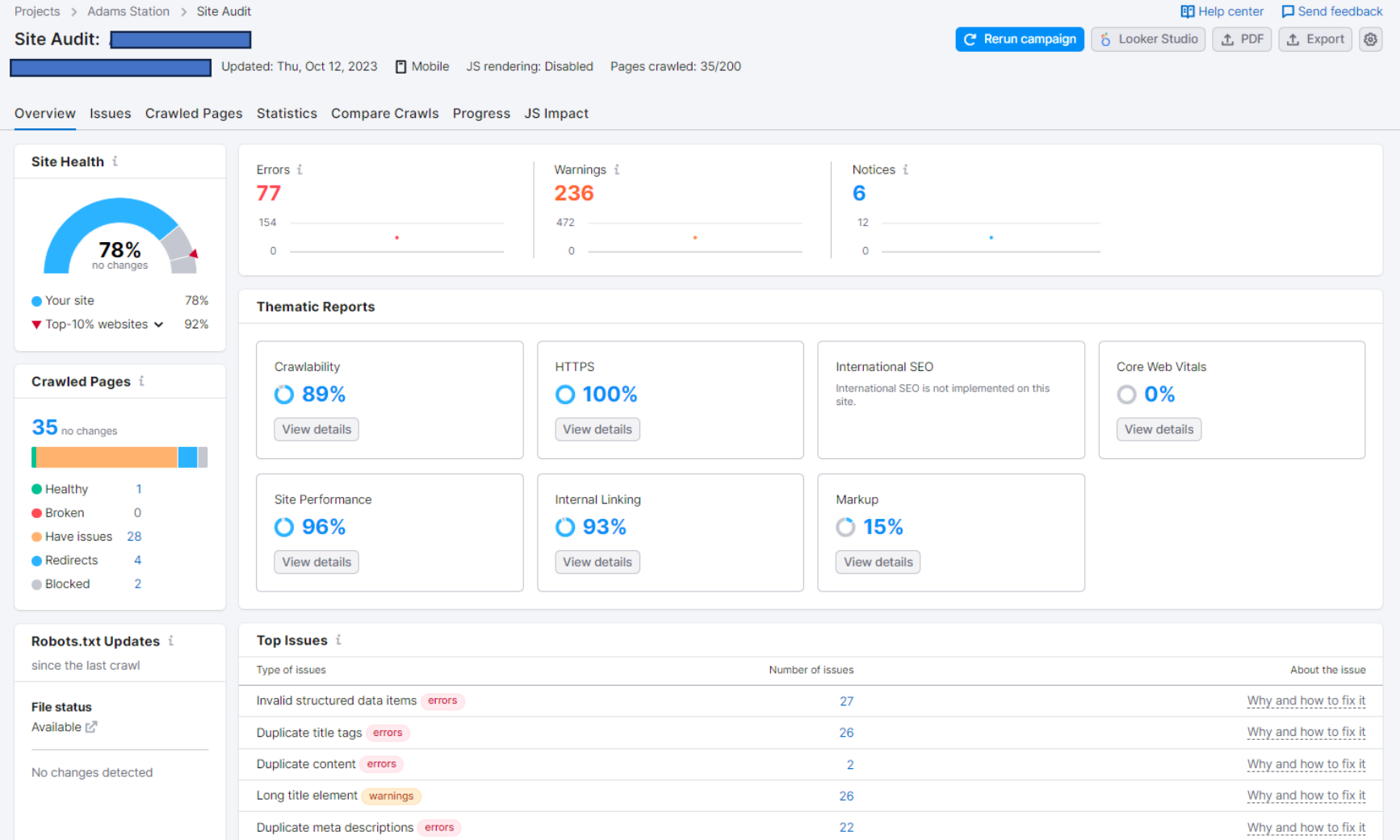
**REVIEW RESULTS →** EACH MONTH, YOU (CLIENT) WILL RECEIVE A MONTHLY REPORT GOING OVER EVERY OPTIMIZATION AND THE RESULTS





Technical, Local, Traffic, Goal, & Keyword Snapshot






# Technical Audit



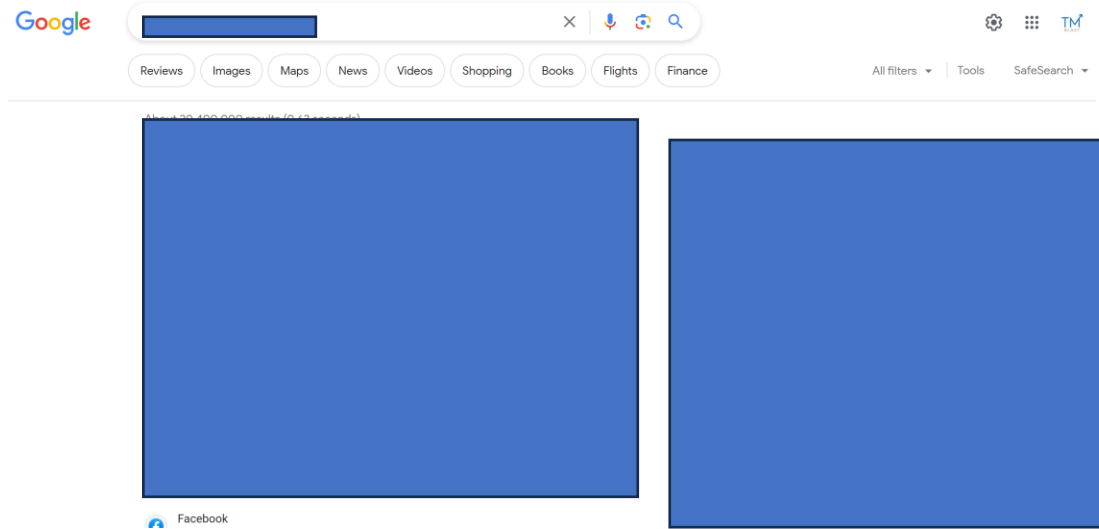
- Duplicate title tags across the entire site:
  - Our agency has 20+ redacted
- Meta name descriptions not present
- Images not optimized across the site
- Lack of header tags on pages

# Local Listings

- There are technical problems on the site, but nothing major that needs to be addressed (like NOINDEX on certain pages, canonical tag problems, sitemap issues, etc.)

Results			
Your online business listing visibility			
Directory	Business Info	Hours	Photos
 Google		✓	✓
 Google Maps		✓	✓
 Facebook		✓	✓
 Bing		✓	✗

# Notice the Difference in Bing Via the Images

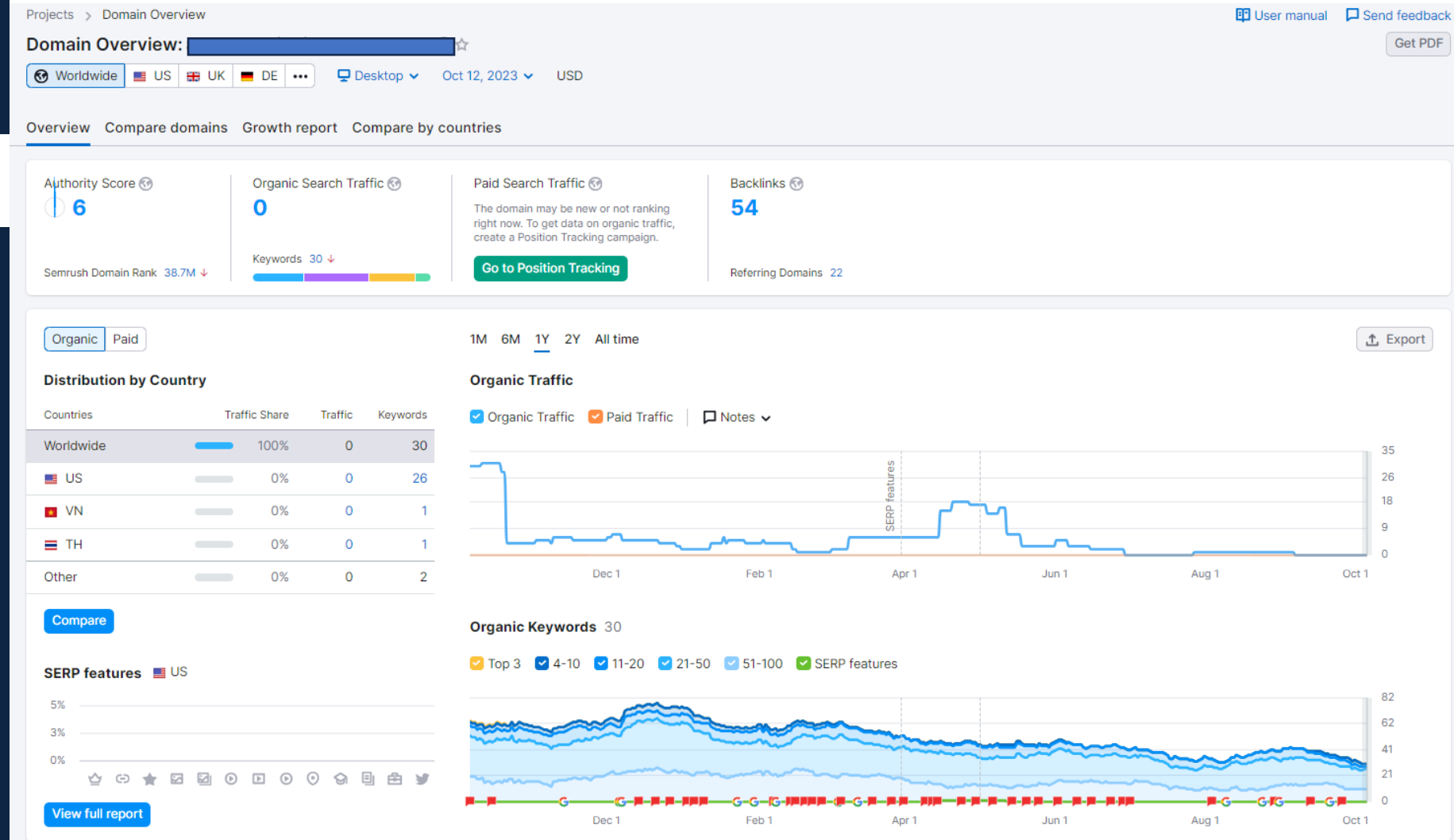




# Traffic Summary

## \*National\*

- According to SEMRush, the website does not drive any organic visits to the website
- See the next slide for the keywords ranking in the top 100 in Google



# Ranking Keywords

- Sample keywords ranking in the top 100 in Google. As a note, SEMRush shows me that none of these keywords drive traffic to the website

Keyword	Intent	Position	SF	Traffic	Traffi...	Volume	KD %	URL
	I	26	7	0	< 0.01	30	59	
	N	29	9	0	< 0.01	90	73	
	N	35	5	0	< 0.01	110	29	
	C I	74	5	0	< 0.01	20	50	
	N	56	4	0	< 0.01	880	66	
	C	44	6	0	< 0.01	20	57	
	N	32	4	0	< 0.01	30	64	
	I N	84	4	0	< 0.01	20	28	
	C	31	6	0	< 0.01	20	33	
	C I	98	2	0	< 0.01	140	7	
	N T	58	4	0	< 0.01	210	62	
	N T	20	4	0	< 0.01	70	51	
	C	97	7	0	< 0.01	20	18	
	N	48	7	0	< 0.01	30	61	
	C I	24	8	0	< 0.01	480	37	
	I	42	4	0	< 0.01	70	33	
	N	69	3	0	< 0.01	880	64	

# Saratoga Springs Keyword Rankings

- Keyword rankings for non-brand terms as of 10-12-2023 in and around Saratoga Springs, NY
- None of these target terms are in the top 100 results of Google, which means no traffic is coming to the website

<input type="checkbox"/>	Keyword	Intent	SF	KD %	Pos. Oct 12	Pos. Oct 12	Diff	Visibility	Diff	Est. traffic
> <input type="checkbox"/>	auto insurance		3	100	—	—	—	0	0	0
> <input type="checkbox"/>	business insurance		6	86	—	—	—	0	0	0
> <input type="checkbox"/>	general liability insurance		6	79	—	—	—	0	0	0
> <input type="checkbox"/>	home insurance		6	94	—	—	—	0	0	0
> <input type="checkbox"/>	personal umbrella insurance		4	67	—	—	—	0	0	0
> <input type="checkbox"/>	recreational vehicle insurance		4	66	—	—	—	0	0	0
> <input type="checkbox"/>	renters insurance		3	93	—	—	—	0	0	0
> <input type="checkbox"/>	workers compensation		6	91	—	—	—	0	0	0

# Google Map Pack Listing Don't Show Your Website in the Top 3

Google homeowners insurance saratoga springs ny


Businesses : Rating Hours

Jenks Family Insurance Agency, LLC  
4.8 ★★★★★ (47) · Insurance agency  
10+ years in business · 11 Ballston Ave · (518) 581-1111  
Closes soon · 5 PM  
Provides: Auto insurance  
Website Directions

Farmers Insurance - Kiran Bora  
4.8 ★★★★★ (60) · Insurance agency  
5+ years in business · 178 Elm St Suite 1 · (518) 306-7110  
Open · Closes 6 PM  
Provides: Homeowners insurance  
Website Directions

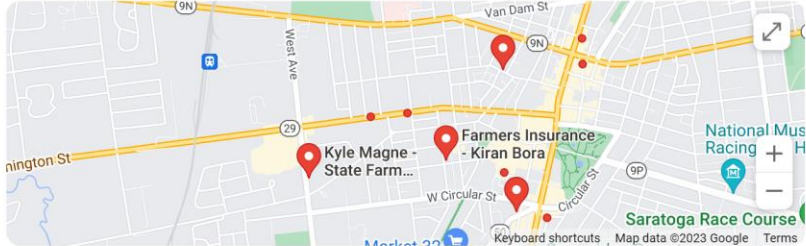
Steve Cook - State Farm Insurance Agent  
4.7 ★★★★★ (31) · Insurance agency  
10+ years in business · 6 Franklin Square Ste E · (518) ...  
Closes soon · 5 PM  
Provides: Full coverage auto insurance  
Website Directions

More businesses →



Google renters insurance saratoga springs ny

Businesses :



Rating Hours

Farmers Insurance - Kiran Bora  
4.8 ★★★★★ (60) · Insurance agency  
5+ years in business · 178 Elm St Suite 1 · (518) 306-7110  
Open · Closes 6 PM  
Provides: Renter's insurance  
Website Directions

Steve Cook - State Farm Insurance Agent  
4.7 ★★★★★ (31) · Insurance agency  
10+ years in business · 6 Franklin Square Ste E · (518) 581-8240  
Closes soon · 5 PM  
Provides: Full coverage auto insurance  
Website Directions

Kyle Magne - State Farm Insurance Agent  
5.0 ★★★★★ (128) · Insurance agency  
120 West Ave Apartment 102 · (518) 633-1010  
Closes soon · 5 PM  
Provides: Renter's insurance  
Website Directions

# Google Map Pack Listing Don't Show Your Website in the Top 3

Google auto insurance saratoga springs ny


Businesses Rating Hours

Farmers Insurance - Kiran Bora  
4.8 ★★★★★ (60) · Insurance agency  
5+ years in business · 178 Elm St Suite 1 · (518) 306-71...  
Open · Closes 6 PM  
Provides: Auto insurance Website Directions

Jenks Family Insurance Agency, LLC  
4.8 ★★★★★ (47) · Insurance agency  
10+ years in business · 11 Ballston Ave · (518) 581-1111  
Closes soon · 5 PM  
Provides: Auto insurance Website Directions

Steve Cook - State Farm Insurance Agent  
4.7 ★★★★★ (31) · Insurance agency  
10+ years in business · 6 Franklin Square Ste E · (518) ...  
Closes soon · 5 PM  
Provides: Full coverage auto insurance Website Directions

More businesses →



Google business insurance saratoga springs ny  
Covers Contractors, Consultants, Truckers, Insurance Agents, Real Estate, Bailors, & More.

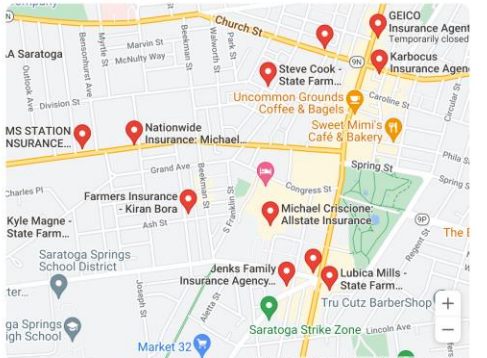
Businesses Rating Hours

Jenks Family Insurance Agency, LLC  
4.8 ★★★★★ (47) · Insurance agency  
10+ years in business · 11 Ballston Ave · (518) 581-1111  
Closes soon · 5 PM  
Provides: Business Insurance Website Directions

Farmers Insurance - Kiran Bora  
4.8 ★★★★★ (60) · Insurance agency  
5+ years in business · 178 Elm St Suite 1 · (518) 306-71...  
Open · Closes 6 PM  
Provides: General liability insurance Website Directions

Steve Cook - State Farm Insurance Agent  
4.7 ★★★★★ (31) · Insurance agency  
10+ years in business · 6 Franklin Square Ste E · (518) ...  
Closes soon · 5 PM  
Provides: General liability insurance Website Directions

More businesses →

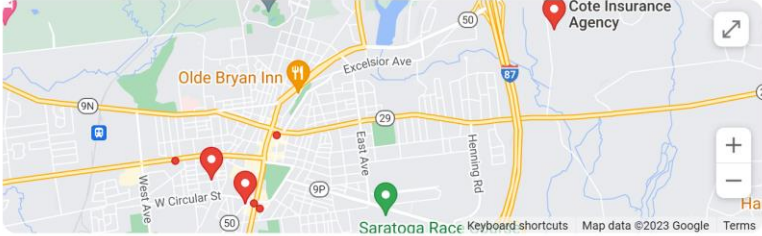




# Google Map Pack Listing Don't Show Your Website in the Top 3

Google recreational vehicle insurance saratoga springs ny

Businesses



Rating Hours

**Farmers Insurance - Kiran Bora**  
4.8 ★★★★★ (60) · Insurance agency  
5+ years in business · 178 Elm St Suite 1 · (518) 306-7110  
Open · Closes 6 PM  
Provides: Motorcycle insurance

**Jenks Family Insurance Agency, LLC**  
4.8 ★★★★★ (47) · Insurance agency  
10+ years in business · 11 Ballston Ave · (518) 581-1111  
Closes soon · 5 PM  
Provides: Auto insurance

**Cote Insurance Agency**  
4.9 ★★★★★ (28) · Insurance agency  
7+ years in business · 68 Weibel Ave · (518) 587-3303  
Closes soon · 4:30 PM  
Provides: R V Insurance

More businesses →

Google workers compensation insurance saratoga springs ny

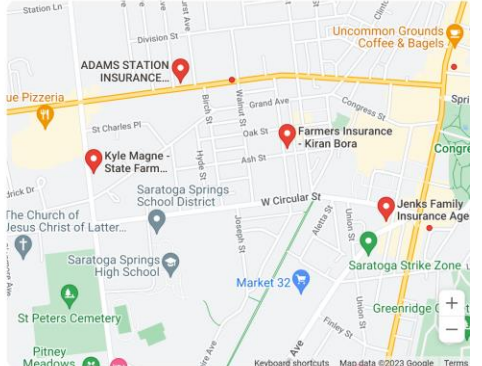
Businesses Rating Hours

**Jenks Family Insurance Agency, LLC**  
4.8 ★★★★★ (47) · Insurance agency  
10+ years in business · 11 Ballston Ave · (518) 581-1111  
Closes soon · 5 PM  
Provides: Workers Comp

**Farmers Insurance - Kiran Bora**  
4.8 ★★★★★ (60) · Insurance agency  
5+ years in business · 178 Elm St Suite 1 · (518) 306-7110  
Open · Closes 6 PM  
Provides: Workers' compensation insurance

**Kyle Magne - State Farm Insurance Agent**  
5.0 ★★★★★ (128) · Insurance agency  
120 West Ave Apartment 102 · (518) 633-1010  
Closes soon · 5 PM  
Provides: Workers' compensation insurance

More businesses →





## Competitor Review

# Competitor Example

- This website shows up across the Google Map Pack Listing for your services
- IMO, they do the bare minimum regarding SEO on their website, which is why they don't rank well outside the map pack listing
- Therefore, optimizing your GMB account would result in an immediate win + making on-page changes to the site will help you rank

https://www.jenksfamilyinsurance.com



i

ABOUT NEWS QUOTES PAYMENTS & CLAIMS + INSURANCE CONTACT

**LET US PROTECT YOUR FAMILY, HOME, VEHICLE, BUSINESS, AND ASSETS.**







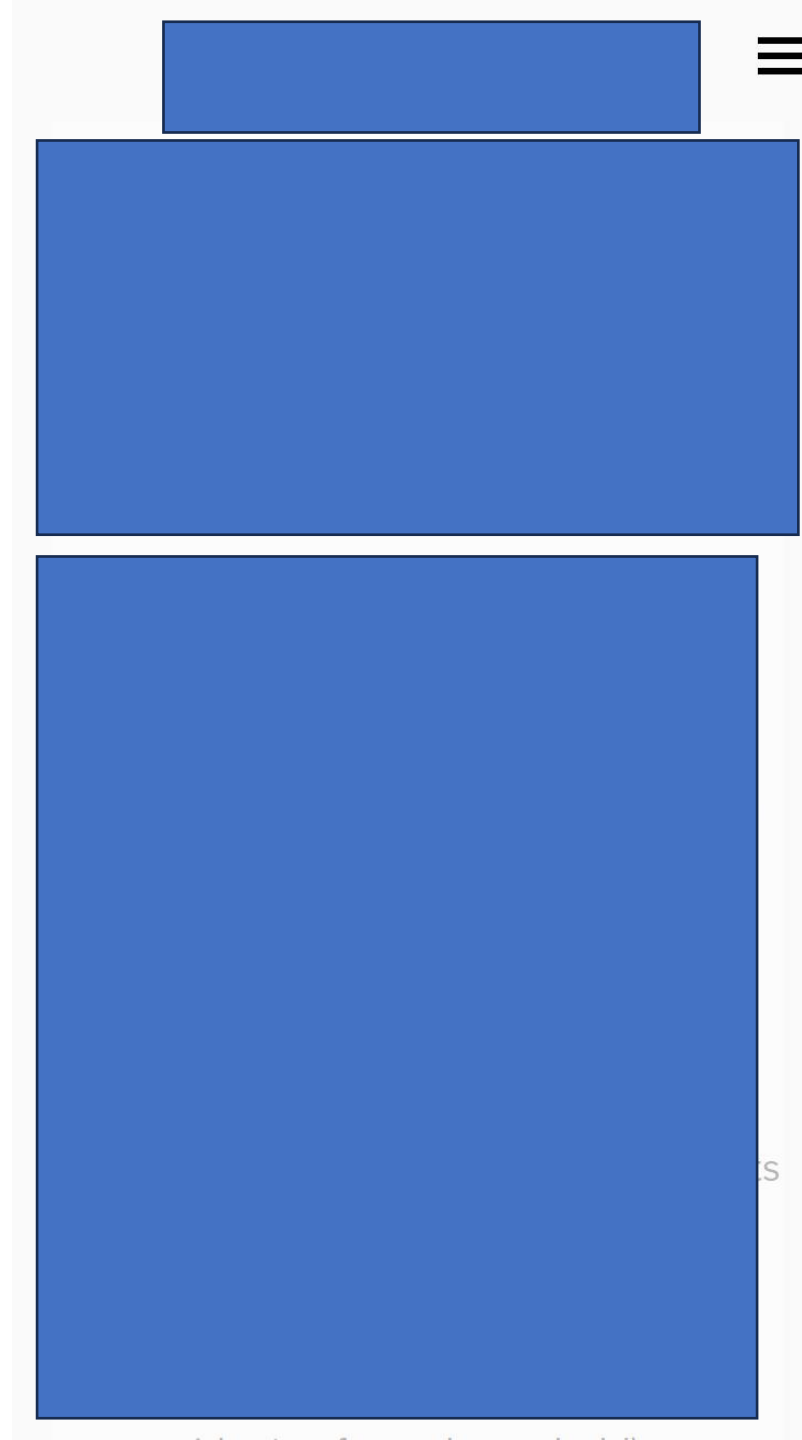
## Sample SEO Optimization





# Personal Umbrella Insurance

- Optimize the image file so it says “personal umbrella insurance saratoga springs” along with making that ALT tag
- Add header tags that answer questions easily for users. Explain why you need it, the cost, etc.
- Optimize the content with missing words to help rank the content:
  - Protect your assets
  - Medical bills
  - Umbrella insurance cover
  - Medical bills
  - Rental property
  - Liability protection
  - Bodily injury
  - And more







## Sample Blog Ideas

## Sample Blog Ideas to 1) Drive traffic 2) Receive Leads 3) Pass SEO Juice to Core Pages

What are the pros and cons of umbrella insurance?

Who should get umbrella insurance?

What is typically covered by renters insurance?

Why does renters insurance typically go up each year?

What happens if you don't have renters insurance?

What happens if you don't have home owners insurance?

What happens if you don't have business insurance?

What insurance do I need to run my own business?

# SEO Roadmap



OPTIMIZE YOUR GOOGLE +  
BING BUSINESS LISTINGS TO  
SHOW UP IN AND AROUND  
SARATOGA SPRINGS FOR YOUR  
CORE SERVICES



OPTIMIZE THE EXISTING  
SERVICE PAGES ON YOUR  
WEBSITE WITH:

TITLE TAGS  
META NAME DESCRIPTIONS  
HEADER TAGS  
IMAGE OPTIMIZATION  
MISSING WORDS  
INTERNAL LINKS  
ETC.



PUBLISH TWO UNIQUE BLOG  
ARTICLES EACH MONTH.

HAVE THE BLOGS ACT AS A TOP  
FUNNEL WAY TO ATTRACT  
USERS TO YOUR WEBSITE AND  
COVERT THEM INTO CLIENTS

THESE BLOGS DO WELL ON  
SOCIAL + PASS SEO JUICE TO  
YOUR MAIN PAGES



GET LISTED ON RELEVANT  
DIRECTORIES IN AND AROUND  
SARATOGA SPRINGS

FOR EXAMPLE:

[HTTPS://WWW.SARATOGA.CO  
M/BUSINESS-  
SERVICES/INSURANCE/](https://www.saratoga.com/business-services/insurance/)

+ YELP



REVIEW THE RESULTS + CREATE  
A UNIQUE THANK YOU URL TO  
TRACK IN GOOGLE ANALYTICS

EACH MONTH, YOU RECEIVE A  
MONTH REPORT GOING OVER  
YOUR RESULTS + WE GO OVER  
EVERYTHING TOGETHER







# Sample Case Studies



# Sample Google Reviews of my Business

## TM Blast

229 Washington St, Saratoga Springs, NY

5.0 ★★★★★ 14 reviews ⓘ

People often mention

All SEO 5 project 4

Sort by

Most relevant Newest Highest Lowest



Zach Chaitman

1 review

★★★★★ 3 days ago NEW

TMBlast and Greg have been incredible partners. They truly understand SEO and what needs to be done in order to accomplish the best results for our company. We are making incredible improvement in only a matter of weeks. We recommend Greg and TMBlast to anyone looking for an SEO expert!



Like

Response from the owner 3 days ago

Thanks, Zach!

Edit Delete

## TM Blast

229 Washington St, Saratoga Springs, NY

5.0 ★★★★★ 14 reviews ⓘ



charity gachuhi

1 review

★★★★★ a year ago

I found Greg through his youtube channel. The style of his videos stood out to me. They are a documentation of his workflow on free SEO audits for various companies and the content creation for his personal websites. I learnt a lot from ... [More](#)



Like

Response from the owner a year ago

Appreciate the kind words, Charity! Happy to hear that the YouTube videos are interesting and helpful. Best of luck on the project you are working on!

Edit Delete

## TM Blast

229 Washington St, Saratoga Springs, NY

5.0 ★★★★★ 14 reviews ⓘ



Lexi T

Local Guide · 47 reviews · 41 photos

★★★★★ 2 years ago

Positive: Professionalism, Quality, Responsiveness, Value

Greg has been awesome to work with! He is super knowledgeable, hard working, and responsive. When I started, my site had 0 search presence. In 3 months, he has fixed technical glitches, improved my product descriptions, and wrote great blog posts. I am excited to keep working with Greg!



Like

Response from the owner 2 years ago

Appreciate it, Lexi!

Edit Delete

## TM Blast

229 Washington St, Saratoga Springs, NY

5.0 ★★★★★ 14 reviews ⓘ



Travis Echols

6 reviews · 1 photo

★★★★★ 2 years ago

Greg and team at Tm Blast have been a great help to me and my business. I have received greatly improved SEO results and the professional, responsive customer experience has been exceptional.



Like

Response from the owner 2 years ago

Glad I was able to help, Travis!

Edit Delete



# TM Blast Ranks at the Top For SEO in Saratoga Springs

Google Search results for "SEO" showing a map of Saratoga Springs, NY. A red arrow points to the "TM Blast" listing.

**Businesses**

**TM Blast**  
5.0 ★★★★★ (14) · Internet marketing service  
229 Washington St · (877) 425-2141  
Closed · Opens 9 AM  
✓ Provides: **Optimization Seo**

**Media Pillars Website Design & Internet Marketing**  
4.9 ★★★★★ (29) · Internet marketing service  
7+ years in business · Ballston Spa, NY · (518) 588-4012  
Closed · Opens 9 AM  
✓ Provides: **Seo Optimization**

**SIX Marketing LLC**  
5.0 ★★★★★ (36) · Advertising agency  
10+ years in business · 445 Broadway # A · (518) 350-7496  
Open · Closes 6 PM  
✓ Provides: **Search Engine Optimization**

More businesses →

Bing Search results for "seo saratoga" showing a map of Saratoga Springs, NY. A red arrow points to the "TM Blast - New York SEO Expert - Saratoga Springs SEO" listing.

Microsoft Bing search results for "seo saratoga". About 5,080,000 results.

**TM Blast - New York SEO Expert - Saratoga Springs SEO**  
www.tmblast.com  
229 Washington St, Saratoga Springs, NY 12866 · < 1 mi  
(877) 425-2141  
Opens in 30 mins  
★★★★★ 5 Techbehemoths reviews  
Suggest an edit · Manage this business

**People also ask**

**What is a SEO Company in CT?**  
Our SEO Company in CT is different than most local SEO agencies in Connecticut. We specialize in search engine optimization! Most SEO companies just offer it as one of their...

**What makes a reliable local SEO Agency?**  
Reliable local SEO agencies boast years of experience and expertise in dealing with local SEO campaigns for different brands across industries. Our local SEO company works with thousands of...

**Who is With ov...**  
Attract the world's winning thousand...

**Lead Generation | Local SEO & M...**  
www.ctseopro.com/

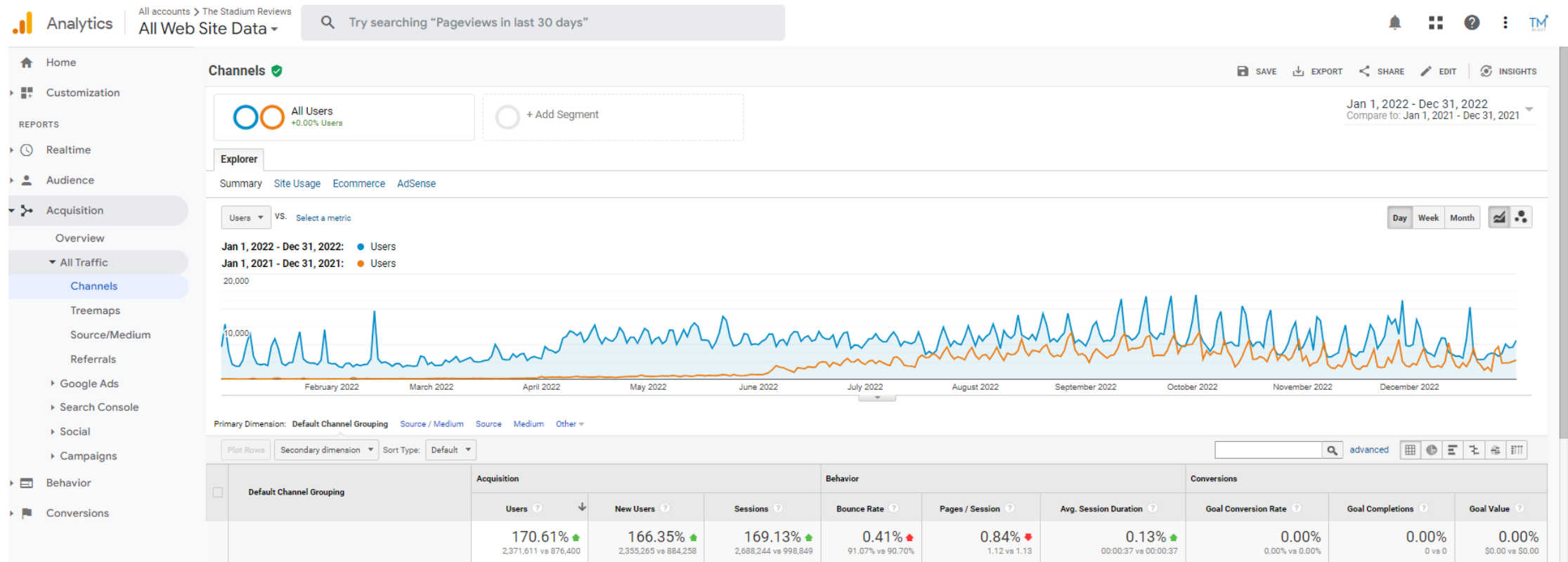
**Local Search Engine Optimizatio...**  
thriveagency.com/digital-marketin...

**Feedback**

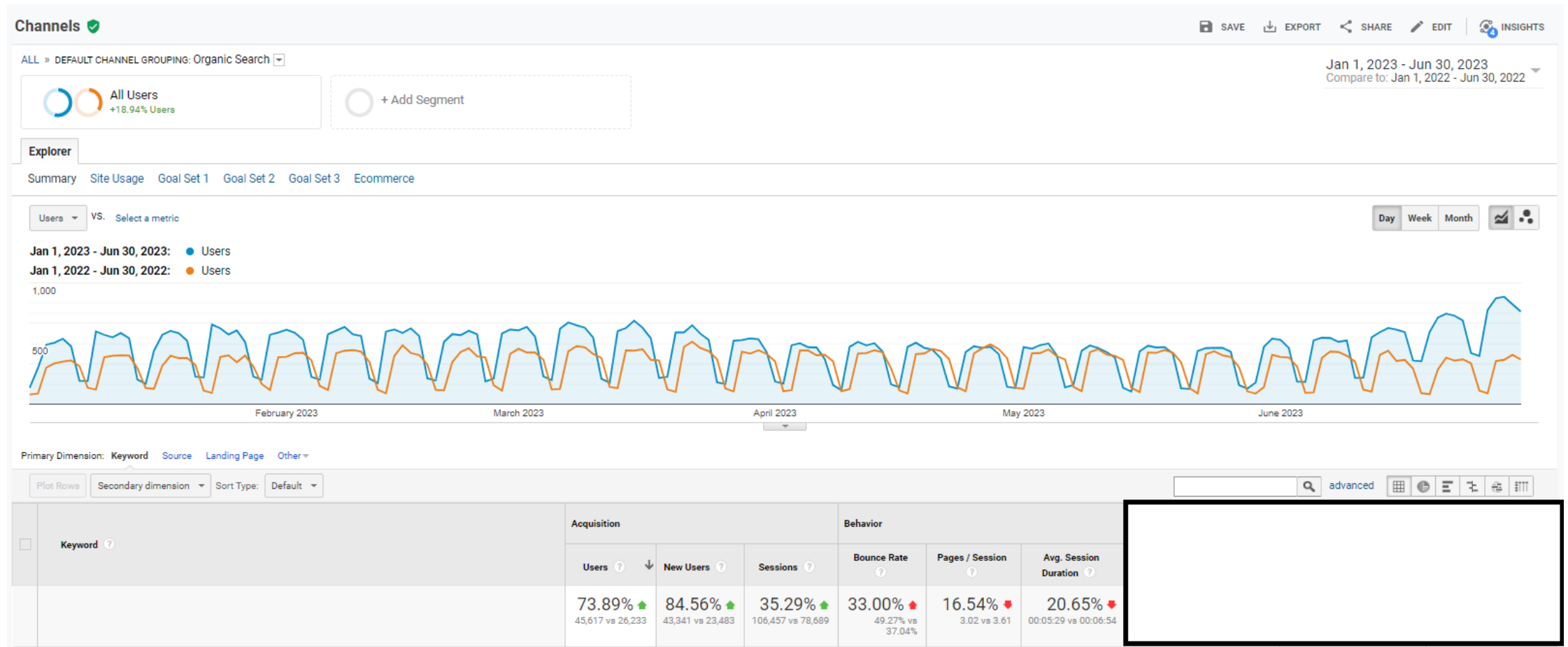
**tmblast.com**  
https://www.tmblast.com

**Saratoga Springs SEO - New York SEO Expert | TM Blast**  
Web Oct 24, 2021 · New York SEO Expert. TM Blast LLC is an SEO Company in Saratoga Springs New York run by Greg Kristan. Through digital marketing, Greg helps clients obtain high-quality traffic from search engines to their...

# The Stadium Reviews: Increased Sessions by +169% YoY (2.6m vs 1m)



# Current Client: SEO Traffic YoY Up +35%





# Current Client (New Website): SEO Traffic Grows Each Month

