

MONTHLY REPORT MAZARS SEO ALTIMA^o

Moscow - July 2015



SOMMAIRE

MONTHLY SUMMARY

COVERAGE

KEYWORDS

TECHNICAL ANALYSIS

PERFORMANCE

ROADMAP

MONTHLY SUMMARY



SEO TECHNICS USED FOR OPTIMIZATION

WHAT WAS DONE IN JULY 2015:

- ROBOTS.TXT WAS UPDATED
- WORK ON DUPLICATE PAGES IN SE INDEX
- ADDED TO YANDEX.CATALOGUE
- TAGGING DONE
- CONTENT IMPROVEMENTS
- PLAN FOR CREATING NEW PAGES
- USER EXPERIENCE ANALYSIS
- DECREASING OF BOUNCE RATE
- THE LIST OF PAGES WITH NO KEYWORDS DONE

COVERAGE



VISIBILITY / COVERAGE RATE IN YANDEX

Rate 2015 JULY

JUN 2015	JUL 2015		Variation	Keyword	Best	Volume Search	Competitiveness
15	-		Disp	налогообложение экспатов	8	6	low
45	-		Disp	услуги финансового консалтинга	35	114	medium
28	35		-7	тестирование кандидатов	50	589	medium
1	2		-1	mazars	1	853	low
45	49		-4	аутсорсинг бухгалтерского учета	45	532	medium
41	-		Disp	обязательный аудит организации	41	513	medium
1	1		0	мазар	1	3177	low
13	35		-22	банковская сфера	13	6102	high
1	1		0	mazars russia	1	65	low
41	-		Disp	организация обязательного аудита	41	513	medium
12	31		-19	департамент юридических услуг	12	83	low
44	-		Disp	международная аудиторская компания	44	142	low
34	48		-14	налоговый и финансовый консалтинг	34	34	low
48	21		27	бухгалтерский аутсорсинг в россии	21	16	low
5	10		-5	управление фондами и активами	5	301	medium
15	36		-21	международный рейтинг аудиторских компаний	15	11	low
16	12		4	международная бухгалтерская компания	12	88	low
49	44		5	москва аутсорсинг бухгалтерского учета	44	18	medium

Positions in Yandex decreased in July. Disp means that keyword fell lower than 50th position. Red flag means the position decrease, green – means the position increase.

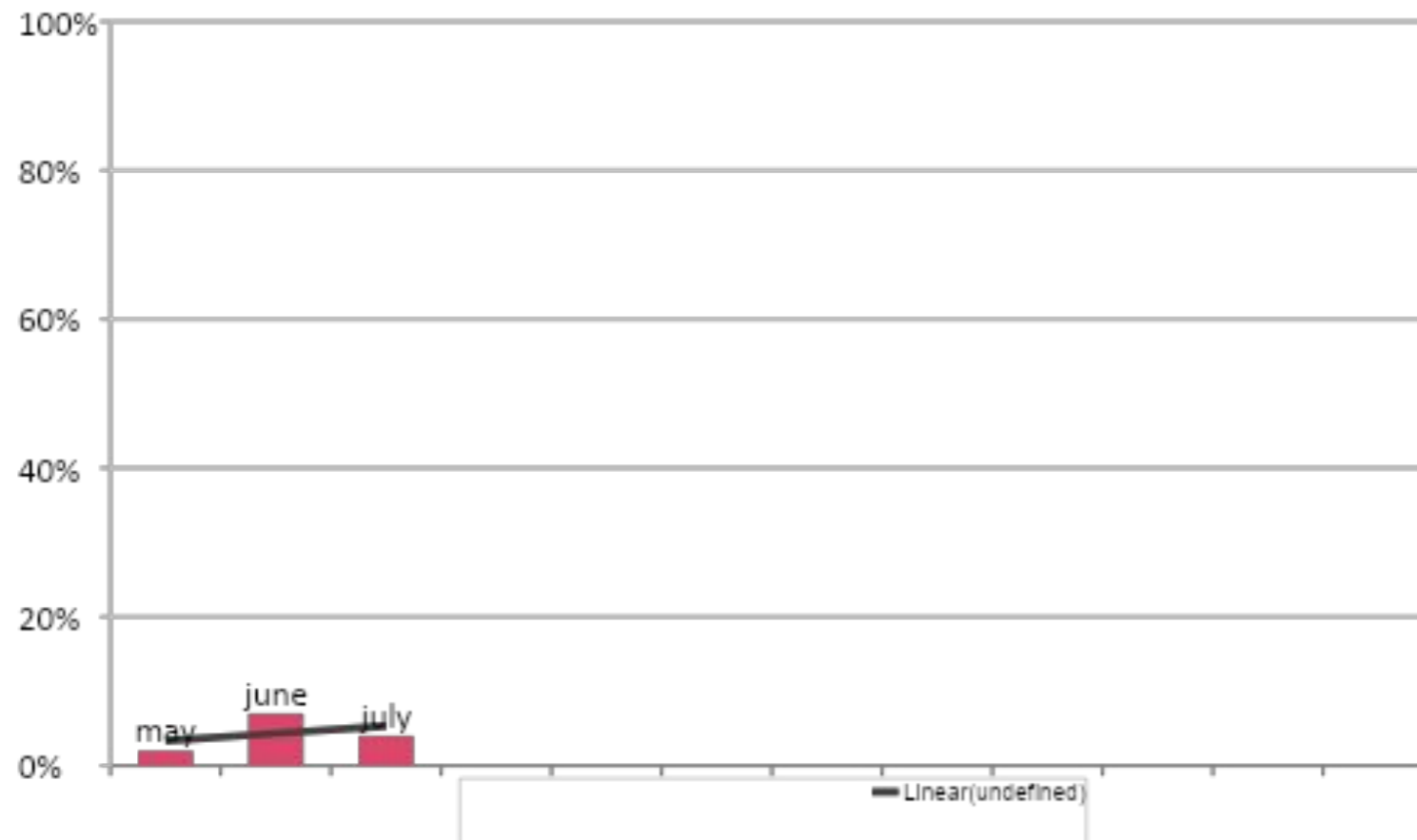
The most traffic was gained from the following keywords.

VISIBILITY / COVERAGE RATE IN YANDEX

Rate 2015 JULY

Key data (18 keywords)	Nb	%
Number of keywords in 1 position	2	1%
Number of keywords in TOP 3	3	2%
Number of keywords in TOP 10	4	2%
Number of keywords in TOP 30 - Taux de Couverture	6	4%
Number of positive variations since Jun 2015	3	2%
Number of negative variations since Jun 2015	8	5%

COVERAGE RATE



Coverage rate means the percentage of keywords in TOP-30 from the all keywords we researched. TOP-30 are positions, where users can find the website. If position is lower – users do not come to the website by the following keyword.

Coverage rate decreased because of high bounce rate by Yandex.

VISIBILITY / COVERAGE RATE IN GOOGLE

Rate 2015 JULY

MAY 2015	JUN 2015	JUL 2015	Variation	Mot Clé	Best
18	15	11	4	налоговые услуги	8
21	25	23	2	финансовый консалтинг	19
32	39	28	11	финансовые консультационные услуги	28
19	21	34	-13	услуги финансового консалтинга	19
11	26	20	6	трансфертное ценообразование	11
47	50	27	23	налоги 2015	23
35	37	26	11	международная аудиторская компания	25
1	2	1	1	управление фондами	1
	5	8	-3	налогообложение экспатов	5
	40	28	12	аутсорсинг бухгалтерского учета	27
	7	3	4	тестирование кандидатов	3
	20	15	5	кадровое администрирование	15
	41	49	-8	проверка ведения бухгалтерского учета	41
	4	1	3	accounting outsourcing in russia	1
	5	3	2	accounting services russia	2
	8	8	0	hr administration outsourcing in russia	8
	29	21	8	audit services in russia	15
	20	8	12	transfer pricing in russia	8
		50	Nouv.	обязательный аудит	50
		49	Nouv.	аутсорсинг налогового аудита	49

Most positions in Google increased in July. Disp means that keyword felt lower than 50th position. Red flag means the position decrease, green – means the position increase.

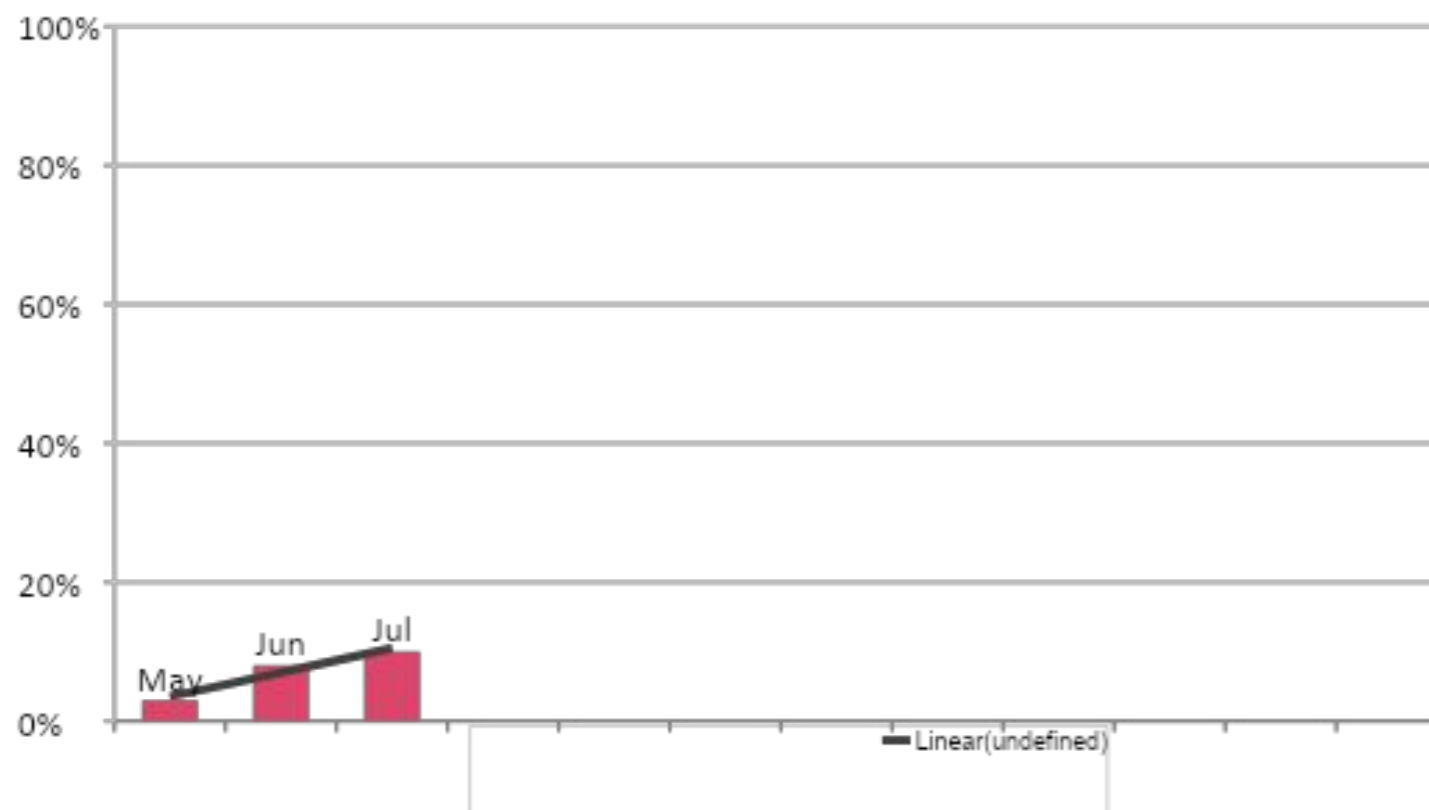
The most traffic was gained from the following keywords.

VISIBILITY / COVERAGE RATE IN GOOGLE

Rate 2015 JULY

Key data (20 keys)	Nb	%
Number of keywords in 1 position	2	1%
Number of keywords in TOP 3	4	2%
Number of keywords in TOP 10	7	4%
Number of keywords in TOP 30 - Taux de Couverture	16	10%
Number of positive variations since June 2015	16	10%
Number of negative variations since June 2015	3	2%

COVERAGE RATE



Coverage rate means the percentage of keywords in TOP-30 from the all keywords we researched. TOP-30 are positions, where users can find the website. If position is lower – users do not come to the website by the following keyword.

Coverage rate increased because of works on internal optimization and good user experience.

COUVERTURE COMMON

EXPLICATIONS

- COVERAGE RATE IN YANDEX = 4% IN TOP 30
 - 18 KEYWORDS APPEARS AT YANDEX SEARCH RESULTS
 - NO NEW KEYWORDS APPEARED IN SEARCH RESULTS AT JULY
- COVERAGE RATE IN GOOGLE = 10% IN TOP 30
 - 20 KEYWORDS APPEARS AT GOOGLE SEARCH RESULTS
 - 2 NEW KEYWORDS APPEARED IN SEARCH RESULTS AT JULY

BOUNCE RATE IN JUNE – 25,4%.

BOUNCE RATE IN JULY DECREASED BECAUSE OF IMPROVING THE CONTENT BY MAZARS TEAM – TEXTS, PAGES AND BUTTONS DONE – 23.2% (BUT STILL TOO HIGH).

LOW BOUNCE RATE IS A GUARANTEE OF LARGE AMOUNT OF LONG-TAIL KEYWORD TRAFFIC

KEYWORDS



VISIBILITY / POPULAR QUERIES SEO Google: TOP 15 CLICKS (JULY)

	Views	Clicks	CTR	Average position
mazars	456	139	30 %	12
mazars russia	61	20	33 %	1,3
мазар	237	18	8 %	3
мазарс	49	17	35 %	1,7
mazar	123	7	6 %	18
mazars moscow	18	4	22 %	1
mazars ОТЗЫВЫ	33	1	3 %	4,1
mazars consulting	20	1	5 %	5,8
transfer pricing russia	16	1	6 %	7,9
acca russia	10	1	10 %	28
kami russia	10	1	10 %	6,8
transfer pricing in russia	10	1	10 %	7
accounting outsourcing	26	0	0 %	10
accounting services	4	0	0 %	11

VISIBILITY / POPULAR QUERIES SEO Yandex: TOP 15 CLICKS (JULY)

Поисковая фраза	Визиты	Просмотры	Отказы	Глубина просмотра	Время на сайте
Итого и средние:	245	943	10,60%	3,8	0:03:32
мазар	47	162	12,80%	3,4	0:02:12
mazars russia	30	112	3,30%	3,7	0:03:43
mazars	23	78	8,70%	3,4	0:03:39
мазарс москва	18	77	0,00%	4,3	0:08:29
мазарс	15	58	13,30%	3,9	0:02:12
мазар аудиторская компания	10	25	0,00%	2,5	0:02:31
ао мазар	5	39	0,00%	7,8	0:06:31
мазар россия	4	19	0,00%	4,8	0:01:32
mazars in russia	4	7	25,00%	1,8	0:00:45
mazar	4	6	50,00%	1,5	0:00:21
ktmine база данных	3	3	33,30%	1	0:00:14
мазар аудит сайт	2	22	0,00%	11	0:07:35
mazars официальный сайт	2	18	0,00%	9	0:06:33
mazars россия	2	12	0,00%	6	0:02:47
мазар аудит	2	8	0,00%	4	0:00:39

TECHNICAL ANALYSIS



TECHNICAL DATA

2015

Indexation	may	june	july
Overall indexation for domain	916	884	975
Number of errors on the web server	0	0	0
> Solved	-	-	-
Errors 404	0	0	0
> Solved	-	-	-
Access refused	0	0	0
> Solved	-	-	-
404 not found	121	123	102
> Solved	In progress	In progress	In progress
Number of errors (blocked)	0	0	0
> Solved	-	-	-
Number of errors (non-followed)	0	0	0
> Solved	-	-	-

TECHNICAL DATA

2015

Number of errors (others)	0	0	0
> Solved	-	-	-
Errors from Smartphones	27	39	37
> Solved	In progress	In progress	In progress
Nombre d'erreurs Soft 404 Smartphone	0	0	0
> Solved	-	-	-
Nombre d'accès refusé Smartphone	0	0	0
> Solved	-	-	-
Nombre d'erreurs 404 (introuvable) Smartphone	0	0	37
> Solved	-	-	-
Nombre d'erreurs (bloqué) Smartphone	9	3	1
> Solved	-	-	-
Nombre d'erreurs (non suivies) Smartphone	0	0	0
> Solved	-	-	-

TECHNICAL DATA

2015

Nombre d'erreurs (autre) Smartphone	0	0	0
> Solved	-	-	-
Nombre d'erreurs serveurs Téléphone multimédia	14	17	17
> Solved	-	-	In progress
Nombre d'erreurs Soft 404 Téléphone multimédia	0	0	0
> Solved	-	-	-
Nombre d'accès refusé Téléphone multimédia	0	0	0
> Solved	-	-	0
Nombre d'erreurs 404 (introuvable) Téléphone multimédia	0	0	0
> Solved	-	-	-
Nombre d'erreurs (bloqué) Téléphone multimédia	0	0	0
> Solved	-	-	-
Nombre d'erreurs (non suivies) Téléphone multimédia	0	0	0
> Solved	-	-	-

TECHNICAL DATA

2015

Nombre d'erreurs (autre) Téléphone multimédia	0	0	0
> Solved	-	-	-
Accès sitemap.xml	No	No	No
>Pages sent (Nombres de pages envoyées)	-		-
> Pages in Index (Nombres de pages dans l'index)	-	-	-
> Images sent (Nombres d'images envoyées)	-	-	-
> Images in Index (Nombres d'images dans l'index)	-	-	-
> Errors (Nombres d'erreurs)	0	0	0
> Warnings (Nombre d'avertissements)	0	0	0
Accès robots.txt	Yes	Yes	Yes
Mannual suppression of URL			

TECHNICAL DATA

2015

Appearance	mai	juin	juillet
Missing Titles	0	0	0
Double Titles	166	176	168
Long Titles	0	0	0
Short Titles	0	0	0
Not informative Titles	0	0	0
Double Descriptions	116	132	131
Long Descriptions	0	0	0
Short Descriptions	13	13	14
Structured Data	-	-	-
> Nombres d'erreurs	-	-	-
Links on site : actions de rétrogradations			

TECHNICAL DATA

2015

Visibility	mai	juin	juillet
Number of web requests	327	361	377
Number of web impressions	5 459	7 513	6 337
Number of clicks	285	387	376
Number of mobile requests	69	66	68
Number of Mobile impressions	1 021	1 050	1 238
Number of Mobile clicks	37	43	39
Number of image requests	807	917	891
Number of image impressions	8 723	9 452	8 682
Number of clicks on images	64	79	68
Total requests		1 282	1 292
Total impressions		18 901	17 454
Total clicks		541	506
Backlinks	mai	juin	juillet
Identified links	18 388	18 220	18 237
Identified domain names	200	203	206

Request – the expression, by which Mazars website was shown to user

View – shows of the website to user

Clicks – realised clicks on the website

TECHNICAL DATA

EXPLANATION :

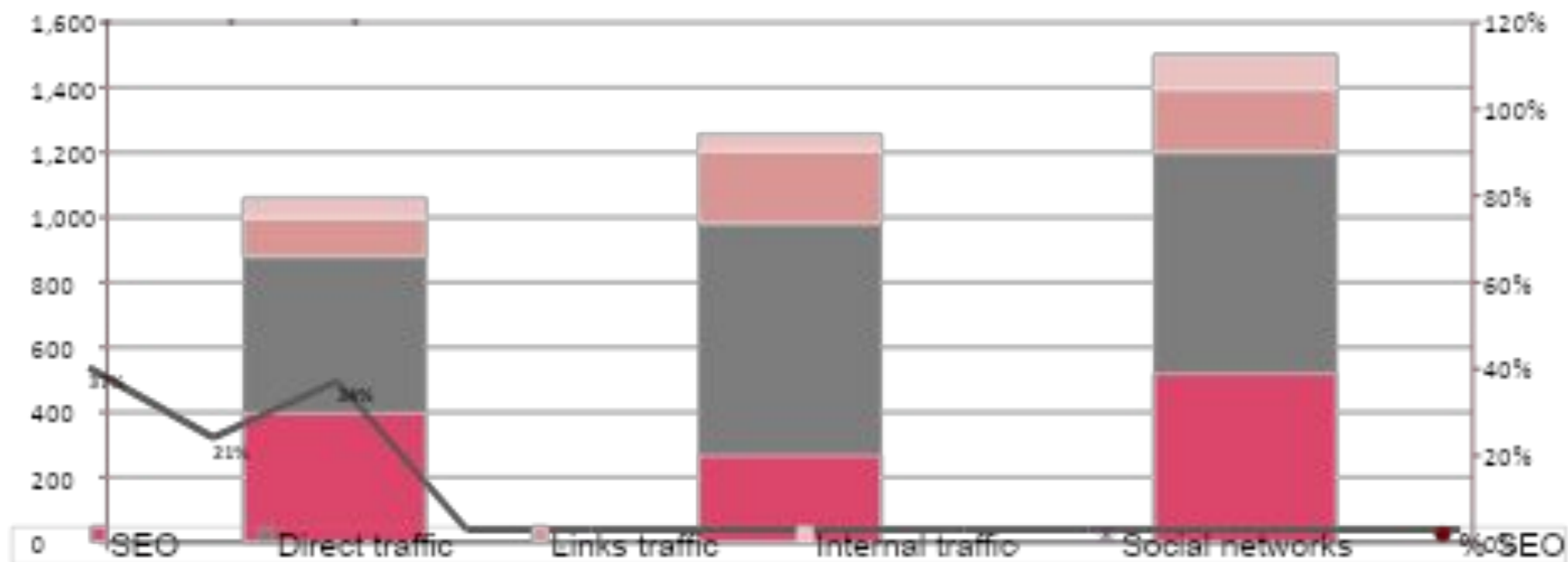
GOOGLE WEBMASTER TOOLS

- SERIOUS PROBLEM WITH TITLES DUPLICATES
- LOTS OF META-DESCRIPTIONS DUPLICATES
- **SOME 404 ERRORS** – POSSIBLE REASON IS DELETING OLD PAGES OR ARTICLES (WE RECOMMEND TO SAVE THEM TO ARCHIVE, NOT TO DELETE)
- DUPLICATES ARE CREATED BY CMS
- WE NEED DEVELOPERS TO UPLOAD A NEW ROBOTS.TXT FILE, THAT WE SENT BEFORE TO AVOID DUPLICATES

PERFORMANCE

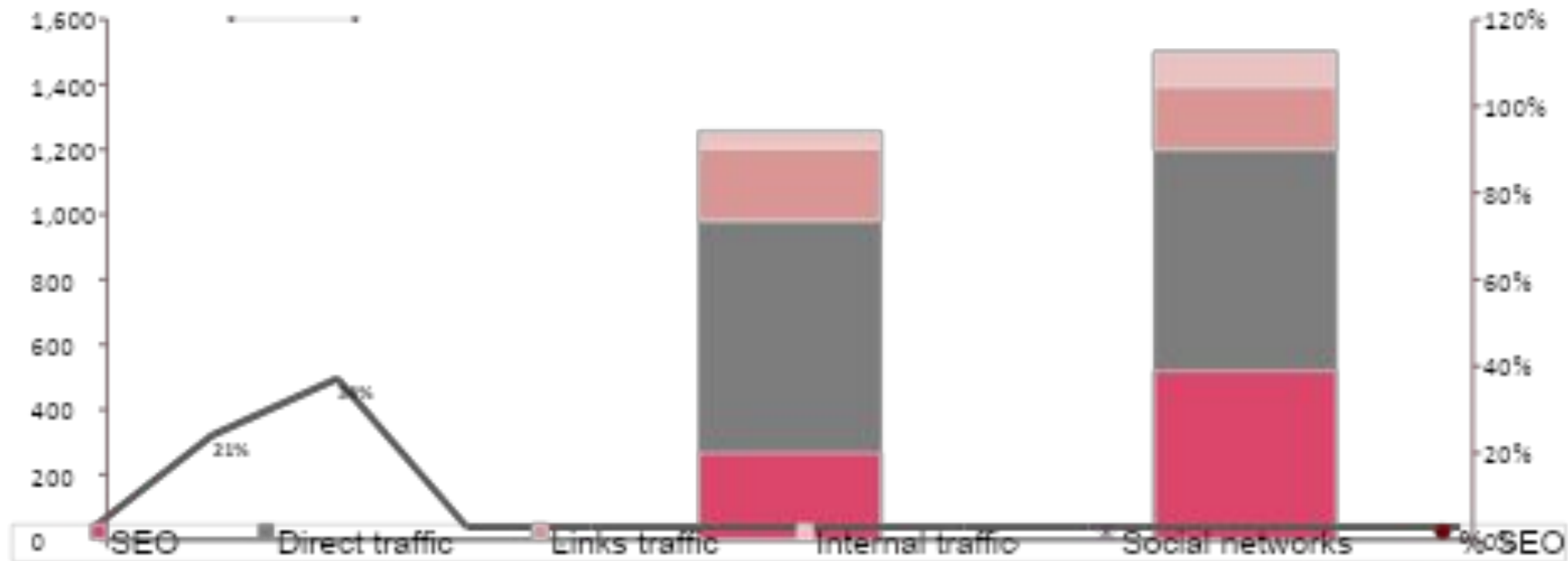


FROM ALL SOURCES



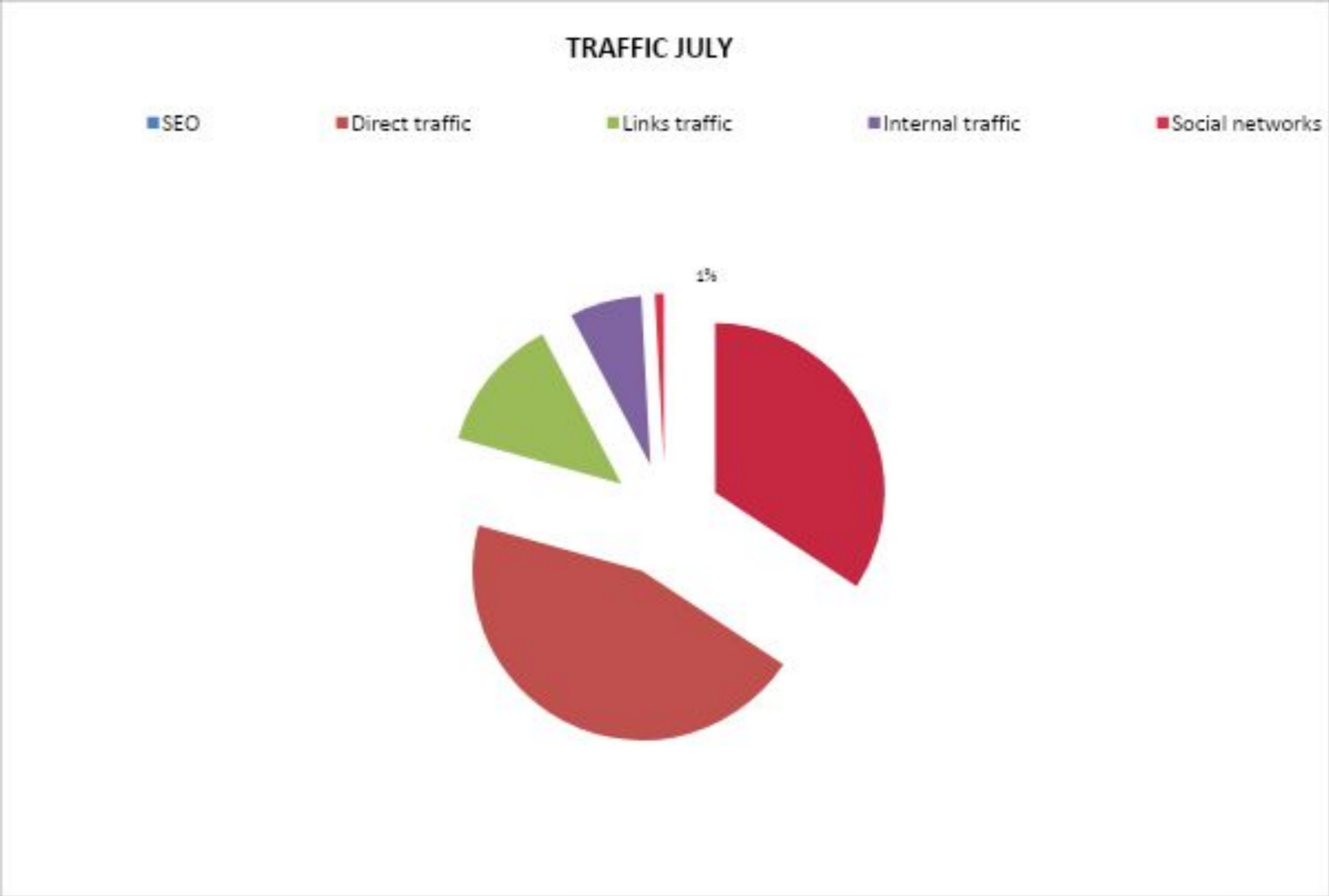
	май.15	июн.15	июл.15	%	total
SEO	399	534	520	-3%	1 453
Direct traffic	481	502	687		1 670
Links traffic	119	155	200		474
Internal traffic	60	61	104		225
Social networks	10	19	13		42
					0
Total	1 069	1 271	1 524	20%	3 864
% Direct	45%	39%	45%		43%
% Links	11%	12%	13%		12%
% Internal	6%	5%	7%		6%
% Social networks	1%	1%	1%		1%
	0,0%	0,0%	0,0%		0%
% SEO	37%	42%	34%		38%

FROM ALL SOURCES

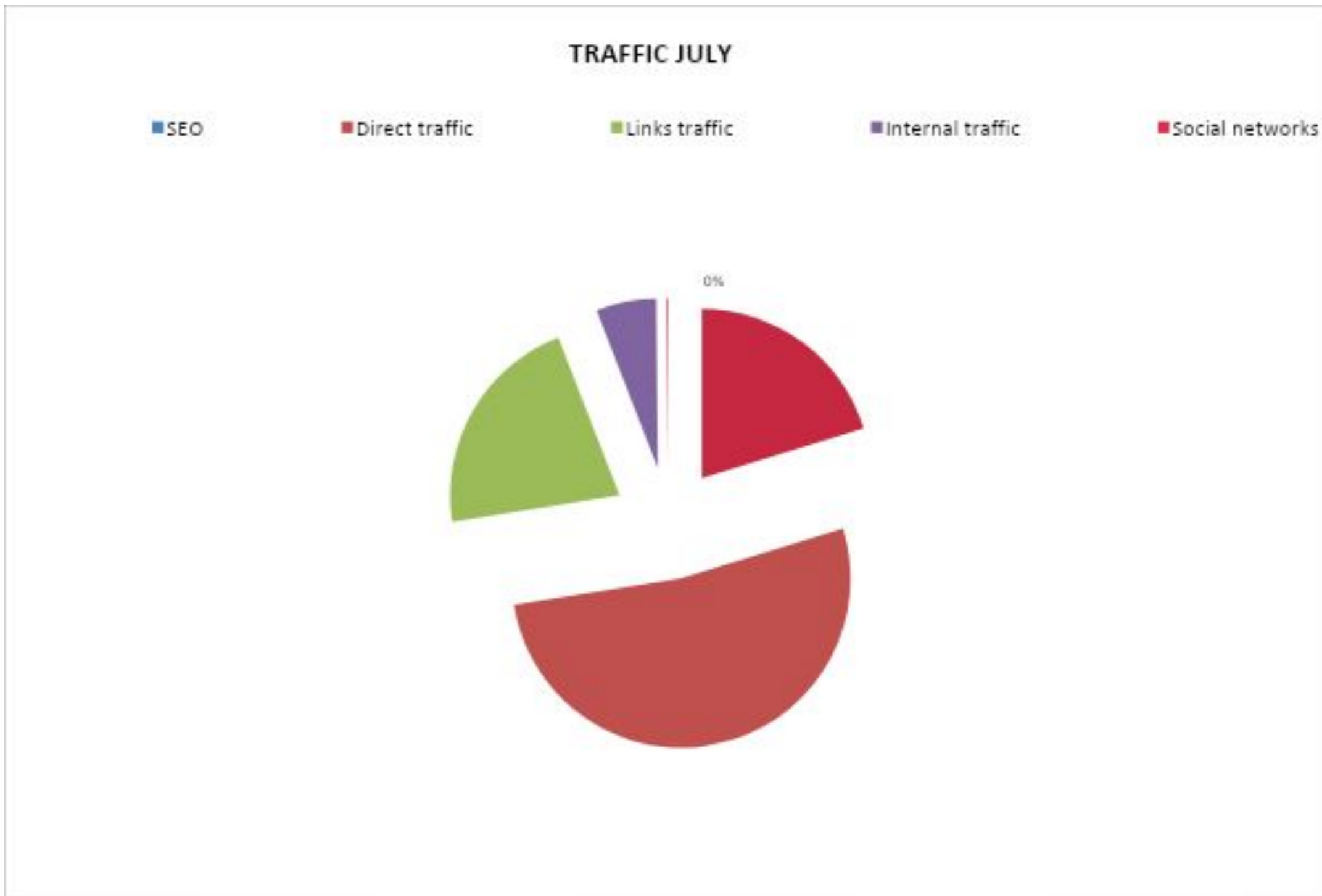


	май.15	июн.15	июл.15	%	total
SEO		268	519	94%	787
Direct traffic		713	681		1 394
Links traffic		225	196		421
Internal traffic		49	104		153
Social networks		5	13		18
					0
Total	0	1 260	1 513	20%	2 773
% Direct		57%	45%		50%
% Links		18%	13%		15%
% Internal		4%	7%		6%
% Social networks		0%	1%		1%
		0,0%	0,0%		0%
% SEO		21%	34%		28%

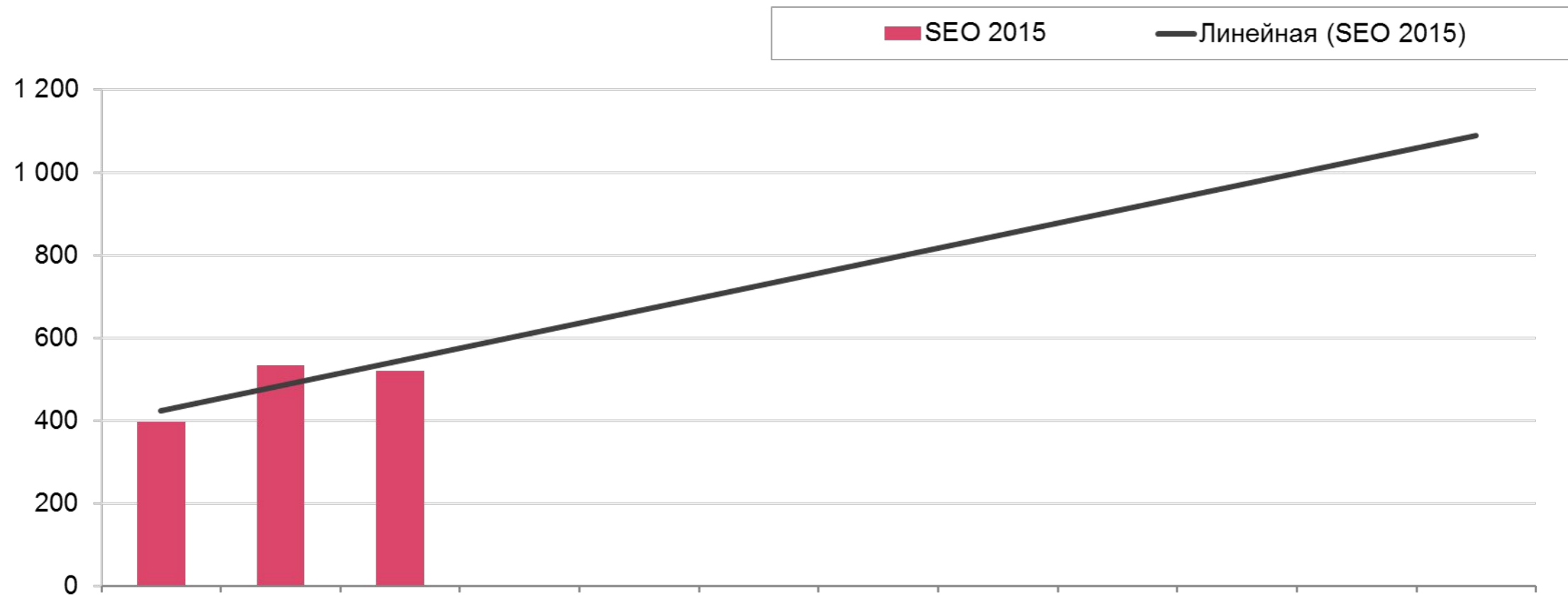
TOTAL TRAFFIC OF THE WEB SITE MAZARS.RU



TOTAL TRAFFIC OF THE WEB SITE RUS.MAZARS.RU

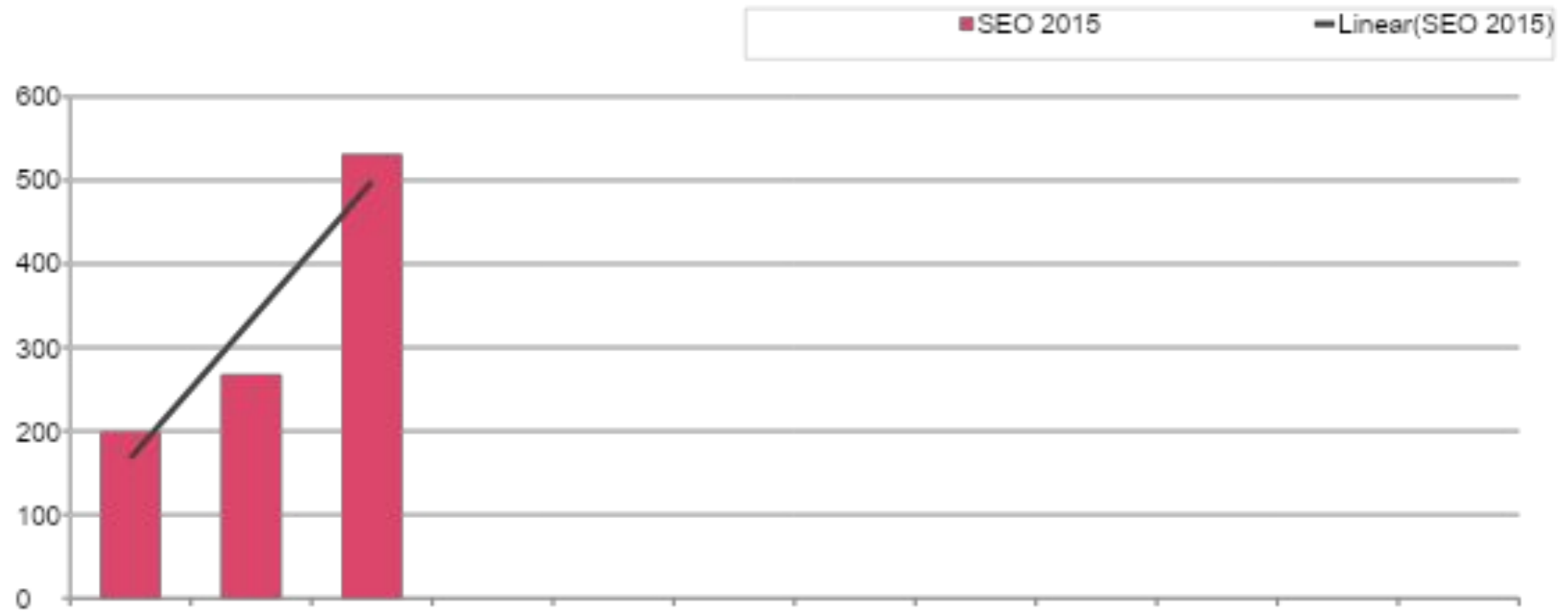


TRAFFIC MONTHLY CHANGES SEO



	May 2015	Jun	Jul
SEO 2015	399	534	520
Evolution		34%	-3%

TRAFFIC MONTHLY CHANGES SEO



	May 2015	Jun	Jul
SEO 2015	200	268	531
Evolution		34%	98%

PERFORMANCE

EXPLANATION :

- DATA FROM YA.METRIKA
- SEO IS THE 3RD ACQUISITION CHANNEL (BY YANDEX) FOR RUS.MAZARS.RU
- SEO IS 2ND ACQUISITION CHANNEL FOR MAZARS.RU
- BOUNCE RATE IS VERY HIGH, AND SITE HAS LOW TRUST. THAT'S WHY AMOUNT OF TRAFFIC IS RELATIVELY LOW
- THERE IS MORE TRAFFIC FROM GOOGLE, THAN FROM YANDEX

ROADMAP / ACTIONS



PRODUCTION

NEXT MONTH ROADMAP:

EXPLANATION :

- TITLE AND META-TAGS CORRECTIONS
- SOLVING INDEXATION PROBLEMS AND IMPROVING INDEXATION (KEYWORDS USAGE, H1-H2 TAGS AND OTHER)
- REQUEST TO DMOZ CATALOGUE
- CONTENT IMPROVEMENT AND BOUNCE RATE DECREASING (RELATED)
- SOLVING TECHNICAL ISSUES WITH MAZARS DEVELOPERS (THAT WE MENTIONED IN INITIAL AUDIT)

PRODUCTION

ROADMAP (FOR 3 MONTHS):

AUG	putting new product pages	indexation
	for each keyword we need a page	duplicates
	content improvement	
		D M O Z
		solving technical issues with developers
SEP	creating new pages	indexation
	control of duplicates	robots.txt updates
	content improvement	
OCT	creating new pages	control robots
	control of duplicates	
	content improvements	
		work on decreasing bounce rate

PRODUCTION

NEXT MONTH ROADMAP:

EXPLANATION :

- TITLE AND META-TAGS CORRECTIONS
- SOLVING INDEXATION PROBLEMS AND IMPROVING INDEXATION (KEYWORDS USAGE, H1-H2 TAGS AND OTHER)
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THANK YOU

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