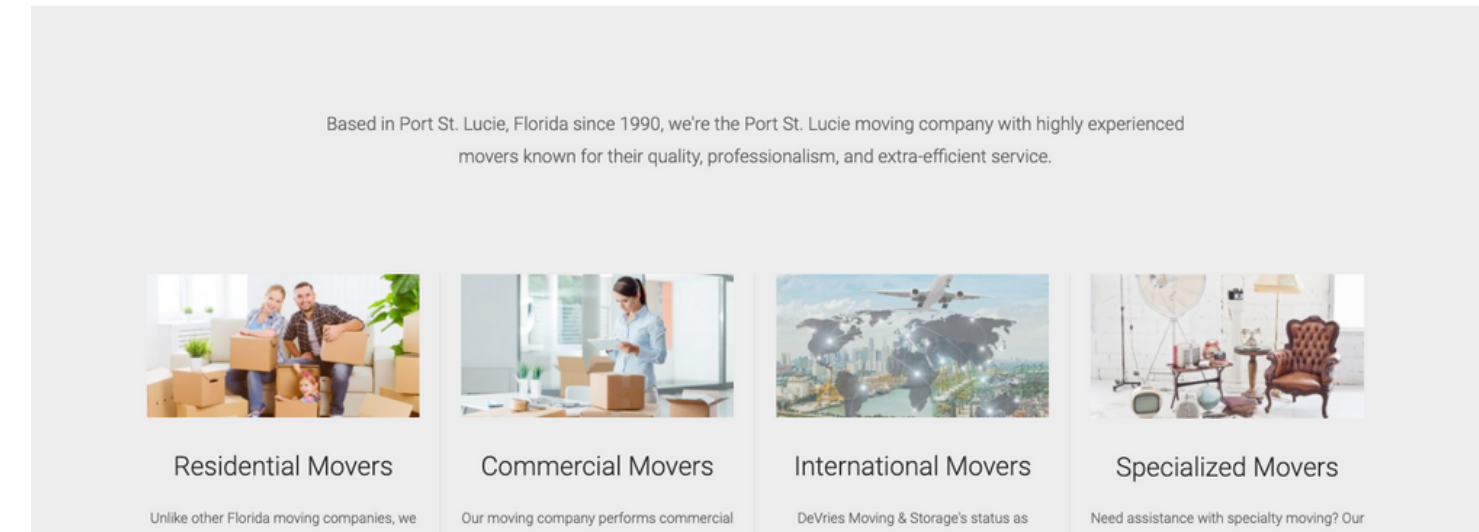
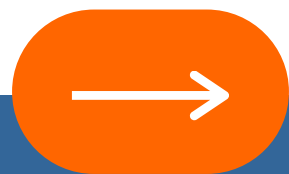


DeVries Moving & Storage

Website Walkthrough

A brief SEO review of familymoving.com



Hey Eric!










There's a limited amount I can tell you at this stage, before we do the comprehensive SEO auditing as part of the project. However, I was able to assess what sort of resources are needed here, to deliver results and an ROI for you.

Your referring domains have more or less been on the same level for the past year, despite some small fluctuations.

Referring Domains ⁱ

Widget Scope: Root Domain



AS	Root Domain / Category
0	consumerdatastandards.net  New
3	consumersmovingreviews.com 
4	artautumnpng.onrender.com 
5	merejahi1.firebaseio.com 
6	portstluciemovers.blogspot.com 
9	best-repair.info 
9	myfloridayell.com 
9	reviewmovers.com 
10	find-services.info 

Upon closer inspection, we can see that a large portion of the domains linking to you are of poor quality.

These will have very little ranking power themselves and will not be doing your site any favors either.

Link building is a huge part of SEO, and if done correctly can really boost a site's performance. However, the wrong links can seriously damage performance, so it's good practice to ensure that Google's guidelines are being followed.

It's just about finding that delicate balance, which is something we have a lot of experience with through both research, and delivering clients results.

We'll need to clean up the existing link profile whilst our link outreach team secure high quality links, from topically relevant websites. This will help give your site the boost that it deserves.

**Moving on to the on-site,
there were several things
that I picked up on.**

Google's algorithm uses page titles to determine the topical relevancy of a page, so it's important to include the core terms that you want to rank for within them.

The current page title for the homepage could be improved upon with some small changes.

I would suggest something along the lines of:

Movers Port St. Lucie FL | DeVries Moving & Storage

This will help Google associate the page with keywords like "**moving companies near me**" and "**moving services**".

It's also good to move the name of the brand to the end, because people typically pay more attention to the first few characters, resulting in a higher click through rate. And from our testing, higher CTRs have a passively positive effect on your rankings. So it's generally good practice to include the keywords you want to target as close to the beginning as possible.

Last year, Google made huge core algorithm updates. These targeted a broad range of on-site factors that impact every website.

There were several follow-up updates to further test and analyze searcher behavior in April, May, October, and so on.

We can see that both the organic traffic and keyword visibility of your site saw drops around the same time that these updates rolled out.

We did tons of in house testing, and general research around this. Ultimately it's all about satisfying user intent. Google has also hinted that the solution is to focus on user experience, so Google's message also correlates with our conclusions.



Since this is a core algorithm update, not a penalty, each website needs to improve all aspects of their site and content to be rewarded by ultimately giving Google and the user what they need.

Put briefly, there's now an increased focus on Expertise, Authority and Trust (E-A-T). They also focused on pages meeting their stated purpose. Improving the following aspects is essential:

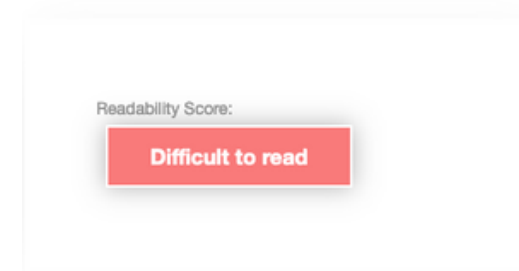
- Page titles and headings that reflect the sentiment and content within. Avoid using shock-and-awe headings to click bait.
- Authorship of the website and individual content. Who wrote the content, who owns the website, and what is your expertise?
- Customer information on your website. Do you have a privacy policy, terms and conditions, contact us, about us, returns policies, etc...
- Testimonials, comments and other customer interactions to provide trust in your website. How can the user trust your business?

Content quality is absolutely key and it's something that Google has really cracked down on over the past year or so.

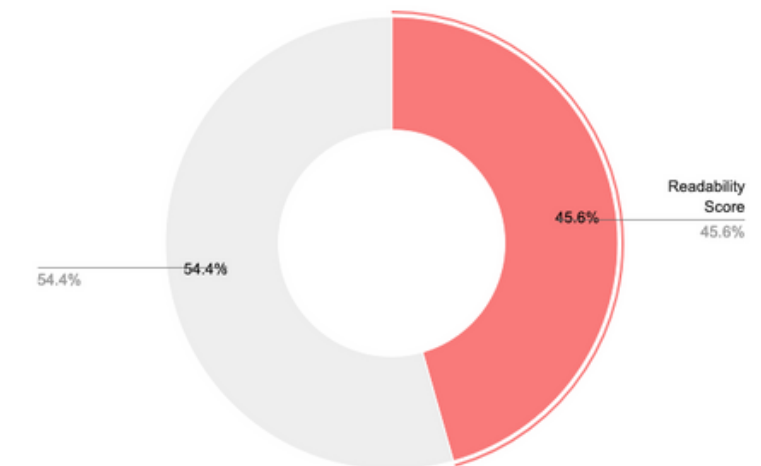
I checked the readability of some of the content on the **About Us** page and found that it is marked as being **"difficult to read"** across several metrics.

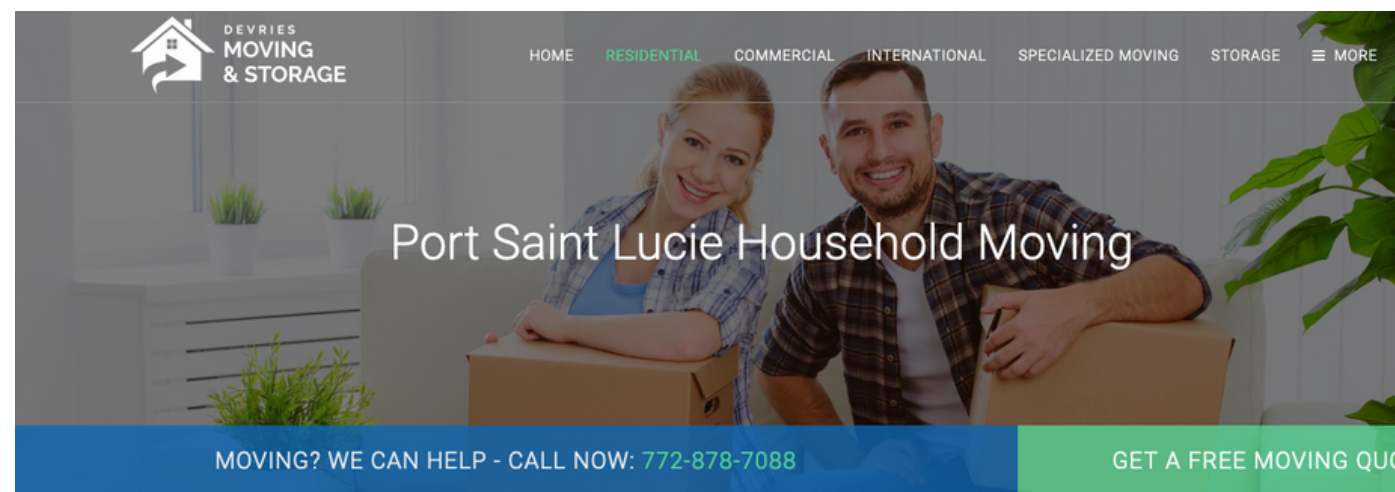
Improving the readability will make it much easier for Google to understand your page (and site overall), hence giving you a better chance of ranking.

SUMMARY



Input URL: <https://www.familymoving.com/about-us/>





Looking for Port Saint Lucie household movers to provide fast, customizable and cost-effective residential relocation services? Get in touch with DeVries Family Moving & Storage. Based in the area since 1990, we provide the Port Saint Lucie household moving services that the families of this city and the surrounding areas require. DeVries Family Moving & Storage is an interstate agent of Wheaton World Wide Moving, one of the top carriers in the industry, and this affiliation gives us access to the world-class moving amenities and personnel that make all of the difference to your relocation. Please read on to learn more about our Port Saint Lucie residential moving services and service area.

I noticed that a lot of the core landing pages such as the **Residential Moving** page are thin in content.

By this, I mean that there is very little content targeting the core terms that you want to rank for. This is a missed opportunity, so I'd recommend adding about **200-300** words of content to these pages dedicated to these keywords.

Index management is another aspect of SEO, but is one that is often overlooked.

You should ensure that only the most important pages are being indexed by Google.

For example, there is currently **[1]** HTTP page being indexed despite the fact that you're on HTTPS now. This could even cause duplicate content issues so it's important that this is removed.

Likewise, any other irrelevant pages (i.e. those that return 404 errors) should also be removed.

<http://www.familymoving.com> > sewalls-point-movers

Sewall's Point Movers - DeVries Family Moving & Storage

We are an interstate agent of Wheaton World Wide Moving and an active member of the Better Business Bureau and highly-trained in our field, all of which add to ...



We are Sewall's Point movers, dedicated to the relocation needs of the families and businesses in the city and surrounding areas. We have more than 20 years of experience as a professional moving and storage company, and we have the expertise required to make every relocation seamless and stress-free. We offer a full range of services for your residential or commercial move, so you can benefit from a full-service relocation or just pick the services you need, leaving out the ones you don't. We are an interstate agent of Wheaton World Wide Moving and an active member of the Better Business Bureau and highly-trained in our field, all of which add to our reputability and the quality of our moves.

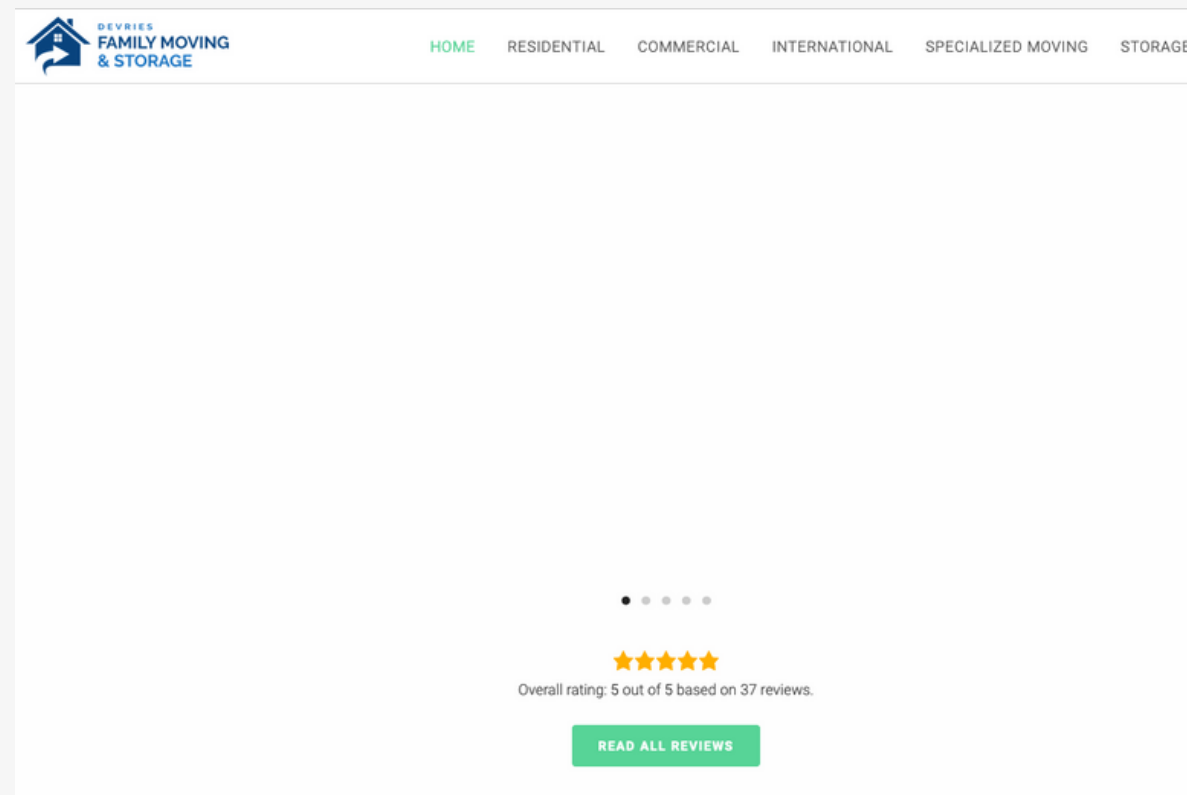
You should also ensure that the content across the site is written naturally, is engaging and most importantly, addresses the user's intent for the core keyword(s) you want to target.

Another important element of EAT is to ensure the information and service that you provide is credible and that it can be trusted. Google wants to see that you are a trusted source when it comes to [\[keyword\]](#), etc.

One way to do this is to add information about the site on the About Us page. This should include details such as who/when/why/how the site came to be.

You should also add any details about yourself and the team that may help build more trust. This can include details about any experience, qualifications or expertise that you/they may have.

The current About Us page has some of this information already, which is great, however I'd recommend adding details about the people behind the website - this will create more of a connection and show both Google and your prospective users that you are a legitimate brand.



Another way to help build more trust in Google's eyes is to add testimonials from happy clients.

It looks like you currently have some reviews posted to the homepage, but they aren't showing up due to a website coding issue. Notice the large blank white space above. Fixing this is important because reviews help to build more trust with both Google and your prospective customers.

Mobile Desktop

This URL

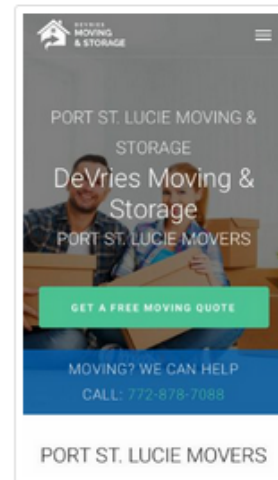
https://familymoving.com/

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Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



Google's PageSpeed Insights is a free test by Google that scores sites on their speed from 0 to 100 - both for Mobile and Desktop speed.

The mobile speed is most important because most searchers are on their mobile devices. Mobile speed is a known ranking factor for Google.

Your mobile score was **28** which has a lot of room for improvement especially since your site is on WordPress.

All in all, there's lots of potential here, but a lot of work needs to be done during this engagement.

We typically start with keyword research and an SEO walkthrough with: recursive keyword research, site hierarchy, site internal linking, title tags and meta descriptions for pages, and a content planner for up to five on-page hierarchy content topics. If desired, we can produce and post the content for you instead of only providing a content planner.

The key goal for this first step is to identify keywords that we can anticipate ranking for and driving traffic from within 6-9 months. Then we would proceed with a monthly engagement focused on monthly content planners, or produced content, and building your domain's authority with backlinks. Following a successful engagement to drive traffic from low competition keywords, we usually recommend increasing the scope of the engagement to target high competition keywords.

Looking forward to our quick call to discuss!

Thanks, Scott