

SEO WEBSITE AUDIT



SEO Audit for Chroma House Productions
<https://www.chromahouse.com>

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Brief Summary of Action

Summary of action towards best impact. What works, just needs adjustments, what can be optimized (last step in audit)

ON PAGE SEO

Value Proposition

- Turn into an authority in commercial production
- Customer Viewer Increase for desired services to sell
- Established current authority in Marketing and B2B or B2C Sales with Blog content and client reviews
- Enticing speculative clients with in-depth process in development and physical production
- Expand on benefits and demand for current services with one page for each and internal linking

Solutions

New Pages for each service

Keyword Expansion via paragraph content and headers, as well as Title Tags and Meta Descriptions for Google search

Videos breaking down the Commercial Production process and breakdowns of other commercials to showcase industry knowledge of techniques and resources

Blog Post from credible industry sources such as Hollywood Reporter and Deadline

Registration to more commerce chambers and small business organizations

Examples

Internal Links on page to each service

Sample Title Tag from Chroma House

Site Navigations

Sit Navigation is fine, only recommended change is phone number and address near top of website Homepage, greater explanation into each service within pages

Solutions

Placing contact and address in header and longer paragraphs and images for them

Internal Links: For all services and for Dedicated YouTube channel

Solutions

Hyper link the services to their own pages, then add additional links to the Youtube Channel videos that give the service in greater detail

Examples

Youtube Videos on Homepage will also appear there, as well as the company business link in each Youtube video

Phone Numbers and Locations

Apply phone number to each page. Visibility means you give each page a chance for openly advertising the 'quote' hotline so they are inclined to call based off current page interest.

Copywriting

The more the merrier. Google Search Console Crawls websites to determine which search results the pages best work on as use this as the greatest determining factor. The paragraphs can also give key unique benefits of the production process that establishes trust.

Solutions: Relevancy is crucial in all industries, trailblazers usually spearhead the future of the commercial production industry. Keeping track of competitor websites and their structure will allow us to understand where our priorities might stand and differ.

Keyword Analysis

Video production pricing – a number of prospective customers will directly look for quotes for vendor companies for jobs, this will be either on youtube, google, or third party site such as production hub

Video Production Near Me – local companies will still need a bit more focus, between 100 to 1k searches monthly via google means locals are in need of services

Miami Video Production – with between 1k and 10k searches monthly, the total volume could yield customer results

Remote video production – Chroma House Conducts a series of its productions in Miami ,FL, considering the majority of productions travel to Miami, FL for filming it would be reasonable to cast a wider net to the major states of Georgia, California and New York for Exterior Tropical Scenes(production management and film delivery

live streaming video company – on a national level productions will have a demand for a strong production team to facilitate events, the number searches is high between 1k and 10k search volume, it is best to place it on the service page of nearly all of them

live stream encoder – the equipment rental or company use of an encoder gives the clients an understanding if the production can fulfill on the day needs for live events, it does have a large search volume, live streaming page is best

Competitor Analysis

<https://merge.film>

Kws & Semantic Words – video production company, campaigns, commercials, branded content

Word Count – 83

Images – 20+ logos and footer image

Videos- 19

Internal Links – (6) top buttons, (1) logo button, (1)

<https://www.reyfilm.com/>

Kws & Semantic Words -

Word Count – 685

Images – 6

Videos- 1

Internal Links – 224

<https://beverlyboy.com/>

Kws & Semantic Words – video production company, cinematic content for web, t.v. and social media marketing campaigns, video commercials, corporate video productions, social media videos, event videographers

Word Count – 1201

Images – 24

Videos- 7

Internal Links – 719, (5) top buttons, (1) logo button,

Competitor Analysis

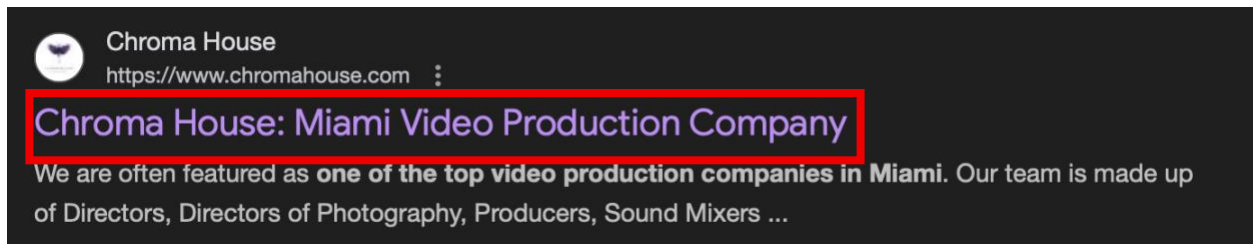
Suggestions on On-Page and Content Strategies

Homepage needs

Content Optimization and topics

Title Tag

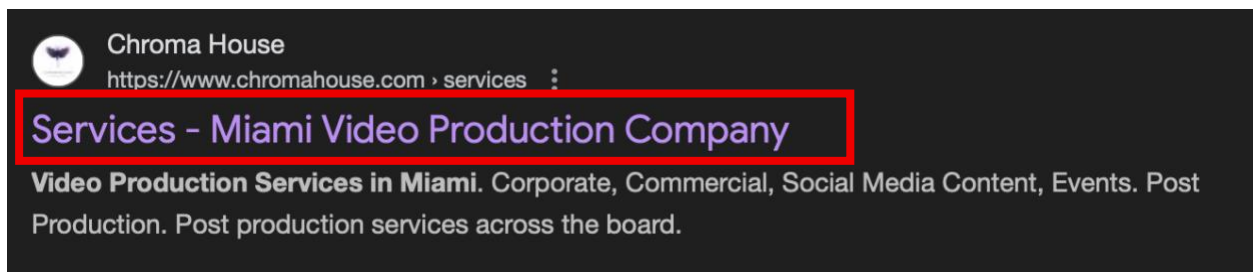
The title of a website link as displayed in red are the title tags. These are shown above the accompanying paragraph below is the meta description that goes into further detail on the service or product.



The line “Miami Video Production Company” in the tagline is great and has a large search base. It would also help to use the text in the meta description so Google uses both to increase total search volume.

Optimized title tag on Home page:

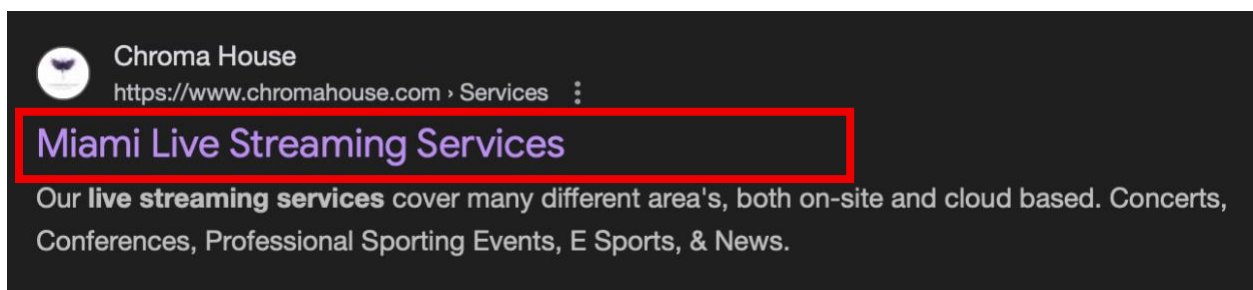
“Miami Video Production Company” – has a large search volume and specific. The brand of the company will increase overtime, but the service should be the primary attraction to the website.



The tagline is almost identical to the previous. In order to get the most out of the possible search engine results a variety of combining keywords are useful for a wider net of the total search impressions of the site.

Optimized title tag on Service page:

“Remote Video Production” – With a number of numerous services coming from the bigger states for filming, such as California, New York and Georgia, it is advantageous to attempt catching these inbound clients via remote project completion .

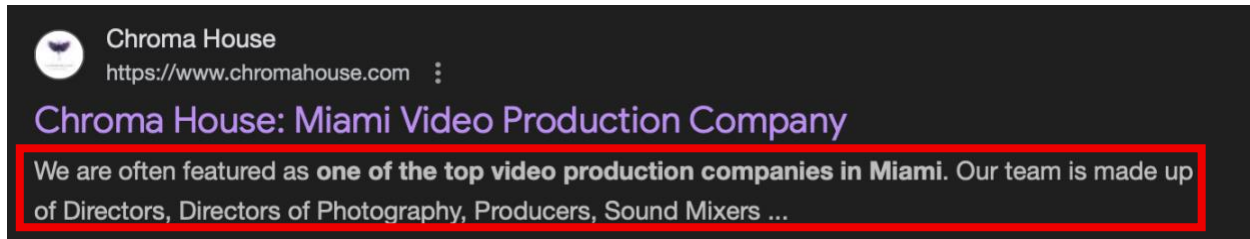


This third tagline utilizes the Phrase “Miami Live Streaming Services.” The total search volume monthly is between only 10 and 100 searches, smaller than the possible 1k to 10k searches for similar keywords.

Optimized title tag in sub service page:

“Live Stream Video Company” – A wider net as opposed to just Miami would be beneficial to gathering national attention. However, this is only a suggestion as the company does base out of Miami.

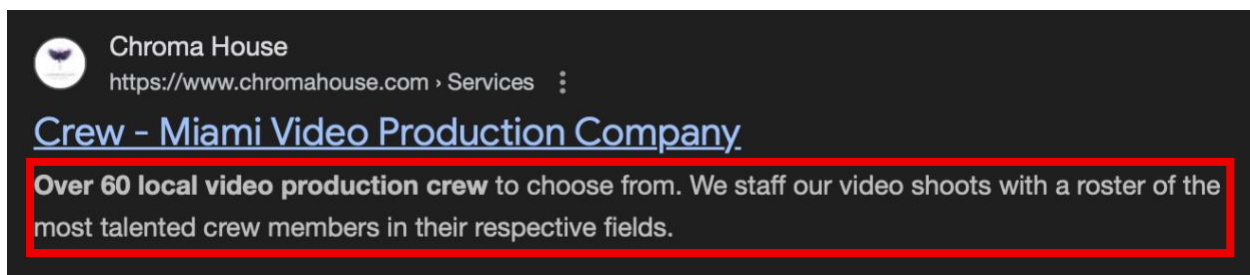
Meta Descriptions



The meta description above, or the paragraph of text under the title tag, is using a number of great keywords such as “video production companies in Miami.” The second sentence is a bit too long for the viewer to reader. It also lists off positions when CTAs or other services could be listed further enticing viewers to click.

Optimized meta description #1

Utilize one of the top video production companies, Chroma House Productions. Come for Remote Video Production, Live Streaming, and Production Management.



This second example of meta description is a good demonstration of placing great trust in the team. Explaining the technical expertise of the crew in some meta variations or listing the company’s client base while create an equal or greater sign of credibility.

Optimized meta description #2

Film Production Crew available for live streaming, video production, and remote production management. Directors, Producers, and Sound Mixers ready.

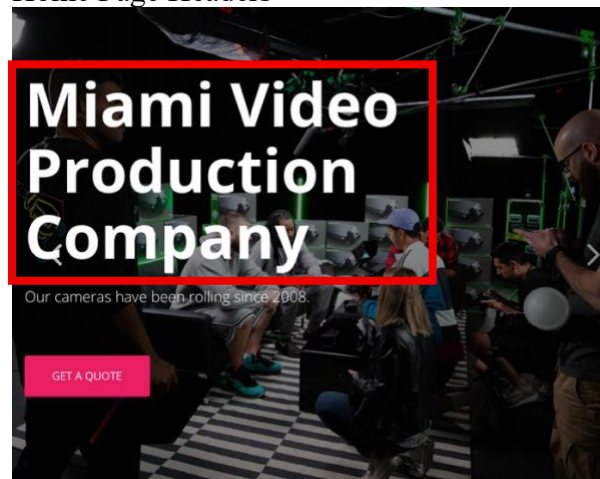
Notes: The SEO tool Screaming frog confirms your meta description has a longer than preferred word count. A more concise text means easier interpretation than filling in the blanks.
Insert screenshot from screaming frog.

Name	Value
Indexability	Indexable
Title 1	Crew - Miami Video Production Company Chroma House
Title 1 Length	52
Title 1 Pixel Width	513
Meta Description 1	HIRE A CREW Over 60 local video production crew to choose from. We staff our video shoots with a roster of the most talented crew members in their respective fields. All
Meta Description 1 Length	296
Meta Description 1 Pixel Width	1839
Meta Description 2	Video production crew services in Miami. Top of the line video production teams in Miami & South Florida. Camera, G&E, Sound, Art Department and more.
Meta Description 2 Length	150
Meta Description 2 Pixel Width	946

Notes: Each page should generally have its own unique description. It provides an amplifying effect on the total audience to your site.


Header Tags

Home Page Headers



<https://www.chromahouse.com>

This first meta tag above is a great example of a H1 header tag for the Home page.



Video production services

Since 2008 our company has worked on everything from corporate communications, to the Academy award winning film "AMY".

We are often featured as one of the top video production companies in Miami. Our team is made up of Directors, Directors of Photography, Producers, Sound Mixers, Gaffers, Grips, Production Assistants,

Issue Noted:

The H2 Header Tag of the home page is a bit less strong on local searches, with only 10 to 100 per month, while great at 1k to 10k monthly searches.

Optimized Header Tags for the Homepage and others

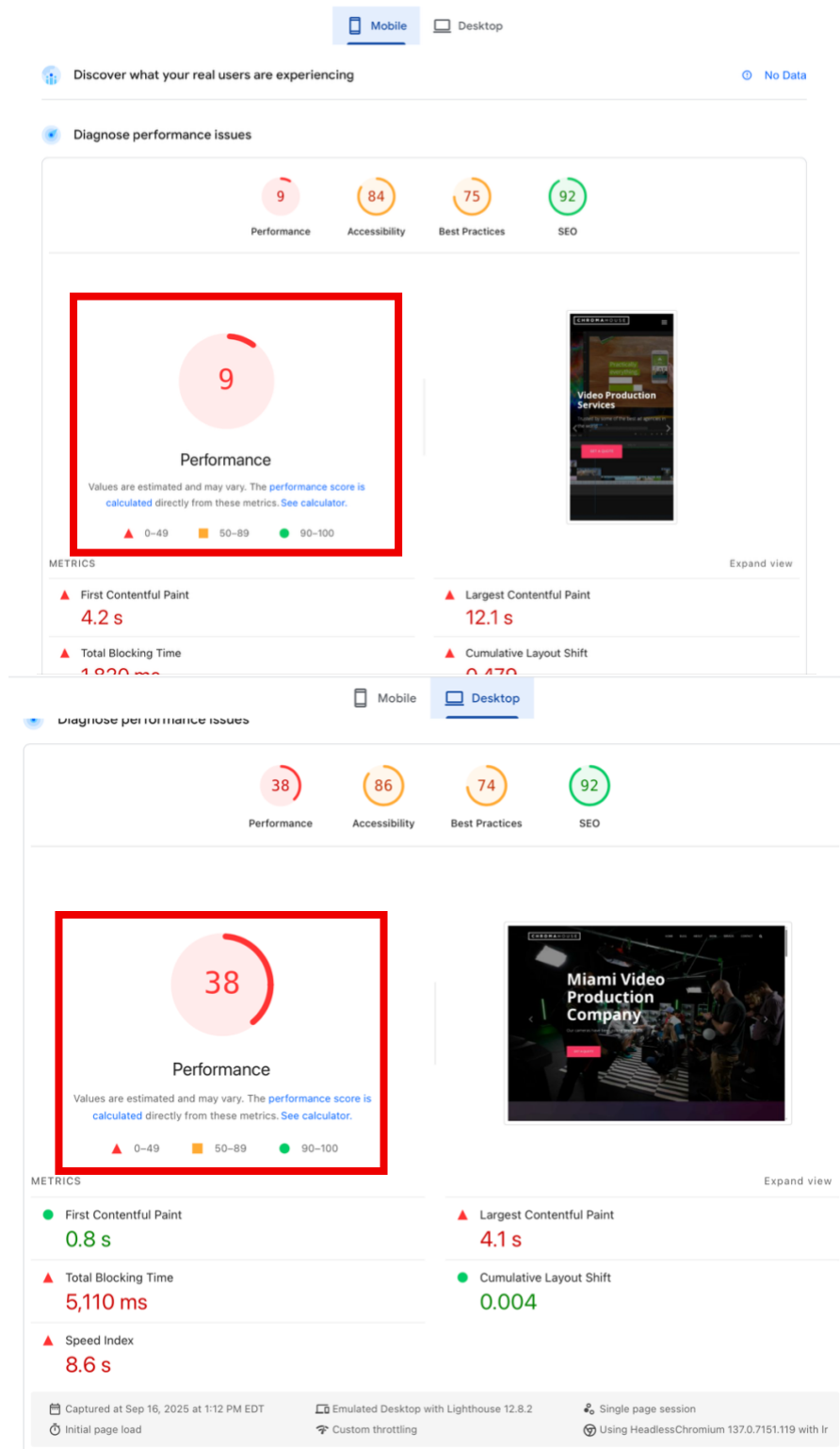
H1 – Miami Video Production Company

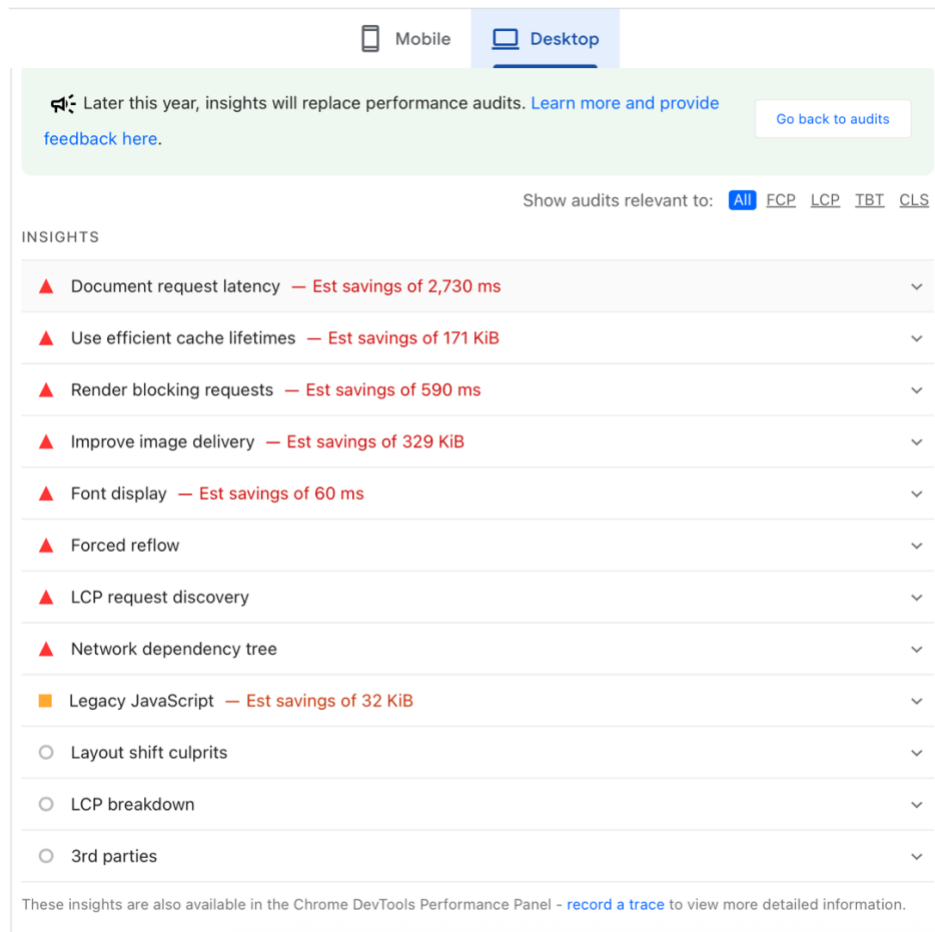
H2 – Remote Video Production

H3 – Live Streaming Video Production Company

Technical SEO

Site Speed Analysis





The standard metric for a site's speed is its time in second and the feasibility of a page is based heavily on its content. Mobile and Desktop performance vary even with the same content based on operating capacity.

According to Page Speed Insight, the site speed of Chroma House Production's Home Page does not perform at its fastest compared to similar sites.

Suggestions

- Choose a lightweight theme (ideally a block theme) and implement full-page caching or a static site solution. Disable unnecessary plugins to minimize server overhead. Consider upgrading your hosting to managed or dedicated service.
- Consider using the Performance Lab plugin to automatically convert your uploaded JPEG images into WebP, wherever supported.
- Install a lazy-load WordPress plugin that provides the ability to defer any offscreen images, or switch to a theme that provides that functionality. Also consider using the AMP plugin.

- Consider reducing, or switching, the number of WordPress plugins loading unused JavaScript in your page. To identify plugins that are adding extraneous JS, try running code coverage in Chrome DevTools. You can identify the theme/plugin responsible from the URL of the script. Look out for plugins that have many scripts in the list which have a lot of red in code coverage. A plugin should only enqueue a script if it is actually used on the page.

404 Pages or Broken Links:

None Reported

Schema Markup

Brief: Code added to a webpage to provide search engines with additional contact about a particular page on the site and can result in visually appealing results in the form of rich snippets, FAQs, and other features displayed on the SERP.

Insert Screenshot from Rich Result Test

Issue Noted:

Solutions:

Competitive Analysis

Website domain authority check on Keyword searched with MOZ(Check Google Search and run all other sites that pop up for the search

Domain Authority

Solution

Linking Root Domains

Number of unique root domains that share a back link to your website. More means more traffic and better SERP ranking.

Solution

Ranking Keywords

Number of Keywords that rank on your site. The higher the ranking and the greater in quantity mean more traffic.

Solution: