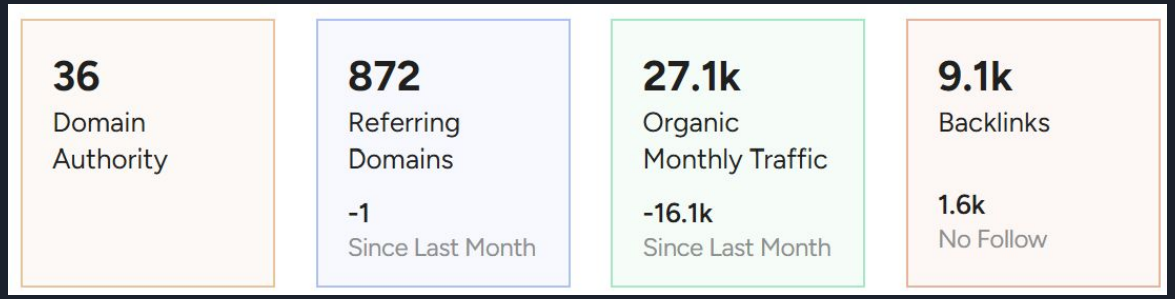
SEO Audit for rossmoor.com



Created by Kha Creation



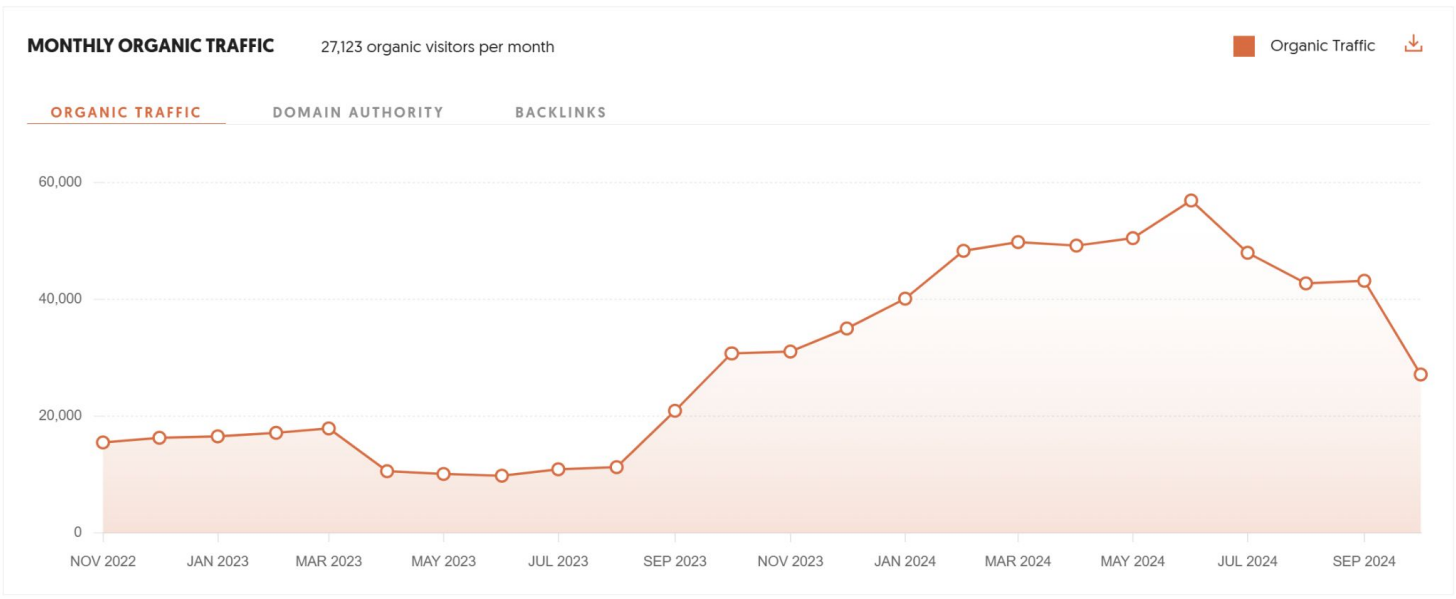
Website Overview





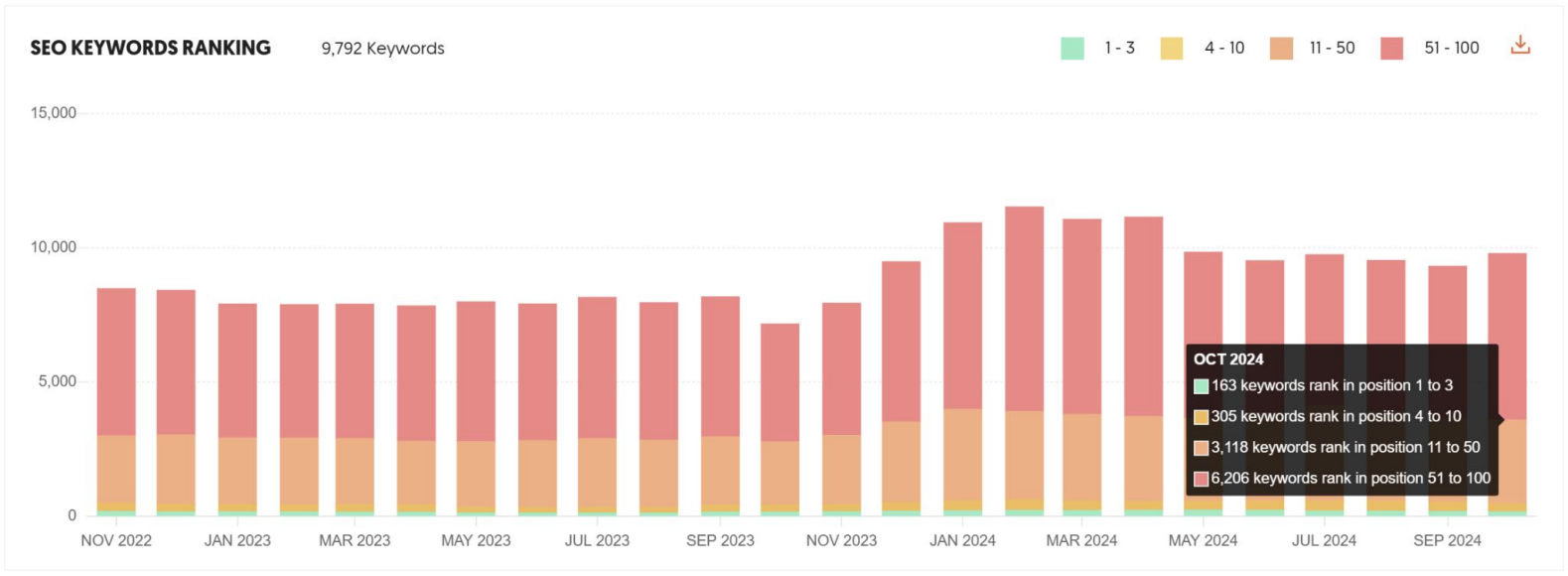
- Website has domain authority of 36
- There are 872 referring domains and 9.1k backlinks
- Website receives 27.1k organic traffic each month
- Website ranks for 9.8k organic keywords

Traffic Overview



Website traffic has increased significantly in last 12 months

SEO Keyword Ranking



- Website has 163 keywords in 1-3 positions
- Website has 305 keywords in 4-10 positions
- Website has 3118 keywords in 11-50 positions
- Website has 6206 keywords in 51-100 positions

Top 10 keywords that are driving highest traffic

No	Keywords	Volume	Position	Est. Visits	Seo Difficulty	Ranking Url
1	rossmoor walnut creek california	14800	1	3806	11	http://rossmoor.com/
2	rossmoor in walnut creek ca	14800	1	3806	14	http://rossmoor.com/
3	rossmoor in walnut creek	14800	1	3806	13	http://rossmoor.com/
4	rossmoor bay area	14800	1	3806	21	http://rossmoor.com/
5	golden rain foundation	4400	2	1896	15	http://rossmoor.com/residents/grf/
6	rossmoor ca	3600	1	1029	19	http://rossmoor.com/
7	rossmoor california	3600	1	1029	1	http://rossmoor.com/
8	rossmoor walnut creek ca	1600	1	488	10	http://rossmoor.com/
9	rossmoor community	390	1	198	8	http://rossmoor.com/
10	creekside restaurant rossmoor	390	1	198	14	http://rossmoor.com/residents/creekside-grill-bar/

- Brand keywords are driving majority of the traffic.

Top 10 pages

		Page path and screen class	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
		Total	452,772 100% of total	112,837 100% of total	4.01 Avg 0%	2m 26s Avg 0%	1,355,600 100% of total	0.00	$0.00
	1	/	151,165	67,107	2.25	52s	503,786	0.00	$0.00
	2	/what-we-offer/real-estate-home-information/	28,533	18,302	1.56	1m 12s	73,552	0.00	$0.00
	3	/residents/mutuals/	26,990	7,431	3.63	2m 40s	82,067	0.00	$0.00
	4	/residents/clubs-organizations/	19,680	10,367	1.90	2m 12s	63,296	0.00	$0.00
	5	/residents/	13,565	6,557	2.07	39s	38,229	0.00	$0.00
	6	/residents/grf/	12,158	5,427	2.24	1m 20s	36,683	0.00	$0.00
	7	/about/contact-us/	9,832	6,320	1.56	1m 17s	27,820	0.00	$0.00
	8	/breaking-news/	9,670	3,851	2.51	1m 17s	24,186	0.00	$0.00
	9	/residents/resident-services/	9,514	7,209	1.32	49s	25,294	0.00	$0.00
	10	/residents/resident-services/alterations/	7,363	2,884	2.55	1m 25s	21,282	0.00	$0.00

Besides the home page, people spend majority of the time learning about latest home listings on the website.

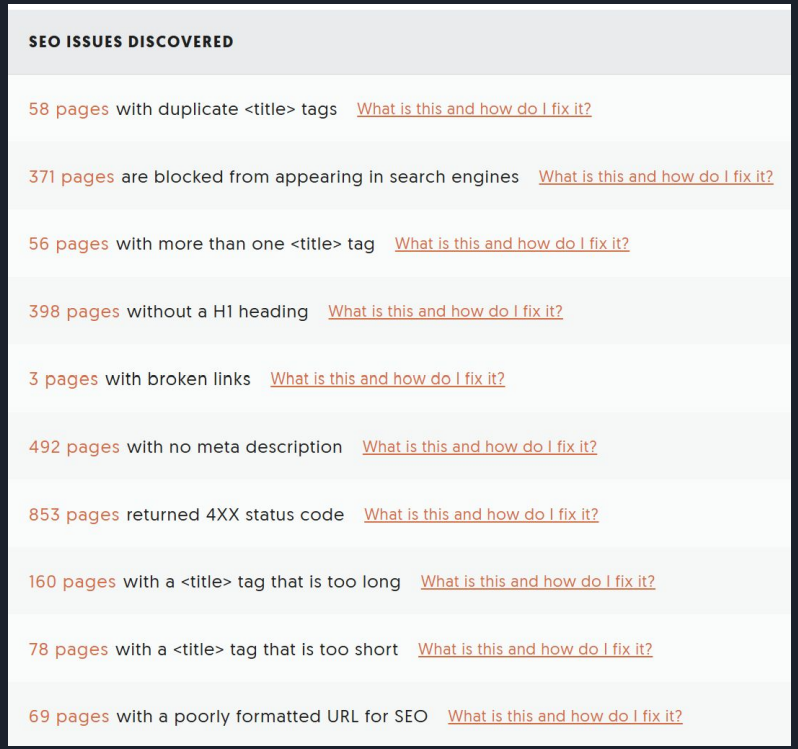
Traffic Acquisition

	Session primary...Channel Group)	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
	Total	215,919 100% of total	141,144 100% of total	65.37% Avg 0%	1m 16s Avg 0%	6.28 Avg 0%	1,355,600 100% of total	0.00
1	Organic Search	132,754	90,533	68.2%	1m 23s	6.49	861,134	0.00
2	Direct	70,990	42,825	60.33%	1m 06s	6.11	434,060	0.00
3	Referral	8,018	5,324	66.4%	1m 24s	6.71	53,762	0.00
4	Unassigned	658	57	8.66%	1m 41s	5.40	3,553	0.00
5	Organic Social	573	345	60.21%	52s	5.35	3,066	0.00
6	Email	2	1	50%	1m 06s	5.50	11	0.00
7	Organic Shopping	2	1	50%	15s	3.00	6	0.00
8	Display	1	0	0%	3s	4.00	4	0.00
9	Organic Video	1	1	100%	44s	4.00	4	0.00

- Website receives majority of the traffic in organic way
- Second source of the organic traffic is by direct visitors who type the website url to visit the website

On-page SEO Report

On page seo issues discovered



SEO ISSUES DISCOVERED

58 pages with duplicate <title> tags What is this and how do I fix it?

371 pages are blocked from appearing in search engines What is this and how do I fix it?

56 pages with more than one <title> tag What is this and how do I fix it?

398 pages without a H1 heading What is this and how do I fix it?

3 pages with broken links What is this and how do I fix it?

492 pages with no meta description What is this and how do I fix it?

853 pages returned 4XX status code What is this and how do I fix it?

160 pages with a <title> tag that is too long What is this and how do I fix it?

78 pages with a <title> tag that is too short What is this and how do I fix it?

69 pages with a poorly formatted URL for SEO What is this and how do I fix it?

- We found 2538 on page seo issues related to page structures and URLs
- These issues have high impact on overall SEO health of the website

Broken Links

Address
https://rossmoor.com/residents/clubs-organizations/www.rossmoorjazz.com
https://rossmoor.com/residents/clubs-organizations/www.rossmoorbocceclub.com
https://www.cdc.gov/coronavirus/index.html
https://www.contracosta.ca.gov/CivicAlerts.aspx?AID=3065
https://pgealerts.alerts.pge.com/outagecenter%20or%20call%201-800-743-5000
http://www.coronavirus.cchealth.org/overview
https://www.cdc.gov/aging/covid19/covid19-older-adults.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fneed-extra-precautions%2Folder-adults.html

We found following urls that are broken and resulting in 404 not found error

Missing H1 heading

Address
https://rossmoor.com/financial-statements/
https://rossmoor.com/policy-commitee-meeting-cancelled/
https://rossmoor.com/grf-board-holds-off-on-expanding-social-gatherings/
https://rossmoor.com/outdoor-pools-with-have-no-lifeguards-for-some-hours/
https://rossmoor.com/what-is-firewise-residents-can-find-out-june-10/
https://rossmoor.com/winter-storms-slam-grf-budget/
https://rossmoor.com/toilet-backups-lead-to-costly-grf-repairs/
https://rossmoor.com/jeff-matheson-promoted-as-new-general-manager/
https://rossmoor.com/golf-income-rebounds-after-rainy-start-to-2023/

We found 340 pages that are missing H1 headings.

The H1 tag is crucial for search engine optimization (SEO) because it tells search engines what the content on the page is about. Properly structured content with a clear hierarchy, starting with an H1 tag, is preferred by search engine crawlers.

Below are the list of all the pages that are missing H1 tag - https://docs.google.com/spreadsheets/d/18YUF7THjnjyAlx-N7O6lnoLjvFl4sF-B1F_3QQGm7v0/edit?gid=0#gid=0

Duplicate H1 heading

Address
https://rossmoor.com/financial-statements/
https://rossmoor.com/policy-commitee-meeting-cancelled/
https://rossmoor.com/grf-board-holds-off-on-expanding-social-gatherings/
https://rossmoor.com/outdoor-pools-with-have-no-lifeguards-for-some-hours/
https://rossmoor.com/what-is-firewise-residents-can-find-out-june-10/
https://rossmoor.com/winter-storms-slam-grf-budget/
https://rossmoor.com/toilet-backups-lead-to-costly-grf-repairs/
https://rossmoor.com/jeff-matheson-promoted-as-new-general-manager/
https://rossmoor.com/golf-income-rebounds-after-rainy-start-to-2023/

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Images missing Alt text

Address	Content Type
https://rossmoor.com/wp-content/uploads/Landscaping-11.jpg	image/jpeg
https://rossmoor.com/wp-content/uploads/Magazine-Click-Here.png	image/png
https://rossmoor.com/wp-content/uploads/explore-rossmoor-home.jpg	image/jpeg
https://rossmoor.com/wp-content/uploads/rossmoor-homes-tennis-courts-2880.jpg	image/jpeg
https://rossmoor.com/wp-content/uploads/Lesbian-Social-Club-133x114.jpg	image/jpeg
https://rossmoor.com/wp-content/uploads/Pool-c-5-19-133x114.jpg	image/jpeg
https://rossmoor.com/wp-content/uploads/Willie-Brown-133x114.jpg	image/jpeg
https://rossmoor.com/wp-content/uploads/Deer-in-the-bush6-19-133x114.jpg	image/jpeg
https://rossmoor.com/wp-content/uploads/Channel-28-1-29-19-350x233.jpg	image/jpeg

We found that 208 images are not properly optimized and are missing alt text.

Alt text, or alternative text, is a descriptive text that conveys the meaning of an image or other visual content in a digital setting. It's primarily designed to make visual content accessible to people with vision disabilities who use screen readers.

Below is the list of all the images without alt text -

https://docs.google.com/spreadsheets/d/18YUF7THjnjyAlx-N7O6lnoLjvFl4sF-B1F_3QQGm7v0/edit?gid=1445714466#gid=1445714466

Missing Meta Descriptions

Address
https://rossmoor.com/about/employment/
https://rossmoor.com/sitemap/
https://rossmoor.com/residents/rossmoor-television/
https://rossmoor.com/financial-statements/
https://rossmoor.com/legal-notice/
https://rossmoor.com/about/advertise-on-rossmoor-com/
https://rossmoor.com/breaking-news/
https://rossmoor.com/rossmoor-evacuation-drill/
https://rossmoor.com/residents/rossmoor-insurance/

We found that over 300 pages are missing meta descriptions -

Below are the list of pages that are missing meta descriptions -

https://docs.google.com/spreadsheets/d/18YUF7THjnjvAlx-N7O6lnoLjvFl4sF-B1F_3QQGm7v0/edit?gid=1666841879#gid=1666841879

Duplicate Page Titles

Page URL
https://rossmoor.com/virtual-town-halls-to-highlight-operations/
https://rossmoor.com/virtual-town-halls-to-highlight-operations-2/

- Two pages have same page titles
- It's very important that each of your pages have original and unique title tags. Duplicate title tags can make it more complicated to rank content in search results because search engine crawlers won't know which post to rank above the other.

Title tag too long

Url	title
https://rossmoor.com/	Award-winning retirement community for active adults in Walnut Creek.
https://rossmoor.com/still-need-a-covid-19-vaccine-where-to-get-one-and-whos-currently-eligible/	Still need a COVID-19 vaccine? Where to get one and who's currently eligible
https://rossmoor.com/indoor-pools-table-tennis-reopening-as-county-moves-to-orange-tier/	Indoor pools, table tennis reopening as county moves to orange tier
https://rossmoor.com/johnson-johnson-vaccine-suspended-to-investigate-rare-blood-clots/	Johnson & Johnson vaccine suspended to investigate rare blood clots
https://rossmoor.com/pge-to-discuss-wildfire-safety-with-rossmoor-residents-on-thursday/	PG&E to discuss wildfire safety with Rossmoor residents on Thursday
https://rossmoor.com/residents-asked-to-fill-out-survey-to-help-prioritize-improvement-projects/	Residents asked to fill out survey to help prioritize improvement projects
https://rossmoor.com/county-recommends-indoor-mask-wearing-regardless-of-vaccination-status/	County recommends indoor mask wearing regardless of vaccination status

- It is recommended to keep your title tag under 65 characters so you don't run the risk of having part of it cut out from the search results page.
- There are 160 pages with title tags longer than the standard character length
- Below are the list of pages with title tags too longer than standard character length - https://docs.google.com/spreadsheets/d/18YUF7THjnjyAlx-N7O6InoLjvFl4sF-B1F_3QQGm7v0/edit?gid=279237926#gid=279237926

Title tag too short

Url	title
https://rossmoor.com/the-excursion-desk-is-back/	The Excursion Desk is back
https://rossmoor.com/coupon-books-delayed/	Coupon books delayed
https://rossmoor.com/winter-storms-slam-grf-budget/	Winter storms slam GRF budget
https://rossmoor.com/weekend-bus-service-returns/	Weekend bus service returns
https://rossmoor.com/remembering-tom-huster/	Remembering Tom Huster
https://rossmoor.com/comcast-charge-explained/	Comcast charge explained
https://rossmoor.com/power-outage-affecting-parts-of-rossmoor/	Power restored in Rossmoor
https://rossmoor.com/malware-affecting-rossmoor-com/	Most of Rossmoor.com restored
https://rossmoor.com/an-eventful-10-years/	AN â€˜EVENTFULâ€™ 10 YEARS

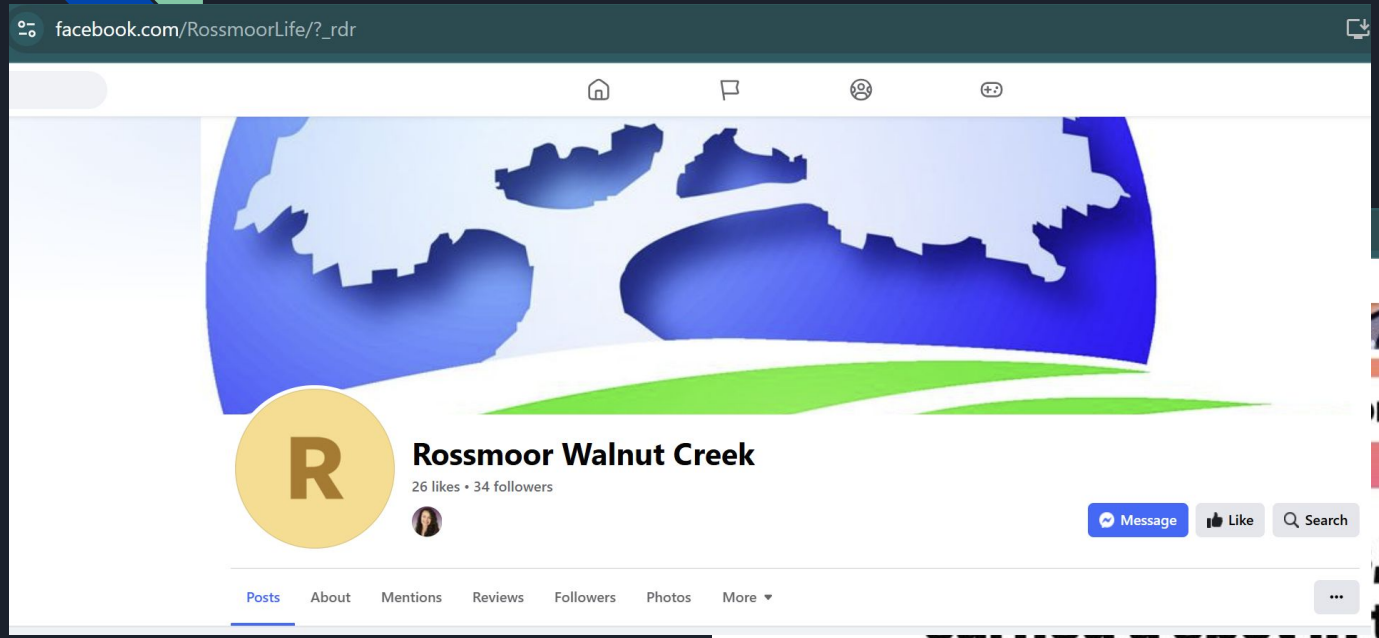
- We found 78 pages with title tag too short
- Below are the list of pages that have title tags shorter than the standard character length https://docs.google.com/spreadsheets/d/18YUF7THjnjvAlx-N7O6lnoLjvFl4sF-B1F_3QQGm7v0/edit?gid=1089861385#gid=1089861385

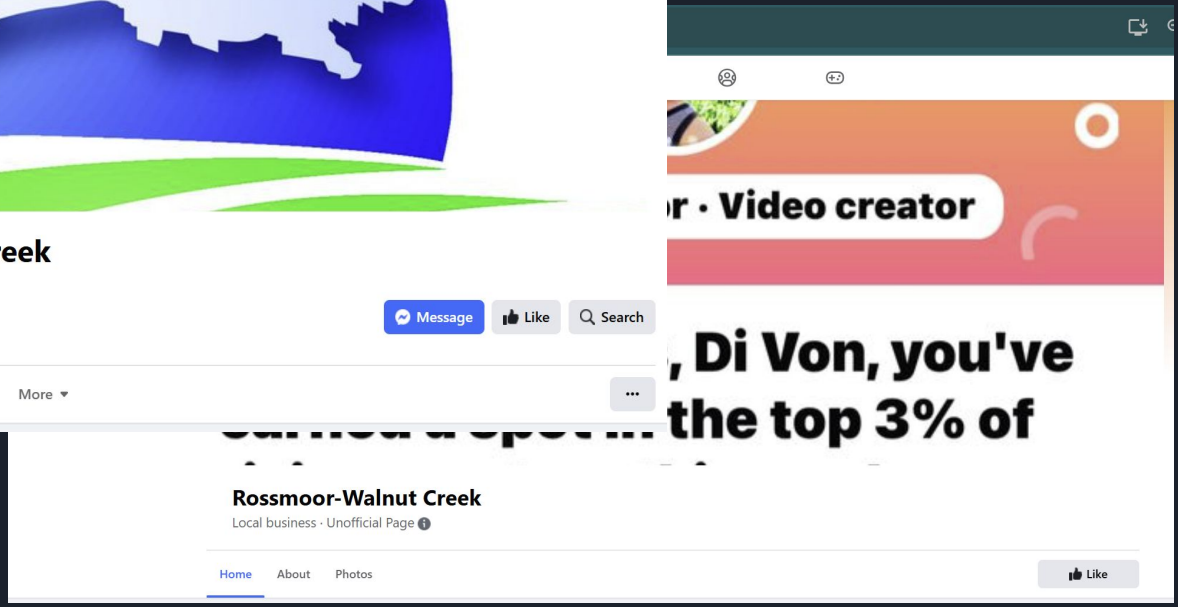
Our recommendations

- Reduce length of title tag (to between 50 and 60 characters)
- Shorten meta description (to between 120 and 160 characters)
- Add Alt attributes to all images and reduce the image size for improved page load time
- Fix broken links
- Have a unique page title for each page
- Ensure all pages have only one H1 tag
- Right now majority of the website traffic is driven by brand keywords. To rank for desired keywords, use them on page titles, descriptions, headings and in the content appropriately
- Create content around the topics related to your focus keywords in order to rank for them and ultimately drive traffic to your website

Social Media Presence

We found 2 Facebook pages but none of them look official pages for Rossmoor





Type of content published on Facebook

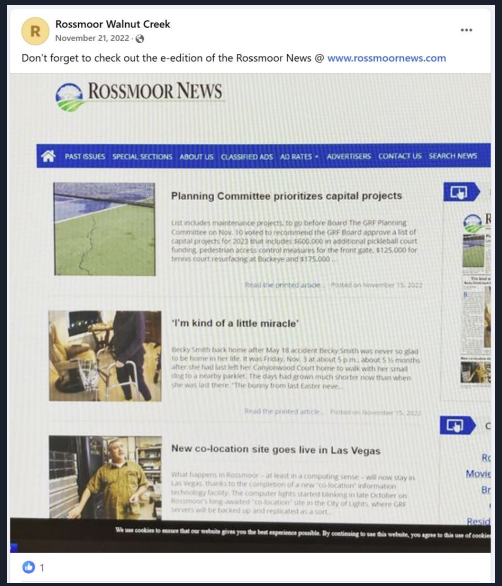
6b-21



Creative activities

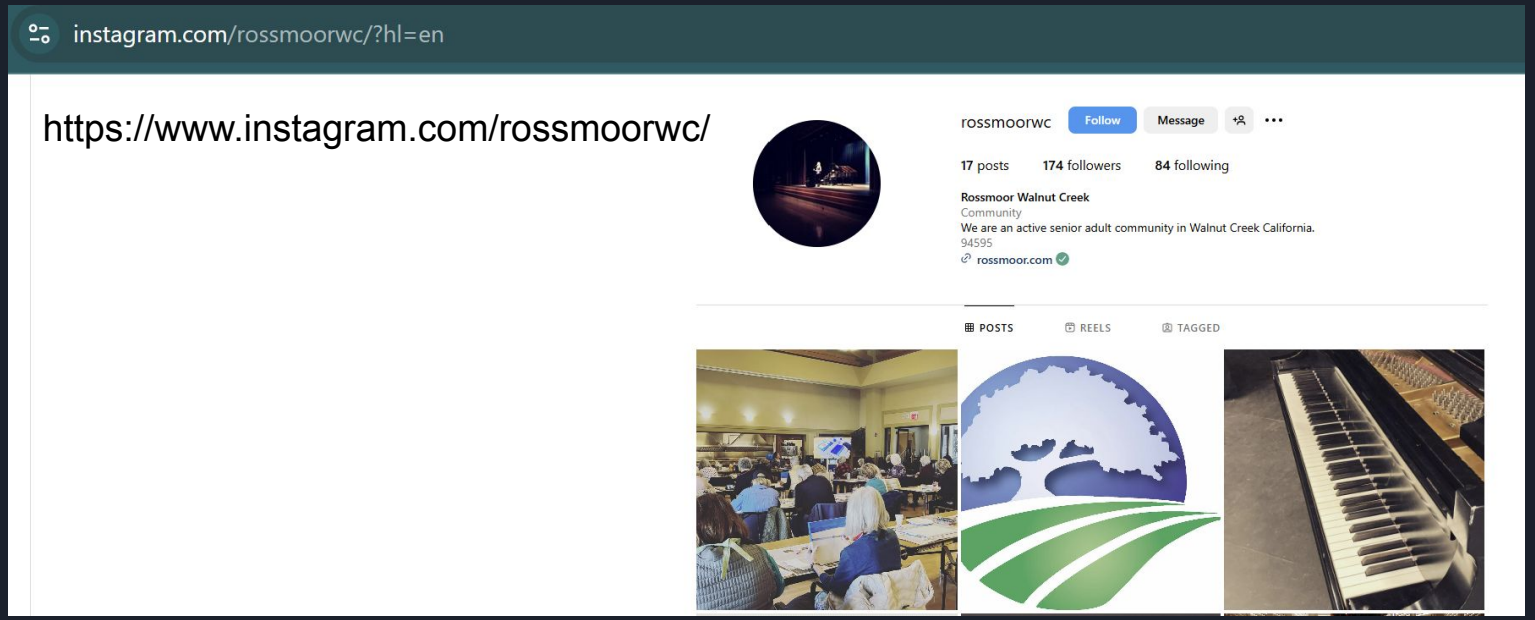


Promoting community events



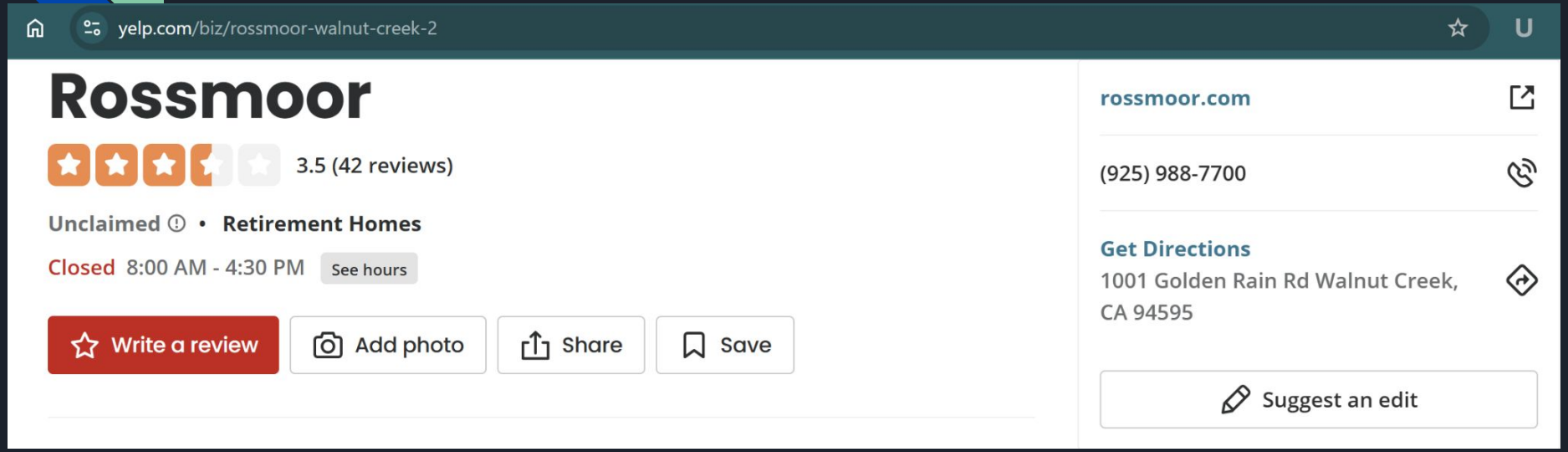
Announcing the availability of digital copy of newspaper

We found the following Instagram account 6b-22



- https://www.instagram.com/rossmoorwc this instagram account has the same post published as those of one of the facebook page highlighted in the previous slide. (https://www.facebook.com/RossmoorLife/)
- Need to confirm if this is a official page

Unclaimed Yelp Business Listing



If this is the official Yelp page, claim and verify it.

Social media ideas

Social media ideas

6b-25

"Life at Rossmoor" Stories

- Resident Spotlights: Share short video interviews or quotes from residents about why they love living at Rossmoor.
- Staff Spotlights: Introduce staff members who play important roles, like activity coordinators or healthcare staff, to show the human side of Rossmoor's community.

Virtual Tours and Amenities Showcase

- Facility Highlights: Post photos and video clips of popular amenities like the fitness center, golf course, swimming pools, and theaters.
- Neighborhood Walkthroughs: Show potential residents what nearby Walnut Creek offers, such as parks, shopping areas, and restaurants.

Educational Content for Seniors and Families

- Senior Health Tips: Share tips for active aging, mental wellness, or maintaining a healthy lifestyle.
- Moving to Senior Living Guides: Provide advice for seniors and their families on transitioning into a retirement community, with links to Rossmoor's services and amenities.

Social media ideas

6b-26

Events and Activities Promotion

- Event Previews and Recaps: Highlight upcoming events, such as concerts, movie nights, or educational workshops, and follow up with event photos and highlights.
- Clubs and Classes: Showcase some of the unique clubs or classes, like art workshops, gardening clubs, or fitness classes.

Seasonal Content and Holiday Celebrations

- Holiday Events and Decor: Post photos or short videos of holiday decorations, community events, and resident festivities.
- Seasonal Tips: Offer advice relevant to each season, such as summer safety tips, holiday travel advice for seniors, or fall gardening tips.

“Did You Know?” Posts

- Community Features: Share interesting facts about Rossmoor’s history, notable resident stories, or unique amenities.
- Local Walnut Creek Attractions: Highlight nearby destinations like restaurants, parks, or museums, positioning Rossmoor as the perfect location for active senior living.

Social media ideas

Testimonials and Success Stories

- Resident Testimonials: Share testimonials that speak to the community feel and quality of life.
- Family Member Feedback: Post quotes from family members on how Rossmoor provides peace of mind and joy for their loved ones.

Q&A or "Ask Us Anything" Posts

- Common Questions about Senior Living: Answer questions about moving to Rossmoor, healthcare support, or costs. Consider having regular Q&A sessions to address concerns.
- Live or Recorded Q&A: Host live Q&A sessions with staff or residents to answer audience questions about community life.

Engagement-Driven Posts

- Polls and Surveys: Ask followers about their favorite activities or seasonal content they'd like to see.
- Photo Contests: Encourage residents or family members to share photos of Rossmoor or special memories within the community.

Social media ideas

Wellness Wednesdays or Fitness Fridays

- Active Living Tips: Share workout ideas, wellness tips, or mental health advice tailored for seniors.
- Resident Activity Showcase: Post photos or videos of residents participating in fitness classes, swimming, or other wellness activities

Keyword Research

- We carried out keyword research for terms such as ‘senior living walnut creek’ and ‘senior living northern california’.
- We found total 55 keywords that can be utilized to optimize the website.
- Below are the list of keywords - https://docs.google.com/spreadsheets/d/1mId0tyk27AeyfoHv0Wxs_wfVfJ1kK_dgP4r9AN2tjUM/edit?usp=sharing

Keyword	Avg. monthly searches
senior living walnut creek	390
senior living northern california	40
retirement communities in northern california	140
55 communities in northern california	10
new retirement communities in northern california	20
assisted living northern california	30
best retirement communities in northern california	70
over 55 communities in northern california	20
independent senior living northern california	10
senior communities in northern california	140

Adding content in the form of blogs can help direct the required traffic

Blog topics that can help direct web traffic (Some examples...)

Blog topics

Content that targets both informative searches and high-interest topics for senior residents could drive valuable traffic. Here are some potential blog topics:

1. “Choosing the Best Senior Living Community in Northern California” -
    a. Highlighting unique features at Rossmoor, like recreational facilities, proximity to Walnut Creek amenities, and exclusive services (e.g., Rossmoor’s bus and transportation, counseling, and library services).
2. “Benefits of Living in a 55+ Community in the Bay Area” -
    a. Covering the lifestyle, security, and social benefits of senior communities, tailored specifically to Bay Area and Walnut Creek audiences.
3. “Health and Wellness Activities for Seniors” -
    a. Detailing Rossmoor’s recreational options like fitness classes, outdoor trails, golf, and other activities that promote wellness and community engagement.
4. “Understanding Senior Living Options: From Independent Living to Assisted Services” -
    a. Explaining different levels of support and amenities in Rossmoor and comparing it to other options in the Bay Area.
5. “Transportation Options for Seniors in Walnut Creek” -
    a. Discussing Rossmoor’s bus services, Dial-a-Bus, and nearby access to public transit (like BART), which is a significant benefit for residents who may prefer not to drive.
6. “Financial Tips for Moving to a Retirement Community” -
    a. Addressing considerations for planning a transition to a senior community and managing retirement finances.

Our Plan of Action

One-Time Activities

These are foundational tasks meant to set up and optimize Rossmoor's online presence and improve its initial SEO and social media framework:

Social Media Profile Creation and Setup

- Create and optimize profiles on key social media platforms (Facebook, Instagram, LinkedIn).
- Ensure profiles are consistent, branded, and have complete information.

Google My Business & Other Business Profiles

- Optimize Rossmoor's Google My Business listing for local search visibility.
- Create listings on relevant directories, such as Bing Places and Yelp.

Keyword Research and Strategy Development

- Identify high-traffic, relevant keywords for the senior living and Walnut Creek markets.
- Develop a strategy to target these keywords through content and optimization.

One-Time Activities (Continued)

On-Page SEO Optimization

- Update meta titles, descriptions, headers, and image alt tags based on keyword research.
- Ensure content structure and tags are optimized for targeted keywords.

Initial Content Strategy

- Identify blog topics, create blog outline and create a publishing calendar targeting senior living, wellness, and community life.

Competitor Analysis

- Analyze competitors to identify content gaps, keyword opportunities, and effective strategies.
- Create a baseline report for future comparison.

Ongoing/Monthly Activities

These recurring activities support sustained growth, SEO ranking improvements, and consistent social media engagement:

Monthly SEO Updates

- Regularly monitor keyword rankings, traffic, and analytics.
- Adjust SEO strategy based on performance and industry trends.

Monthly Content Creation and Blogging

- Publish 2 blogs each month on topics relevant to senior living, health tips, and local attractions.
- Each blog should be optimized for specific keywords identified in the content strategy.

Social Media Content Posting & Engagement

- Create and publish 4 social media posts per month across agreed social media channels.
- Respond to comments, engage with followers, and share relevant community or local news.

Local SEO Optimization

- Update and monitor local listings for accuracy.

Ongoing/Monthly Activities (Continued)

Monthly Reporting & Analytics Review

- Review and report on SEO, social media engagement, and traffic growth.
- Discuss results with the client and update strategies based on performance metrics.

Website SEO Audit

- Conduct a regular SEO audit of the Rossmoor website.
- Identify and fix newly generated issues

Review and Optimize Older Content

- Refresh older blog posts and website pages for current keyword trends and SEO best practices.
- Regularly add new internal links to boost SEO value across pages.

Blog Setup

- Optimize the blog section for SEO and implement tagging and categorization.

Plan execution

Plan 1: Execution by Interns With Our Oversight

Here, interns execute most of the plan while we provide guidance and oversight.

Monthly Oversight Activities -

Training & Orientation: (Up to 1 hour)

- Train interns on keyword research, SEO best practices, and basic content optimization.

Guided Content Creation: (Up to 3 hours)

- Assign 1-2 blog topics per month to interns, provide guidance on content structure, keyword inclusion, and target audience.
- Review and polish their drafts before publishing to ensure quality.

On-Page SEO Guidance: (Up to 2 hours)

- Guide interns in updating page titles, meta descriptions, and other SEO tags under supervision.
  Technical SEO Monitoring:
- Oversee interns performing basic technical tasks like checking for broken links, updating XML sitemaps, and monitoring mobile compatibility.

Backlink Support: (Up to 1 hours)

- Educate interns on outreach strategies for backlinks and local directories, including crafting outreach emails to acquire links.

Bi-Monthly Check-In: (Up to 3 hours)

- Review their work monthly, analyze site performance, and give corrective feedback to align future efforts with Rossmoor's goals.

Monthly package cost $550 (up to 10 hours)

Plan 2: Fully Managed by Kha Creation

6b-41

In this plan, we handle the complete SEO execution, covering all aspects from research to implementation.

Monthly Activities -

Keyword Strategy Development:
- Identify and refine a set of primary and secondary keywords related to "senior living Walnut Creek," "retirement communities in Northern California," etc.

On-Page Optimization: Optimize existing pages for selected keywords:
- Update titles, meta descriptions, and headings.
- Embed focused keywords naturally within content.

New Content Creation:
- Develop 1-2 blog articles/month on relevant topics, such as “Choosing a Senior Living Community in Walnut Creek” or “Top Activities for Retirees in the Bay Area.”
- Reorganize “News” and “Information” content into SEO-friendly, informative pages to address key queries related to Rossmoor’s offerings.

Technical SEO Check:
- Run a monthly audit for site speed, mobile-friendliness, and broken links.
- Update site map and ensure proper indexing by Google.

Backlink Strategy:
- Generate quality backlinks from industry-related sites and local directories to boost the site's authority.

Reporting & Analysis:
- Provide monthly reports on traffic growth, ranking improvements, and engagement metrics.

Monthly package cost $1250 (up to 20 hours)