

ClearlyRated Profile SEO Audit for Dunder Mifflin Paper Company

There are many important factors that impact whether your ClearlyRated profile page with stars appears high in a search engine results pages (Google, Bing, etc.). The goal is to have it appear alongside all of the other review sites and your own website on the first page. At ClearlyRated we take a lot of steps to ensure your profile on ClearlyRated has the best chance possible to appear high in a search result. However, there are many equally critical steps you must take to ensure this happens as well. The goal of this audit is to identify many of the most important ways you can impact how well your profile appears in a search result.

It is really important to note that neither of us can control what search engines like Google do. They have ultimate control over how items appear in a search result and what does or doesn't appear when certain things are searched. Sometimes they do things that make no sense or can't easily be explained unfortunately. However, we can give search engines signals about what we would ideally like them to do, which is what the recommendations in this audit are striving to do.

It is also important to note that this audit is not exhaustive and is primarily targeted at improving the placement of your ClearlyRated profile page in search results and is not a general SEO audit for your website. You should consult SEO experts in conjunction with this audit to get the best out of all parts of your digital strategy.

NOTE: this is a completely fictitious audit for a fake company that was the centerpoint of the TV show “The Office”. It is intended purely to give an example of what an audit typically looks like. However, each audit is unique to the company being audited and will vary from this sample.

Brand name consistency

One of the most important aspects of your localized SEO strategy is how your brand name is represented digitally. Even the smallest differences in how you present your brand name online can have significant impacts on how well your ClearlyRated profile appears in search, along with all of the other review and directory sites. It is critical that you use the exact same brand name across all sites starting with your own.

Audit results: we found significant inconsistencies with your brand name on your own website and other important places on the web. Your own website is generally the authority on your brand name. Based on what was found on your website your authoritative name is **Dunder Mifflin Paper Company**. We found cases where that name was not used in places that matter across the web. Those are identified in red below.

- **Your website domain:** dundermifflinpaper.com
- **Your website <title>:** Dunder Mifflin Paper Company
- **Your website meta description:** Dunder Mifflin Paper Company
- **Your website structured data encoding:** Dunder Mifflin Paper Company
- **Your website social sharing title:** Dunder Mifflin Paper Company
- **Your website alt text on primary header logo:** logo
- **Your website references in text to your brand:** Dunder Mifflin
- **ClearlyRated:** Dunder Mifflin
- **Facebook:** Dunder Mifflin Paper
- **Google My Business:** Dunder-Mifflin
- **Glassdoor:** Dunder Mifflin Paper
- **LinkedIn:** Dunder Mifflin Inc.
- **Twitter:** Dunder Mifflin Inc
- **Wikipedia:** Dunder Mifflin
- **Yelp:** Dunder Mifflin

Recommendation: update all of the above locations to use your authoritative brand name so there is complete consistency across the web.

Address consistency

First and foremost you don't want to send a prospect to your old business address. Additionally, search engines can utilize address information to inform their knowledge graph that is built about your company. A physical address is like a unique identifier that can tie a lot of different pages across the internet to each other. This works for your ClearlyRated profile as well, so it is important that you have correct address information on all locations of your company starting with your headquarters which is the most important one.

Audit results: several important places on the web do not have an address set. See red below for the identified places on the web.

- **Headquarters from home page:** 1725 Slough Ave Scranton, PA 18505-7427
- **ClearlyRated:** Set correctly
- **Facebook:** Not set
- **Google My Business:** Not set
- **LinkedIn:** Not set
- **Yelp:** Set correctly

Recommendation: update all important locations on the web with your correct address and phone number.

Links to your ClearlyRated profile page from your website

While we know a thing or two about SEO, our friends at Moz are the defacto experts on all things SEO and they have a wonderful guide on links and why they matter so much. We would not do it justice here so you should read the full guide, but if you don't have time to read it the bottom line is that link building has to be a central part of your SEO strategy. If you do have time you should check out the full guide here: <https://moz.com/beginners-guide-to-link-building>

(a) Links to headquarters profile page

Linking to your headquarters profile page from prominent places within your website is a very important signal to search engines that your ClearlyRated profile is truly about you and therefore should appear within a search for your brand. These links will have more impact on where your profile appears in a search result than any other link you make. For single location firms your headquarters profile page is your only profile page.

Audit results: [there were no links found to your headquarters profile page](#) within the typical places we would ideally see one. Our analysis is not exhaustive, but all of the red highlighted locations below are missing a link to your HQ profile page.

- **Homepage:** No links to HQ profile
- **Footer:** No links to HQ profile
- **Contact us form:** No links to HQ profile
- **About us page:** No links to HQ profile
- **Awards/recognitions page:** No specific awards page

Recommendation: add links to your HQ profile page on the identified pages above if possible. The text that is linked (within the anchor tag) matters far more than the text around it, so do not hesitate to adjust the sentence to match your voice and fit into your website. Ideally you want the linked text to include your brand name as it appears on your ClearlyRated profile, the ClearlyRated brand and the 'ratings' keyword.

Long version:

Discover what real clients have to say about working with

* Dunder Mifflin Paper Company by checking out our client ratings on ClearlyRated.*

Short version:

* See Dunder Mifflin Paper Company ratings on ClearlyRated*

(b) Links from location specific pages to matching location profile pages



For companies with more than one physical office location it is important to link to each location specific profile page on ClearlyRated from office location specific pages and/or an office location listing page. This provides another signal to search engines that there is a geographic relationship between your specific office locations and their corresponding profile pages on ClearlyRated. For companies with just a single office location this is not as important since the headquarters links already provide this signal to the search engines.

Audit results: No applicable.

Recommendation: nothing to do here.

(c) Press release links to headquarters profile page

When a current “Best Of” award press release is used the links within that press release should point back to the current ClearlyRated version of your headquarters profile page and use current ClearlyRated branding instead of Inavero. Non-current award press releases do not necessarily need to be updated, but there is some slight advantage to doing so.

Audit results: no press releases found.

Recommendation: nothing to do here.

Social media

Social media accounts are an important part of the knowledge graph that search engines create to relate different pieces of information to each other. These relationships that are created by linking back and forth between social media accounts and ClearlyRated profile pages sends signals to search engines to create those links in the knowledge graph.

(a) Links to your social media accounts from your ClearlyRated profile

Audit results: no social media links are setup on your profile.

- Facebook: Not set
- Glassdoor: Not set
- Google Location (Google My Business): Not set
- Instagram: Not set
- LinkedIn: Not set
- Twitter: Not set
- Yelp: Not set
- YouTube: Not set

Recommendation: within the Online Profile tab of the ClearlyRated dashboard (<https://dashboard.clearlyrated.com>) you should set all of the social media accounts that your brand is on even if they are not targeted.

(b) Links from your social media accounts to your ClearlyRated profile

Audit results: no links to your ClearlyRated headquarters profile page were found on your social media accounts.

- Facebook: No link to ClearlyRated profile found
- Glassdoor: No link to ClearlyRated profile found
- Instagram: No link to ClearlyRated profile found
- LinkedIn: No link to ClearlyRated profile found
- Twitter: No link to ClearlyRated profile found
- Yelp: No link to ClearlyRated profile found

Recommendation: where possible add a reference to your ClearlyRated profile page within the company description/information areas of the various platforms as it makes sense. Additionally, posting about your Best Of win with a link to your headquarters profile page is also helpful. The following template is a good starting place for the links back to your profile pages from social media.

Long version:



We are an award winning paper company. Discover more about our Best of Paper Companies award and what real clients have to say about working with Dunder Mifflin Paper Company by checking out our client ratings on ClearlyRated.

Short version:

* See Dunder Mifflin Paper Company client ratings on ClearlyRated*

Testimonials

As part of the survey process with ClearlyRated we collect client testimonials on your behalf. You then have the option to select which of those you want to appear on your ClearlyRated profile page. Testimonials are an important way to share with prospects real world experiences of your actual clients. Additionally, they have positive SEO value to your profile page as they provide fresh unique content that search engines are always looking for.

Audit results: many testimonials are currently approved to appear on your ClearlyRated profile page.

Recommendation: nothing to do here.

Areas of expertise selection

As a Best Of winner it is really important to also have selected accurate areas of expertise within the Online Profile tab of your ClearlyRated dashboard (<https://dashboard.clearlyrated.com>). We have thousands of search targeted pages on ClearlyRated that highlight our Best Of winners of a specific area of expertise.

Audit results: areas of expertise are correctly selected.

Recommendation: nothing to do here.