



DIGITAL AUDIT REPORT

JJB Tax & Financial Services

Abstract

This document contains the details of a digital audit of JJB Tax & Financial Services' website. It contains a detailed content strategy plan, a content audit, and a SEO audit.

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ENG 667: Content Strategy

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Josh Bennett
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Dear Mr. Bennett:

Thank you for allowing me to evaluate your website. I hope that the evaluations and recommendations that I have presented in this report help you in the process of improving your web presence. This digital audit contains a content strategy plan (a plan for content creation to reach your communication goals), a content audit (an evaluation of your current content and recommendations for improvement), and a Search Engine Optimization (SEO) audit (an evaluation of your current SEO practices and recommendations for improvement).

Content Strategy Plan

To achieve JJB Tax & Financial Services' communication goals, you will need to update and improve your current content and increase your frequency of content creation. To accomplish this, I am recommending:

- **Create a monthly blog on your website.** Blogs can help increase the traffic to your website and gives your audience more reason to interact with your website on a more frequent basis.
- **Post to your current social media channels weekly.** Social media posts give you the opportunity to reach a large audience, take a relatively short amount of time to create, and can be created from existing content.

Content Audit

Through the content audit that I conducted, I found that your current content is in good shape but, it could be improved and you have a lot of areas to add valuable content. My primary recommendation would be to **correct issues with your current content to increase the readability of your website.** These corrections include fixing contrast issues and correcting grammar. My additional recommendation would be to **increase content on your website.** Your website could be enhanced by adding relevant imagery and educational content.

SEO Audit

JJB Tax & Financial Services' website lacks code-based SEO strategy (metadata and keywords) that could improve your website's searchability. The following recommendations should be implemented in the code of your website

- Update Meta titles to be meaningful and relevant
- Update Meta descriptions to reflect the page contents
- Add meaningful, relevant, and specific keywords to each page

If you have any questions or would like assistance implementing any of the changes in this report, please feel free to contact me. Thank you again for working with me!

Sincerely,
Breayona Bennett

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Content Strategy Plan

Overview

JJB Tax & Financial Services is a tax and accounting business that provides tax and accounting services virtually to individuals, athletes, and small businesses. JJB Tax & Financial services currently utilizes a website to communicate information to their audiences. They also have a Facebook page and a Twitter account that are not utilized.

This content strategy plan will outline the communication goals of JJB Tax & Financial Services, summarize their target audiences, model recommended communication channels, and provide tasks to work toward communication goals. This plan should be a guide that can be used by the owner of JJB Tax & Financial Services to help increase and improve the web presence and brand awareness of his business. This plan will focus on creating new content. For information on improving existing content, refer to the **CONTENT AUDIT** and **SEO AUDIT**.

Goals

JJB Tax & Financial Services strives to be a tax and accounting company that is not only professional, timely, and accurate but also, fun, laidback, and straightforward. They would like to communicate to their clients that JJB Tax & Financial Services can be trusted with their business, is always open to assist, and gives straightforward and honest advice.

To achieve this goal, JJB Tax & Financial Services will need to update and improve their current content and increase their frequency of content creation. Improved content quality and more frequent communication should help increase website views and audience reach, which could in turn increase clients and client retention.

Audiences

JJB Tax & Financial Services has three main audience groups: individuals, athletes, and small business owners. JJB Tax & Financial Services provides different services for each of these different audiences. Each audience has different needs and will find different content helpful and appealing. It is important to understand your audience and create content based on their needs rather than creating content based on what you assume are the needs of your audience.

The following sections will provide example personas for each audience group. These personas are not meant to be representative of your entire audience. Using personas can help you understand what kinds of content your audience might enjoy or what kinds of content might be helpful to them.

Individuals



Luna Torres

Age: 28

Marital Status: Single

Occupation: Retail Store Manager

“Seeking accountant for yearly income tax filing only”

Bio: Luna is a retail store manager and a single mother. She is busy with work and taking care of her one year old. She needs an accountant who she can trust to complete her yearly income tax filing so she doesn't have to.

Tech Know-how: Tech savvy, casual social media user, uses phone more than desktop



Bertie and George Fields

Age: 54 and 56

Marital Status: Married

Occupation: Insurance Agent and Mechanic

“Looking for accountant to help with tax filing and budgeting advice”

Bio: Bertie and George have been doing their own taxes for years but, are looking to have someone do it for them as they are closing in on retirement. They are newly empty nesters and want to figure out their budget now that it doesn't include their children.

Tech Know-how: Basic computer usage, shared Facebook account, use desktop primarily

Athletes



Ted Forrest

Age: 35

Marital Status: Single

Occupation: Golf Pro

“Needs accountant to handle taxes, book keeping, and budgeting”

Bio: Ted teaches golf at a local country club. He also does some touring. He has a jam-packed schedule and needs someone who can work around his schedule.

Tech Know-how: Tech savvy, avid social media user, uses mobile almost exclusively

Small Businesses



Kevin Smith

Age: 40

Marital Status: Married

Occupation: Owner of a small brewing company

“Seeking someone to handle book keeping and Accounts Payable/Accounts Receivable”

Bio: Kevin has a successful small brewing company that sells to local bars and liquor stores. His employees have doubled in the last few months and he needs someone to take over his accounting duties so he can focus on other business tasks.

Tech Know-how: Average technology knowledge, only uses social media for business, uses mobile and desktop evenly

Content Models

The following sections will present models and advice on the two channels that I am recommending—a website blog and social media. There are a lot of different channels that I could recommend, however; considering that this content strategy plan will be maintained by one person and considering the current channels that JJB Tax & Financial Services utilizes, I believe that these channels would be most effective and manageable.

Website Blog

A website blog is a great way to add relevant content to your website. Blogs can help increase the traffic to your website and gives your audience more reason to interact with your website on a more frequent basis. Blogs can also help establish the ethos of your business and can be a place to further communication objectives. Blog posts could be about the history of your business, tips on preparing for tax season, or an update on recent tax and accounting related news. It could be anything that is relevant to your business that your audience would enjoy or find helpful.

Each blog post should include:

Title: Something catchy and relevant

Intro: Paragraph that explains the relevance of the post

Body: Should include a relevant image and between 300-1000 words

Conclusion: Call to action related to your business

Social Media

Social media posts give you the opportunity to reach a large audience, take a relatively short amount of time to create, and can be created from existing content. Additionally, you can create one post and post it on multiple different social media sites. To make posting on several sites easier, you can use a social media management site such as Hootsuite to post from one place.

Most social media sites, including Twitter and Facebook, which you already have, allow you to schedule posts. Scheduling posts allows you to create a post anytime and then have it posted at a more optimal time of day. Content posted in the morning, around lunch time, and early evening on weekdays tends to get the most views. I would recommend experimenting with different times of day to see what yields the best results.

Social media can be a great way to engage with your audience but, don't make it all about selling your business. Vary your post topics to keep things interesting and so your audience doesn't feel like you just want their money. You could share fun facts about your business, share educational content, share relevant news or current events, or tips and tricks. Here are some additional guidelines for posting to JJB Tax & Financial Services' existing social media channels.

Facebook Guidelines

- Keep it positive, if possible avoid controversial topics
- Keep it brief
- Include an engagement piece
 - This could be a link to more information or asking a question—something to get people to click on the post or leave a comment.
- Include a relevant image when possible (be sure the image is quality and not pixelated)

Twitter Guidelines

- Keep it brief
- Limit to 1-2 relevant hashtag
- Include an engagement piece
 - This could be a link to more information or asking a question—something to get people to click on the post or leave a comment.
- Include a relevant image when possible (be sure the image is quality and not pixelated)

To Do

It is important to not only create new and relevant content but also to maintain your existing content in order to remain relevant. I would recommend creating a monthly or quarterly editorial calendar to track what you plan to post and when you plan to post it. The following sections are recommended tasks for content creation and maintenance listed according to frequency. I have also included a sample quarterly editorial calendar.

Daily Tasks (Monday-Friday)

- Check recent posts and respond to comments
- Check direct messages and respond

Weekly Tasks

- Brainstorm post ideas
- Draft and edit social media post
- Create post and post to social media sites
- Or create and schedule post for social media sites

Monthly Tasks

- Brainstorm blog post
- Draft and edit blog post
- Post blog post to website
- Create social media post for blog post

If you chose to do a monthly editorial calendar

- Create monthly editorial calendar

Quarterly Tasks

- Review website pages and look for outdated information
- Update outdated information, if it is on a website page
- Archive old posts, if the information is no longer correct or relevant

If you chose to do a quarterly editorial calendar

- Create quarterly editorial calendar

Sample Editorial Calendar

Q3	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Review website content for outdated information	Post 1 – Advertising business services	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 2	Post monthly blog post	Post 2 – Blog post excerpt	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 3	Check and reply to post comments	Post 3 – Share an educational tax/accounting article	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 4	Check and reply to post comments	Post 4 – Sports-related post	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 5	Check and reply to post comments	Post 5 – Fun fact about business	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 6	Post monthly blog post	Post 6 – Blog post excerpt	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 7	Check and reply to post comments	Post 7 – Advertising business services	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 8	Check and reply to post comments	Post 8 – Share an educational tax/accounting article	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 9	Check and reply to post comments	Post 9 – Sports-related post	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 10	Post monthly blog post	Post 10 – Blog post excerpt	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 11	Check and reply to post comments	Post 11 – Fun fact about business	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 12	Check and reply to post comments	Post 12 – Post tax/accounting misconception	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments
Week 13	Check and reply to post comments	Post 13 – Share an educational tax/accounting article	Check and reply to post comments	Check and reply to post comments	Check and reply to post comments

Resources

The following are websites that could be helpful for content creation.

Social Media Management

Buffer: <https://buffer.com/>

Hootsuite: <https://www.hootsuite.com/>

Sprout Social: <https://sproutsocial.com/>

Stock Images

Freepik: <https://www.freepik.com/>

Pexels: <https://www.pexels.com/>

Pixabay: <https://pixabay.com/>

Unsplash: <https://unsplash.com/>

Content Audit

Overview

The purpose of the content audit that I conducted of JJB Tax & Financial Services' website was to evaluate the current site content for quality, to identify areas for improvement, and to identify areas for additional content. I found that the current content of your site is good and aligns well with your intended brand messaging goals. However, your site has issues with page navigation, visual design, readability, and grammar. These issues directly impact the way that people interact with and view your website.

My primary recommendation would be to correct issues with your current content to increase the readability of your website. These corrections include fixing contrast issues and correcting grammar. My additional recommendation would be to increase content on your website. Your website could be enhanced by adding relevant imagery and educational content. The following sections will further discuss my content audit findings and recommendations.

Findings

After conducting the content audit on JJB Tax & Financial Services' website, my findings fit into three issue categories: Navigation, Visual Design, and Content. The following sections will discuss each of these categories and provide some example quotes and images. This is a summary of my findings. Reference [APPENDIX A: CONTENT AUDIT NOTES](#) for more details, notes, and examples.

Navigation

Currently the top site navigation appears to be organized by type of client, which I found is consistent with other websites for tax businesses. The navigation also includes the Young Entrepreneurs Program, More (a dropdown that includes About, Contact, and Encryo), and Login. The More dropdown could potentially make it difficult to find those pages because the word more does not intuitively tell the audience what will be listed under it. The top navigation also has visual contrast issues. It could be difficult for some people to read the white text on the light grey background (it should be noted that once you scroll the navigation becomes white text on a black background).



Figure 1 Navigation on Grey Background

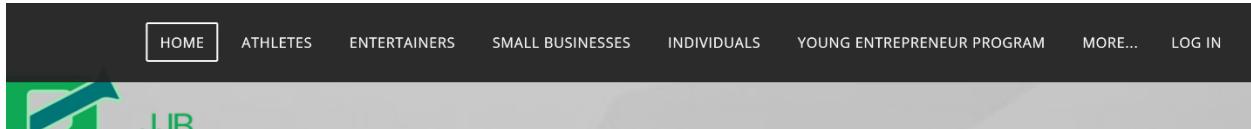


Figure 2 Navigation on Black Background

The bottom navigation of your site does not match your site branding and the links all link to the home page rather than the correct pages.

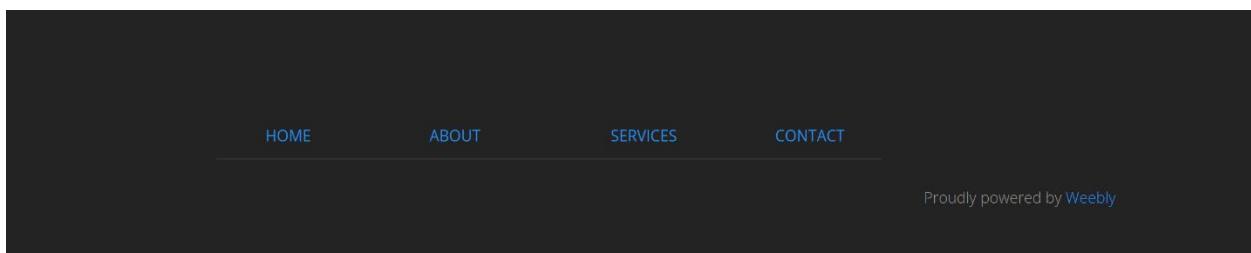


Figure 3 Bottom of the Page Navigation

Visual Design

From a visual design standpoint, there are quite a few issues that I found. As I mentioned before in the Navigation section, your website has some issues with contrast. In a few places on your site, a light blue green color is used from headings. This color clashes with the grey background and causes a visual vibration, which makes the text hard to read.



Figure 4 Example of Contrast Issue

There is another issue with readability on your site. The level one headings are in all caps and, because of the letter spacing of the font you using, it is hard to read. The lack of proper spacing makes it difficult to discern where one word ends and another begins.



Figure 5 Example of Heading Issue

The final issue has to do with visual hierarchy and consistency. Your website lacks a consistent visual hierarchy from page to page. Some pages use bold headlines and others do not.

Business Advising

We use a proactive business advising strategy working with our clients. We take things a step further than the simple data-entry and form filing services offered by most other firms by not only processing the numbers, but also telling our clients exactly what those numbers mean and give advice on how they can be used to improve the business. Ultimately, as our clients' business adviser, we provide clients with the information, analysis, and advice they need so they can achieve all of their short and long-term goals in the business.

Figure 6 Heading on Small Business Page

Tax Services

- Filing of all federal, state, and local taxes
- Implementation of tax planning strategies to keep tax burden at a minimum
- Assistance with choosing a residence (establishing domicile) to reduce state taxes

Figure 7 Heading on Athletes Page

The font size of the body text also differs from page to page. There are also places where the space between paragraphs or space between headings and paragraphs is inconsistent.

Tax Services

- Completely electronic filing of all federal, state, and local tax returns and forms
- Calculation and filing of estimated tax payments
- Tax planning strategies

Accounting and Financial Services

- Bookkeeping
- Accounts Payable/Accounts Receivable

Figure 8 Example of Inconsistent Spacing

Content

As a whole, the text content of your website matches the friendly and laidback but, professional and helpful attitude that we discussed as your intended communication goal for JJB Tax & Financial Services. Your term "Financial Teammate" fits with your desire to be a partner with your clients.

However, throughout your site there are grammar issues. Not all of the issues detract from your intended meaning but, they do detract from your desire for professionalism. For example on the Home page it states "We are an every-day resource to our clients and take a hands-on approach to making sure all of our clients can achieve their short and long-term financial goals." The meaning

gets across properly, however; it should say everyday rather than every-day. Another example of a grammar issue on the Home page is under Professional Athletes. It says, “We assist athletes and their families maximize their wealth while they focus on what matters most: Winning Championships.”

The bulk of your site is text about the services you offer and there is only one image (which is outdated and contains your old logo), excluding your company logo, on the entire site. This isn’t necessarily bad but, it does mean you have lots of area to add additional quality content.

Take-Away

Overall your website content has really good bones and a lot of potential. I have a few recommendations that could help you address some of my findings. My number one recommendation that would improve your current content would be to fix issues related to readability.

- **Change the font colors or the background color to enhance the contrast.** You could try switching the blue green headings to the dark blue that is in your logo.
- **Correct the grammar issues throughout your site.** I would recommend reading the text out loud to catch text that does make sense. You could have a friend or colleague read over and edit the text. Additionally, you could input the text into Grammarly (a free grammar checking site) to see what it picks up, though I would use this with caution because the free version won’t always tell you how to fix the issues but, it is more accurate than Microsoft Word’s Spelling and Grammar Checker. This may not fix all of the issues but, should help fix the most significant ones that deter from meaning and professionalism.
- **Correct formatting inconsistencies.** Having a consistent visual hierarchy can help guide your reader through your site and helps when scanning the page for information.

My last recommendation would be to consider adding more content to your website. This would give your audience more reason to engage with your website more often than for services information.

- **Try adding relevant images to your site.** There are a lot of free stock image site out there that can be used for this purpose.
- **Try adding educational content.** In our meeting, you mentioned wanting to create a podcast to help educate small businesses on tax and financial topics. You could integrate this content on your website and social media pages by posting snippets on social media, creating summary blog posts on your website, posting links to that blog post on social media, and/or posting your podcasts to your website.

SEO Audit

Overview

The purpose of the SEO (Search Engine Optimization) audit that I conducted for JJB Tax & Financial Services’ website was to evaluate their current SEO strategies, to recommend potential keywords, and to recommend steps to improve SEO strategy. Through my audit I discovered that your website does not currently have consistent usage of metadata or keywords.

Metadata and keywords are used by search engines to evaluate a website’s relevance. This is important because relevance is part of what search engines use to decide what to show in search engine results. Meta descriptions are sometimes displayed by search engines as a part of the

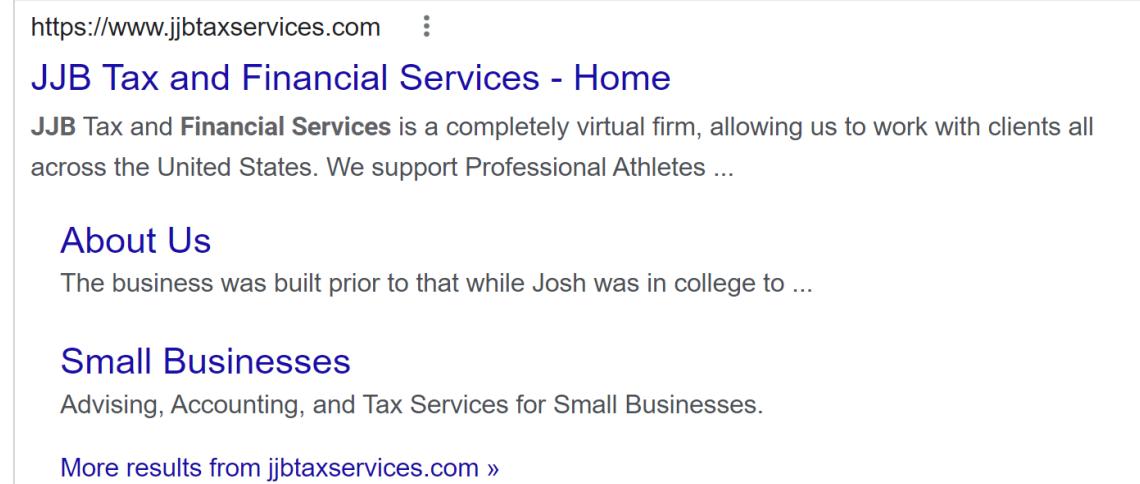
search results. This information can help search engine users decide if a search result is relevant to them. Because of the importance of metadata and keywords and the current state of JJB Tax & Financial Services' website, my primary recommendation is to update the Meta titles, update the Meta descriptions, and add relevant keywords to all of the pages on your site. The following sections will report my findings and explain my recommendations further.

Findings

After completing the content audit of JJB Tax & Financial Services' website, I conducted an SEO audit and keyword research. In this section, I will discuss my findings regarding current search engine results, current metadata, and keyword research.

Search Engine Results

I did a search for JJB Tax & Financial Services by name on Google, Yahoo, and Bing, in an incognito window, to see how JJB Tax & Financial Services appears in search results (note that search engine results pages can differ due to factors such as location and previous searches). As I stated before, metadata can affect what information appears under the website address—the lack of metadata can also affect this. For example, on the Google results page (See **FIGURE 9**), the Meta description for the Small Businesses page is displayed but, the About page does not have a Meta description so, it shows part of the page's text.



https://www.jjbtaxservices.com

JJB Tax and Financial Services - Home

JJB Tax and Financial Services is a completely virtual firm, allowing us to work with clients all across the United States. We support Professional Athletes ...

About Us

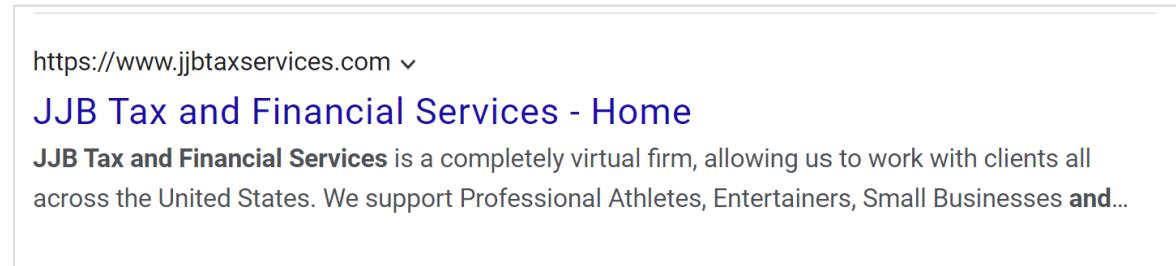
The business was built prior to that while Josh was in college to ...

Small Businesses

Advising, Accounting, and Tax Services for Small Businesses.

[More results from jjbtaxservices.com »](#)

Figure 9 Google Search Engine Results



https://www.jjbtaxservices.com

JJB Tax and Financial Services - Home

JJB Tax and Financial Services is a completely virtual firm, allowing us to work with clients all across the United States. We support Professional Athletes, Entertainers, Small Businesses and...

Figure 10 Yahoo Search Engine Results

JJB Tax and Financial Services - Home

<https://www.jjbtaxservices.com> ▾

JJB Tax and Financial Services is a completely virtual firm, allowing us to work with clients all across the United States. We support Professional Athletes, Entertainers, Small Businesses and...

Athletes

Services for Professional Athletes Our athletes are focused on improving their ...

Entertainers

Tax Services - Filing of all federal, state, and local taxes ... - Financial statement ...

Small Businesses

Tax Services - Completely electronic filing of all federal, state, and local tax returns ...

See more ▾

Individuals

Services for Individuals No two individual situations are the same when it comes to ...

Young Entrepreneur Program

Josh at JJB Tax and Financial Services is looking to take one student or young ...

About

JJB Tax and Financial Services was "officially" started in 2015 by Josh ...

Figure 11 Bing Search Engine Results

Metadata

Currently your website lacks quality, meaningful metadata. Most of the Meta descriptions for your website are the company name rather than information about the page contents (See **FIGURE 12**). Most of the pages also lack keywords. The Athletes page does contain keywords but, most of them are very broad—tax, accounting, athletes (See **FIGURE 13**). Broad keywords have large search volumes, which means there is a lot of competition. A better choice would be more specific keywords with lower search volumes.

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <title>Entertainer Services - JJB Tax and Financial Services</title><meta property="og:site_name" content="JJB Tax and Financial Services" />
    <meta property="og:title" content="Entertainer Services" />
    <meta property="og:description" content="JJB Tax and Financial Services" />
    <meta property="og:image" content="https://www.jjbtaxservices.com/uploads/1/1/5/8/115866699/jjbt-fslogotransparent.png" />
    <meta property="og:url" content="https://www.jjbtaxservices.com/entertainers.html" />

    <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
    <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
```

Figure 12 Metadata from Entertainers Page

```

<!DOCTYPE html>
<html lang="en">
  <head>
    <title>Athlete Services - JJB Tax and Financial Services</title><meta property="og:site_name" content="JJB Tax and Financial Services" />
    <meta property="og:title" content="Athlete Services" />
    <meta property="og:description" content="Accounting and Tax Services for Professional Athletes" />
    <meta property="og:image" content="https://www.jjbtaxservices.com/uploads/1/1/5/8/115866699/jjbt-fslogotransparent.png" />
    <meta property="og:url" content="https://www.jjbtaxservices.com/athletes.html" />

    <meta name="description" content="Accounting and Tax Services for Professional Athletes" />
    <meta name="keywords" content="accounting, tax, athletes, professional athletes, taxation, accountant, tax accountant, sports accountant" />
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
    <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
  </head>

```

Figure 13 Metadata from Athletes Page

FIGURE 14 is the Meta description and keywords from the Home page of Valley Accounting & Tax. This is a good example of what metadata could look like for a tax business.

```

<meta name="description" content="Valley Accounting & Tax is a full service tax, accounting and business consulting firm located in Apple Valley, MN."/>
<meta name="keywords" content="QuickBooks, QuickBooks Consultant, Certified QuickBooks Consultant, CPA, Accountant, Tax, Tax Preparation, MN, Minnesota, Apple Valley, Computer consultant"/>

```

Figure 14 Example Metadata from Valley Accounting & Tax's Home Page

Keyword Research

In general, tax-related keywords showed up as having low search volumes when I searched them on SEO Book's Keyword Tool. I also found that a lot of tax-related terms peak between January and April, which is to be expected because of tax season.

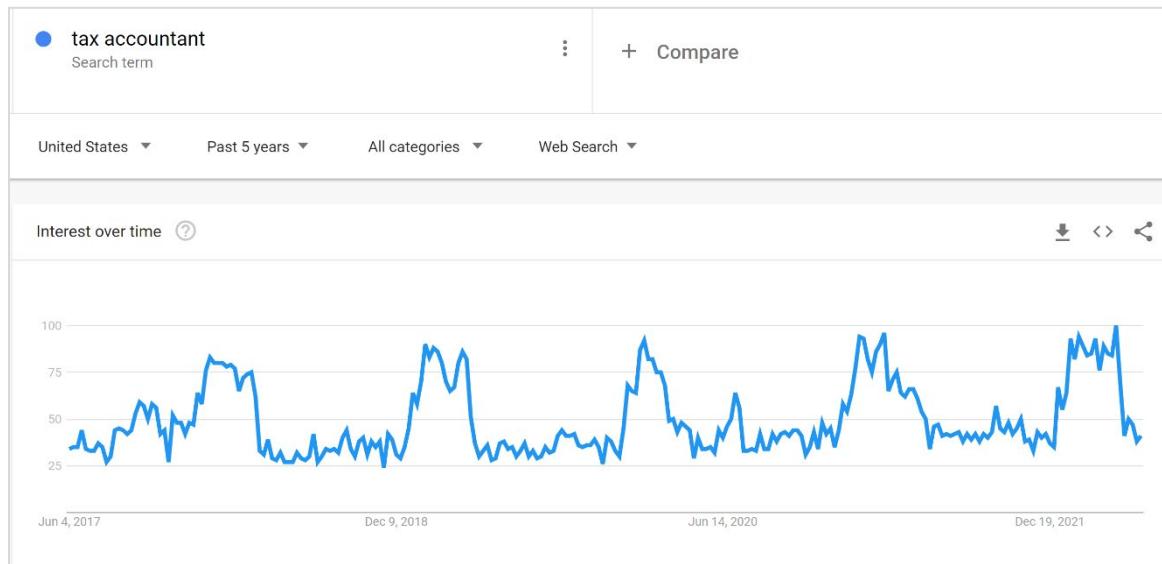


Figure 15 Google Trends data for the term Tax Accountant over the last 5 years

I came up with 17 keywords through my research (see **TABLE 1 KEYWORDS TABLE**). These keywords were chosen based on current site contents, business offerings, and the results from SEO Book's Keyword Tool. I chose 2-5 keywords per page (Home, Athletes, Entertainers, Small Businesses, Individuals, and Young Entrepreneur Program). From there I chose one keyword for each page (colored blue in **TABLE 1 KEYWORDS TABLE**) to use for my SEO Audit. There are some additional notes that can be found in **APPENDIX B: SEO AUDIT NOTES**.

Home	<ul style="list-style-type: none"> • tax and financial services • accounting and financial services 	Small Businesses	<ul style="list-style-type: none"> • small business online accounting • accounts receivable services • accounts payable services
Athletes	<ul style="list-style-type: none"> • financial planning and forecasting • personal financial management 	Individuals	<ul style="list-style-type: none"> • personal tax accountant • tax filing accountant • tax filing assistance • personal tax filing • individual tax filing
Entertainers	<ul style="list-style-type: none"> • book keeping services • tax planning 	Young Entrepreneurs Program	<ul style="list-style-type: none"> • young entrepreneurs program • young entrepreneur program • programs for entrepreneurs

Table 1 Keywords Table

Take-Away

Although website content also matters for SEO, my primary recommendation is to focus on metadata and keywords. Your current website content is good—and will be better if content audit recommendations are implemented—but, JJB Tax & Financial Services' website lacks code-based SEO strategy (metadata and keywords). The following recommendations should be implemented in the code of your website

- Update Meta titles to be meaningful and relevant
- Update Meta descriptions to reflect the page contents
- Add meaningful, relevant, and specific keywords to each page

I believe, in your situation, it is important to fix the issues behind-the-scenes first. These seemingly small details could have a large impact on your websites searchability

Appendix

Appendix A: Content Audit Notes

Link	Visual design notes	Typography notes	Content notes	Interaction design notes
https://www.jjbtaxservices.com/	<p>There is only one image on the entire site. That image contains the old logo. Although the image shows community involvement, it lacks relevance and is outdated.</p> <p>The visual hierarchy is inconsistent throughout the website. Some headings are bolded and some off the same level are not (specifically the headings on the Small Businesses page are bold).</p> <p>Color contrast issues particularly on the Individuals page, the use of light blue on grey creates a visual blur. The white font in the page navigation has low visual contrast on the grey background.</p> <p>The price table on the Individuals page is not formatted in a way that visually makes it clear that it is a table of prices.</p> <p>Inconsistent spacing between headers and paragraphs, also between some paragraphs (See Young Entrepreneur Program page).</p> <p>Bottom of the page navigation does not match the branding of the rest of the website.</p>	<p>Inconsistent visual hierarchy, font sizes and weights which makes it hard to tell what is most important.</p> <p>Font sizes are too big when looking at site on mobile.</p> <p>One font is being used for the first level headings and another font is being used for the additional headings and the body copy.</p> <p>Body copy not consistent from page to page.</p> <p>The all caps headers are hard to read because of the letter spacing of the font.</p>	<p>There are grammar issues throughout the site, such as on the home page it says every-day instead of everyday.</p> <p>Text matches the friendly and laidback but, professional and helpful attitude that the owner expressed as the desired communication goal.</p> <p>Term "Financial Teammate" is suitably used and could be used more to drive brand message.</p> <p>The description of the Young Entrepreneur Program is confusing. Rewriting and/or reorganizing could help with clarity.</p> <p>Team bios enhance brand message but could use headshots, especially since the business is all "virtual."</p>	<p>Bottom of the page navigation links all connect to the home page</p> <p>Language on buttons on the home page is inconsistent (specifically the button for the About page says "Go To" which is inconsistent with the others).</p> <p>Descriptive blurbs next to the buttons are inviting and show service value, makes you want to click to find out more.</p> <p>Navigation makes clear the type of clients that the business focuses on, however; the "More..." dropdown may be a deterrent for finding some information particularly the contact page.</p>

Appendix A.1: Content Audit Examples

Link	Visual design notes	Typography notes	Content notes	Interaction design notes
Example Website: https://www.avaat.net/	Valley Accounting & Tax's Home page shows a good example of how to use bright colors but, also maintain good contrast for readability.		Valley Accounting & Tax's website uses humor throughout their website to give off a laidback vibe but they do it in a way that doesn't come off unprofessional. There is a good example on this page: https://www.avaat.net/biztaxprep.php	
Example Website: https://www.jakcpa.com/		Jak's website has good use of font color, size, and weight to create a visual hierarchy that guides the reader through the information. Here is a good example page: https://www.jakcpa.com/services/tax-consultant/business-tax/		Relevant links stand out and are placed within the text. Buttons are bold and have good contrast. Example: https://www.jakcpa.com/services/audit-and-assurance/

Appendix B: SEO Audit Notes

Link	Suggested focus keyword for this page (Best fit in red)	Page contains duplicate content (y/n)?	Duplicate content and duplicated from which page	Keyword used in the page title (y/n)?	Keyword used in the page content (y/n)?	Number of times keyword used in the page content	Keyword used in the page meta description (y/n)?	SEO Audit Notes
https://www.jbtaxservices.com/	tax and financial services, accounting and financial services	n	N/A	n	n	N/A	n	Keyword is used on other pages of the site. Alternate keyword is used because it is part of business name.
https://www.jbtaxservices.com/athletes.html	financial planning and forecasting, personal financial management	y	The Tax Services, Accounting and Financial Services, and Business Services sections are identical on the entertainers page	n	n	N/A	n	Keywords related to athletes and tax/accounting returned no data.
https://www.jbtaxservices.com/entertainers.html	book keeping services , tax planning	y	The Tax Services, Accounting and Financial Services, and Business Services sections are identical on the athletes page	n	n	N/A	n	Keywords related to entertainers and tax/accounting returned no data.
https://www.jbtaxservices.com/smallbiz.html	small business online accounting , accounts receivable services, accounts payable services	n	N/A	n	n	N/A	n	A form of the alternate keywords appear on the on page once each.

Link	Suggested focus keyword for this page (Best fit in red)	Page contains duplicate content (y/n)?	Duplicate content and duplicated from which page	Keyword used in the page title (y/n)?	Keyword used in the page content (y/n)?	Number of times keyword used in the page content	Keyword used in the page meta description (y/n)?	SEO Audit Notes
https://www.jjbtaxservices.com/individuals.html	personal tax accountant, tax filing accountant, tax filing assistance, personal tax filing , individual tax filing	n	N/A	n	n	N/A	n	Individual is used instead of personal throughout site. Research supported personal over individual.
https://www.jjbtaxservices.com/youngentrepreneurprgm.html	young entrepreneurs program , young entrepreneur program, programs for entrepreneurs	n	N/A	n	n	N/A	n	Singular form of entrepreneur is used on page. Data supported the plural over the singular form.