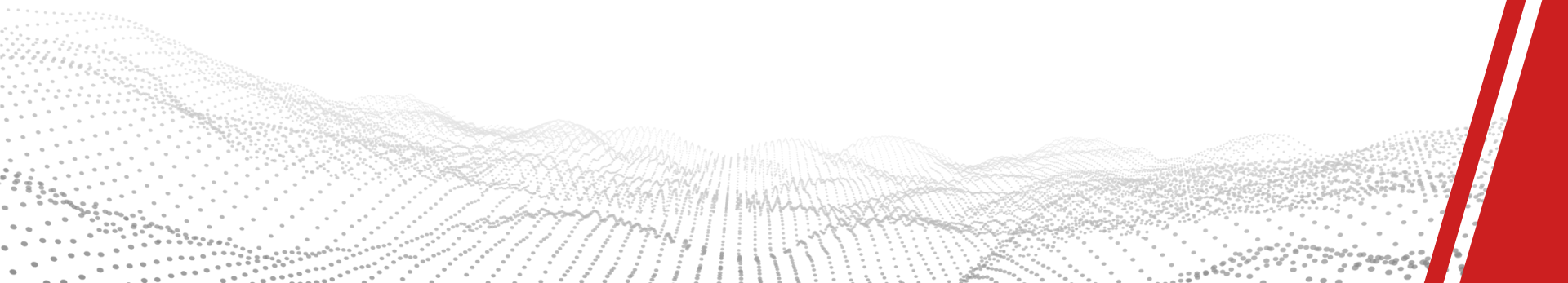




VERISK

# SEO Gap & Opportunity Analysis

March 2023





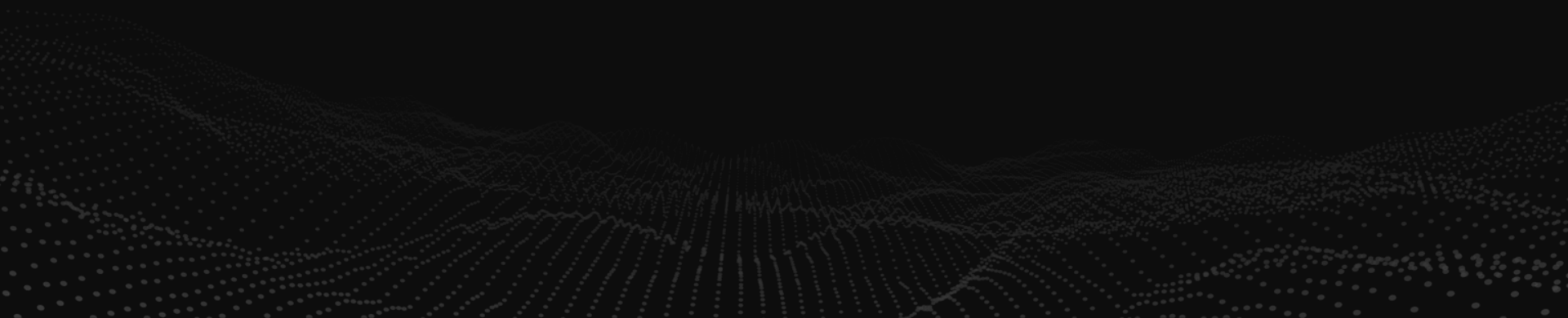
TECHNICAL SEO AUDIT

# Contents

- 1 / Website Analysis
- 2 / Executive Summary
- 3 / Technical SEO Fundamentals
- 4 / Specialized Areas of Focus
- 5 / On-Page Essentials
- 6 / Next Steps

TECHNICAL SEO AUDIT

# GAP & OPPORTUNITY ANALYSIS



# Gap & Opportunity Analysis Approach

The Gap & Opportunity Analysis evaluates the SEO health of your site to provide insight into what is required to improve your site's organic search traffic, as well as problem areas that need to be addressed either now or during the migration process, including a prioritized list of specific changes across the following key pillars:



## TECHNICAL SEO FUNDAMENTALS

Make it easier for search engines to understand your site and its content.

- URL Discovery
- Crawling
- Rendering
- Indexing



## SPECIALIZED AREAS OF FOCUS

Going a level deeper, what can be done to differentiate your site in terms of performance?

- Site and page speed, especially Core Web Vitals
- PageRank distribution
- Structured Data
- Use of images, video or audio



## ON-PAGE ESSENTIALS

What signals does your content provide for relevance at a basic level? Is it organized in a way that makes it easy to parse?

- Title tags and meta data
- Headings
- HTML Markup
- Image Attributes

# Executive Summary



Insurance ▾

By Market ▾

Company ▾

Verisk has checked the boxes for many SEO foundational elements, but some issues limit Verisk's ability to capture keyword market share, both now and in the future. Internal linking structure and navigation items currently hinder the site's organic visibility. There are some "quick win" items that could be resolved prior to the site migration, but the major elements will need to be addressed through the migration.




## We empower better tomorrows.

Verisk provides expert data-driven analytic insights that help business, people, and societies become stronger, more resilient, and sustainable.

[Learn More](#)



# Executive Summary

Topic	Recommendation	Area of Impact	Priority	Impact	Effort	Quick Win or Migration Win
 TECHNICAL SEO FUNDAMENTALS	Internal Content	Search Engine Indexation	5	High	High	Quick Win
	XML Sitemap	Search Engine Indexation & Crawl Budget	1	Medium	Low	Quick Win
	Robots.txt	Search Engine Indexation	2	Medium	Low	Migration Win
 SPECIALIZED AREAS OF FOCUS	Page Speed & Experience	User Experience	8	Medium	High	Migration Win
	Schema Markup	Content Authority & Expertise, Rich Search Results	7	Medium	High	Migration Win
 ON-PAGE ESSENTIALS	Metadata	Content Authority & Expertise	6	Medium	Low	Migration Win
	Internal Linking	Content Authority & Anchor Text	4	High	Medium	Migration Win



TECHNICAL SEO AUDIT

TECHNICAL SEO FUNDAMENTALS

# Internal Content Indexable?

## Issue

Internal items are being indexed by search engines. While the linked applications require a login to access, allowing these entry points to be indexed creates unnecessary risk.

<https://epm.verisk.com> › jira

### System Dashboard - Verisk Analytics

System Dashboard. Tools. View as wallboard. Atlassian Jira Project Management Software · About Jira · Report a problem.

## Solution

- Apply "noindex" tags to the existing indexed pages so the search engines see that command and take the pages out of the index.
- Next step would be to identify the location of the spiderable links then remove those links.

<https://epm.verisk.com> › jira › issues ⋮

### Issue Navigator - Verisk Analytics

```
{"searchers":{"groups":{"searchers":  
[{"name":"Project","id":"project","key":"issue.field.project","isShown":true,"lastViewed":166931535
```

# Internal Content Indexable?

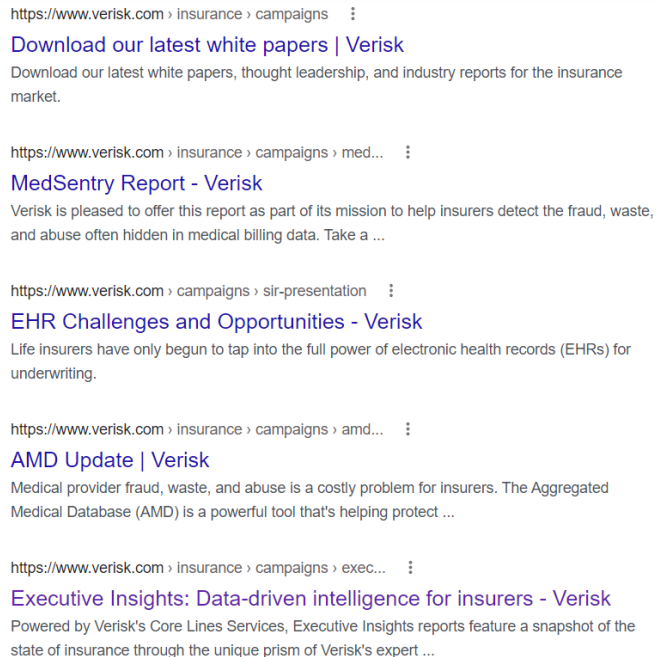
## Issue

Pages that appear to be supporting paid media campaigns are being indexed by Google.

This could blend channel data which would “muddy” overall reporting data for these particular campaigns.

## Solution

- Block the pages from indexation with meta command “noindex” on the pages that need to be blocked. This will tell Google to no longer index the pages and gives you control over what pages appear in the index.



The screenshot displays a list of search results from Verisk's website. Each result includes a breadcrumb trail, a title link, and a short description. The results are as follows:

- https://www.verisk.com › insurance › campaigns**  
[Download our latest white papers | Verisk](#)  
Download our latest white papers, thought leadership, and industry reports for the insurance market.
- https://www.verisk.com › insurance › campaigns › med...**  
[MedSentry Report - Verisk](#)  
Verisk is pleased to offer this report as part of its mission to help insurers detect the fraud, waste, and abuse often hidden in medical billing data. Take a ...
- https://www.verisk.com › campaigns › sir-presentation**  
[EHR Challenges and Opportunities - Verisk](#)  
Life insurers have only begun to tap into the full power of electronic health records (EHRs) for underwriting.
- https://www.verisk.com › insurance › campaigns › amd...**  
[AMD Update | Verisk](#)  
Medical provider fraud, waste, and abuse is a costly problem for insurers. The Aggregated Medical Database (AMD) is a powerful tool that's helping protect ...
- https://www.verisk.com › insurance › campaigns › exec...**  
[Executive Insights: Data-driven intelligence for insurers - Verisk](#)  
Powered by Verisk's Core Lines Services, Executive Insights reports feature a snapshot of the state of insurance through the unique prism of Verisk's expert ...

# Internal Content Indexable?

## Issue

Archived blog pages are still indexable by the engines.

Having these pages being visible can cause confusion, indexation bloat and a poor user experience.

## Solution

- Block the pages from indexation with meta command “noindex” on the pages the need to be blocked.
- Blog content can be updated at any point in time to still have a key role in SEO
- If there are particular articles that have more updated articles or content with similar topics, then you could provide a 301 redirect for those pages.

### Archived Press

Online replacement-cost estimator provides tools to help insurers combat underinsurance  
OREM, Utah, May 19, 2011 — Xactware's 360Value®, a web-based ...



verisk.com

<https://www.verisk.com> › archived ⋮

### Archived Press

BOSTON, Nov. 13, 2006 — The latest release of ISO HomeValue™, a leading residential replacement cost estimator, now allows personal lines insurers to assess ...



verisk.com

<https://www.verisk.com> › archived ⋮

### Archived Press

JERSEY CITY, NJ, Feb. 13, 2003 — U.S. property/casualty insurers are expected to pay an estimated \$5.8 billion in insured property-loss claims from ...



verisk.com

<https://www.verisk.com> › archived ⋮

### Archived Press

BOSTON, Oct. 24, 2011 – Catastrophe risk modeling firm AIR Worldwide (AIR) released an update to its terrorism model for the United States.

# Indexation Status

## Issue

- While the total number of pages indexed by Google matches our crawls, we did find some inconsistencies between the crawl and Google's index as well as some crawl errors.

## Solution

- If these are gated or campaign pdfs, there should be a “noindex, nofollow” on the pages and the robots.txt block should be removed.
- This will help ensure that conversion points for campaigns are kept to the channel that they are specified.

SEO Audit Item 1C-Robots Command



## Indexed, though blocked by robots.txt

This is a non-critical issue. Pages with these issues are indexed, but their search result appearance can be improved

Affected pages

52

<a href="https://www.verisk.com/siteassets/media/campaigns/gated/underwriting/us-hail-damage-insights.pdf">https://www.verisk.com/siteassets/media/campaigns/gated/underwriting/us-hail-damage-insights.pdf</a>	4 Mar 2023
<a href="https://www.verisk.com/siteassets/media/campaigns/gated/iso/pc-policy-forms-management.pdf">https://www.verisk.com/siteassets/media/campaigns/gated/iso/pc-policy-forms-management.pdf</a>	3 Mar 2023
<a href="https://www.verisk.com/siteassets/media/campaigns/gated/underwriting/2017-hail-the-hidden-risk.pdf">https://www.verisk.com/siteassets/media/campaigns/gated/underwriting/2017-hail-the-hidden-risk.pdf</a>	2 Mar 2023
<a href="https://www.verisk.com/siteassets/gated/blog-material/cms-cmps-time-extension-fed-register.official.pdf">https://www.verisk.com/siteassets/gated/blog-material/cms-cmps-time-extension-fed-register.official.pdf</a>	26 Feb 2023

# XML Sitemap

## Issue

There are several sitemaps within your Google Search Console that have errors or are old. While not a major issue, it can cause some confusion, unnecessary crawling and potential lack of trust in current sitemaps.

## Solution

- Clear any old sitemaps from the website as well as Google Search Console.
- Cleaning out old sitemaps within Search Console will ensure Google finds the correct pages and help Verisk limit any errors arising from sitemaps.

```
User-agent: *
Disallow: /branding/
Disallow: /verisk/blocks/
Disallow: /templateroot/
Disallow: /siteassets/media/campaigns/
Disallow: /siteassets/gated/
```

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/siteassets/iso-claimsearch/downloads/iso-non-fra-faqs.pdf	Unknown	1 Sept 2021		Couldn't fetch	0	0
/sitemap.en-US.xml	Sitemap	2 Apr 2021	1 Mar 2023	Success	6,268	0
/sitemap.xml	Sitemap Index	14 Dec 2020	26 Feb 2023	1 error	6,724	0
/sitemap.en-GB.xml	Sitemap	15 Jun 2020	2 Mar 2023	Success	293	0
/en-gb/sitemap.en-GB.xml	Unknown	15 Jun 2020		Couldn't fetch	0	0

# Robots.txt



## Issue

While the Robots.txt file does block some of the sub-paths that Verisk does not want to be crawled, it does not provide the location of the sitemap index.

## Solution

Creating a sitemap callout within the robots.txt file gives clear direction to the search engines where to find your sitemap. These text files are the first thing read on a website by bots.

**Example:** Sitemap: [https://www.verisk.com/sitemap\\_index.xml](https://www.verisk.com/sitemap_index.xml)

```
User-agent: *  
Disallow: /branding/  
Disallow: /verisk/blocks/  
Disallow: /templateroot/  
Disallow: /siteassets/media/campaigns/  
Disallow: /siteassets/gated/
```

# Href Lang Status

## Element Checked

Each country version of English does have Href Lang declarations. This will need to be carried over to the new site to preserve the good standing that the Verisk site has.

## Solution

- No immediate action is needed by the Verisk team. Perficient will write this into the requirements document and then work with appropriate teams to preserve this structure. If this is not preserved Google could mix the language pages for the searchers. Meaning that if a Canadian is searching for your services could see the UK version.

```
<html lang="en-ca" class=" default-theme ">
<head>
  <meta name="pageID" content="2467" />
  <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1" />
  <link href="/siteassets/icons/verisk_favicon_4.ico" rel="shortcut icon" t
  <meta name="viewport" content="width=device-width, initial-scale=1" />
<meta content="Verisk insurance solutions is a leading source of information abou
  <link rel="canonical" href="https://www.verisk.com/en-ca/insurance/" />
  <link href="https://www.verisk.com/en-gb/insurance/" hreflang="en-GB" rel
  <link rel="alternate" hreflang="en" href="https://www.verisk.com/insurance/"
```

# Canonical Status

## Element Checked

There are about 8,000 pages checked that canonical status of those pages are correct. Keeping these their current status would be beneficial for Verisk in the upcoming redesign.

```
meta content="The world's most effective and responsible data analy  
<link rel="canonical" href="https://www.verisk.com/" />
```

## Solution

- No immediate action is needed by the Verisk team. Keeping the correct canonicals will be a development requirement and is key to avoid creating confusing signals for the search engines, slowing the migration process and prolonging the dip in organic search traffic.



TECHNICAL SEO AUDIT

SPECIALIZED AREAS OF FOCUS

# Improve Page Load Speed & Performance

## Issue

A good percentage of both mobile and desktop URLs need to be improved when it comes to page speed and performance. The charts to the right show the bulk of desktop URLs experienced a step back in performance around February of this year.

## Solution

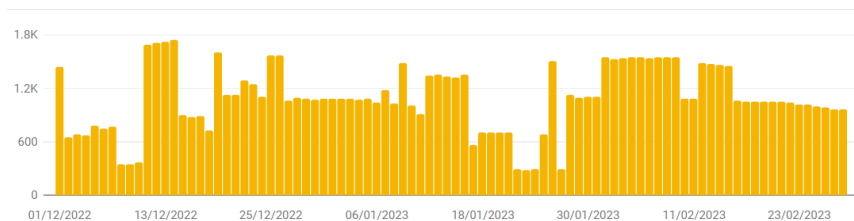
- Improve LCP, FCP, TTFB scores by delivering critical JS/CSS inline and deferring all non-critical JS/styles. Also consider reviewing and removing any unused JavaScript.
- Consider updating images to next gen format such as WebP and AVIF, which often provide better compression than PNG or JPEG.
- Improving how the website loads plays into both user experience and Google's Core Web Vitals. These elements are factors when indexing a website.

SEO Audit Item 4A

## Mobile Experience

Affected URLs

965



## Desktop Experience

Affected URLs

912



# Schema Markup

## Issue

- There are very few areas of Schema markup on the site. Schema markup is used on a few items like video and the logo, but important items like breadcrumbs and some contact information are not marked up.

## Solution

- Adding Schema allows for quick indexation of the most important items on a webpage and gives Verisk a better chance to get indexed for Google's SERP features like People Also Ask, FAQs etc.
- Schema markup also provide sound footing for "future proofing" Verisk.com
- Implementing Schema puts Verisk ahead of some of its competitors. Corelogic has schema implemented on its search box and breadcrumbs. LexusNexus does not have schema implemented

JOB FUNCTION

## Actuary - Personal

[Home](#) / [Insurance](#) / [Job Function](#) / [Actuary - Personal](#)

### Other Ways to Connect

We are available Monday through Friday, 7 a.m. – 8 p.m. US Eastern Time:



#### [Chat Now](#)

Note that password resets and user information are *not* available through Live Chat or Email. Instead, please call the main toll-free number below.



**Main Toll-Free:** [1-800-888-4476](tel:1-800-888-4476)



**Global Toll-Free:** International Access code, then 800 48977489  
*When calling from the UK, please dial 00 800 4897 7489*



TECHNICAL SEO AUDIT  
ON - PAGE ESSENTIALS

# Metadata



## Issue

Verisk can better optimize metadata on the website to help search engines better understand what the page is about to drive E.A.T. (Expertise, Authority, and Trust).

Meta-Descriptions:

- Missing meta-descriptions [2,200 – mostly are tag, author various pdf and media pages]
- Meta-descriptions too long [2,400]

## Solution

- Metadata can be optimized to target key topics to help drive better search visibility and website traffic. Also it plays a key role in click through rate within the organic results.
- Create unique, targeted, and optimized metadata for pages with duplicate and/or missing page title tags and meta-descriptions
- On the new website, top-level category pages, provider profiles, and all indexable content should have metadata created by hand.

**Verisk**  
<https://www.verisk.com> > covid-19 > iso-insights > coron...

### Coronavirus: Various Supply Chain Concerns Come Into ...

**Coronavirus: Various Supply Chain Concerns Come Into Focus.** February 18, 2020. **COVID-19 · Insights · ISO Coverage** and Actuarial · Legislative/Regulatory ...

No meta description

**Verisk**  
<https://www.verisk.com> > covid-19 > iso-insights

### COVID-19 Insights from Verisk Product Experts

Read the latest **insights** related to **COVID-19** and its impact on the **insurance** industry from the **ISO Emerging Issues** team.

With meta description

# Heading Structure

## Issue

While Verisk does have headings within the pages to promote good SEO content structure, some of the smaller heading elements <h2> and <h3> are being used for design elements.

## Solution

- Use sub-heading tags for important information that relates to the main H1 tag or the H2 tag if you're adding an H3. This will provide a clear structure for indexing by the search engines and is best practice for structuring your content.

```
<h2 class='headline' data-epi-property-name='Title'>Complementary solutions</h2>
  </div>
  <div class="row" >
<div class='col-12 col-md-6 col-lg-10 offset-lg-1 col-xl-6 offset-xl-0 d-flex '><a tar
  </div>
</section></div><div>
<section class="yinyang py-0 bg-white-bg-medium " id=contact>
  <div class="container">
    <div class="row">
      <div class="col-sm-12 col-md-6 bg-white ">
        <div class="content-area px-0 pb-5 px-md-0 pr-lg-5 pb-lg-6">
<h2 class='headline' data-epi-property-name='LeftTitle'>Contact Us to Learn More</h2>
```

# Page Titles



## Issue

There are several issues while most pages do have page titles there items that can be addressed. Some page titles are not properly optimized, some pages are missing titles and some pages are using duplicate titles.

Examples of unoptimized page titles:

360Value | Visualize | Verisk

## Solution

- Use the Copyright Symbol where needed in page titles (Example: 360Value® For Personal Property | Verisk )
- PDFs are good indexable assets to have. Apply page titles to give them the necessary foundation to achieve higher rankings.
- Optimize page titles to best represent the content on the page. Page Titles help search engines but also click through rates.
- Page Titles are the first signal to search engines when trying to index a page.

URL	Page Title
https://www.verisk.com/insurance/visualize/topics/verisk-insurtech/	Verisk InsurTech Reimagining the Future   Visualize   Verisk
https://www.verisk.com/siteassets/iix/downloads/driveradvisor-addendum.pdf	
https://www.verisk.com/siteassets/intl-uk/downloads/adr-comparison-piece.pdf	
https://www.verisk.com/siteassets/leadership/bios/elizabeth-mann.pdf	
https://www.verisk.com/siteassets/leadership/headshots/pat-mclaughlin-verisk-executive-headshots.zip	
https://www.verisk.com/siteassets/leadership/headshots/sunita-holzer-hires.jpg	
https://www.verisk.com/siteassets/media/downloads/covid/vermont-covid-19-filings-guidance-3.27.20.pdf	
https://www.verisk.com/siteassets/media/downloads/underwriting/small-commercial/lightspeed-small-commercial.pdf	
https://www.verisk.com/siteassets/media/downloads/verified-commercial-property-data-when-you-need-it.pdf	
https://www.verisk.com/siteassets/media/iix/downloads/west-virginia.pdf	
https://www.verisk.com/blog/author/peter-de-freitas/	Peter de Freitas   Blog   Verisk
https://www.verisk.com/blog/author/shawn-dougherty/	Shawn Dougherty   Blog   Verisk
https://www.verisk.com/blog/isos-enhanced-wind-rating-program-is-here/	ISOs Enhanced Wind Rating Program is here   Blog   Verisk
https://www.verisk.com/blog/raising-awareness-about-cyber-risk/	Raising Awareness about Cyber Risk   Blog   Verisk
https://www.verisk.com/blog/what-would-you-like-to-see-on-our-blog/	What Claims Topics Would You Like to See on Our Blog?   Blog   Verisk
https://www.verisk.com/en-gb/insurance/visualize/tags/360value/	360Value   Visualize   Verisk Analytics
https://www.verisk.com/insurance/capabilities/underwriting/personal-auto/innovation/	Innovation Solutions for Personal Auto Insurers   Verisk
https://www.verisk.com/insurance/covid-19/iso-insights/20-28-million-people-face-evictions-amid-covid-19-crisis/	20-28 Million People Face Evictions Amid COVID-19 Crisis   Verisk
https://www.verisk.com/insurance/visualize/author/rob-lewis/	Rob Lewis   Visualize   Verisk
https://www.verisk.com/insurance/visualize/author/tammy-viggato/	Tammy Viggato   Visualize   Verisk
https://www.verisk.com/siteassets/media/corporate-social-responsibility/csr-report-2015.pdf	
https://www.verisk.com/siteassets/media/images/visualize/images/emerging-issues-bracket-2017_final.png	

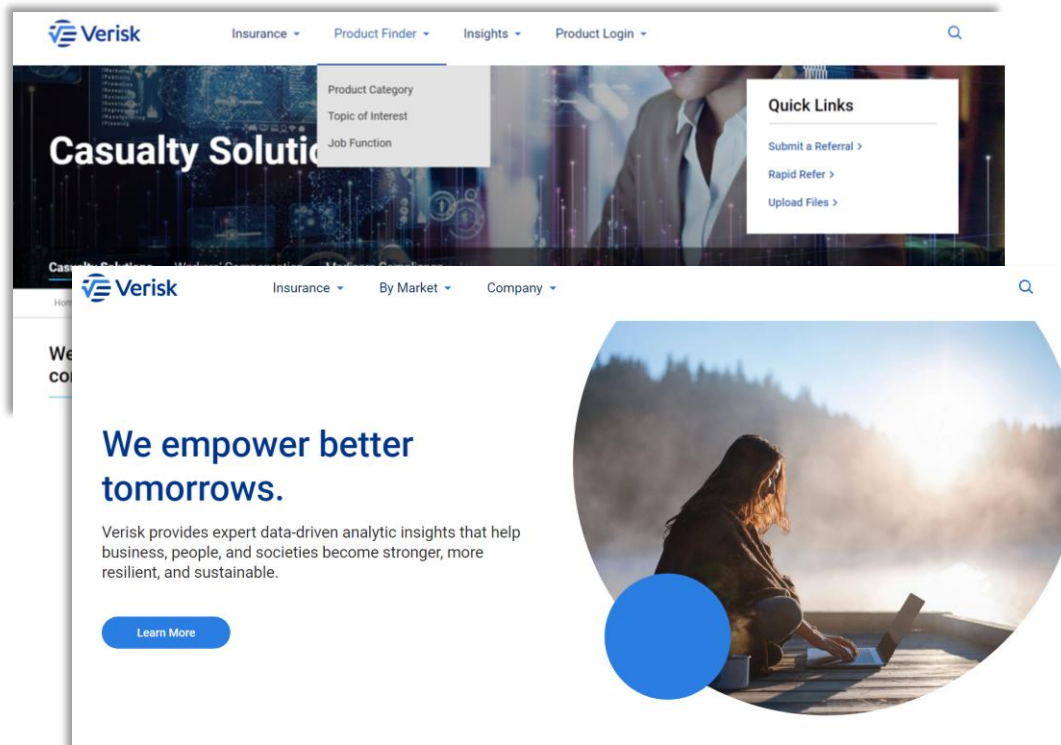
# Improve Internal Linking & Main Navigation ⚠️

## Issue

The existing product navigation currently contains a small number of links to internal pages, which makes it difficult for crawlers to find and rank the websites content. Additionally, the amount internal links with descriptive anchor text to content pages is low.

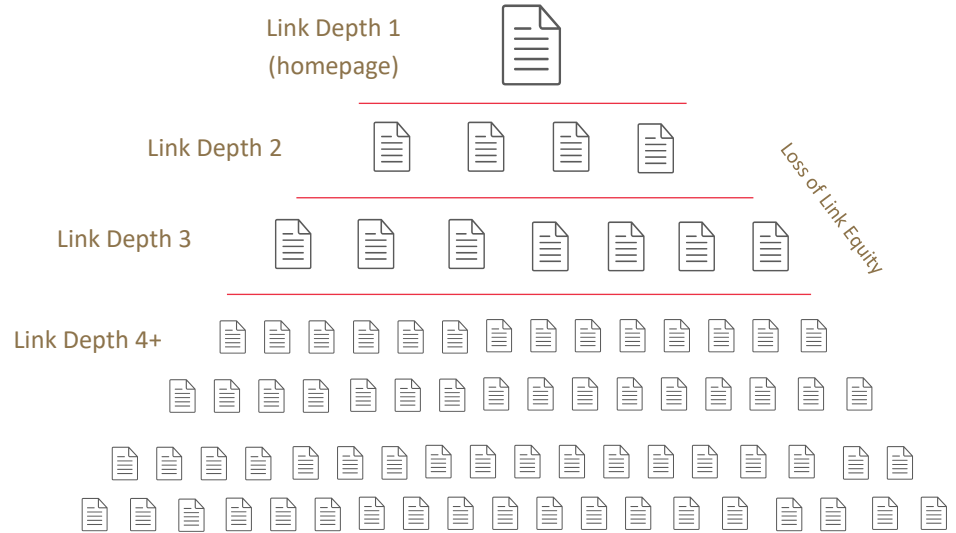
## Solution

- Improve main navigation linking functionality to include dropdown links when hovering over the primary categories
- Don't augment the navigation as a user navigates to deeper pages. This causes confusion for both the users and the search engines.



# PageRank Fundamentals

- PageRank is an algorithm used by Google Search to rank web pages in their search engine results. Internal linking structure of a website helps to determine this algorithm based on number of pages, internal linking of those pages, breadcrumbs and other factors.
- Perficient has a proprietary tool that assess each URL's PageRank.



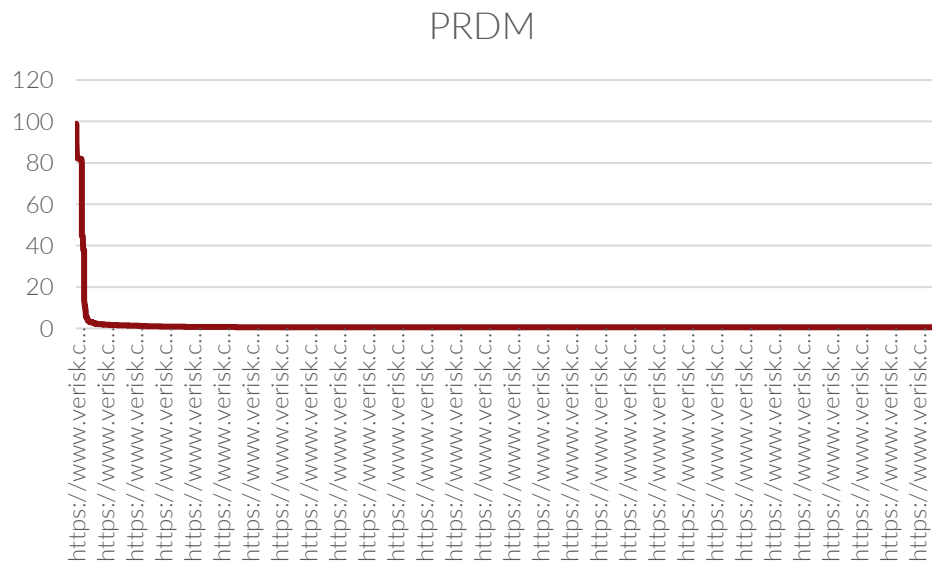
# PageRank Data Model

## Issue

The internal linking structure within the Verisk is sporadic and doesn't consistently help pass equity to interior pages. Many of this is caused by changes in breadcrumbs on interior pages as well as separating product interior pages into different sub-paths..

## Solution

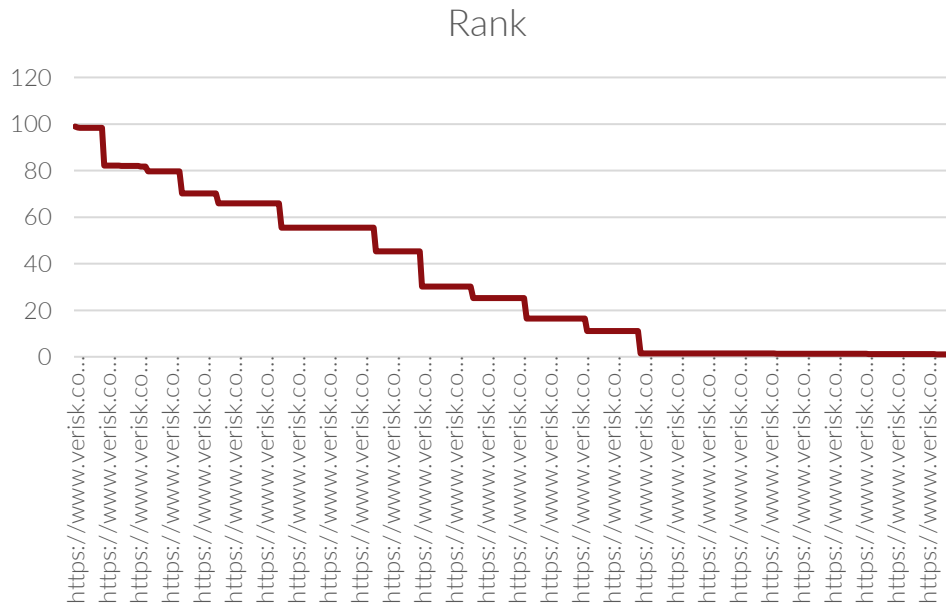
- Internal link should follow a path of more broader awareness pages to deeper more consideration/decision based pages.
- Internal Linking structure should also help the user gain information by linking to appropriate pages.
- Linking helps establish a relationship between like pages and other domains. Seeing the strength of this relationship helps search engines rank pages.



# PageRank Data Model

## Benchmark

The PageRank Data Model should be a gradual step down as it gets to interior pages. This represents an equally distributed interior linking equity through the pages within Verisk.



# Linking Errors

## Issue

Several pages link to URLs that serve 300-type redirects, or 400 and 500-type errors. This provides a poor user experience and wastes the site's crawl budget that could be better spent on critical pages.

## Solution

- Update internal links to point to final targets of redirects.
- Remove or update links currently pointing to URLs serving 400 or 500-type server errors.
- On the new website, all links should point to only pages serving a 200 status code.
- All these will help create a clear and concise path for the search engines to find the pages they need as well as create a good user experience.

**404 Errors**

**Other 400 Errors (not 404)**

**500 Errors**

## Item Count %

79 0.95%

198 2.39%

107 1.29%

TECHNICAL SEO AUDIT

# OPPORTUNITY FOR VERISK

# Organic Competitors

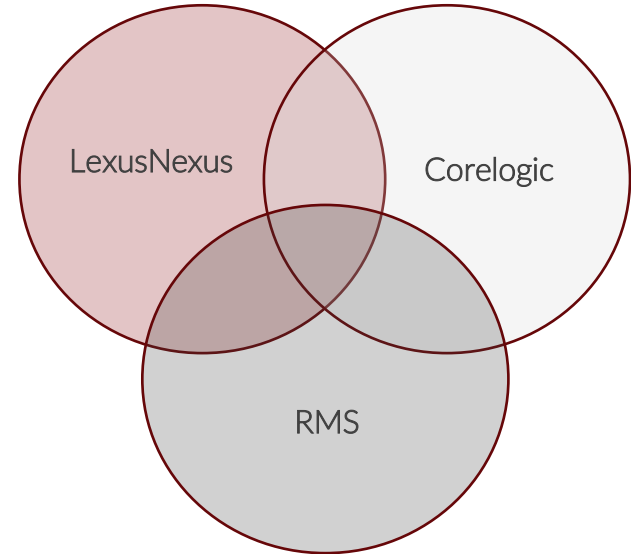
## Issue

There are 217 terms related to analytics, data and risk management (help) that Verisk does not rank for but their labeled competitors do.

Many of the keyword opportunities exist within the data, analytics and risk verticals. Some of the terms identified are “risk management solutions”, “Insurance claims automation” and “lien data”.

## Solution

- Establishing sound best practices for SEO increases Verisk’s ability to gain market share and keyword visibility amongst its competitors.
- Verisk could see a dramatic increase in visibility by implementing key aspects of the content strategy, an improved internal linking structure and SEO best practices..



# Keyword Focus – Number of Terms

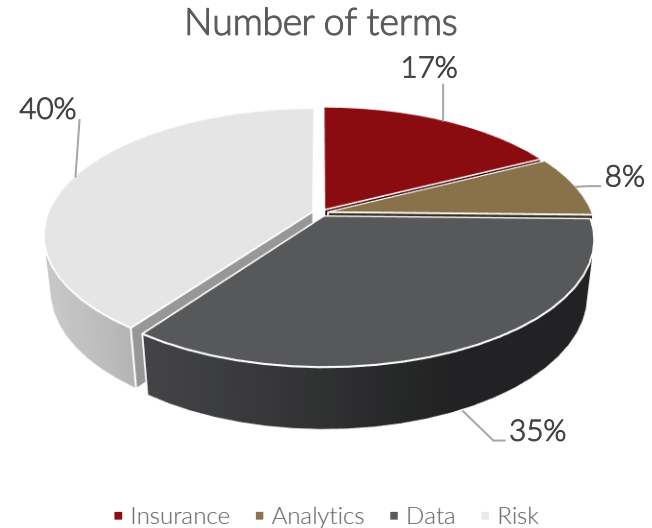
## Focus

Of the available terms, “Risk” and “Data” possess the largest number of terms.

Many of the pages associated with “Risk” and “Data” have a PageRank less than 1.0.

## Solution

- Planning the content and navigation structure with particular focus on both topics and opportunity targets will be key.
- Verisk can elevate the visibility of the product pages that involve the targets identified by Perficient’s teams through a cohesive internal, consistent linking strategy.

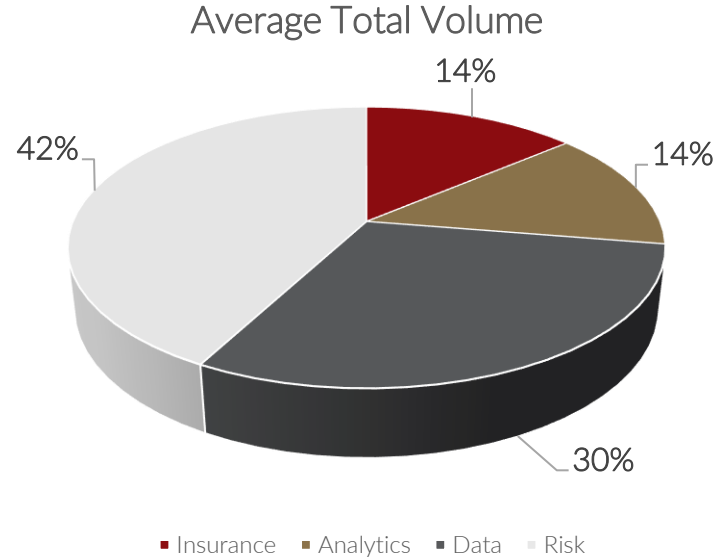


# Keyword Focus - Volume

## Focus

Relevant terms that competitors rank for but Verisk does not represent a total average volume of 23,000 searches per month.

While many of Verisk's products and services are detailed and unique, many of the terms may be appropriate "Awareness" terms to capture new users.



TECHNICAL SEO AUDIT

# NEXT STEPS



## TECHNICAL SEO AUDIT

# Next Steps

- Perficient team - Provide full spreadsheet, supporting data, and presentation files
- Verisk team - Provide feedback on SEO Gap & Opportunity Analysis
- Perficient team - Translate Gap & Opportunity Analysis findings into requirements for site build.

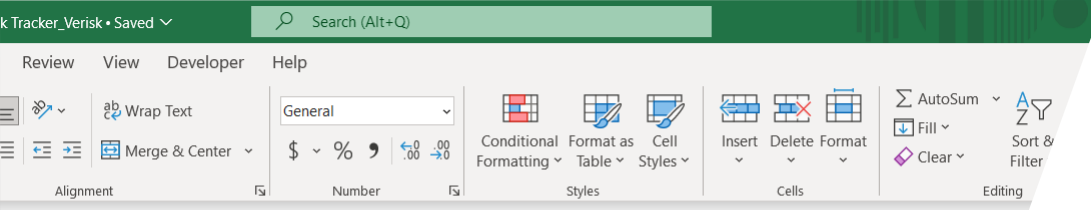
## TECHNICAL SEO AUDIT

# Requirements Examples

- The requirements document will be provided by the Perficient team.
- This document outlines: elements needed, explains why they are needed, and describes what the final implementation look like.

<b>ID:</b>	TBD
<b>Name:</b>	Title Tags
<b>Priority:</b>	High
<b>User Story:</b>	As a search engine, I need your website to reference all critical metadata such as title tags within the head section of each page. This will ensure that each page's title tag can be optimized for greater search visibility.
<b>Acceptance Criteria:</b>	<ul style="list-style-type: none"><li>• Each page's title tag must be located in the HTML head section</li><li>• Each page's title tag must be authorable</li><li>• Each page's title tag must include a branded suffix (e.g., Example Title Tag   <a href="#">Verisk</a>)</li><li>• Each page's title tag must reflect either existing inputs from the legacy site or inputs authored by the PERF SEO team</li></ul>
<b>Assumptions:</b>	<ul style="list-style-type: none"><li>• All acceptance criteria are applicable to: "https://www.verisk.com/"</li><li>• The PERF SEO team will validate proper implementation of title tags before during launch</li></ul>

<b>ID:</b>	TBD
<b>Name:</b>	Meta Descriptions
<b>Priority:</b>	High
<b>User Story:</b>	As a search engine, I need your website to reference all critical metadata descriptions within the head section of each page. This will ensure that a description can be optimized for greater search visibility.
<b>Acceptance Criteria:</b>	<ul style="list-style-type: none"><li>• Each page's meta description must be located in the HTML head section</li><li>• Each page's meta description must be authorable</li><li>• Each page's meta description must reflect either existing inputs from the legacy site or new inputs authored by the PERF SEO team</li></ul>
<b>Assumptions:</b>	<ul style="list-style-type: none"><li>• All acceptance criteria are applicable to: "https://www.verisk.com/"</li><li>• The PERF SEO team will validate proper implementation of meta descriptions before and during launch</li></ul>



.../insurance/campaigns/navigating-the-florida-market-with-robust-roof-data/

	B	C	D	E	F	G	H
	Content Ty	Status	Coc	Status	Indexability		
...tor-savings-calculator/	text/html; c	200	OK		Indexable		
...path-to-better-workers-comp-claim-outcomes/	text/html; c	200	OK		Indexable		
...ite-paper/	text/html; c	200	OK		Indexable		
...-and-insurance-white-paper/	text/html; c	200	OK		Indexable		
...nes-white-paper/	text/html; c	200	OK		Indexable		
...ing-solutions-mailing-list/	text/html; c	200	OK		Indexable		
...ive-fraud-detection-solutions-hailed-as-celebrated-luminaries/	text/html; c	200	OK		Indexable		
...-xcelent/	text/html; c	200	OK		Indexable		
...ed-a-leader-in-isg-ranking-of-life-insurance-platform-solutions/	text/html; c	200	OK		Indexable		
...-states/	text/html; c	200	OK		Indexable		
...insights/	text/html; c	200	OK		Indexable		
...hurricane-wind/	text/html; c	200	OK		Indexable		
...impacts-of-climate-change-on-u-s-corn-yields/	text/html; c	200	OK		Indexable		
...ange-2021-company-of-the-year-award/	text/html; c	200	OK		Indexable		
...erty-book-holding-up-to-the-latest-inflation-surges/	text/html; c	200	OK		Indexable		
...y-risk-profiles-from-a-data-ecosystem/	text/html; c	200	OK		Indexable		
...stering-the-challenges-of-roof-risk/	text/html; c	200	OK		Indexable		
...tics-is-transforming-data-driven-underwriting-for-small-commercial/	text/html; c	200	OK		Indexable		
...providers-accelerate-small-commercial-underwriting/	text/html; c	200	OK		Indexable		
...writing-winning-the-race-to-zero/	text/html; c	200	OK		Indexable		
...word/	text/html; c	200	OK		Indexable		
...-in-small-commercial-data/	text/html; c	200	OK		Indexable		
...s/	text/html; c	200	OK		Indexable		
...a-property/	text/html; c	200	OK		Indexable		
...ed-nonrate-actions-on-your-book/	text/html; c	200	OK		Indexable		
...state-risk-report/	text/html; c	200	OK		Indexable		
...orida-market-with-robust-roof-data/	text/html; c	200	OK		Indexable		
...ers-fraud-cuts-cycle-time-with-claim-essentials/	text/html; c	200	OK		Indexable		
...olio-risk-and-premium-leakage/	text/html; c	200	OK		Indexable		

...mpaigns | 1E | 1F-1G | 1H | 1I | 2A | 2E | 2G | 4A | 5A | 7A | 7C ...

## TECHNICAL SEO AUDIT

# Excel Sheet Example

- The Audit Task List is a tabbed excel sheet that is referenced in many of the slides.
- Most if, not all audit slides, will have small reference callout at the bottom. This references a specific tab within the excel sheet.



**QUESTIONS + DISCUSSION**

THANK YOU