

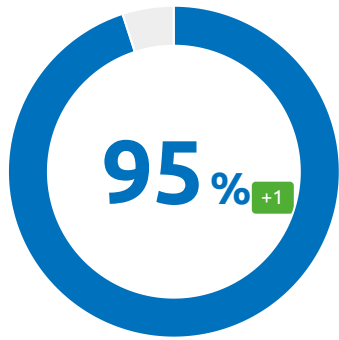


# Monthly SEO Report

Ryan Furr Creative

**Subdomain:** ryanfurr.com  
**Last Update:** November 15, 2022  
**Crawled Pages:** 23

**Site Health**



**Crawled Pages**

**23**

● Healthy (1) ● Broken (0) ● Have issues (10) ● Redirected (12) ● Blocked (0)



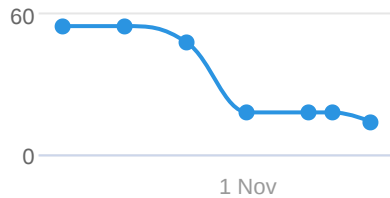
**Errors**

**0**



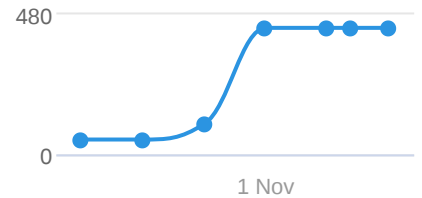
**Warnings**

**14** -4



**Notices**

**434**



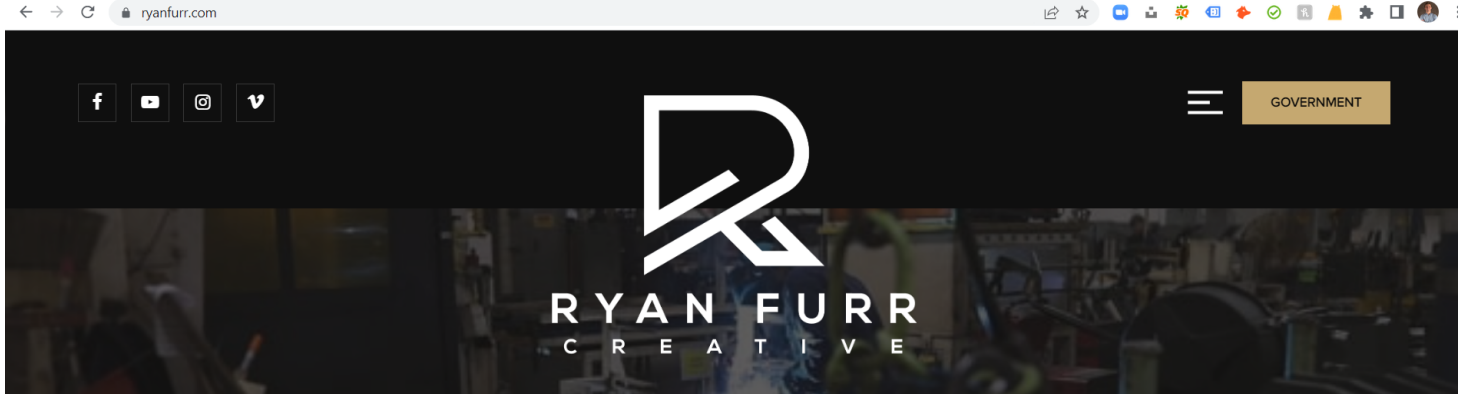
**Top Issues**

6 pages have low text-HTML ratio	warnings	1% of total issues
1 page doesn't have a meta description	warnings	0% of total issues
6 pages have a low word count	warnings	1% of total issues

We reduced the total warnings from 55 to 14, a 133% reduction, and removed all current errors. We saw a massive increase in notices, which are harmless to the health or ranking of the site.

We also increase your site health by 11%, Making it 3% healthier than the top 10% of websites.0

In total, we added H1 tags and meta descriptions to every page as well as renamed and added alt text to all image files.



As you can see we added security to your website through Cloudflare. Providing secure access for your users and increasing your authority with Google.

Starting with just 2 keywords we have been able to grow your websites relevancy to 27. Of those 27 there are 6 that are highly relevant, next to them are their average rankings on Google Maps;

- Photographer: 27th
- Videographer: 2nd
- Advertising: 15th
- Graphic Design Studio Near Me: 4th in Columbus, 16th in Southern Indiana
- Creative Production: 2nd across Indiana & Ohio, 1st in Columbus
- Marketing 54th

**GSC: Search Performance (Data by Category)**

Site: sc-domain:ryanfurr.com | Search type: Web | Period: 20 Oct - 18 Nov, 2022

Queries	Clicks ▼	Impressions	CTR	Position
ryan furr	12	24	50.00%	1.2
ryan furr creative	2	4	50.00%	1.0
advertising	0	16	0.00%	1.0
barber shop columbus indiana	0	2	0.00%	35.5
creative production	0	1	0.00%	5.0
creative ryan	0	4	0.00%	55.3
crew carwash columbus indiana	0	1	0.00%	71.0

Queries	Clicks ▼	Impressions	CTR	Position
f u r r	0	1	0.00%	72.0
furr	0	111	0.00%	79.5
furr boost	0	1	0.00%	92.0
furr logo	0	1	0.00%	64.0
furr website	0	1	0.00%	18.0
furr.com	0	1	0.00%	14.0
graphic design studios near me	0	1	0.00%	1.0
heather furr	0	2	0.00%	92.5
local guide program	0	2	0.00%	1.0
lucabe columbus indiana	0	3	0.00%	39.0
merrell brothers trucking	0	1	0.00%	53.0
nexus park columbus indiana	0	1	0.00%	21.0
photographer	0	17	0.00%	1.0
qsk95	0	1	0.00%	9.0
ryan video productions	0	1	0.00%	57.0
ryan zeck	0	4	0.00%	26.3
tallman equipment	0	4	0.00%	33.5
tallman equipment company	0	1	0.00%	62.0
videographer	0	26	0.00%	1.0
videography	0	5	0.00%	3.6

## GSC: Search Performance (Overview)

Site: sc-domain:ryanfurr.com | Search type: Web | Period: 20 Oct - 18 Nov, 2022

Total clicks

**21** +320%

Total impressions

**328** +496%

Average CTR

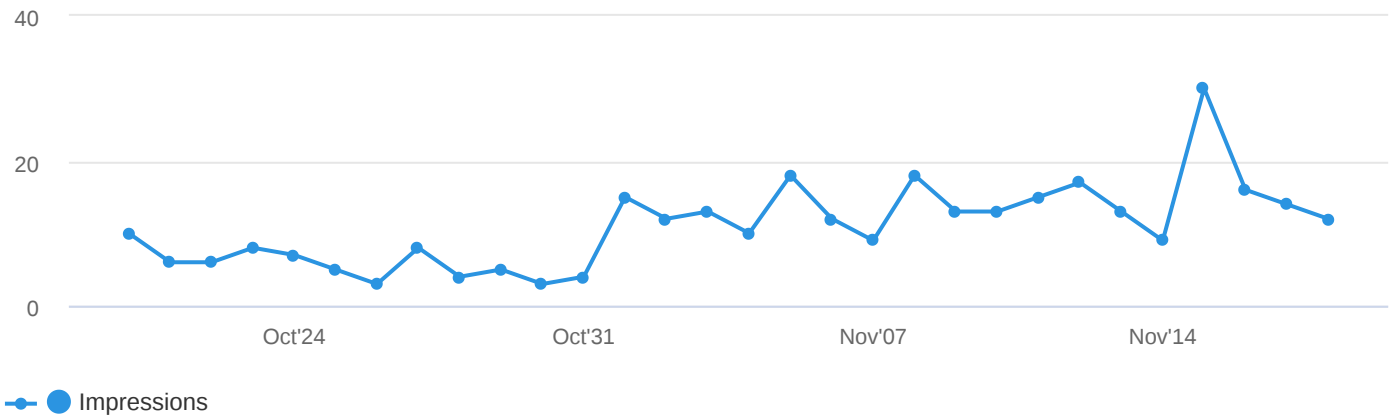
**6.40%** -30%

Average position

**36** +111%

## GSC: Search Performance (Metrics Chart)

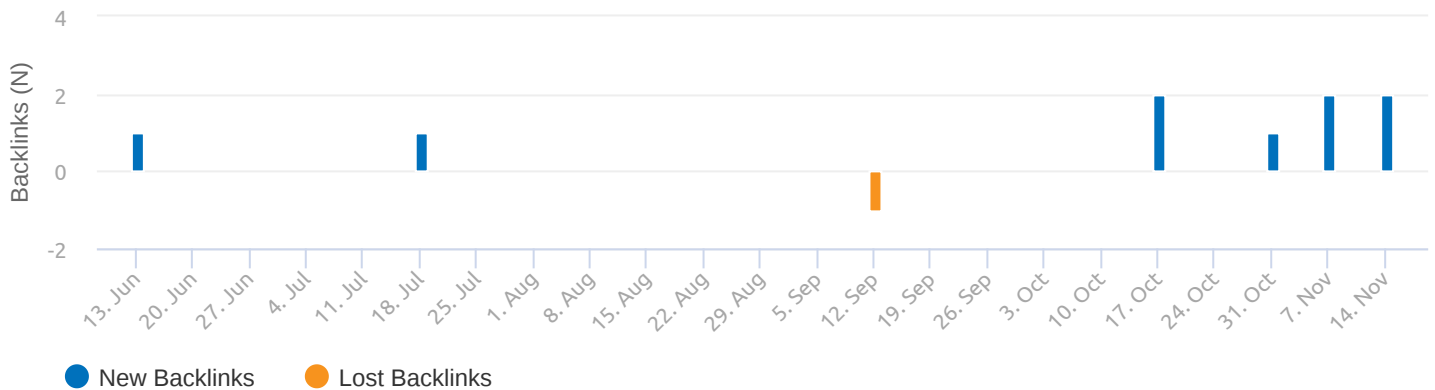
Site: sc-domain:ryanfurr.com | Search type: Web | Period: 20 Oct - 18 Nov, 2022



We saw an increase of average daily impressions from 7.2 (10/11-10/20) to 12.30 (10/21-11/19), a 153.61% increase in daily exposure. We however did see a massive decrease in average position ranking. This is because Search Console only counts the rank of ranking keywords, as we become visible for new keywords, the average ranking tends to decline. Over time this will begin to increase for these new keywords.

### New & Lost Backlinks

ryanfurr.com | 6 Months



We were able to generate 5 new backlinks from our actions, increasing your total backlinks from 15 to 20, a 133% increase.

### Directories Updates

We added your business to 61 directories across the web in total. Directories such as; Yelp, Apple Maps, and Yellow Pages. On those directories we added/edited your;

- Display photos

- Hours of operation (24hr/6 days a week, closed Sundays)
- Updated your Bio text, ""Ryan Furr Creative offers the best in-house photography and videography in Columbus, Indiana".
- Services
- Service Areas

## SEO Improvements Going Forward

The next steps you can take to increase your SEO would be;

- Adding FAQ's and a message option to your business listing on Google,
- Increasing the amount of unique and informative content on your website. Keeping between 600-1200 words,
- Increasing your number of backlinks, sites linking from theirs to yours,
- Moving your business location to someone where central,
- Creating Google business posts about ongoing projects and updates.

## Thank You!

We would like to take the time to say thank you for working with us over the last month. If you have enjoyed our service please feel free to leave a review as it would help us greatly.

[Leave a Review](#)

For any and all questions feel free to reach out to Henry at [henry.freeman@upliftmedia.us](mailto:henry.freeman@upliftmedia.us)

Thank you again for choosing Uplift Media as your SEO partner for this project!