

Recommendations

Website URL: <https://urcomped.com/>

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www.open-look.com



Based on the website evaluation results, we have formulated an actionable list of things you can do to improve your web presence.

Disclaimer: *We don't guarantee rankings, but we can ensure consistent increase of quality traffic for each succeeding month.*

What should we do next

Does the site have any value to users? Is this the kind of site they would consider liking on social media, bookmarking to come back to it, sharing it with their friends or even emailing it because of the value it provides?

People should know what they are getting into when they find your site and as it grows, it should provide more value and get more traffic. This is where it can shine in terms of getting more users following the site - people linking back naturally and getting social media shares or even email shares.

When your site provides a good value you will see people sharing your site in many ways. When you start to add this up, this is one way of becoming less dependent on search engines' traffic. This is one way of generating natural links and having search engines recognize it as a site with a high ranking value.

1. **Do the Minor Fixes (On-Page)**

Optimize some elements in the website as shown in red text in the evaluation results.

2. **Do More Content Marketing**

Consider having more articles needed for 2 sections in the website: Blog and the News Page. The blog will be a page for evergreen articles about the niche and the industry, company announcement, press releases and guest posts from other writers. Each article must have internal links that point to the most important pages or offers in the site. This means that the articles here must be original.

The news page on the other hand can be an aggregated relevant news content that trended locally or within the industry. The articles published can be ethically sourced from other news websites.

Syndication, link submissions and social media marketing should be done for each published article.

3. **Profiling and Local Citations**

Having various business profiles from profiling websites and local listings can also help in getting more referral traffic.

4. **Social Media Marketing and Integration**

Since the website is about casino (Casino is part of PPC or Porn, Pills and Casino which is in Google and other search engines' watch list in the niche that usually use negative SEO as part of marketing strategy), the website must venture to social media marketing to increase website hits.

Be active on social media sites such as Facebook, Twitter and other popular niche community sites. Make sure to integrate different accounts to save time and effort. Responding to inquiries should not be neglected.

The itemization of each recommended strategy above will be in detailed in an action plan format as well as the type of reports needed in an agreed span period of time.

Provision

The internet is all about user experience, and sites that users typically find interesting, useful, and valuable. Why? Because websites that "do something cool that provides information" are more likely to generate backlinks, buzz, and traffic (which are all key indicators of a site's relevancy and will lead to that site being ranked higher).

So how can you "do something cool?" Here are three solid tips summary: Easy to navigate site design, create informative and useful content, and create content that is easy to share. Do this while selling your product and services.