



ON-PAGE SEO REPORT

<https://valuelinksoftware.com>

Keyword Research

Keyword Research Results - Before (June)

	Google				Bing		
Keyword	Today	Yesterday	Change	Keyword Top Search (Bing)	Today	Yesterday	Change
Appraisal Management Software (Mckissock)	2	2	No Change	ValueLink	1	1	No Change
Appraisal Management Company Software (Mckissock)	2	2	No Change	ValueLink	1	1	No Change
Real Estate Appraisal Management Software (Mckissock)	2	2	No Change	Wondershare	4	5	+1
Residential Appraisal Management Software (Mckissock)	2	2	No Change	ValueLink	1	1	No Change
Commercial Appraisal Management Software	1	1	No Change	Mercury Network	2	2	No Change
Appraisal Order Management Software (Mckissock)	2	2	No Change	Appraisal Flow	3	5	+2
Appraisal Management System	1	1	No Change	Equity Management System	2	2	No Change
Appraisal Tracking Software (Mckissock)	3	3	No Change	ANOW	4	4	No Change
Appraisal Tracking System	1	1	No Change	AppraisalTrac	3	3	No Change
Real Estate Appraisal Tracking Software (Mckissock)	4	3	-1	ValueLink	1	2	+1
Automated Appraisal Management Software	1	1	No Change	ValueLink	1	1	No Change

Keyword Research Results - After (October)

For last 2 months, ValueLink site is **ranking at #1** for competitive keywords. We have extended the list of keywords and made efforts to rank high on traffic-driven keywords.

Our Goal was to rank at #1 for the keyword **Appraisal Management Software** and we have accomplished it by being on the top for the past 2 consecutive months.

Keyword	Google			Keyword Top Search (Bing)	Bing		
	Today	Yesterday	Change		Today	Yesterday	Change
Appraisal Management Software	1	1	No Change	Valutrac	2	3	1
Appraisal Management Company Software	1	1	No Change	ValueLink	1	2	1
Real Estate Appraisal Management Software	1	1	No Change	Mckissock	5	3	-2
Residential Appraisal Management Software	1	1	No Change	ValueLink	1	1	No Change
Commercial Appraisal Management Software	1	1	No Change	Mercury Network	2	3	-1
Appraisal Order Management Software (Mckissock)	2	2	No Change	Appraisal Flow	3	3	No Change
Appraisal Management System	1	1	No Change	ValueLink	1	1	No Change
Appraisal Tracking Software (Mckissock)	2	2	No Change	ANOW	3	3	No Change
Appraisal Tracking System	1	1	No Change	Appraisal Sync	2	2	No Change
Real Estate Appraisal Tracking Software (Mckissock)	2	3	+1	ValueLink	1	1	No Change
Automated Appraisal Management Software	1	1	No Change	ValueLink	1	1	No Change
Appraisal Desk Software	1	1	No Change	ACIweb	10	10	No Change
Appraiser Panel Management Software	1	1	No Change	ValueLink	1	1	No Change
Lender Appraisal Software	1	1	No Change	Appraisal Firewall	4	5	1
Lender Appraisal Desk Software	1	1	No Change	ValueLink	1	2	1
Appraisal Desk Management Software (Mckissock)	2	2	No Change	Pro Tech	2	1	-1
Valuation Management Software	1	1	No Change	Core Logic	2	2	No Change
Appraisal Office Management Software (Mckissock)	2	2	No Change	Mckissock	3	3	No Change
Virtual Inspection Tool	1	1	No Change	ValueLink	1	1	No Change
Virtual Appraisal Inspection Tool	1	1	No Change	ValueLink	1	1	No Change

Google Search Console Keyword Comparison

Query	October	July	October	July
	Clicks	Clicks	Impressions	Impressions
valuelink	205	118	1,000	921
value link	71	46	439	366
valuelink software	36	31	79	91
appraisal management software	25	9	745	573
lenderx	24	3	10,256	8,668
appraisalscope	17	12	653	613
connexions appraisal	15	10	64	70
appraisal scope	13	6	1,023	791
valuepad	13	13	238	720
valuelinkams	10	9	32	31
valuelink login	8	8	131	68
xome lenderx	7	1	266	195
virtual appraisal inspection	7	1	46	5
lenderx login	6	0	1,738	10
encompass integration	6	3	349	46
appraisal management system	5	4	262	166
real estate appraisal management software	5	0	166	120
valuelink appraisal	5	0	7	0
westvm	4	2	366	447
appraisal review software	4	1	113	100
appraisalport	3	0	7,322	3,081
homeview	3	0	1,027	16
aci appraisal	3	1	659	606
aci software	3	2	549	187

As compare to July, ValueLink site got more **Clicks & Impressions** in the month of October.

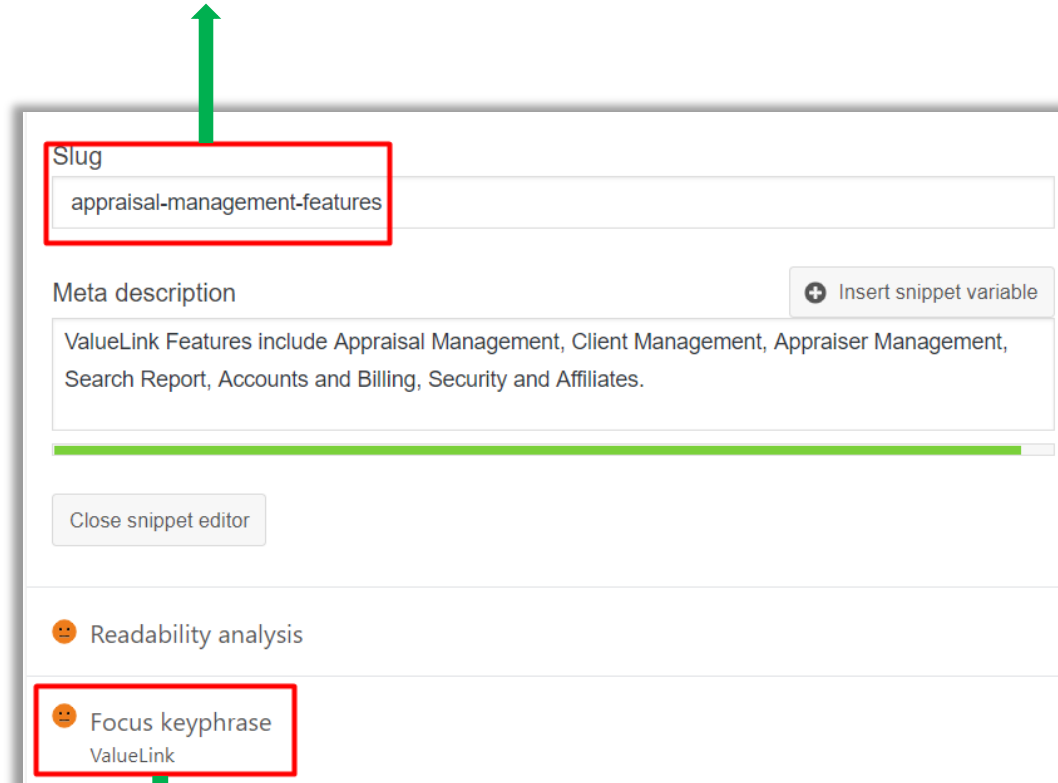
On-Page SEO Checklist & Results

On-Page SEO Checklist

On Page SEO Check List	Status
Optimize Title tag & Description	Done
Alt Tags to optimize images	Done
Link pages internally	Done
Identify & rectify broken links	Done
Review redirects	Done
Standardize URL structures	Done
Shorten URLs & added keywords in the URL	Done
Use anchor text to increase relevance	Done
Keep click paths short	Done
Improve site's accessibility	Done
Tell search engines what to crawl	Done
Keyword research	Done
Neat website navigation	Done
Sites loading speed	Done
Optimize website for mobile	Done
Optimize website for local search	Done
Leverage social networks	Done

On-Page SEO Page & Post Work - Before

slugs without keyword



The screenshot shows a CMS interface for editing a page snippet. The 'Slug' field contains 'appraisal-management-features'. The 'Meta description' field contains 'ValueLink Features include Appraisal Management, Client Management, Appraiser Management, Search Report, Accounts and Billing, Security and Affiliates.' Below the meta description is a green progress bar. A 'Close snippet editor' button is visible. Under the 'Readability analysis' section, the 'Focus keyphrase' is 'ValueLink'.

Slug

appraisal-management-features

Meta description

ValueLink Features include Appraisal Management, Client Management, Appraiser Management, Search Report, Accounts and Billing, Security and Affiliates.

Close snippet editor

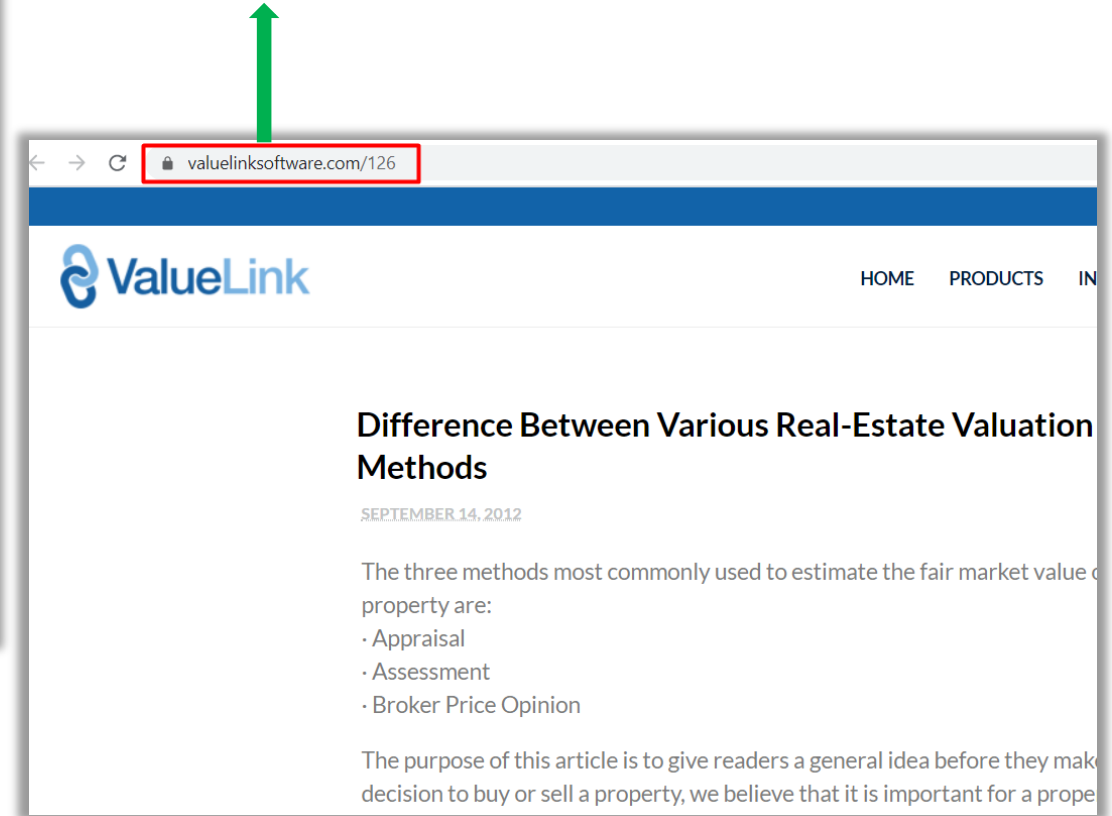
Readability analysis

Focus keyphrase

ValueLink

Focus keyphrase doesn't contain a keyword

slugs with numbers



On-Page SEO Web Page Work - After

We have updated all the web pages as per YOAIST SEO instructions

Meta Titles, Slugs & Descriptions for all pages are updated.

Focus Keyphrase is also updated on every page.

Yoast SEO

[Need help?](#) [Go Premium](#)

Snippet Preview

[Appraisal Vendor Management Software for Lenders - ValueLink Direct](#)
preview.xoopah.com > 15120016 > appraisal-management-system

An end-to-end real estate valuation **management software** that enables mortgage lenders to consistently deliver faster, accurate, and reliable valuations.

[Edit snippet](#)

SEO title [Insert snippet variable](#)

Appraisal Vendor Management Software for Lenders - ValueLink Direct

Slug

appraisal-management-system

Meta description [Insert snippet variable](#)

An end-to-end real estate valuation management software that enables mortgage lenders to consistently deliver faster, accurate, and reliable valuations.

[Close snippet editor](#)

Readability analysis

Focus keyphrase

Appraisal Vendor Management Software

[Move to Trash](#)

Status: Publi

Visibility: Pul

Revisions: 52

Published or

Readability: I

SEO: Good

Page Attribute:

Parent

Products

Template

Fluid Template

Order

0




















Need help? Use screen title.

Featured Image

[Set featured ima](#)

SEO of All web pages is done.


On-Page SEO Blog Post Work - After



Title	Categories	Date			
Former Altisource and Mercury Network Sales Consultant and Industry Veteran to help spearhead the company's growth	From The ValueLink Team	Published 2020/06/04	1		
How CrossCheck Can Enhance Your Appraisal Quality Control	From The ValueLink Team	Published 2020/05/01	1		
ValueLink drives efficiency in the valuation process through a combination of automation, AI and analytics	From The ValueLink Team	Published 2020/04/06	1		
5 Essential Ways for Effectively Managing Appraisals While Working Remotely	From The ValueLink Team	Published 2020/04/01	1		
ValueLink's actions to help customers, communities, and employees affected by COVID-19	From The ValueLink Team	Published 2020/03/19	1		
ValueLink Integrates with Xome® LenderX to Expedite the Valuation Process	From The ValueLink Team	Published 2020/03/17	1		
ValueLink Wins the Most Innovative Technology Leader Award – 2020 HWTech100 Mortgage	From The ValueLink Team	Published 2020/03/12	1		
Clearbox Partners with ValueLink to Integrate its Suite of Vendor Management Tools	From The ValueLink Team	Published 2020/01/29	1		

→ All blogs are updated with SEO.

Focus Keyphrase on Each Web Page - After




The keyword “VALUELINK” was the focus keyphrase of each page, which was hurting the SEO of site.


 Snippet Preview





[Valuation Management Platform for Lenders: ValueLink Direct](#)
preview.snapweb.com › 15120016 › valuelink-direct-features



ValueLink Features include Appraisal Management, Client Management, Appraiser Management, Search Report, Accounts and Billing, Security and Affiliates.

  Edit snippet

 Readability analysis




 Focus keyphrase
ValueLink


 Snippet Preview





[Appraisal Management Solution: ValueLink Core](#)
preview.snapweb.com › 15120016 › appraisal-management-features



ValueLink Features include Appraisal Management, Client Management, Appraiser Management, Search Report, Accounts and Billing, Security and Affiliates.

  Edit snippet

 Readability analysis




 Focus keyphrase
ValueLink


 Snippet Preview




[CrossCheck – ValueLink Appraisal Desk Management Software](#)
preview.snapweb.com › 15120016 › crosscheck-automated-review

An automated appraisal review software for appraisers to analyze final reports within seconds for 1000+ rules before sending them to the appraisal desk.

  Edit snippet

 Readability analysis




 Focus keyphrase
ValueLink


Focus Keyphrase on Each Web Page - After

Now, all pages have unique focus keyphrases. We also made sure to use the traffic-driven & valid keywords as the focus keyphrase.


Appraisal Management Software Platform - ValueLink
preview.xoopah.com › 15120016

ValueLink offers leading real estate **appraisal software** solutions for Lenders, AMCs & Appraisers to automate, manage & track **appraisal** orders efficiently.

  Edit snippet






Readability analysis




Focus keyphrase
appraisal management software


Automated Appraisal Review - CrossCheck By ValueLink
preview.xoopah.com › 15120016 › automated-appraisal-review

An **automated appraisal review** tool that analyzes **appraisal** reports for 1000+ rules & alerts **appraisal** reviewers on potential UAD & non-UAD errors.

  Edit snippet






Readability analysis




Focus keyphrase
Automated Appraisal Review


Appraisal Vendor Management Software for Lenders - ValueLink Direct
preview.xoopah.com › 15120016 › appraisal-management-system

An end-to-end real estate valuation **management software** that enables mortgage lenders to consistently deliver faster, accurate, and reliable valuations.

  Edit snippet



Readability analysis



Focus keyphrase
Appraisal Vendor Management Software

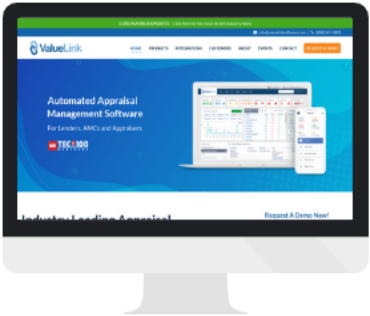
Technical SEO Checklist & Results

Technical SEO Checklist

Basic Checklist	Status
Setup Google Search Console	Done
Install Bing Webmaster tool	Done
Setup Google Analytics	Done
Install Yoast SEO to Wordpress	Done
Account on Google My Business	Done
Create & Submit XML Sitemap to Google and Bing	Done
Create and add a robot.txt file to VL site	Done

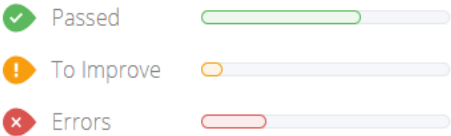
WooRank Report - Before

As per WOORANK report, ValueLink site has number of technical issues that need to be resolved. Some of them are:



valuelinksoftware.com

June 1, 2020 12:42 PM



✖ LinkedIn Account

We found <https://www.linkedin.com/company/valuelink-software> on your webpage. If this is your account, add it to your structured data.
[Add your LinkedIn Account](#) or [create one](#)

→ LinkedIn account was not added to the structure data of VL site.

✖ Alt Attribute

We found 33 images on this web page.
5 ALT attributes are missing.

→ All images didn't have Alt Tags.

✖ XML Sitemap

No sitemap found in your robots.txt.

→ No XML sitemap was submitted.

✖ Robots.txt

Missing

→ No Robot.txt file was submitted.

⚠ Open Graph Protocol

✖ Missing 'og:image'

VALUELINKSOFTWARE.COM

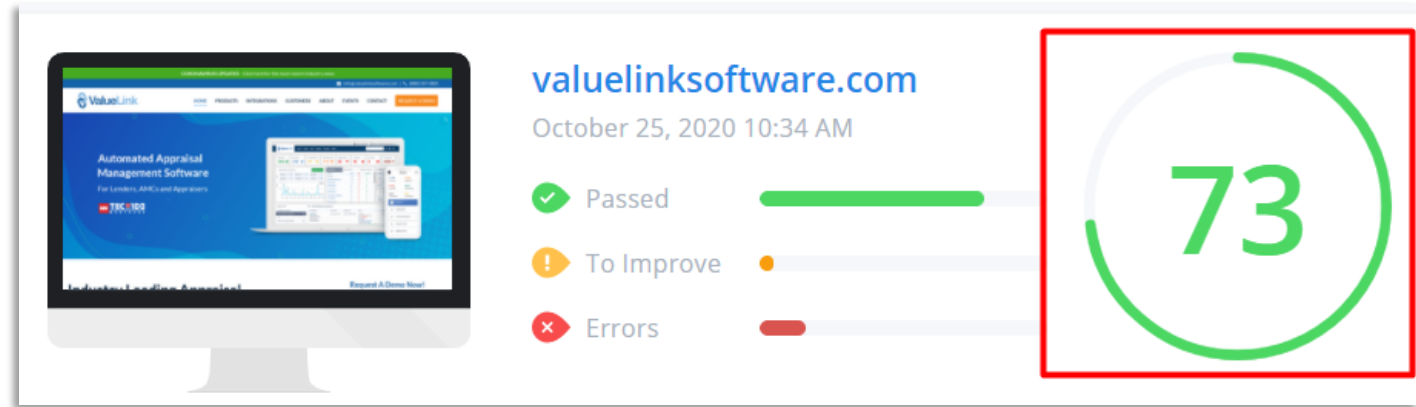
Appraisal Management Software: ValueLink

ValueLink Appraisal Management Software enables ...

→ Open Graph Protocol was missing.

WooRank Report - After

Resolved issues are:



Robots.txt ✓ We found your robots.txt here:
<https://valuelinksoftware.com/robots.txt>
✓ The reviewed page is allowed, so search engines are able to find it.

XML Sitemap ✓ https://valuelinksoftware.com/sitemap_index.xml

Robot.txt file and XML sitemap has been created and submitted to the Google search console.

LinkedIn Account ✓



URL <https://www.linkedin.com/company/valuelinksoftware/>
Change Account

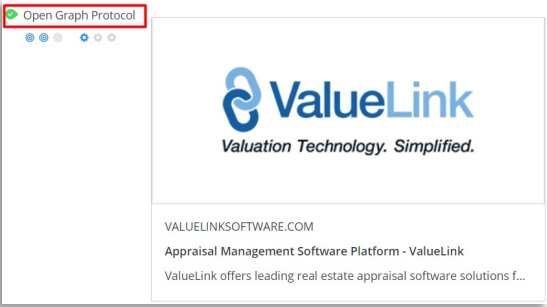
Name valuelink-software

LinkedIn account is now added to the structure data of VL site.

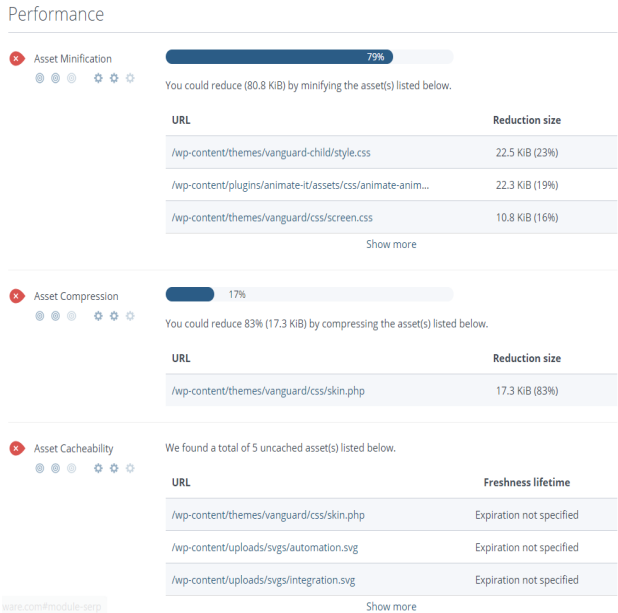
Alt Attribute ✓ We found **35** images on this web page.
No ALT attributes are missing.

All images of VL site have Alt Tags now.

Room for Improvement for WooRank - Report



The ValueLink logo and tagline has been submitted, so Open Graph Protocol issue is resolved.



Now we got a very good rating by WooRank, but still there is a lot of room to improve. There are some issues that can only be resolved if we will redesign the site and while redesigning the web, we take care of the issues that are affecting the SEO ratings.

GTmetrix Report - Before

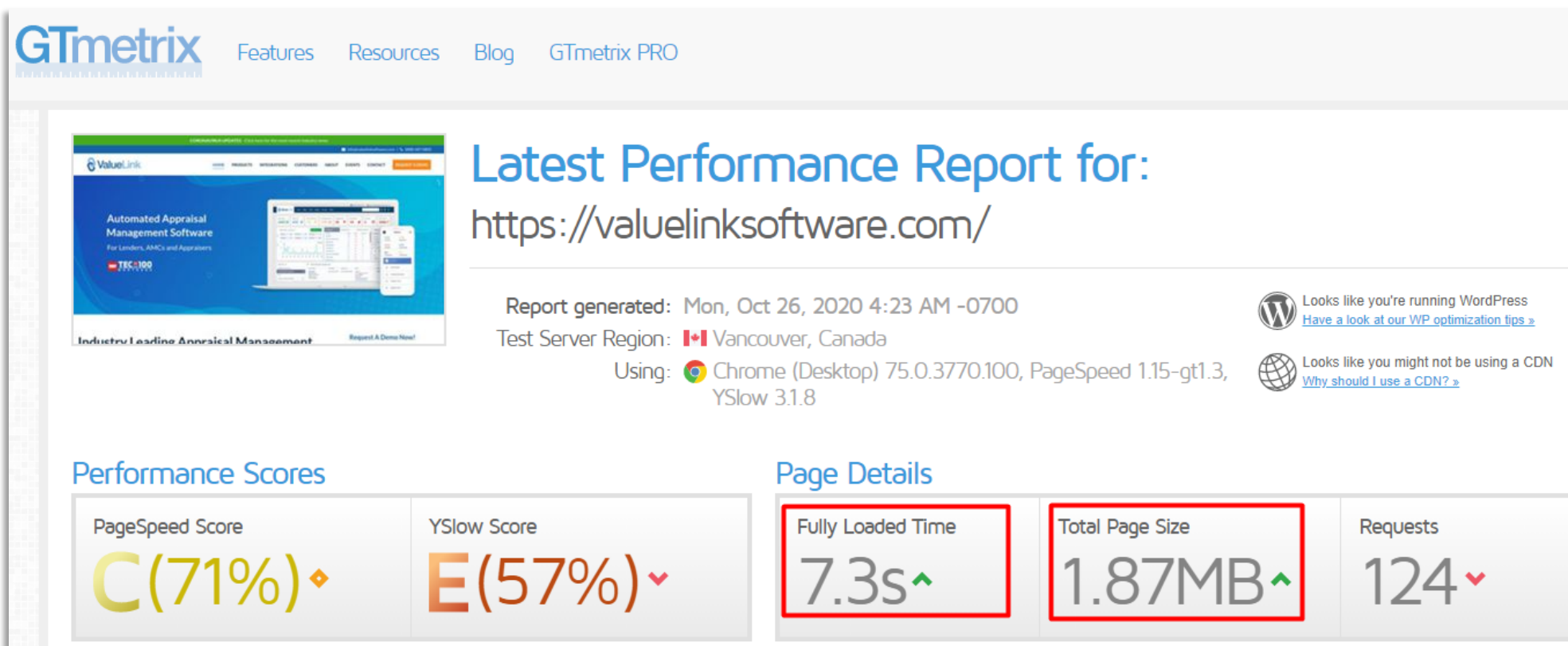
As per GTmetrix, the ValueLink website loading time isn't good. We need to fix this issue.

Bad loading time will not only result in losing out on visitors, but it'll also wreak havoc on engagement metrics such as time on page and dwell time.



GTmetrix Report - After

We have improved website loading time and also managed to decrease the page size.



GTmetrix Issues - After

To improve the Yslow Score on Gtmetrix, we need to redesign the website. Issues that are impacting the web rating are: external links, image size, plugins, reCaptcha and others.

RECOMMENDATION	GRADE		TYPE	PRIORITY
▼ Defer parsing of JavaScript	F (27)	▼	JS	HIGH
▼ Leverage browser caching	F (35)	▼	SERVER	HIGH
▼ Combine images using CSS sprites	F (38)	▼	IMAGES	HIGH
▼ Minimize redirects	D (60)	▼	CONTENT	HIGH
▼ Inline small CSS	B (83)	▼	CSS	HIGH

Local SEO

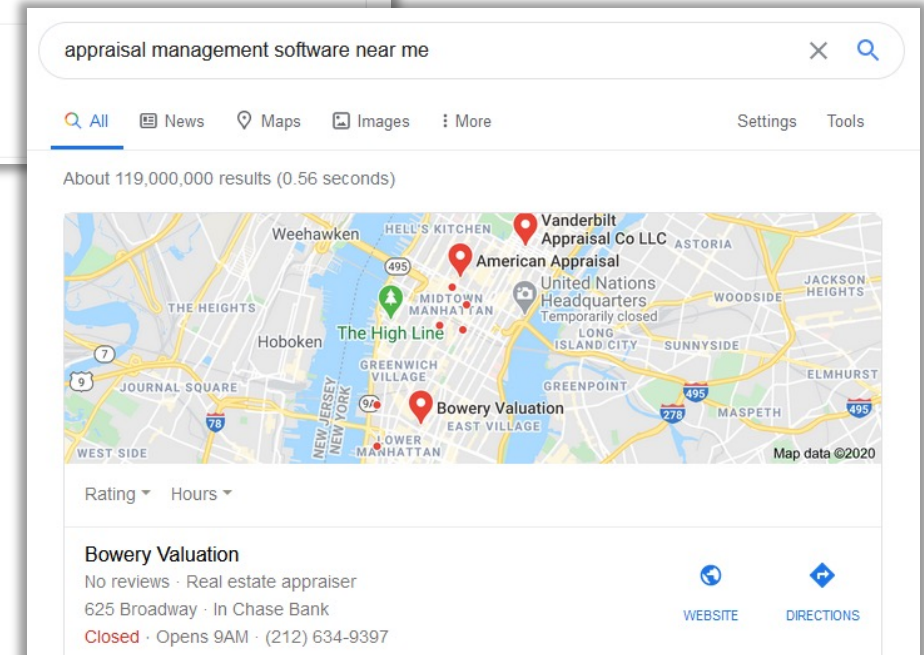
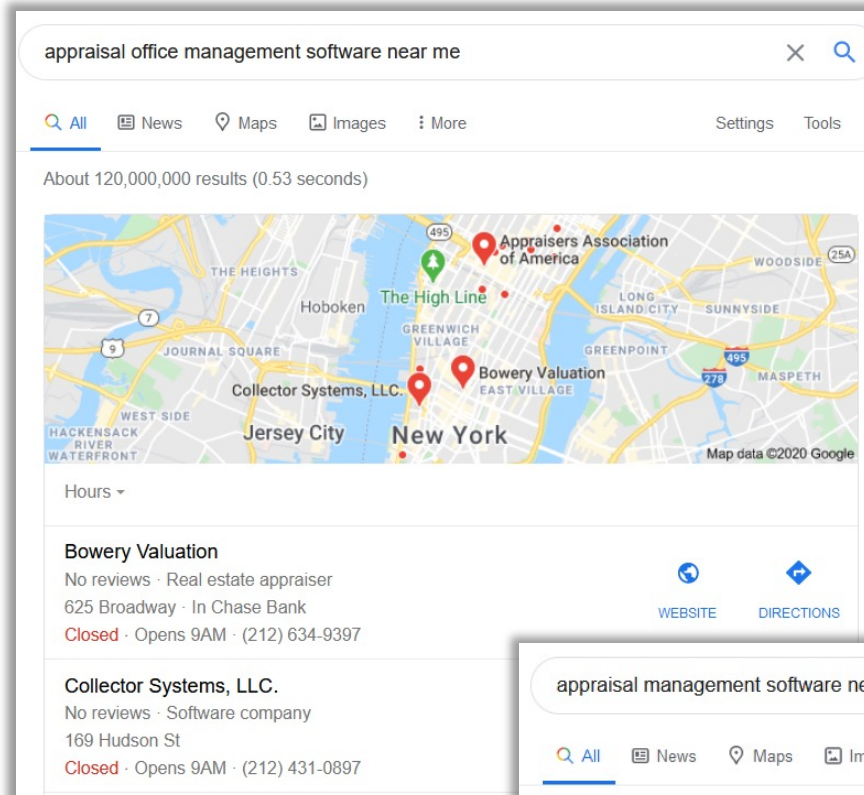
Local SEO - Before

Local SEO will help us gain customers' trust and maintain a reputable local presence in the USA market. Local search marketing, is an incredibly effective way to market your local business online, as it helps businesses promote their products and services to local customers at the exact time they're looking for them online.

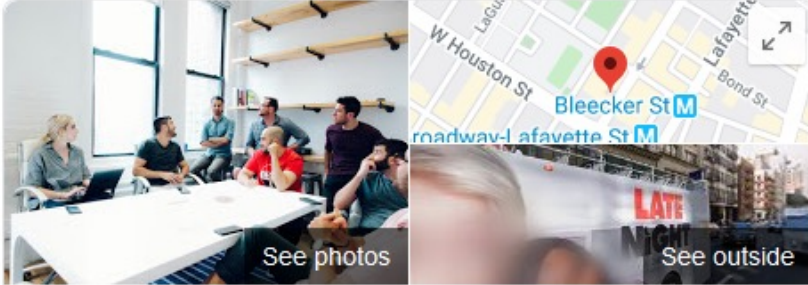
Steps to take:

- Set up a Google business page.
- Add website to relevant business directories.
- Link to your website on all social media profiles.
- Make sure all of your NAP entries are consistent. (NAP stands for Name, Address & Phone number)
- Include your address in the footer of your website.

Timeline: Creating Google Business Account, checking all social media channels and searching for business directories will take 3 to 4 hours. We can add VL site to directory sites on daily basis.



Local SEO - Before



Bowery Valuation

Real estate appraiser in New York City, New York

Located in: Chase Bank

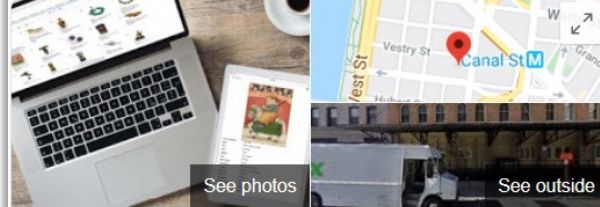
Address: 625 Broadway, New York, NY 10012

Hours: Closed · Opens 9AM ▾

Phone: (212) 634-9397

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)



Collector Systems, LLC.

Software company in New York City, New York

Address: 169 Hudson St, New York, NY 10013

Hours: Opens soon · 9AM ▾

Phone: (212) 431-0897

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[Be the first to ask a question](#)

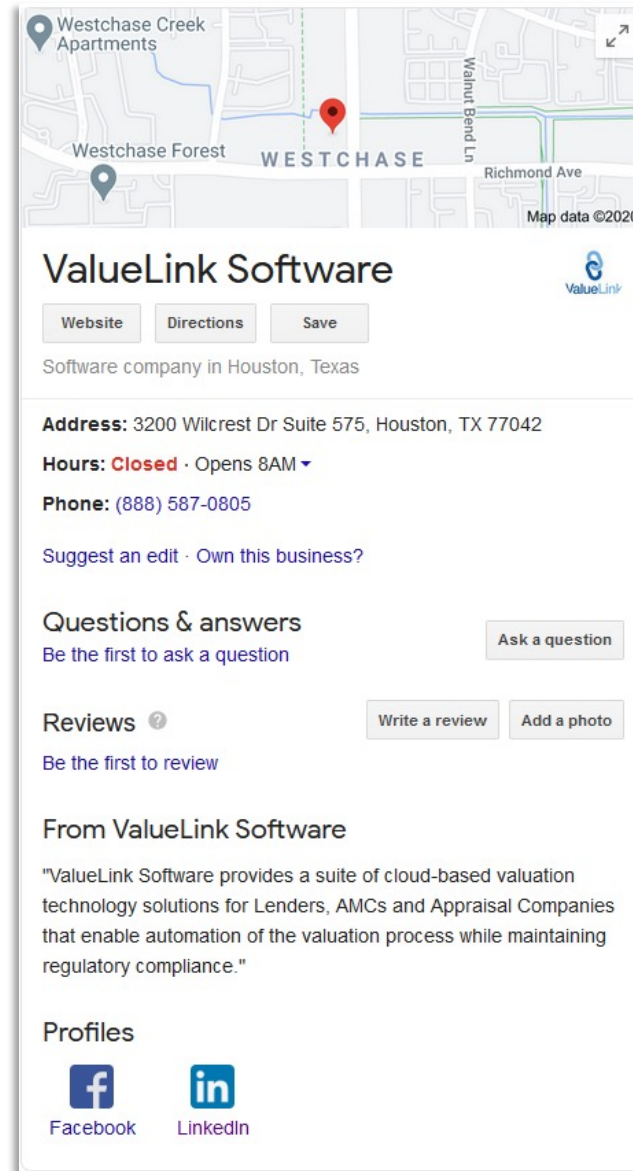
[Send to your phone](#)

Reviews

[Be the first to review](#)

Profiles

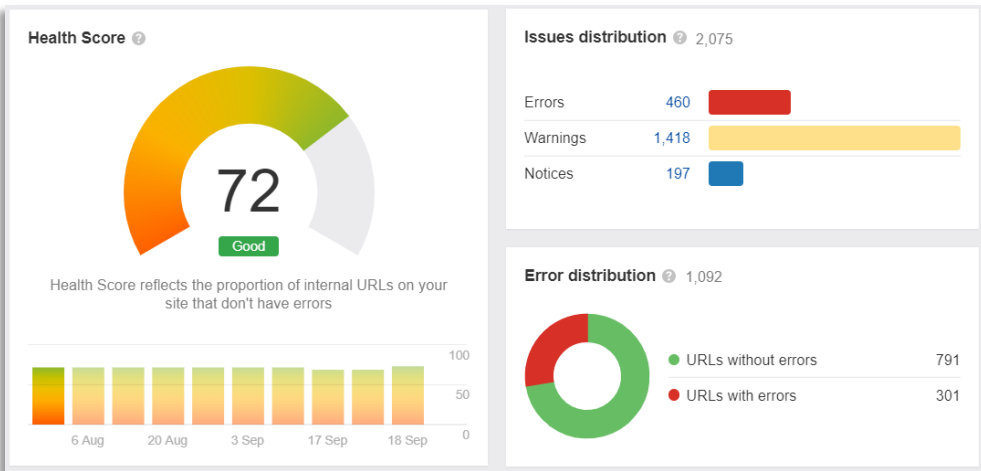
Local SEO - After



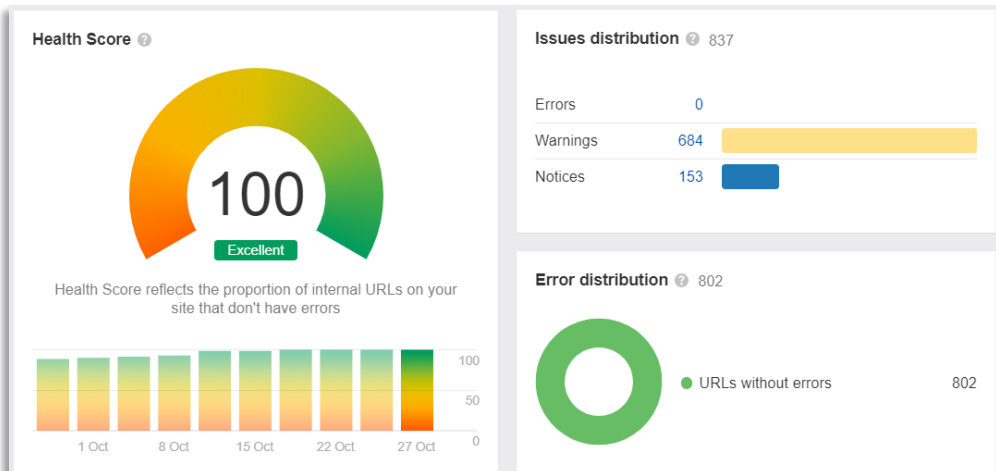
Ahrefs SEO Results

Overview & Comparison of Complete Ahrefs' Site Audit Reports




(Site Audit Report when we STARTED)



(Site Audit Report NOW)



We have successfully achieved 100 health score for ValueLink site. We will now focus on resolving the warnings.

ahrefs Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer More				
Site Audit				
+ New project My projects 1 Find project				
Project	Last crawl	Status	Health score	
 Valuelinksoftware  https://valuelinksoftware.com/	Yesterday 02:48 PM	Completed	100 % 	

Ahrefs: Keyword Rankings & Traffic Change Report

Organic keywords							
<div>United States ▼ Position ▼ Volume ▼ KD ▼ CPC ▼ Traffic ▼ SERP features ▼ Word count ▼ Keyword</div>							
156 keywords 27 Oct 2020 ▼ Compare with: 31 Jul 2020 ▼							
Keyword	SF	Volume	KD	CPC	Traffic ▼	Position	URL
valuelink	1	300	28	0.06	93 +2	1	https://valuelinksoftware.com/ ▼
value link		150	27	N/A	53 +5	1	https://valuelinksoftware.com/ ▼
appraisal management software	3	70	35	13.00	26 +17	2 → 1 ▲1	https://valuelinksoftware.com/ ▼
valuelinks	3	350	0	N/A	10 +3	12 → 10 ▲2	https://valuelinksoftware.com/ ▼
point caylx	5	90	12	2.50	3 +3	38 → 9 ▲29	https://valuelinksoftware.com/integrat
valuer tracking	1	90	24	N/A	6 +6	49 → 6 ▲43	https://valuelinksoftware.com/ ▼
appraisal ordering system	2	20	30	N/A	5	1	https://valuelinksoftware.com/ ▼
appraisal software	3	250	34	6.00	4 +4	28 → 12 ▲16	https://valuelinksoftware.com/ ▼
appraisal software	3	250	34	6.00	4 +4	20 → 12 ▲8	https://valuelinksoftware.com/ ▼
valuelink appraisal	4	10	19	10.00	4	1	https://valuelinksoftware.com/ ▼
appraisal ordering systems		20	46	0.00	4 +1	1	https://valuelinksoftware.com/ ▼
appraisals software		250	44	6.00	3 +3	24 → 13 ▲11	https://valuelinksoftware.com/ ▼
appraisal management system	1	20	36	3.50	3	1	https://valuelinksoftware.com/ ▼
real estate appraisal software	3	150	29	11.00	1 +1	22 → 13 ▲9	https://valuelinksoftware.com/ ▼
valutrust appraisals	2	150	12	0.00	6 +6	42 → 8 ▲34	https://valuelinksoftware.com/ https://valuelinksoftware.com/
appraisal tracking software	1	10	37	11.00	1	3 → 2 ▲1	https://valuelinksoftware.com/ ▼

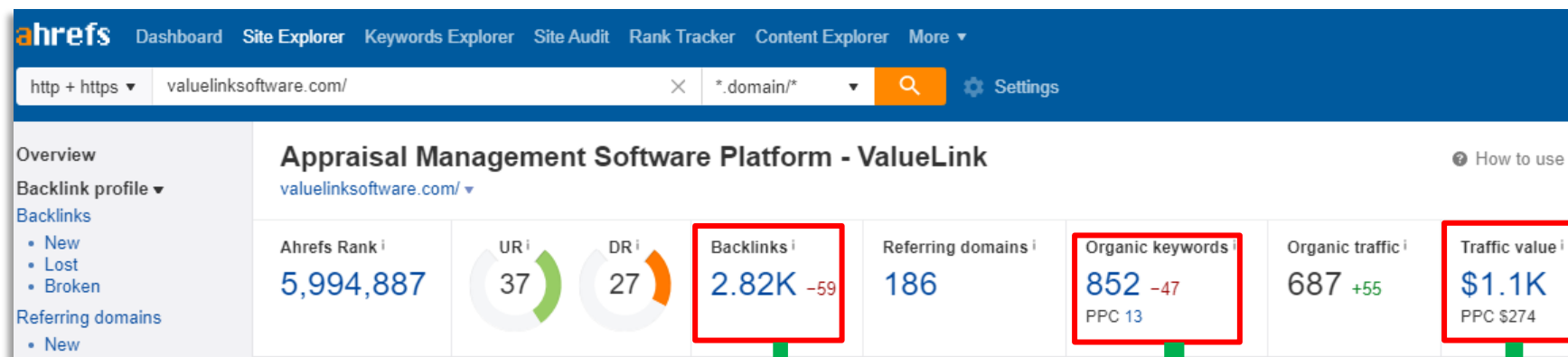
We have improved keyword rating a lot. We have ranked for many new keywords such as:

1. Total a la mode (ranking:7, Traffic: 7)
2. Valuer tracking (Rank: 6, Traffic: 6)
3. Real Estate Appraisal Software (Ranking:13, Traffic:2) and others

Now, our focus will be on two things:

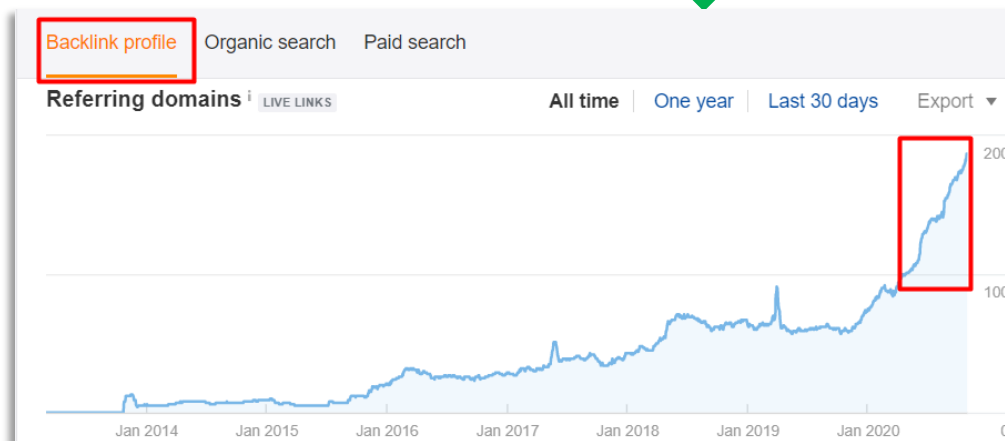
1. Increase the number of keywords.
2. Improve the ranking of keywords.

Overview of ValueLink's Site on Ahref's Platform



Although we have lost 55 old backlinks, we have earned 188 new backlinks. From February till now, we have earned a great number of backlinks.

As our keywords started ranking higher on search engines, we are getting more traffic.



As we have updated some pages and deleted the old pages, we have lost number of keywords on VL site. We will increase it by adding blogs more often and by adding other pages or revamping the content.

Organic Traffic & Keywords Progress as Per Ahrefs

Appraisal Management Software Platform - ValueLink

valuelinksoftware.com/ ▾

How to use

Ahrefs Rank ⁱ

5,994,887

UR ⁱ

37

DR ⁱ

27

Backlinks ⁱ

2.82K -59

Referring domains ⁱ

186

Organic keywords ⁱ

852 -47

PPC 13

Organic traffic ⁱ

687 +55

Traffic value ⁱ

\$1.1K

PPC \$274

Backlink profile

Organic search

Paid search

All countries ▾

Organic traffic ⁱ 687 /month

All time

One year

Last 30 days

Export ▾



Country

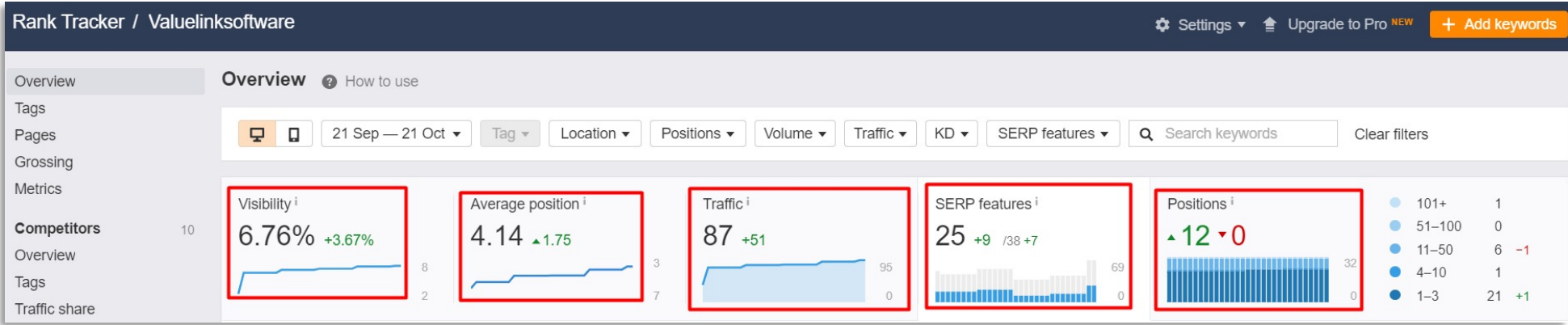
Keywor... Traffic ⁱ

All count...	852	687	
United S...	773	663	96.5%
United K...	7	13	1.9%
Canada	10	6	1%
India	21	3	<1%
Indonesia	2	<1	<1%
Italy	4	<1	<1%
Australia	6	<1	<1%
Banglad...	1	<1	<1%
Armenia	1	<1	<1%
Sweden	2	<1	<1%

The organic traffic has increased from **488 (in July)** to **687 (in October)**.

Ranking Visibility as per Ahrefs Platform




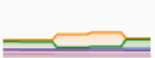











As per the recent report, our web pages are quite visible and ranking at #1 on search engines. We are also improving our ranking for different industry related keywords. To sustain this, we need to stay active on social media and do efforts to increase keyword usage on our site.



Keyword	Position	Volume	Traffic ↓	KD	SERP features
Appraisal Management Software	1 ▲ 1	70	27 +16	39	🔗
appraisal management software	1 ▲ 1	70	27 +16	39	🔗
appraisers software	9 ▲ 7	250	10 +8	43	🔗
appraisals software	11 ▲ 5	250	6 +4	44	🔗

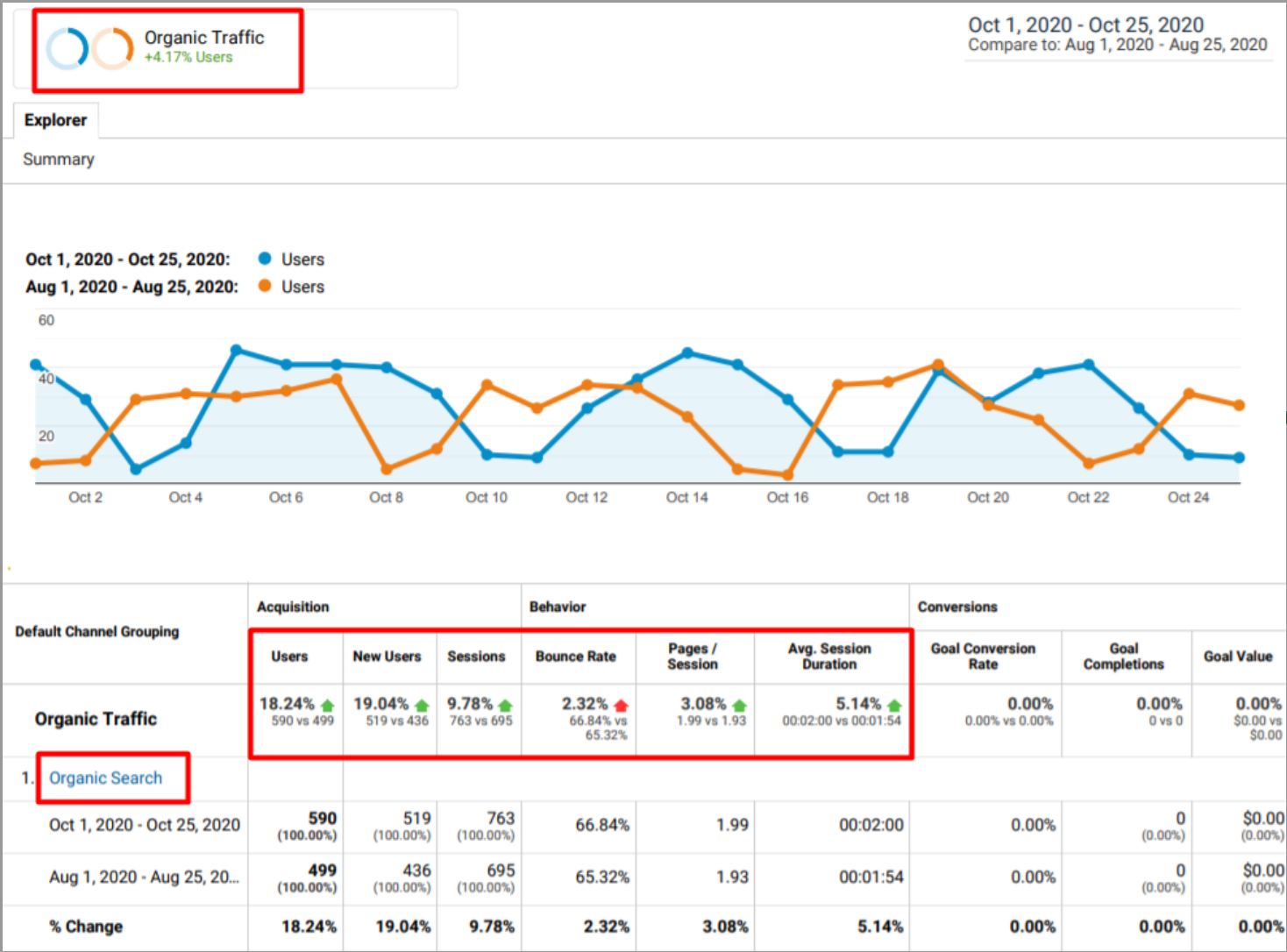
Appraisal software	11 ▲ 3	300	6 +3	42	🔗 ? Ad
Appraisal Tracking System	1 ▲ 2	10	2	42	🔗 ?
real estate appraisal software	12 ▲ 9	150	2 +2	28	🔗 🗨
Appraisal Tracking Software	2	10	2	40	🔗 📺
home appraisal software	11 ▲ 6	30	<1	34	? Ad
Real Estate Appraisal Management Software	1 ▲ 1	0-10	<1	40	🔗

Ahrefs: ValueLink's Comparison with Competitors (28th October)

 Edit competitors	Visibility, % ⁱ	Avg. position ⁱ	Traffic ⁱ	SERP features ⁱ	Positions ⁱ						
	 24 0	 1 56	 664 0	 294 0	Improved	Declined	#1-3	#4-10	#11-50	#51-100	#101+
<input checked="" type="checkbox"/> valuelinksoftwar... ▼	6.76 +0.90	4.14 ▲ 1.25	87 +15	25 +9	▲ 11	▼ 2	21 +1	1	6 -1	0	1
<input checked="" type="checkbox"/>  www.mckisso... ▼	16.08 +0.44	3.15 ▲ 0.04	206 +15	7 -4	▲ 7	▼ 6	20 +1	5 -2	2 +1	0	2
<input checked="" type="checkbox"/>  anow.com/ ▼	15.13 +1.30	12.04 ▲ 1.89	194 +25	12 +2	▲ 10	▼ 8	6	10	10	0 -1	3 +1
<input checked="" type="checkbox"/>  www.mercury... ▼	1.42 -0.15	20.78 ▼ 3.69	18	2 +2	▲ 6	▼ 14	3 +1	8 -2	9	3 +1	6
<input checked="" type="checkbox"/>  www.aciweb.c... ▼	5.05 -1.13	29.87 ▲ 1.06	65 -11	3 +3	▲ 3	▼ 9	0	7 -1	3 +1	5	14
<input checked="" type="checkbox"/>  valutrax.net/ ▼	0	>100	0	0	0	0	0	0	0	0	29
<input checked="" type="checkbox"/>  www.globald... ▼	0.61 +0.18	23.19 ▲ 2.56	8 +3	0 -1	▲ 11	▼ 8	2	5 -1	18 +5	2 -1	2 -3
<input checked="" type="checkbox"/>  appraiserdash... ▼	0.36 -0.02	18.24 ▲ 4.76	5	4 +3	▲ 7	▼ 7	0 -1	9 +2	7 -1	1 -1	12 +1
<input checked="" type="checkbox"/>  www.reggora.... ▼	0.51 +0.28	16.86 ▲ 2.14	6 +4	3 -4	▲ 15	▼ 7	2 -1	3	16	1 +1	7
<input checked="" type="checkbox"/>  www.valutrac... ▼	1.17 +0.15	19.70 ▲ 0.03	15 +3	6 +4	▲ 6	▼ 14	3	5 -2	10 -1	2 +1	9 +2
<input checked="" type="checkbox"/>  www.connexi... ▼	0 -0.01	40.00 ▲ 3.56	0	0	▲ 5	▼ 11	0	0 -1	10	3 -2	16 +3

Google Analytics SEO Results

Organic Traffic Comparison

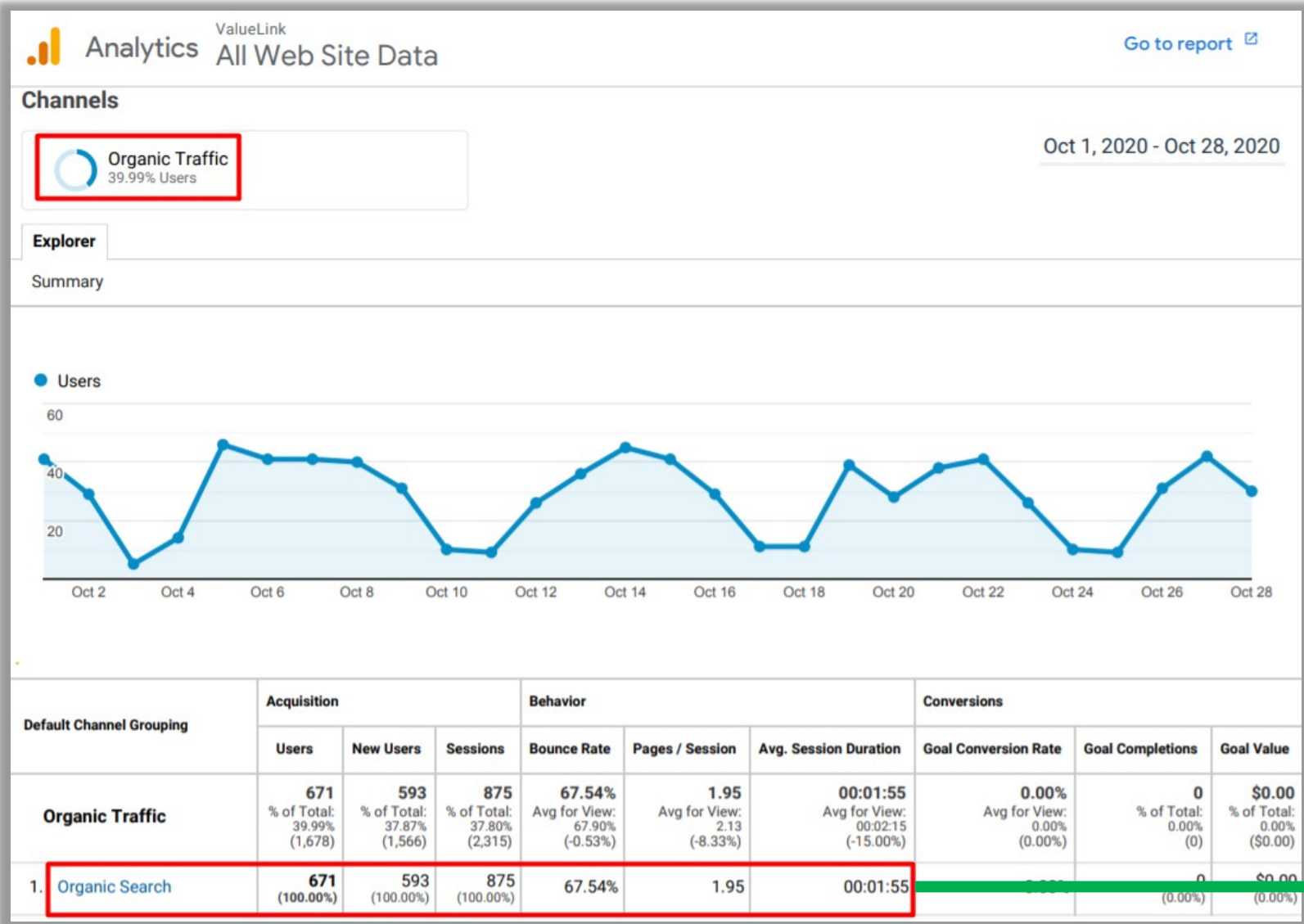


Organic Traffic Change:

August **VS** Oct

Average session duration and traffic has improved in the month of October. Now, we have to work on decreasing the bounce rate.

Organic Traffic for the Month of October



As compare to previous months, we are getting more traffic as we are ranking for the right keywords. We need to work a bit on our bounce rate as its crossing 60%.

Thank You