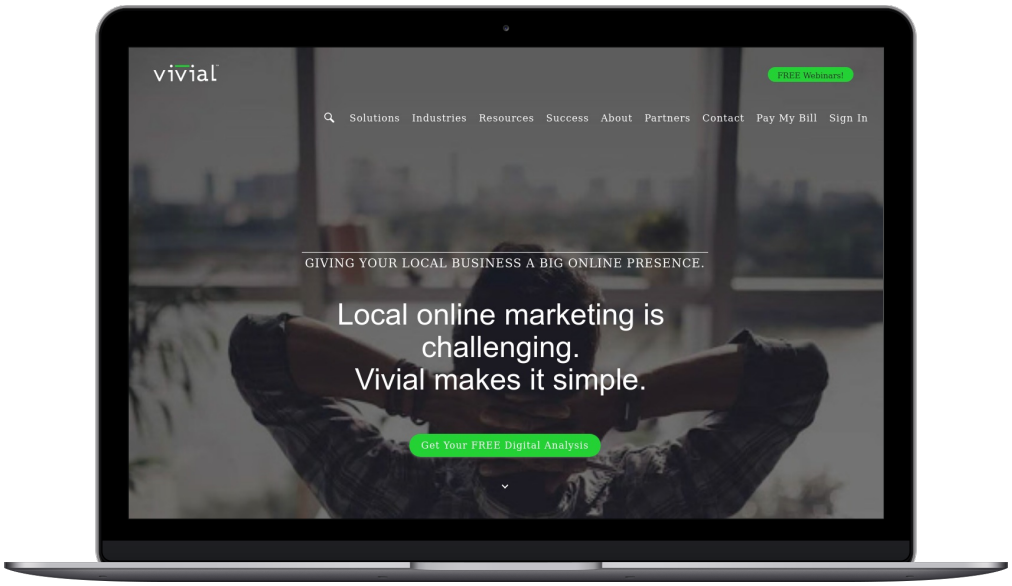


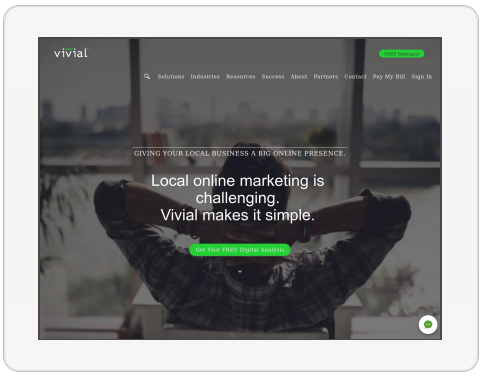
Report for Vivial

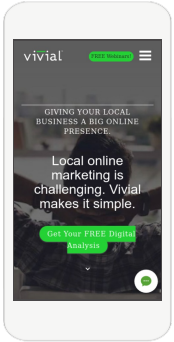
Jace Harris
Regional Channel Manager
4044092223
jharris1@vivial.net

vivial™
877-742-3779

Vivial

vivial
877-742-3779





vivial.net

3100 Research Blvd Suite 250
Dayton OH 45420

(937) 610-4100

mball@vivial.net

Analyzed on 8/8/19

92

Score

Summary

SOCIAL

Facebook page	12,667 likes
Twitter	4,931 followers
Instagram	920 followers
Reviews	400 found

WEBSITE

Analytics	Multiple found
Images	Optimized
Last update	30 days ago
Titles and descriptions	Incomplete
Sitemap	Issues detected
Website size	126+ pages discovered (5 pages analyzed)
Video	MediaElement.js

MOBILE

Mobile friendly	Optimized
Mobile speed	6.6 seconds 4G
Tablet friendly	Optimized

PAID SEARCH

Paid search	Found
Paid keywords	sms pro, web speed test, how to text someone from your gmail account, free bulk text messaging app, free seo audit
Display Ads	None detected

ORGANIC SEARCH

Organic referrals	15,000 / month (approx)
Search terms	vivial, vivial media, vival, yp com, vivial dayton
Alternative text	Issues detected
Amount of content	3,746 words on 5 pages
Backlinks	20,000 websites (approx)
Domain age	Mar 23, 2016

Alternative text

Some images on this organization's website do not have a text equivalent.

Is everyone welcome?

Alternative text provides a description of each image on a website. This is used by visually impaired website visitors and search engines.

Recommendations

Make sure every image on your website has an appropriate text alternative.

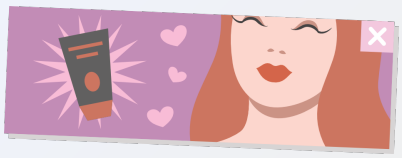
- Alternative text helps visually impaired users understand what is on-screen. Websites that omit it may be in violation of disability legislation in some countries.
- Alternative text can have a positive impact on a website's SEO.

Display ads

This business does not appear to be currently using display advertising.

Put ads on other sites

Display ads promote your business by appearing on other websites and can be an image, video or text.



280 days
Since ad found

188
Media ads found

23
Text ads found

Example text ad

How Are You Rating Online? - Scan Your Business For Free

How Are You Rating Against Your Competitors Online?

Recommendations

Consider using display advertising (i.e. Google Ads) as a way of driving traffic to your website.

- Ideal for businesses who want more visitors, and therefore more business, on their website.
- You pay only when potential customers see or click on one of your ads.
- Results are easy to measure.

This data is estimated by a third party source and may not detect all display advertising. Websites with a small advertising budget or niche campaigns are less likely to be detected.

Source: semrush

Page titles and descriptions

This organization's website does not have unique titles and descriptions on each page.

Control your search listing

Your website's title and description are displayed by search engines and when the website is shared on social media.

Vivial
https://vivial.net/
Get in front of local buyers with digital marketing. Vivial's local online marketing solutions make it quick, simple, and affordable.

This is how the organization's homepage will appear on a search engine result page.

Issues found

Some pages of this organization's website do not have a unique meta description.

- Without a meta description, search engines will select a snippet of text from the web page to display. This organization is missing an opportunity to select the text that appears in search results.

Recommendations

Add unique page titles and meta descriptions to your website.

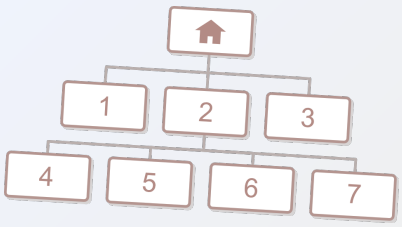
- The title and description are crucial in setting your website apart in search results.
- Don't include the same title and description on every page as search engines penalize duplicate content.

Sitemap

This organization's website has an out of date or invalid sitemap.

Help search engines find you

A sitemap tells search engines about the content that you have on your site and how often it's updated.



Pages missing from the sitemap
/partner-blog/

Issues found

The sitemap did not include some pages of this website.

- Pages not in the sitemap may not be listed in search engine results.
- Sitemaps can become out of date if the website is modified after the sitemap was generated.

Recommendations

Make sure you have a valid sitemap and that it is up-to-date.

- A sitemap allows search engines like Google to find the pages of a website faster and more accurately.
- Having all of your pages listed in the sitemap ensures your website is represented correctly in search engines.
- Your sitemap should comply with the widely-accepted standard.

Website speed

This organization's website appears to load so slowly that it is likely losing business.

Don’t keep them waiting

47% of consumers expect a web page to load in 2 seconds or less and 33% of people abandon a website that takes more than 4 seconds to load.

6.6 seconds

Loading time on 4G mobile

Recommendations

Update or rebuild this website to load more quickly.

- 47% of consumers expect a web page to load in 2 seconds or less.
- Google penalizes slow sites, placing them below faster competitors in search results.

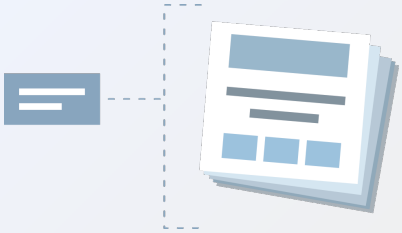
We measured the loading time of this organization's homepage using a server located in Virginia, USA. Speeds will vary from user-to-user depending upon their computer, location and connection speed.

Amount of content

This organization's website has a reasonable amount of text.

Build your content

Websites with a good volume of quality content are likely to rank higher in search engines.



3746
Words on 5 pages

126
Pages discovered

Recommendations

Add more content to your website.

- Google penalizes websites with too little content, and will tend not to show them in search results.
- Relevant content will attract and engage visitors.

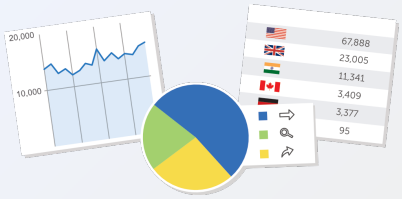
Content is measured by looking at a limited section of this organization's website. Websites built with Flash or other non-standard technologies may contain content that cannot be measured.

Analytics

This organization is measuring how many visitors it has by using a website analysis service.

Know your website visitors

Website analytics allows you to measure the behavior of people on a website. This information can help guide your marketing decisions.



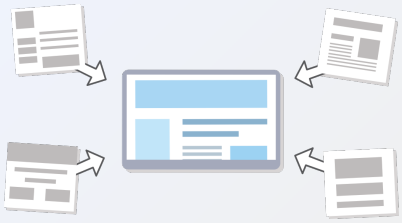
Analysis tools discovered
Google Analytics
Google Analytics Enhanced eCommerce
Hotjar
Quantcast

Backlinks

This website is linked to by at least 20,000 other websites.

Build your trustworthiness

When another website links to yours, this is called a backlink. Websites with more relevant backlinks tend to appear higher in search results.



Top backlinks

URL from	URL to
https://smallbiztrends.com/	/
https://coschedule.com/blog/how-often-to-post-on-social-media/	/blog/social-media-mistakes/
http://localvox.com/	/
http://localvox.com/solutions/social-media-for-local-businesses/	/solutions/social-media/
https://www.cincinnatiarts.org/	/

Backlinks are measured from a sample of webpages which is updated periodically. Certain links may be omitted from this analysis (in particular directory websites).

Source: ahrefs

Domain age

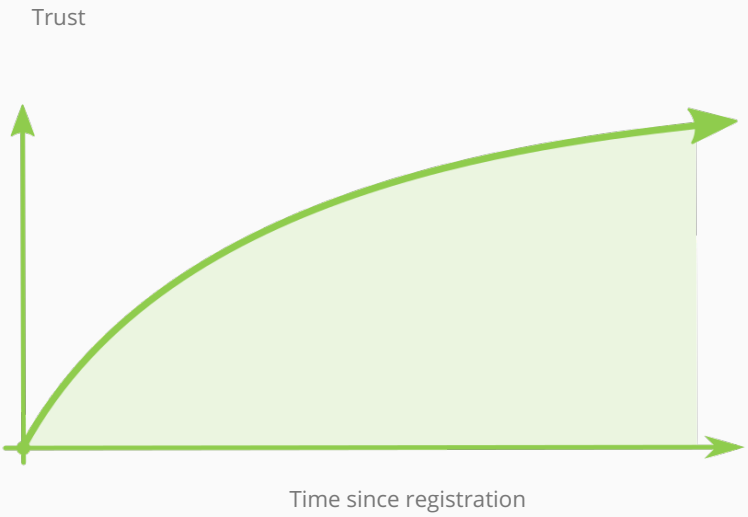
This website is using an established domain name (vivial.net).

Older and wiser

Older domains are more likely to rank well in search results. Search engines are known to mistrust very recently registered domains.

Mar 23, 2016

Date of first registration



New domain names are not considered trustworthy by search engines

Facebook page

This organization has a Facebook page.

Engage with your customers

Facebook pages are a popular way of engaging with customers and prospects online. Businesses can advertize, run promotions and interact with their customers via Facebook.

Facebook page: Vivial

12,667	13,062	0
Page likes	Page follows	Days since last post

Issues found

This Facebook page is updated regularly.

- Regular posts help retain existing followers and raise engagement.

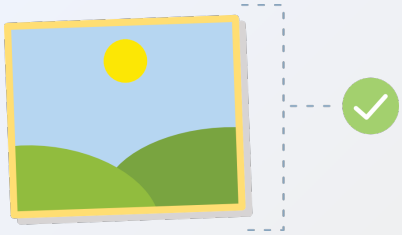
Source: facebook

Images

The images on this organization's website are all web friendly.

Get your images right

Pictures on the web should be optimized for fast loading without being stretched out of proportion.

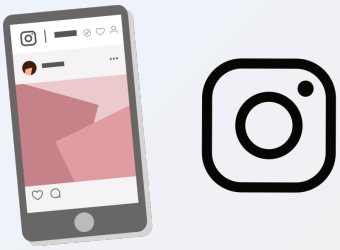


Instagram account

This organization appears to have an Instagram account.

Show what you do in a creative way

Instagram accounts are a popular way of engaging with customers online. Businesses can advertise, run promotions and interact with their customers via Instagram.

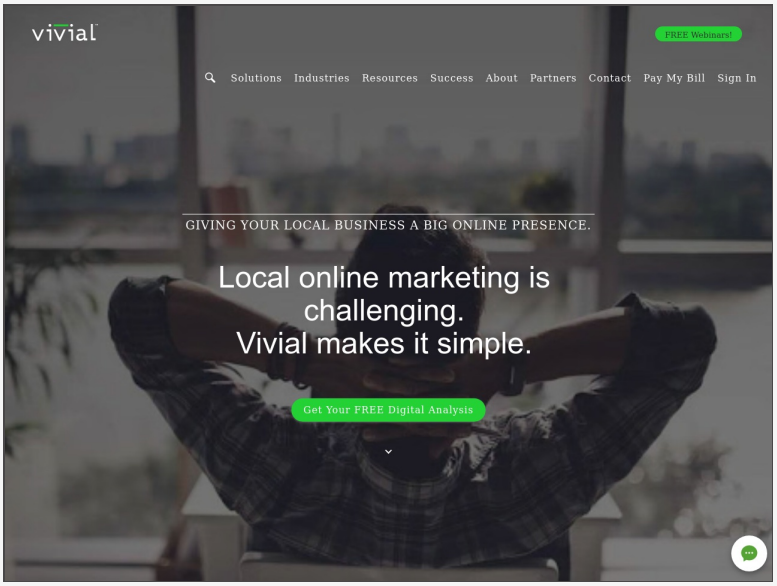


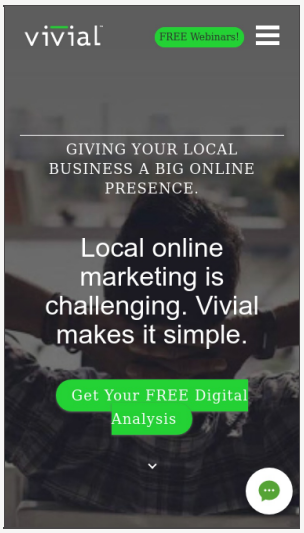
vivialmedia
Instagram username

920
Followers on Instagram

Mobile

This website appears to be optimized for mobile phones.





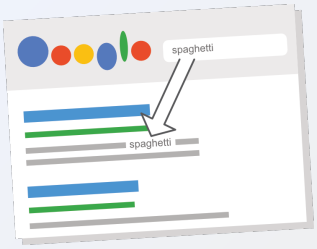
We load the homepage for this website in a simulated smartphone, and then perform an analysis on the resulting code of the webpage. Some unusual websites can confuse this analysis. If in doubt, consult the screenshots above to determine if they look mobile-friendly.

Organic search

This website is receiving traffic from search engines.

Get traffic from search engines

Make sure you're being found in search engines for the right terms.



15,000 / month
Estimated visitors from search

75 search terms
Estimated number this website is listed for

Top organic search keywords

Keyword	Position	Searches / mo	Traffic (%)
vivial	1	2900	35.80
vivial media	1	480	5.92
vival	1	720	5.21
yp com	10	9900	4.58
vivial dayton	1	210	2.59

Analysis covers US traffic only. Traffic is estimated by a 3rd party source using a sample of search engine results. Subdomains and websites with very low volumes of traffic are less likely to be detected.

Sources: semrush SimilarWeb

Paid search

This business is advertising with Google Ads.

Skip to the top of Google

Google Ads shows ads in Google search results. You can choose the search terms you wish to appear for. This makes Google Ads a highly effective way of targeting interested customers directly.

$9,500 / month
Estimated average monthly spend

1,000 / month
Estimated average monthly traffic

Example ad

SMS Software | Vivial™ SMS Marketing
www.vivial.net/sms/marketing
Vivial SMS Marketing directly connects businesses to customers & drives engagement. Vivial takes digital marketing to the next level with text messaging. Services: Online Advertising, Local Search, Website Design, Social Marketing, Directory Optimization.

Top paid search terms

Search term
sms pro
web speed test
how to text someone from your gmail account
free bulk text messaging app
free seo audit

Analysis covers US ads only. Data is estimated from a combination of 3rd party sources using a sample of search engine results. Websites with low Google Ads budgets are less likely to be detected.

Sources: SpyFu semrush

Reviews

This organization has been reviewed online.

Build up trust

Reviews help build consumer trust in your brand and products. 90% of customers say that their buying decisions are influenced by online reviews.

400 found
Reviews for this organization

4.2 / 5.0
Average review rating

Example reviews

	Posted by	Comment	Rating
f	Lyne Beringer	I'm usually skeptical when it comes to "telephone book sales people." Just sayin.. But right away, I had answers to questions,fair pricing, and my very own Vivial guy! I partnered with Eli and he totally rocks! He is both knowledgeable and helpful when it comes to maneuvering social media platforms. He has even helped us cli ...	★★★★★
f	Terry Herald	Shout out to Kaitlin and Danica! I have been with Berry/Vivial Advertising for 8 years. The on-line presence growth we have seen has been incredible. I have had several people managing our account along the way. They have all been exceedingly professional and talented. They keep getting promoted up! We have been able to inc ...	★★★★★
f	Braden Kennelly	Vivial has been great for us! We started our company back in 2016 and had been struggling a little to reach a greater audience. We found out about Vivial and it made for some dramatic positive changes for our company! What great staff! Tim van der Sandt is fantastic! He's been working with us to help develop our advertising in t ...	★★★★★
f	Angela Shrout	Vivial is an excellent company to handle all of your online needs. They did a great job building our website and they schedule monthly meetings to make sure we are still satisfied. We have worked with Jonah and Cheyenne so far and would highly recommend both employees! They do a great job explaining things and answering question ...	★★★★★
f	Lori Cackovic	If I could put zero stars I would. Now to tell you why. I started a Dental Hygiene practice in Westminster Colorado and hired Vivial to do my startup marketing. I went for 6 months paying $3,500 and then they dropped some of the services to bring the cost down to $999 for the next 6 month. During this past year, I got a total o ...	★☆☆☆☆

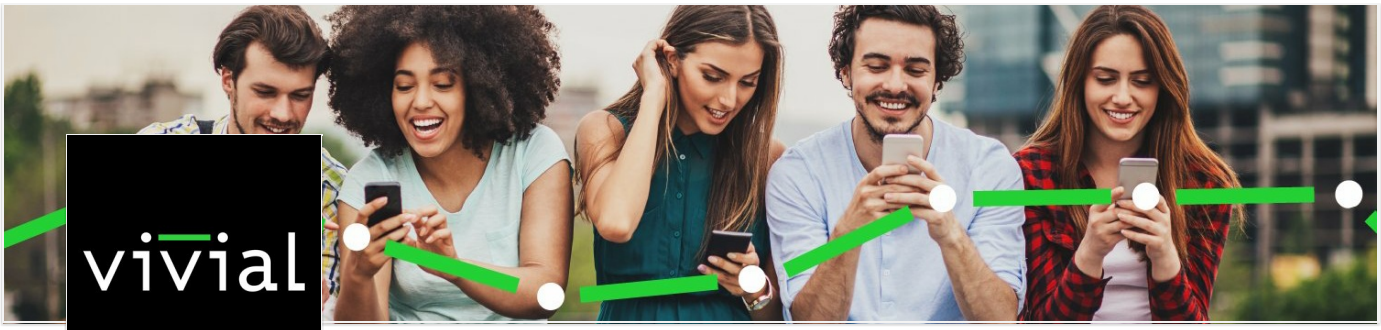
We looked for reviews of this organization in a limited number of tools. We use a combination of techniques to identify these, including matching by phone number and business name. If reviews are missing, they may be listed with conflicting contact information.

Twitter

This organization has a Twitter account.

Build up a following

Twitter accounts are a popular way of engaging with customers and prospects online. Businesses can run promotions and interact with their customers via Twitter.



Twitter account: Vivial

4,931 Followers	**1 day** Time between tweets	**2** Interactions per tweet

Issues found

This organization has low engagement with its Twitter followers.

- Engagement is a measure of how many replies, re-tweets and mentions an organization receives on Twitter.
- 0 percent of this organization's followers engage with each post on average.
- An engagement of 1% per tweet or higher is considered good.

This Twitter account is updated regularly.

- Regular tweets help retain existing followers and raise engagement.

Recommendations

Consider boosting posts or improving their quality.

- Increasing tweet quality will increase your reach.

Source:

vivial
877-742-3779

Video

This organization's website appears to contain a video.

Video improves conversion rate

Websites with a video have a higher conversion rate and 77 percent of consumers say they've been convinced to buy a product or service by watching a video

MediaElement.js

Video detected

We check a limited number of web pages for the most common video technologies. Obscure or highly customized video technologies may not be detected.

The following pages were analyzed

vivial.net

vivial.net/about/news/

vivial.net/partner-blog/

vivial.net/contact-us/

vivial.net/marketing/

This website contains at least 126 pages.

For speed of analysis, we check no more than 5 pages from a website. In the vast majority of cases this will give results which are indicative of the whole website but, as with any technique which only deals with a limited sample, we cannot guarantee that those pages we have analyzed are representative of those we have not.