



SEO Audit

myccu.org

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I. Domain Variations

All domain and http variations of url redirect to canonical version (<https://myccu.org>).

II. Site Crawl

- Known urls: 310
- External Links: 8
- Internal Links: 47
- Backlinks: 280

III. Search Indexation

- Total pages indexed (Google): **111**
- Total pages indexed (Bing): 172
- Total pages indexed (Yahoo): 172

IV. Brand Name Search Rank

- Community Credit Union: Rank 1 / homepage
- CCU: Rank 2 / homepage

V. On-Page Metadata:

• Index

- Title Tag: Home - Community Credit Union
- Meta-Description: **None**
- Optimized <H1>: Vibrant Banking for a Vibrant Community
- Subheaders: **No <H2> or <H3> elements**

• Accounts

- Title Tag: Accounts - Community Credit Union
- Meta-Description: "Community Credit Union offers checking accounts, savings accounts, money market accounts, CDs and retirement accounts in Lynn, Somerville, and Peabody, MA."
- Optimized <H1>: Accounts
- Subheaders: **No <H2> or <H3> elements**

• Loans

- Title Tag: Loans - Community Credit Union
- Meta-Description: "Community Credit Union in Massachusetts offers a variety of home loans, personal loans, auto loans, student loans and credit cards at affordable rates."
- Optimized <H1>: Loans
- Subheaders: **No <H2> or <H3> elements**



- **Business Banking**
 - Title Tag: Business Banking - Community Credit Union
 - Meta-Description: "Community Credit Union offers business checking accounts, business savings accounts, business money market accounts, business loans and business services."
 - Optimized <H1>: Business Banking
 - Subheaders: **No <H2> or <H3> elements**
- **Manage Your Money**
 - Title Tag: Manage Your Money - Community Credit Union
 - Meta-Description: "Community Credit Union makes it easy to manage your money with online and mobile banking, telephone banking, extra services and convenient locations."
 - Optimized <H1>: Manage Your Money
 - Subheaders: **No <H2> or <H3> elements**
- **Resources**
 - Title Tag: Resources - Community Credit Union
 - Meta-Description: "Community Credit Union helps you live more vibrantly with resources like free financial calculators, tips and advice, and a scholarship program."
 - Optimized <H1>: Resources
 - Subheaders: **No <H2> or <H3> elements**
- **About Us**
 - Title Tag: About Us - Community Credit Union
 - Meta-Description: "Learn more about Community Credit Union: our story, the credit union difference, how to become a member, community involvement and career opportunities."
 - Optimized H1: About Us
 - Subheaders: **No <H2> or <H3> elements**
- **Mortgages**
 - Title Tag: Mortgages - Community Credit Union
 - Meta-Description: "Community Credit Union offers affordable rates and local decisions on fixed rate and adjustable rate mortgages. Special program for First Time Homebuyers."
 - Optimized H1: Mortgages
 - Subheaders: **No <H2> or <H3> elements**



VI. On-Page Issues

- Missing/Empty Meta Descriptions:

Page Rating	URL	Organic Traffic	HTTP Status	Depth	Indexable	Meta Description	No. of inlinks
100	https://myccu.org/	3865.294102	200	0	Yes		76
63	https://myccu.org/internet-banking-terms-conditions-agreement-02_20_2018/	0	200	3	Yes		0
54	https://myccu.org/author/myccu-admin/	228.9144	200	3	Yes		14
54	https://myccu.org/category/tips-advice/	0.004396	200	3	Yes		14
53	https://myccu.org/category/tips-advice/home-loans/	0	200	3	Yes		10
53	https://myccu.org/category/uncategorized/	0	200	3	Yes		10
53	https://myccu.org/category/tips-advice/personal-finance/	0	200	3	Yes		8
52	https://myccu.org/category/tips-advice/from-community-credit-union-staff/	0	200	3	Yes		6
52	https://myccu.org/kasasa-signup/	0.008743	200	2	Yes		1
52	https://myccu.org/resources/forms-applications/atm-visa-card-maintenance-form/	0	200	2	Yes		1
52	https://myccu.org/resources/forms-applications/pre-authorized-transfer-agreement/	0	200	2	Yes		1
52	https://myccu.org/notifi-end-user-terms-and-conditions-ccu-of-lynn-02_2018/	5.20E-05	200	2	Yes		1
52	https://myccu.org/service-fee-schedule-10_01_2017/	0	200	2	Yes		1
52	https://myccu.org/terms-and-conditions-cu-09_2017/	0	200	2	Yes		1
51	https://myccu.org/tag/firsttimehomebuying/	0	200	3	Yes		1
51	https://myccu.org/tag/homebuying/	0	200	3	Yes		1
51	https://myccu.org/tag/mortgagelending/	0	200	3	Yes		1

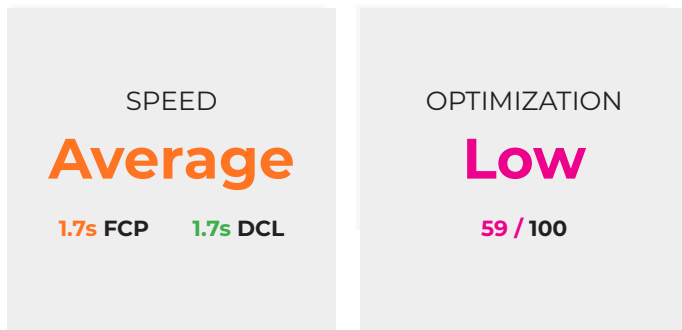


VII. Duplicate/Thin Content

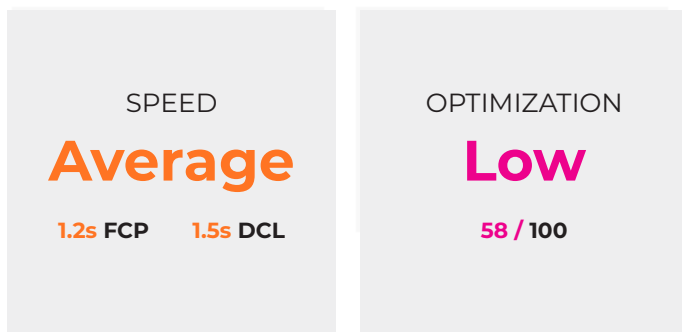
- No duplicate pages.

VIII. Load Speed

- Mobile



- Desktop



- **CSS Pages Too Large**

- https://myccu.org/wp-content/plugins/js_composer/assets/css/js_composer_tta.min.css?ver=5.4.5
- <https://myccu.org/wp-content/themes/Total/style.css?ver=4.9.5>
- https://myccu.org/wp-content/plugins/js_composer/assets/css/js_composer.min.css?ver=5.4.5

- **Slow Pages**

- <https://myccu.org/tag/mortgagelending/>











IX. Structured Data

- No errors found



X. Organic Search

- Users: 100-200/day from search
- Top landing pages

<input type="checkbox"/>	Landing Page [?]	Acquisition		
		Users [?] ↓	New Users [?]	Sessions [?]
		5,387 % of Total: 49.67% (10,845)	3,995 % of Total: 46.28% (8,633)	12,965 % of Total: 44.40% (29,198)
<input type="checkbox"/>	1. / 	5,192 (91.41%)	3,819 (95.59%)	12,347 (95.23%)
<input type="checkbox"/>	2. /loans/auto-loans/ 	77 (1.36%)	28 (0.70%)	89 (0.69%)
<input type="checkbox"/>	3. /about-us/contact/ 	60 (1.06%)	14 (0.35%)	76 (0.59%)
<input type="checkbox"/>	4. /manage-your-money/branch-at-m-locations/ 	51 (0.90%)	18 (0.45%)	67 (0.52%)
<input type="checkbox"/>	5. /accounts/ 	48 (0.85%)	23 (0.58%)	51 (0.39%)
<input type="checkbox"/>	6. /loans/ 	37 (0.65%)	13 (0.33%)	42 (0.32%)
<input type="checkbox"/>	7. /manage-your-money/online-mobile-banking/ 	21 (0.37%)	11 (0.28%)	22 (0.17%)
<input type="checkbox"/>	8. /accounts/checking-accounts/ 	20 (0.35%)	6 (0.15%)	21 (0.16%)
<input type="checkbox"/>	9. /about-us/ 	17 (0.30%)	12 (0.30%)	17 (0.13%)
<input type="checkbox"/>	10. /manage-your-money/transfers-payments/ 	17 (0.30%)	6 (0.15%)	18 (0.14%)



XI. High-Ranking Keywords

- **Ranked 5-10**

#	Keyword	Position	Volume	URL	Difficulty	Traffic	CPC
1	ccu bank	9	1700	https://myccu.org/	59	59	3.5
2	my community bank	10	1400	https://myccu.org/	59	24	2.5
3	community educators credit union	5	400	https://myccu.org/	0	23	0.8
4	peabody credit union	5	200	https://myccu.org/	3	14	0.2
5	vibrant banking	9	400	https://myccu.org/	1	12	20
6	community credit union maine	9	500	https://myccu.org/	8	11	3
7	somerville credit union	7	200	https://myccu.org/	8	10	2
8	or community credit union	6	100	https://myccu.org/	42	6	0.4
9	transfers & payments	5	70	https://myccu.org/manage-your-money/transfers-payments/	5	5	
10	community union	5	60	https://myccu.org/	48	4.3	
11	community bank credit union	6	60	https://myccu.org/	53	3.7	4
12	banco federal credit union	6	60	https://myccu.org/	72	3.5	2
13	community credit union customer service	7	60	https://myccu.org/	34	2.6	0.9
14	banks in lynn ma	9	70	https://myccu.org/	8	2.3	9
15	community educators bank	5	30	https://myccu.org/	26	2	1.6
16	or community cu	7	40	https://myccu.org/	55	2	
17	community credit union customer service number	5	20	https://myccu.org/	48	1.7	1.9
18	community credit unions near me	5	20	https://myccu.org/	62	1.4	
19	credit union danvers ma	8	30	https://myccu.org/	39	1.2	
20	mycccu online	10	50	https://myccu.org/	9	1.2	
21	credit union salem ma	6	20	https://myccu.org/	16	1.2	2.5
22	saugus credit union	9	30	https://myccu.org/	0	1	0.5
23	googlestore	7	20	https://myccu.org/manage-your-money/online-mobile-banking/img-googlestore/	61	0.91	



#	Keyword	Position	Volume	URL	Difficulty	Traffic	CPC
24	massachusetts personal loans	5	10	https://myccu.org/loans/personal-loans-north-shore-ma.aspx	6	0.75	8
25	my community federal credit union app	9	20	https://myccu.org/	0	0.69	1.4
26	online community credit union	10	30	https://myccu.org/	23	0.64	1
27	lynn union	9	20	https://myccu.org/	0	0.6	
28	elisa sanchez	5	200	https://myccu.org/2018/03/01/working-community-credit-union-elisa-sanchez/	0	0.52	
29	lynn ma banks	8	10	https://myccu.org/	24	0.46	
30	peabody credit union	5	200	https://myccu.org/business-banking/	3	0.4	0.2
31	peabody credit union	5	200	https://myccu.org/accounts/	3	0.4	0.2
32	peabody credit union	5	200	https://myccu.org/manage-your-money/	3	0.4	0.2
33	peabody credit union	5	200	https://myccu.org/loans/	3	0.4	0.2
34	common credit union	9	10	https://myccu.org/	43	0.38	2
35	mass postal credit union	10	10	https://myccu.org/	1	0.28	
36	community educators bank	5	30	https://myccu.org/accounts/	26	0.06	1.6
37	community educators bank	5	30	https://myccu.org/business-banking/	26	0.06	1.6
38	community educators bank	5	30	https://myccu.org/manage-your-money/	26	0.06	1.6
39	community educators bank	5	30	https://myccu.org/loans/	26	0.06	1.6

- **Recommended leveraging techniques:**
 - Add internal links to pages to move to ranks 1-5.
 - Optimize page for identified keywords.



XII. Backlinks

Referring domains ⁱ

LIVE LINKS

All time

One year

Last 30 days



XIII. Broken External Links

- myccu.org/products_services.html
- myccu.org/interest_rates.html
- myccu.org/contact_us.html
- myccu.org/upload/3.png
- myccu.org/telephone_banking_atm.html
- Recommendation: Replace content or redirect broken pages

XIV. Content Gaps (Competitor Keywords)

- Boston credit union
- Credit union locations
- Best credit unions in ma
- Mass saves loan
- Credit builder loan online



XV. Recommendations:

- Complete Google Search Console set up.
- Review Google indexing issues.
- Add meta-descriptions to pages where missing.
- Add locations and USP's to meta-descriptions.
- Lengthen and optimize <H1> elements to account for search keywords.
- Add <H2> and <H3> elements where appropriate.
- Optimize load speed.
- Reduce large CSS pages.
- Repair slow page.
- Bolster search results with paid media.
- Bolster pages with keywords ranked 5-10 to further improve rank by adding internal links and optimizing landing pages for identified keywords.
- Fix broken backlinks by replacing content or redirecting broken pages.
- Create content based on competitor keywords.
- Move Google analytics tag to <head> section.
- Consider adding financial calculators (most popular mortgage results).





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