

Website + SEO Analysis



Objective

This analysis is designed to assess the web properties of Echo Park. We will cover an overview of major website and SEO issues, as well as providing suggestions and solutions. The approach taken by the Moore and Scarry team is built on years of Automotive Industry experience and the latest tools in user experience, web usability and big data for business.

Organic Keywords

Current keywords are not useful. EchoPark's top keywords are:

Password

Login

Required

Valid

Email

Organic Keywords

Solutions:

Keyword styling-

The above listed keywords are styled with H1 and H2 tags, they should be restyled using em's and a custom class, to remove them from structural considerations as headlines on the website.

Custom Landing Pages-

Landing pages on the site currently do not match execution of other brand properties. Even pages dedicated to content about specific offerings like trucks should reflect the brand's tone and message, with lifestyle photography alongside more detailed specifics about vehicles. Copy for each of these pages should be unique, non-duplicated and offer in depth sharable content.

Social Plugins-

Using the click-to-tweet plugin for callouts on these custom landing pages can create organic backlinks from engaged readers, and if the tweet includes a brand mention or hashtag, these can be used to identify leads on social media.

Organic Keywords

Recommended Organic Keywords

Used Cars Denver Colorado

Used Cars Denver CO

Used Cars

Used Car

Used Car Prices

Used Car Dealer

Used Car Values

Buying a used car

buying a used car denver

used car dealers denver

finance a used car denver

used car loan, Denver CO

used cars denver bad credit

used cars denver {make}

find a {make} denver

certified used cars denver

certified used cars colorado

certified used cars denver co

certified used cars

Website Metadata:

SERP Meta Title & Description-

The Meta title is backwards, the Brand name should feature first, and the copy for the site's meta title and description are lacking in call to action and branding.

The image shows a Google search for 'echopark'. The main search results page displays several entries:

- Used Cars and Trucks for sale, EchoPark | Denver Colorado**
<https://www.echopark.com/>
Buy pre-owned vehicles in an open, transparent, and no-hassle way. At EchoPark we're out to transform the way people buy automobiles.
[Get Service](#) - [Browse Vehicles](#) - [Finance](#)
- Home | echo park paper co.**
www.echoparkpaper.com/
Idea Books; Free Downloads; Pinterest; Blog; Videos. Echo Park Paper; Carta Bella Paper; EP Mini Themes; Dies and Stamps; Embellishments; Paper Pads ...
[Collections](#) - [Wholesale](#) - [Idea Books](#) - [Contact Us](#)
- Echo Park, Los Angeles - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/Echo_Park,_Los_Angeles - Wikipedia
Echo Park is a densely populated neighborhood of 43,000+ residents in the central region of Los Angeles, California. It has one high school and eight other ...
- Welcome to Echo Park - Independent School District 196**
www.district196.org/ep/ - Independent School District 196
Welcome to ECHO PARK. Principal: Sally Soliday. STUDENT ABSENCES 651-683-6969 ext. 95101. OFFICE HOURS 7:30 am to 4:30 pm. STUDENT HOURS

An inset shows a search interface for 'echo park' with results about:

- Echo Park (Neighborhood in Los Angeles, California)**
Echo Park is a densely populated neighborhood of 43,000+ residents in the central region of Los Angeles, California. It has one high school and eight other ...
- Echo Park, Los Angeles - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/Echo_Park,_Los_Angeles - Wikipedia
Echo Park is a densely populated neighborhood of 43,000+ residents in the central region of Los Angeles, California. It has one high school and eight other ...
- Home | echo park paper co.**
www.echoparkpaper.com/
Idea Books; Free Downloads; Pinterest; Blog; Videos. Echo Park Paper; Carta Bella Paper; EP Mini Themes; Dies and Stamps; Embellishments; Paper Pads ...
[Collections](#) - [Wholesale](#) - [Idea Books](#) - [Contact Us](#)
- Used Cars and Trucks for sale, EchoPark | Denver Colorado**
<https://www.echopark.com/>
Buy pre-owned vehicles in an open, transparent, and no-hassle way. At EchoPark we're out to transform the way people buy automobiles.
[Get Service](#) - [Browse Vehicles](#) - [Finance](#)
- Echo Park: Greatest Neighborhood in Los Angeles, Which ...**
www.laweekly.com/.../echo-park-greatest-neighborhood-in-4... - LA Weekly
Feb 28, 2013 - Echo Park is, depending on your point of view: the poor man's Silver Lake, the rich man's Highland Park, the Williamsburg of the West Coast, ...
- Historic Echo Park**
www.historicechopark.org/
Sep 28, 2014 - Councilmember Mitch O'Farrell, the Department of Recreation and Parks, and the Echo Park Historical Society will present the film noir classic ...

The inset also includes a map of Los Angeles highlighting the Echo Park neighborhood and a 'Feedback' link.

Website Metadata:

Social Specific Metadata-

The site does not use specific metadata for social sites. EchoPark should use Twitter cards, and Facebook metadata to deliver keywords to the social media audience and create relevance on inbound links from other sites.

Schema-

Site's schema metadata is improperly coded, does not integrate ratings, reviews, store hours, or other important factors. Without proper schema, no navigation options show up in search results. EchoPark's metadata should be rewritten to include site navigation, a site search from listings option, address, social ratings from Google+ and address/phone number.

Google+ Integration:

While linked, the Google+ page is not properly connected to the Google places local listing, and the search results are not pulling up any Google+ data when searching EchoPark. Pages should be revised to assure proper integration of all Google based web properties.

Alt Tags-

Not all images on the site have alt tags, and alt tags are not always informative. Not all alt tags use keywords or phrases. Slider unit images have no alt tags. Alt tags should be added to all images on the site, and feature both brand keywords and local keywords, as well as long-tail keyword search phrases.

Social

Facebook-

FB Copy Reads:

At EchoPark, we make buying and selling a car as easy and enjoyable as driving it. From personalized one-on-one help to transparent pricing and buying, you'll notice the difference as soon as you walk in the door. Stop by your nearest Denver-area location and check us out!

Copy does not integrate search-friendly keywords or phrases. We suggest revising these about page copy to include user-friendly search terms and phrases.

Twitter-

About Copy Reads:

At EchoPark, we make buying and selling a car as easy and enjoyable as driving it. Come in and experience a whole new way to shop. (Copy should be revised to include relevant keywords.)

Social

Google+:

About Copy:

At EchoPark, we love cars. And we can't wait to share our passion with you. Whether you're looking for a pre-owned vehicle or it's time to sell your old ride, we make buying and selling a car as easy and enjoyable as driving it. Here, simplicity and happiness come standard.

Copy does not integrate search-friendly keywords or phrases. We suggest revising these about page copy to include user-friendly search terms and phrases.

Social

YouTube-

YouTube videos and other social media presence is not effectively linked, as these do not appear in search engine results. YouTube listings are not showing up when EchoPark is typed into search. We suggest revising these about page copy to include user-friendly search terms and phrases.

Social Integration-

Social plugins are not used on the site, and they should at least feature on blog pages to help create search engine relevance. Share options help create connections across the brand's web presence and should be added.

No Social Activity on the Site-

Social activity plugins, even a simple one that showcases a tweet can create consistently updating content, and help improve the crawl rate of the site, helping it rank higher.

Locations

Individuation-

Each location needs an individualized presence on social media and in social/website metadata.

Metadata-

Location metadata is not consistent across web presence.

The image shows a Google search interface with the query "echo park highlands ranch". The search results include several links to EchoPark locations and services. On the right side, there is a detailed business listing for "EchoPark Thornton", which includes a map, photos, and contact information.

Google echo park highlands ranch +David

[Web](#) [News](#) [Maps](#) [Shopping](#) [Images](#) [More](#) [Search tools](#)

About 171,000 results (0.37 seconds)

EchoPark Highlands Ranch - Highlands Ranch, CO ...
www.cars.com/dealers/5348835/echopark-highlands-ranch/ Cars.com
Learn about **EchoPark Highlands Ranch** on Cars.com. Read reviews by dealership customers, get directions, contact the dealer.

Receptionist/Cashier - Centennial/Highlands Ranch - Jobs.net
www.jobs.net/.../echopark/...Highlands-Ranch/J3F1SH72TTLWVLTJW...
Dec 16, 2014 - This position is for opportunities in **Highlands Ranch** and Centennial Job Summary: At **EchoPark** this position is a front-line representative and ...

Used Cars and Trucks for sale, EchoPark | Denver Colorado
<https://www.echopark.com/>
Buy pre-owned vehicles in an open, transparent, and no-hassle way. At **EchoPark** we're out to transform the way people buy automobiles.
[4 Google reviews](#) · [Write a review](#) · [Google+ page](#)

500 East 104th Avenue, Thornton, CO 80233
(855) 216-3397

Sonic's EchoPark stores will use self-branded products ...
www.autonews.com/.../sonic's-echopark-stores-will-us... Automotive News
Sep 3, 2014 - Dyke: On financing options, **EchoPark** is going to be a flat fee. ... stores in Centennial, **Highlands Ranch** and two other suburbs of Denver. Sonic ...

EchoPark AUTOMOTIVE
See photos See inside
EchoPark Thornton Directions
Used Car Dealer
Address: 500 East 104th Avenue, Thornton, CO 80233
Phone: (855) 216-3397
Hours: Open today · 9:00 am – 9:00 pm
Reviews
4 Google reviews Write a review
Feedback

Interface

Logo-
Pixelated at largest resolutions



Call Today 855-216-3397



My Account



Contact Us



Search

Live Chat

Find

Sell

Finance

Service

Community

About

Specials

There are **560** vehicles looking for happy owners.

Find a car to



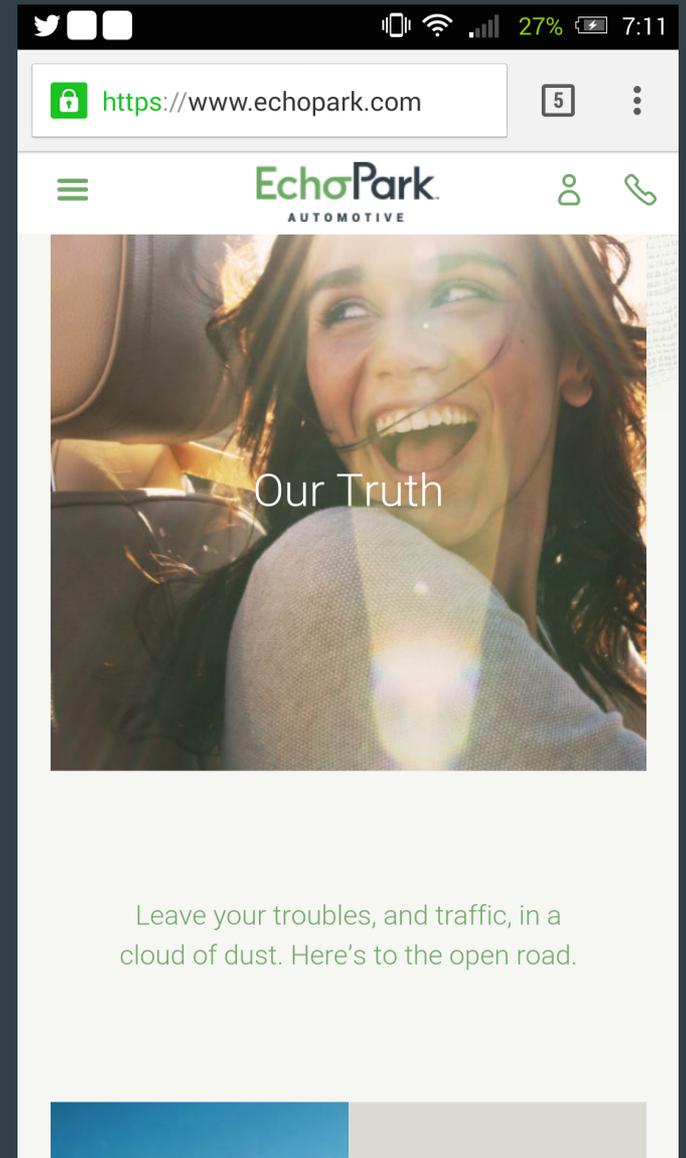
Interface

Mobile-

Calls to action are lost between images. Media queries should reduce amount of images to streamline site navigation and interfaces on mobile devices, and make calls to action more prominent.

Traffic Optimization-

'Our Truth' page is highly trafficked. We recommend reformatting page to include sales verbiage and opportunities.



Interface

Search-

The site's three part search throws users off, especially since the style is the last thing a user can search. In the site's on-page analytics, the green vehicle search button is an afterthought garnering no traffic.

There are 560 vehicles looking for happy owners.

Find a car to
make ▾ model ▾ style ▾
you happy.

Search by Price ▾

Search Vehicles

0.0%	0.0%	0.0%	0.0%	0.0%
All Makes	Chrysler	Hyundai	Mazda	Ram
0.0%	0.0%	0.0%	0.0%	0.0%
Acura	Dodge	Infiniti	Mercedes Benz	Scion
0.0%	0.0%	0.0%	0.0%	0.0%
Audi	Ford	Jeep	Mercury	Subaru
0.0%	0.0%	0.0%	0.0%	0.0%
BMW	GMC	Kia	MINI	Toyota
0.0%	0.0%	0.0%	0.0%	0.0%
Buick	Harley Davidson	Lexus	Mitsubishi	Volkswagen
0.0%	0.0%	0.0%	0.0%	0.0%
Cadillac	Honda	Lincoln	Nissan	Volvo
0.0%	0.0%	0.0%	0.0%	0.0%
Chevrolet	HUMMER		Pontiac	

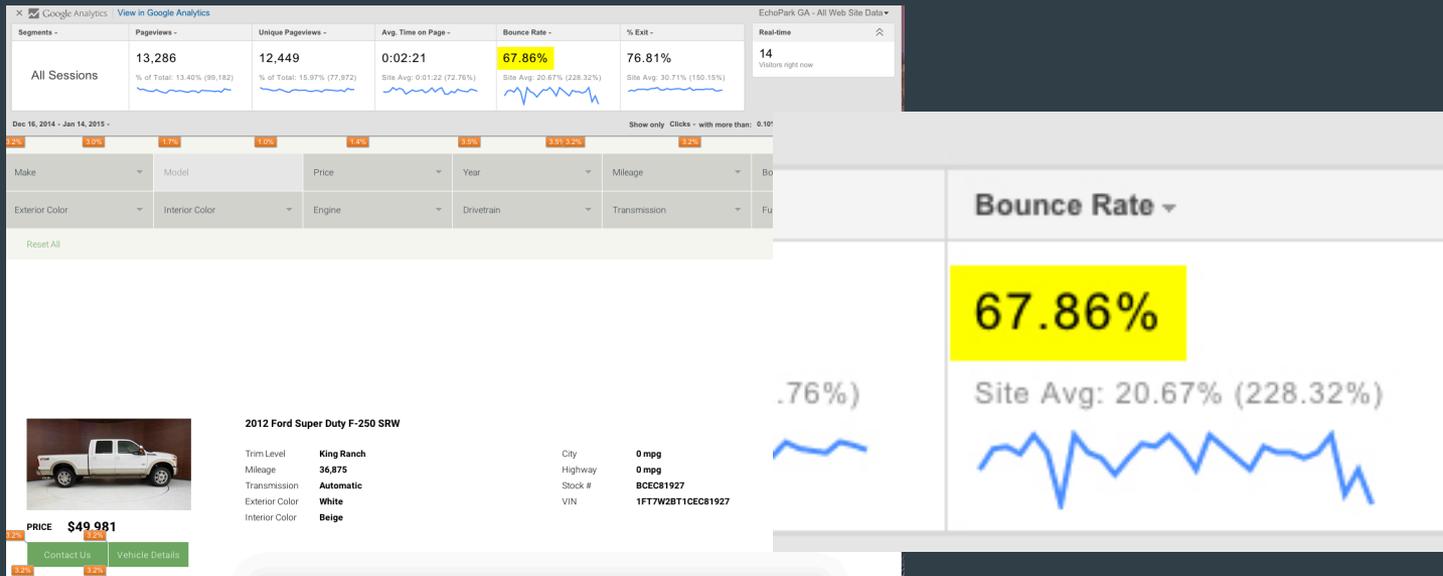
Interface

Home Button-

The website needs a home button, as this is increasing the bounce rate of the find vehicle page, as most users are acquainted with a home button on the top left. It is not enough to link the logo to the home page.

Find Vehicle Page-

This page has a 70% bounce rate across all sessions, and is bouncing 37.9% of all paid sessions. This bounce rate is 245% higher than the website average bounce.



Interface

Vehicle Search Refinement-

Search relies on dropdowns which are counterintuitive to usability. Menu height is also pushing down page content making it difficult to easily scan through inventory. On mobile the search refinement is slow to respond.

Recommend using a sidebar search filter to allow more vehicles to be shown and ease usability. This has become common practice amongst online stores and retailers.

EchoPark
AUTOMOTIVE

Call Today 855-216-3397 | My Account | Contact Us | Search | Live Chat

Find Sell Finance Service Community About Specials

560 Vehicles Found | New Search | Compare | Highest Price | View

Make	Model	Price	Year	Mileage	Bodystyle
Exterior Color	Interior Color	Engine	Drivetrain	Transmission	Fuel

Reset All



2012 Ford Super Duty F-250 SRW

Trim Level	King Ranch	City	0 mpg
Mileage	36,875	Highway	0 mpg
Transmission	Automatic	Stock #	BCEC81927
Exterior Color	White	VIN	1FT7W2B11CEC81927
Interior Color	Beige		

PRICE **\$49,981**

Contact Us | Vehicle Details

Favorite Compare



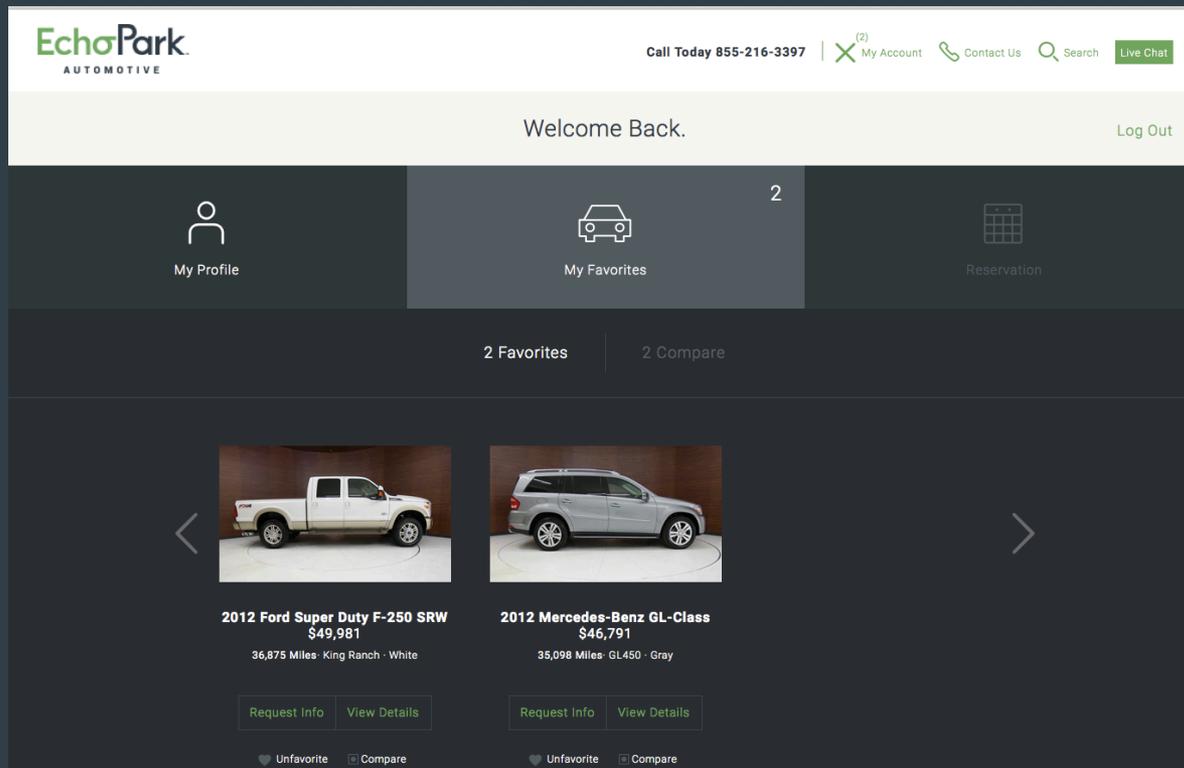
2012 Mercedes-Benz GL-Class

Trim Level	GL450	City	13 mpg
Mileage	35,098	Highway	18 mpg
Transmission	Automatic	Stock #	BCA766831
Exterior Color	Gray	VIN	4JGBF7BE9CA766831
Interior Color	Black		

Interface

My Account-

My account functionality is limited and the only obvious uses it has are saving vehicles. Reservation tool appears broken. The dropdown page for my account is counterintuitive, it gives the impression the user has navigated to a new page when this is not the case.



Interface

Apply for Credit-

Call to action is not prominent, lost in the rest of the design. App should be rebranded to fit EchoPark style guide, or not used by clients, as it does not cohere with the anti-retail feel of other website elements.

When you're buying a car, it's important to feel confident in your purchase. That's why we offer flexible terms and competitive rates for you to choose from, along with a handful of lenders. And to ensure all our new owners are happy owners, we also offer a 7-day Vehicle Exchange Program*. [View Exchange Certificate Details](#)

At EchoPark, you can expect more from car buying. Here, we let technology drive the process, reducing the mounds of paperwork and frustration. And each of our vehicles come with a 90-day Limited Warranty** — so when you drive off the Park, you

hit the open road with confidence.

But before you drive away, check out some additional products to keep your car looking like the day you bought it. [View Products](#)

Thinking about buying? Use our [Financing Calculators](#) to help you get on the right track

We can help you finance your next vehicle.

[Apply for Credit](#)

← 1 2 3 4 5 →
Contact Info Application Info Income Vehicle Summary

Personal Information



Thanks for getting started! At the end of this page you will have an opportunity to receive additional information on products and services from your dealer and/or continue on with your credit application.

First, we need some key information from you—such as your contact info. But don't worry—any information you transmit through this site is safe. This website has been secured with an SSL connection (this means that your data will be sent over an encrypted channel).

At the end of the process, you will have an opportunity to review your information before you submit it. To continue, please select whether you are applying for credit as an individual applicant or with a co-applicant and complete the fields on the right.

* Required Fields

* First Name	First Name
* Last Name	Last Name
* Email Address	email@domain.com
* Phone Number	(xxx) xxx-xxxx
Add'l Phone Number	(xxx) xxx-xxxx
* Address 1	Address Line One
Address 2	Address Line Two
* City	City
* State	-- Choose --
* ZIP	Zip Code

I have read and agree to the terms of the [Privacy Policy](#). By providing my contact information, I consent that EchoPark can contact me about offers and product information.

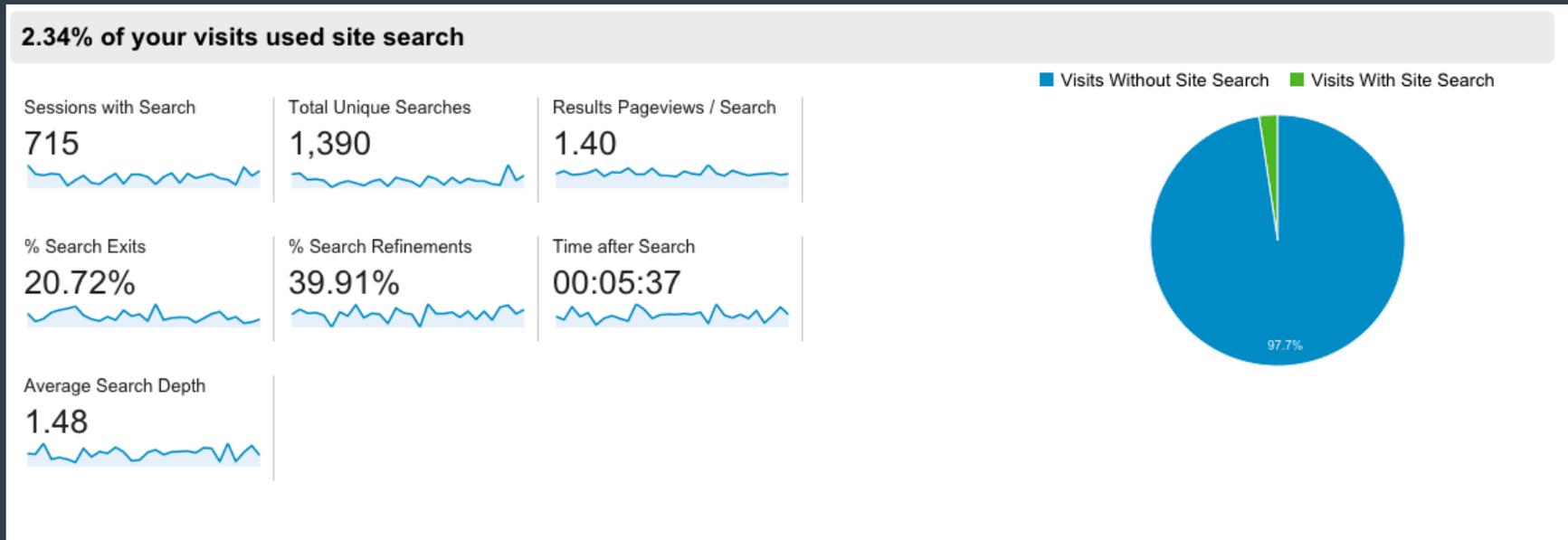


Submit and Continue

Interface

Site Search-

The site's search feature is buried in the top right corner in an unintuitive way, and limits user interaction. only 2.5% of all web traffic is using site search. Paid traffic's site search engagement is 32% lower than organic traffic.



Support & Security

Site Speed-

Site ranks at 53/100 on Google's site speed test, and is slow to load on mobile.

PageSpeed Insights 8+1

http://echopark.com/ ANALYZE

Mobile Desktop

76 / 100 Suggestions Summary

! Should Fix:

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
▶ [Show how to fix](#)

! Consider Fixing:

- Leverage browser caching
▶ [Show how to fix](#)
- Avoid landing page redirects
▶ [Show how to fix](#)
- Optimize images
▶ [Show how to fix](#)
- Enable compression
▶ [Show how to fix](#)
- Minify JavaScript
▶ [Show how to fix](#)
- Minify HTML
▶ [Show how to fix](#)



PageSpeed Insights 8+1

http://echopark.com/ ANALYZE

Mobile Desktop

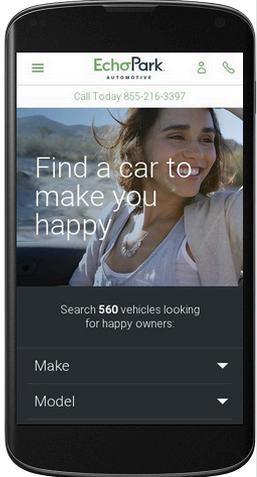
53 / 100 Speed

! Should Fix:

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
▶ [Show how to fix](#)
- Avoid landing page redirects
▶ [Show how to fix](#)
- Leverage browser caching
▶ [Show how to fix](#)

! Consider Fixing:

- Optimize images
▶ [Show how to fix](#)
- Prioritize visible content
▶ [Show how to fix](#)
- Enable compression
▶ [Show how to fix](#)
- Minify JavaScript
▶ [Show how to fix](#)



Support & Security

Support-

The site does not support IE 7 or 8, which make up 3% of the overall visiting traffic to the site. Support or a limited version of the site should be added.

SSL-

The Site does not use SSL for client logins, or passwords.

The screenshot displays the GlobalSign SSL Configuration Checker interface. At the top, it shows the GlobalSign logo and navigation links. The main heading is "SSL Configuration Checker: Your Score". Below this, there is a "Scan Another" button and a "Special Offer" banner. The central part of the page features a "Score Assessment" section with a large red "F" grade and a bar chart showing scores for different categories: Certificate (100%), Protocol Support (80%), Key Exchange (80%), and Cipher Strength (80%). Below the score, there is a "What does this score mean?" section and a "Powered by QUALITY SSL LABS" logo. The bottom section lists 11 security warnings, each with an icon and a "How to Fix" link. The warnings include: "Server does not use secure renegotiation settings", "Server has not enabled HTTP Strict-Transport-Security", "Server uses RC4 cipher with modern browsers", "Server doesn't prefer ciphers that enable forward secrecy", "TLS v1.1 and TLS v1.2 should be enabled", "Server configuration does not meet FIPS guidelines", "Server does not have OCSP stapling configured", "Server has not yet upgraded to a Extended Validation certificate", "Server does not have SPDY enabled", "Server is using RC4-based ciphersuites which have known vulnerabilities", and "Server has SSL v3 enabled". At the bottom, there are sections for "Server Details", "Registration Details", "Certificate Details", "SSL Configuration", and "Miscellaneous Details".

Analytics and Adwords

Paid Traffic-

Paid traffic is only engaging 3.3 pages per session, almost 20% lower than organic traffic, which suggests that paid traffic being brought to the site isn't being met with content that matches their expectations from the ads.

Paid Traffic Bounce and Time on Site-

The bounce rate for paid traffic is 45.92% higher than the site's average. The time on site for paid traffic is 63% lower than organic traffic, which again reaffirms the suspicion that either ads are not targeted enough, or their links are not showing prospects content they need to engage with.

Conversion Goals-

While the dealer is tracking VDP views internally, no conversion goals exist for the website. We suggest setting up VDP View conversions, about page views, and blog category tracking to gauge what users are engaging with most.

Content

Custom SEO Landing Pages-

A lot of the site reads like a brochure, with generic overviews. Content length both improves relevancy and can increase engagement and conversion when the information is highly targeted, unique and informative.

Source:

<http://unbounce.com/conversion-rate-optimization/long-vs-short-conversion-marketing/>

If you are making your visitors commit to a small ask, e.g., give you their email address, and they don't have too many objections, your landing page should be short.

If you are asking for a big commitment, e.g, making a \$1,000 purchase, you'll need a long landing page as there will be a lot of objections for you to address.

The length of your landing page typically revolves around how big or small your ask for a commitment is as well as how many objections there are to it.