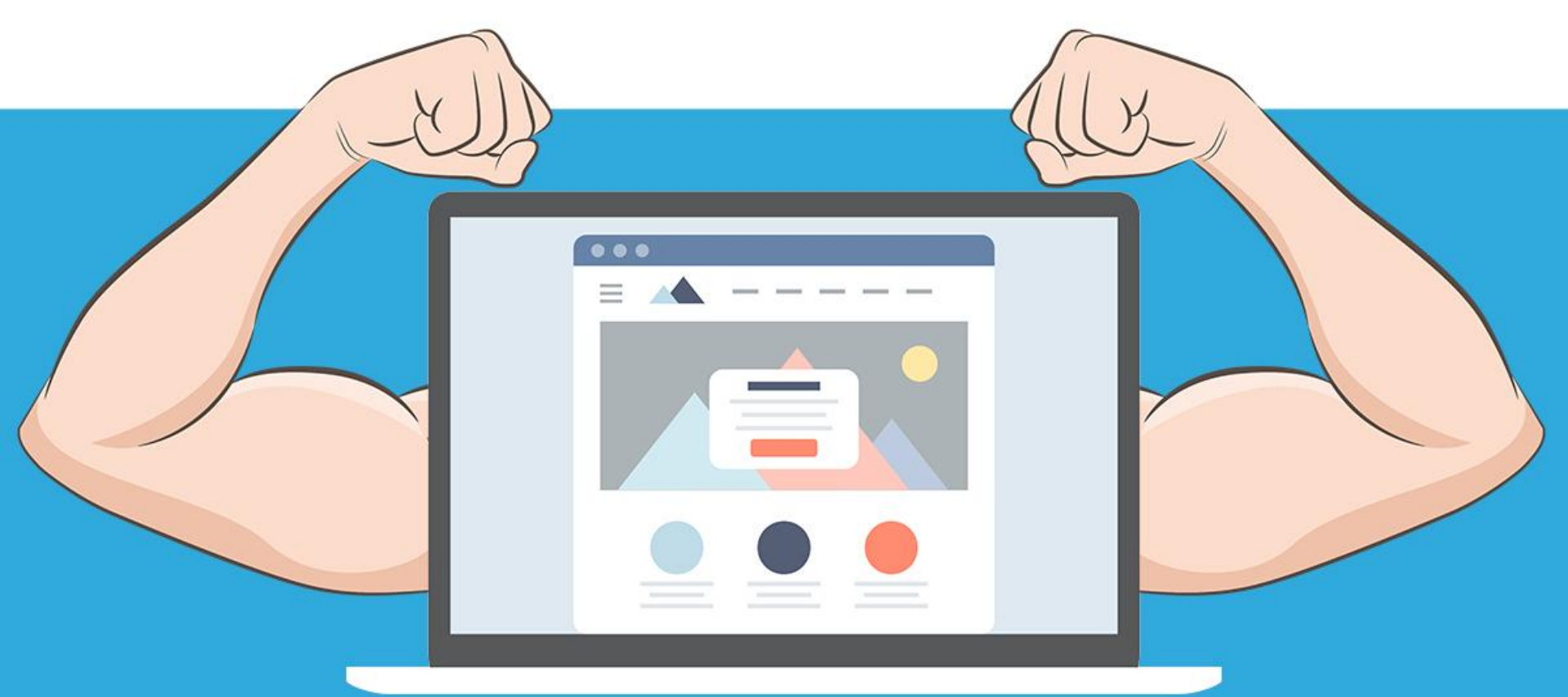


**DON'T LET YOUR WEBSITE
GET OUT OF SHAPE**



DSS USERS' GROUP



LET'S GET IN SHAPE

1

BROKEN LINK CHECK

Get your veins pumping



Fixing Your Broken Links

- Broken Links can trigger google into penalizing your website
- You will not be notified of this
- The best way to correct these is to use a broken link checker, such as...



Free Broken Link Tools

- <https://www.deadlinkchecker.com/website-dead-link-checker.asp>
- <http://www.brokenlinkcheck.com/> (no https)
- <https://validator.w3.org/checklink>

#	Broken link (you can scroll this field left-right)	Page where found	Server response
1	https://www.cdc.gov/media/dpk/2014/dpk-hai.html	url src	404
2	https://www.washingtonpost.com/local/school-bus-with-33-children-crashes-with-car-in-silve »	url src	404
3	https://www.president.umd.edu/statements/pedestrian_safety.cfm	url src	404
4	http://www.jmlaw.net/attorneys/james-e-mccollum/	url src	404
5	https://wamu.org/story/10/01/06.php	url src	404
6	https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm1193237.htm	url src	404
7	http://www.baltimoresun.com/news/bal-king1214,0,7208413.story	url src	404
8	http://www.baltimoresun.com/news/bal-king1214,0,7208413.story	url src	404
9	https://www.wusa9.com/news/article/175020/158/Fatal-Bus-Crash-On-Va-University-Campi »	url src	404
10	http://www.wbaltv.com/news/29744924/detail.html	url src	404
11	https://www.wusa9.com/news/article/164990/158/Person-Struck-By-Train-At-Takoma-Metro »	url src	404
12	https://www.heraldmillmedia.com/news/hm-pickup-truck-train-collide-at-crossing-in-hagerst »	url src	404
13	https://www.washingtonpost.com/politics/judge-says-compensation-requests-from-train-coll »	url src	404
14	http://web.med.harvard.edu/sites/RELEASES/html/042009_mcwilliams.html	url src	timeout
15	http://www.washingtonpost.com/local/school-bus-with-33-children-crashes-with-car-in-silve »	url src	404

2

REDIRECTING OLD CONTENT

Fighting age by keeping trim



Redirecting Old Content: How and Why



- Having too many unvisited pages can make your site appear bloated
- Deleting these pages may be your best option. You could also update and repurpose.
- Removing these underperforming pages can improve your organic visibility and let Google know that you are actively maintaining the site.

Identifying Old Content In DSS

PAGE TITLE	CATEGORY	POSTED ^	MODIFIED	ACTIONS
 Physicians Wrongful Death in Howard County Motivates Safety Improvements on Route 32	Car and Truck Accid...	09/14/2009		  
Metro Employee's Death Brings to Close Tragic Summer	Bus and Train Accid...	09/15/2009	09/15/2009	  
Route 32 Gets Sorely Needed Safety Attention	General	09/16/2009		  
 The Rules of the Road for Commercial Trucks and Eighteen Wheelers in Maryland	Car and Truck Accid...	09/19/2009		  
 Tragic Baltimore Medical Malpractice Death of Infant Leads to Effort to Reduce Medical Mistakes	Medical Malpractice	09/21/2009		  
Universal Health Care, Medical Malpractice and Wrongful Death: The First Reduces the Others	Medical Malpractice	09/21/2009		  
Metro: Appearances Can Be Deceiving or Deceivances Can be Appearing	Bus and Train Accid...	09/26/2009		  
 Deadly Howard County crash Closes Route 70 West of Route 29	Car and Truck Accid...	05/24/2010		  
 Maryland Premises Liability Duties and Personal Injuries.	General	10/19/2010	10/19/2010	  

3

IDENTIFYING THIN CONTENT

Be attentive of what needs strengthening



How To Identify Thin Content

- Just like putting on your tennis shoes and gym shorts isn't enough to qualify as a legitimate workout, writing thin content just doesn't cut it when it comes to a meaningful inbound strategy
- Removing these underperforming pages can improve your organic visibility and let Google know that you are actively maintaining the site.





What Qualifies as Thin Content?



[Home](#)

[Practice Areas](#) ▾

[About Us](#) ▾

[Testimonials](#)

[Case Results](#)

[Helpful Info](#) ▾

[Blog](#)

[Contact Us](#)

Metro Employee's Death Brings To Close Tragic Summer

Metro employee, John Moore died of injuries sustained last week when he was stuck by a metro train between the National airport and Braddock road metro stations. This is the third metro employee to die at work since the tragic Fort Totten metro crash of June 22nd, 2009.

Mystery surrounds how Mr. Moore came to be struck and further detailed investigation is anticipated.

Be the first to comment!

[+ Post a Comment](#)

Articles

Posted on 01/17/2015

Metro's Response to Fatal L'Enfant Plaza Smoke Disaster Delayed, Flawed and Unacceptable

Posted on 04/28/2010

Limits on Maryland WMATA injuries are not limited to maximum recovery of \$200k. Could this spell something

Google Manual Action

Manual Actions

This site may not perform as well in Google results because it appears to be in violation of Google's [Webmaster Guidelines](#).

Site-wide matches

Some manual actions apply to entire site

Reason	Affects
<p>ⓘ Thin content with little or no added value This site appears to contain a significant percentage of low-quality or shallow pages which do not provide users with much added value (such as thin affiliate pages, cookie-cutter sites, doorway pages, automatically generated content, or copied content). Learn more.</p>	All

[REQUEST A REVIEW](#)

4

ELIMINATING DUPLICATE CONTENT

In this case, one solid rep will do



What To Do With Duplicate Content

- Repetition is great for building biceps and washboard abs, but don't expect the same results when writing about the same topic over and over again
- It happens to everyone. Sometimes you write an article, then a very similar one a year later. These two pages can end up competing with each other on Google





How Do You Locate Duplicate Content?



[8 Most Common NJ Work Injuries | Manfred F. Ricciardelli Jr., LLC](https://www.mfrlawoffice.com/.../8-most-common-nj-work-injuries.cfm)

<https://www.mfrlawoffice.com/.../8-most-common-nj-work-injuries.cfm>



Knowing the most common work injuries is an important step in preventing them. A NJ work ... Not surprisingly, many of these falls happen at construction sites.

[10 Most Common Work Injuries New Jersey Employees May Suffer ...](https://www.mfrlawoffice.com/.../10-most-common-work-injuries-new-jersey-employees-may-suffer...)

<https://www.mfrlawoffice.com/.../10-most-common-work-injuries-new-jersey-employees-may-suffer.cfm>



Assess your risk of suffering these most common work injuries. ... Click the link on this page to tell us your story, or read through a FREE copy of our book, What ...

<http://www.maryland-law.com/blog/bethesda-bus-crash-driver-had-heart-attack.cfm>

Bethesda Bus Crash Driver Had Heart Attack

Bethesda Bus Crash Driver Had Heart Attack

<http://www.maryland-law.com/blog/bethesda-bus-crash-driver-had-heart-attack2.cfm>

Bethesda Bus Crash Driver Had Heart Attack

Bethesda Bus Crash Driver Had Heart Attack

5

DEINDEXING VALUABLE, BUT THIN CONTENT

Show off what you do well



Deindexing valuable, but thin content

- Much like wearing sweatpants to the gym, deindexing certain pieces of content can help hide those areas you still want to improve, without the added shame.
- These pages are still navigable on your website, they just don't show up in google anymore



Indexing Option

Block search engines from indexing this page





Delete, Repurpose, or De-Index?

- Delete: Old, thin, low value, “newsy”
- Repurpose: Good topic, but could use beefing up
- De-Index: Typically testimonials that are helpful, but don’t get any traffic.





WEBSITE REDESIGN PRICES ARE INCREASING

At the end of June, prices will go up



Why Redesign

If your website was launched prior to 2016, you may want to consider getting a redesign before the end of the month. Here's why:

- Our newest sites load much faster
- Improved experience on each device
- These improvements mean **more leads**

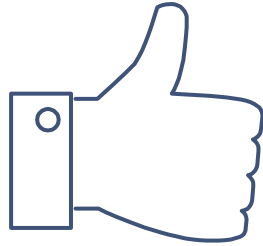




Improved Experience On All Devices

- With a recent redesign, contact form conversion rates improved 154% on mobile devices and 83% on desktop after the redesign. Overall, there has been a 124% improvement in contact form submissions.

More Leads, More Clients



THANKS!

Any questions?

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david@fosterwebmarketing.com