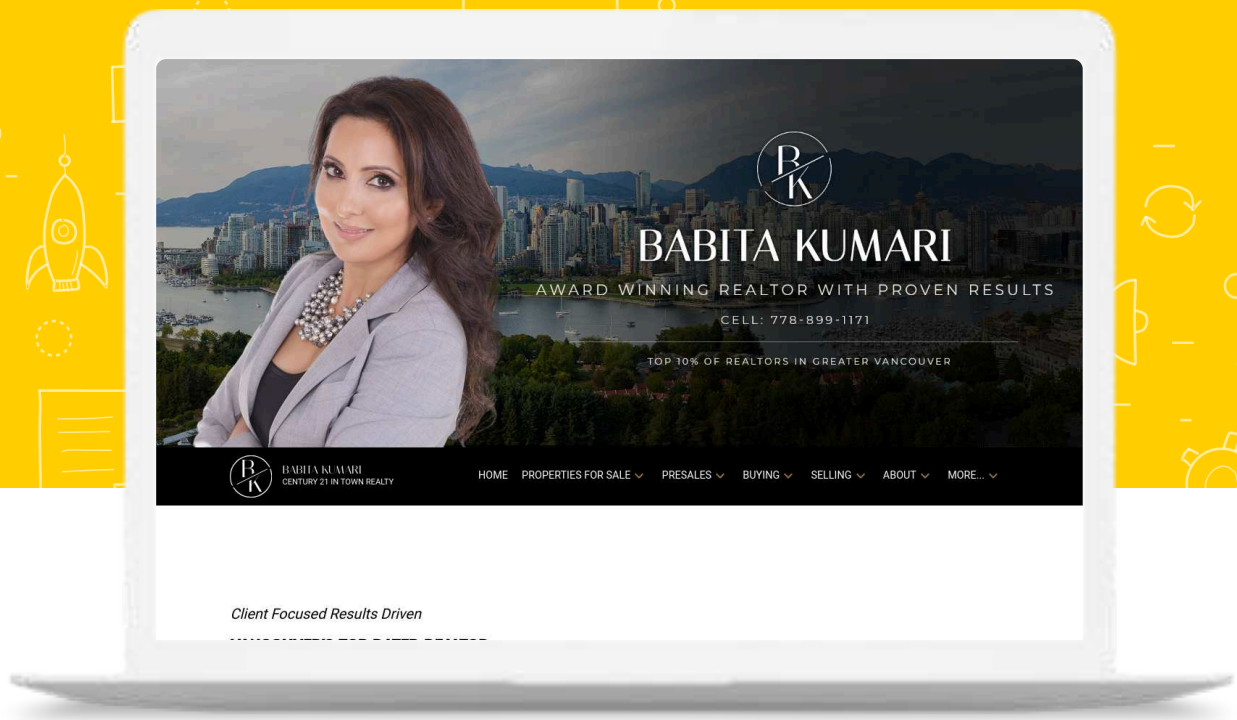


Report for

# Babina Kumari

Generated on May 19, 2024



Genevieve Duford

genevieve.duford@yp.ca





65% of businesses in British Columbia score higher

# Your overall digital marketing score

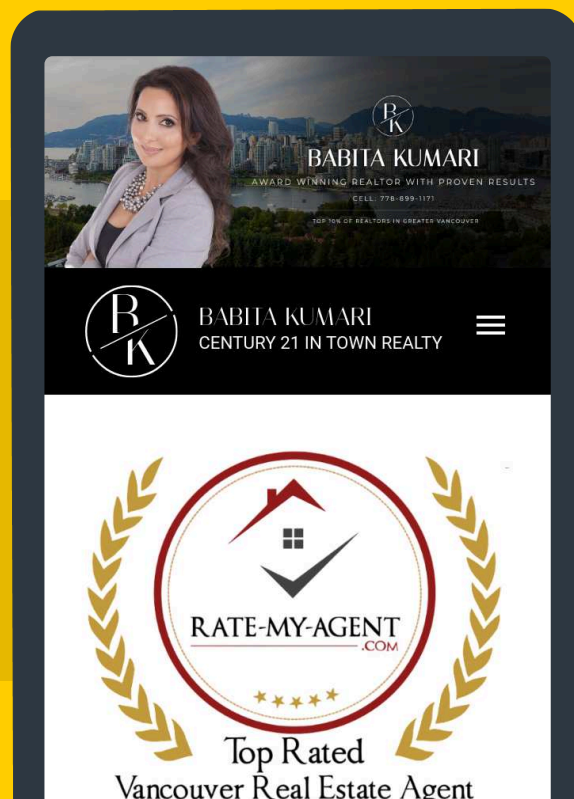
This is a weighted average of all the factors in this report.

**Babina Kumari**

[bkhomerealtor.com](http://bkhomerealtor.com)










Vancouver, British Columbia, V6Z2P5

604-8991171














**Website Build** 78 

**Are you maximizing your website's potential and user experience?**

	Mobile friendly	Optimized
	Broken links	1 detected <small>(50 links checked)</small>
	SSL encryption	Enabled
	Amount of content	12,517 words on 10 pages
	Web Vitals check	Failed
	First content displayed	2.5 seconds <small>4G mobile</small>
	Captcha	Forms not secured
	Last update	0 days ago
	Analytics	Multiple found

**Organic search** 53 

**Are you missing out on potential customers searching for a business like yours on Google?**

	Target keywords	Not found
	Google ranking opportunities	Ranking opportunities detected
	Organic referrals	Under 50 / month detected
	Google rankings	Keyword rankings detected
	Titles and descriptions	Duplicates detected
	Alternative text	Incomplete
	Sitemap	Valid
	Content keywords	Issues found
	Competitor keywords	None detected
	Blog	Detected
	Backlinks	Under 40 detected

**Customer engagement** 60

**Can your potential customers take action and convert on your website?**

✓	Click to contact button	Detected
✓	Contact details	Detected 778-899-1171, 604-685-5951, 588 1105 1383, 2884528 1105 1383, 5 1105 1383
✗	Booking widget	Not detected
✗	Ecommerce detection	Not detected
✓	Live chat	Detected Tawk.to

**Digital Advertising** 42

**Are you investing on platforms like Google and Meta to increase the visibility of your business online?**

⋮	Facebook ads	Check failed
✗	Paid search detection	Not detected
⋮	Paid keywords	None detected
✗	Display ads	None detected
✗	Facebook retargeting	None detected
✓	Google retargeting	Detected

**Local Presence & Reput...** 15

**Are you managing your reviews and ensuring your business information is accurate online?**

✗	Google Business Profile	No listing found
!	Local pack	Target keywords are not local searches
✗	Reviews	No reviews found
✗	Local listings	None found (22 directories searched)
✗	Facebook page	Personal or group page
✓	Instagram account	Found
✗	Voice Search Readiness (VSR)	0%



**A booking widget integration was not detected on this website.**

### **Increase your bookings**

Booking widgets provide a quick and simple way for customers to book appointments to use your services.






**This organization's website appears to contain broken links.**

### Point to the right place

If you link to a webpage that is later removed, this creates a broken link that will confuse your website visitors.



### Broken links

Found on	Link content	Links to	Status code
 /mylistings.html	New West Schools	<a href="http://www.sd40.bc.ca/sbo/">http://www.sd40.bc.ca/sbo/</a>	404 Not Found

#### Remove or fix any broken links from your website, if any.

- Visitors may become confused and leave your website.
- Broken links may affect your search engine ranking.

Only the first 50 links encountered on the organization's website were checked.











**We found a form that captures personal information, but we were unable to find a captcha.**

## Stop spam clogging your inbox

Without a captcha present in your forms, you may receive spam messages from automated bots.



## Forms capturing personal information

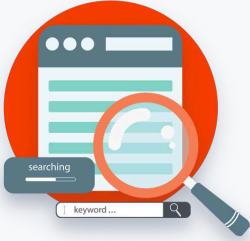
Page	Form fields	Form secured
 <a href="https://bkhomerealtor.com/">https://bkhomerealtor.com/</a>	Name *, Name, Email * + 2 more	
 <a href="https://bkhomerealtor.com/contact.html">https://bkhomerealtor.com/contact.html</a>	Your email *, Your name *, Your phone number + 2 more	
 <a href="https://bkhomerealtor.com/buying.html">https://bkhomerealtor.com/buying.html</a>	First name *, Last name *, Email address * + 4 more	
 <a href="https://bkhomerealtor.com/selling.html">https://bkhomerealtor.com/selling.html</a>	First name *, Last name *, Email address * + 21 more	

**✘ This organization's website fails to mention its target keywords effectively.**

Phrase	Title	Description	Headings	Body text
real estate vancouver real estate houses for sale condo for sale	✘	✘	✘	✘

**Use the words that matter**

Make sure your website mentions the keywords you want to be found for. Search engines use the content of your site to determine your ranking.



- ✘ Some target keywords are not mentioned at all on this organization's website.**
- Including your target keywords on your website is important if you want to appear in search engines for those terms.
  - You are unlikely to rank for terms you don't mention on your website.

**✘ Some important content areas do not feature the target keywords.**

- Including your target keywords on your website is important if you want to appear in search engines for those terms.
- Websites contain several content areas, some of which carry more importance (like headings).
- Not including keywords in every content area is a missed opportunity.

**✘ 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.



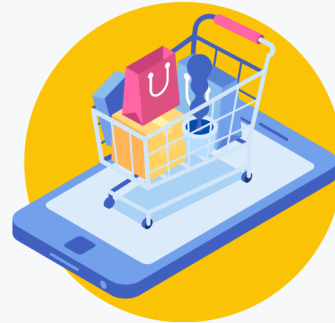
Source: Google Ad Library



**We were not able to detect a recognized ecommerce solution on this organization's website.**

## Sell online

With an ecommerce website you can sell your products online and reach a wider audience.



Supporting statements and statistics are taken from the following sources:

- <https://www.invespro.com/blog/global-online-retail-spending-statistics-and-trends/>



**This organization may be using a personal profile or a group rather than 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.



**This organization's website may not contain a link to the Facebook page.**

- We found a Facebook page for this business, but were unable to find a link to the Facebook profile on the website
- Visitors to the website will be unable to find the Facebook page.



**This organization's website was found to have Facebook links but no page could be found.**

- Business pages are designed for businesses, brands and organizations to interact with their customers.
- Anyone can like an organization page without approval.
- Business pages can be managed by multiple Facebook users.

### Build you brand, reputation and loyalty with a Facebook page

- 55% of people who use stories across the Facebook family of apps surveyed in Canada said they have become more interested in a brand or product after seeing it in stories.

Source: Facebook

Source: Facebook

We found a link to Facebook but it appears to be a personal profile or a community page rather than a business page.




**There was no Google Business Profile listing found for this business**

### **Be visible to your audience**

A Google Business Profile page appears on the right hand side when potential customers are searching for your business.



Source: Google Business Profile

 **This organization does not appear in any online directories.**



**Provided details**

**Babina Kumari**  
419 pacific st, Vancouver, V6Z2P5  
604-8991171

**Directory**

**Details**

**Opening Hours**

**Photos**



Foursquare

No listing found



Google Search

No listing found



Google Maps

No listing found



Facebook

No listing found



Where To?

No listing found



Tupalo

No listing found



Yalwa

No listing found



Cylex

No listing found



iGlobal

No listing found















Bing

No listing found



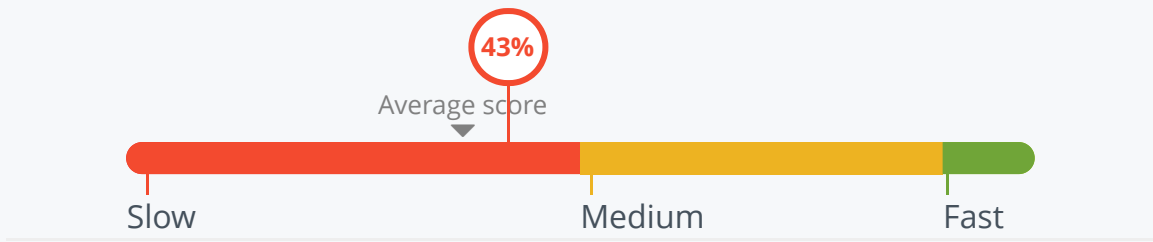
ShowMeLocal

No listing found

 <b>Provided details</b>		<b>Babina Kumari</b> <b>419 pacific st, Vancouver, V6Z2P5</b> <b>604-8991171</b>		
	<b>Directory</b>	<b>Details</b>	<b>Opening Hours</b>	<b>Photos</b>
	Hotfrog	No listing found		
	Navmii	No listing found		
	Infobel	No listing found		
	Opendi	No listing found		
	Brownbook	No listing found		
	acompio	No listing found		
	Instagram	No listing found		
	Manta	No listing found		
	n49°	No listing found		
	Yelp	No listing found		
	Factual	No listing found		

Source: uberall

**✘ This organization's website loads so slowly that it is likely losing customers.**



<b>First content displayed</b>	<b>Major content displayed</b>	<b>Visitor perception</b>
⚠ 2.517 seconds	⚠ 2.517 seconds	✘ 7.757 seconds

Speed index **✘ 7.757 seconds**

<b>Fix</b>	<b>Potential improvement</b>
Properly size images	8.4 seconds
Efficiently encode images	4.1 seconds
Remove unused JavaScript	1.1 seconds
Remove unused CSS	0.2 seconds
Eliminate render-blocking resources	0.5 seconds

## 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.



## We measure website speed in a controlled environment - sometimes known as a "lab" test.

- We measured the speed of this organization's website using Google Lighthouse, running in a controlled environment.
- We used the default Lighthouse settings for device and connection speed.
- If you have access to field data, this will be more representative of real-world user experience (e.g. from Google Analytics).

## Update this website to load more quickly, if required.

- Page speed will influence a website's position in Google search results.

Source: Google Lighthouse

These figures were obtained using Google Lighthouse. As with any speed test, results may vary due to geographic location and network conditions at the time of test. Different measurement methods will produce different results.

Supporting statements and statistics are taken from the following sources:

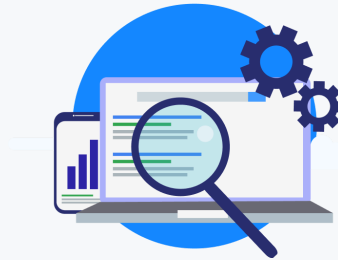
- <https://www.hobo-web.co.uk/your-website-design-should-load-in-4-seconds/>



**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.



## Titles and descriptions found

Page	Title	Description
 Home page	Babita Kumari : CENTURY 21 In Town Realty : Home	<b>No text</b>
 /blog.html	Babita Kumari : CENTURY 21 In Town Realty : Blog	Latest Blog Postings. Check Frequently.
 /contact.html	Babita Kumari : CENTURY 21 In Town Realty : Contact	<b>No text</b>
 /vow.html	Babita Kumari : CENTURY 21 In Town Realty : Search all listings <b>Duplicate</b>	Search all listings <b>Duplicate</b>
 /recip.html	Babita Kumari : CENTURY 21 In Town Realty : Search all listings <b>Duplicate</b>	Search all listings <b>Duplicate</b>



### **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.



### **More than one page of this organization's website has the same title.**

- Duplicate page titles are ignored by search engines and may have a negative impact on rank.



### **More than one page of this organization's website has the same meta description.**

- Duplicate meta descriptions are ignored by search engines and may have a negative impact on rank.

#### **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 penalise duplicate content.

The length limits used for titles and descriptions in this test are intended to be used as a guideline only. It is recommended that human judgement should be used to verify whether a long title or description is appropriate.



**This website does not appear to use Google Ads, the most popular way to advertise online.**

### 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.



### **We may not be able to detect ads by unverified Google advertisers.**

- We use the Google Ads Transparency Center to detect whether this business is using Google advertising.
- The Ads Transparency Center is a searchable directory of ads served by verified advertisers.
- Only if a company is verified will you see the information.

Sources: Google Ad Library SEMrush

Analysis covers CA 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.

 **This organization does not appear to have been reviewed online in any of the directories we tested.**



Facebook

No listing found



GoogleMaps

No listing found



Bing

No reviews found

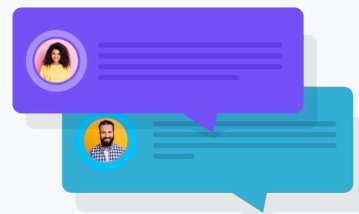


Yelp

No listing found

### 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.



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.

Supporting statements and statistics are taken from the following sources:

- <https://marketingland.com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756>

**✘ This organization is not optimized for voice search.**



**0% optimized for voice search**



### Can customers find you?

According to Google, Voice search accounts for 45% of mobile searches (2019). As a business owner, it is ever more important to be found using voice search.



Source: Uberall

We used Uberall to look for this organization's listings in the directories that power each voice assistant. Having complete listings will give a business the best chance of being found in user searches. Due to the complex nature of voice search, we cannot guarantee results for any specific situation.



**This organization's website does not pass the Web Vitals assessment.**

#### Visual stability



 Average

#### Loading speed



 17.8 seconds

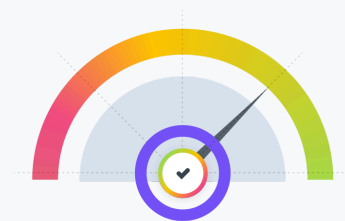
#### Input delay



 142 ms

### Your website's vital signs

Web Vitals is an initiative by Google to assess the user experience of websites using 3 key measurements. In the near future these metrics will influence a website's position in Google search results.



### We measure web vitals in a controlled environment - sometimes known as a "lab" test.

- We measured the web vitals of this organization's website using Google Lighthouse, running in a controlled environment.
- We used the default Lighthouse settings for device and connection speed.
- If you have access to field data, this will be more representative of real-world user experience (e.g. from Google Analytics).

### Update or rebuild this website to have a faster loading time.

- 47% of consumers expect a web page to load in 2 seconds or less.
- A faster website will provide a better user experience and can improve search ranking.

Source: Google Lighthouse

These figures were obtained using Google Lighthouse. As with any performance test, results may vary due to geographic location and network conditions at the time of test. Different measurement methods will produce different results.

Supporting statements and statistics are taken from the following sources:

- <https://www.hobo-web.co.uk/your-website-design-should-load-in-4-seconds/>

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



12517

Words on 10 pages



81

Pages discovered











### Build your content

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



**i** We only count words that are visible on the page when it first loads. Words that are revealed after a user interacts with the page (e.g. in drop-downs or pop-ups) won't be counted.

## Amount of content discovered

Page	Visible words	Has enough content
 Home page	1641	
 /blog.html	328	
 /contact.html	362	
 /vow.html	2255	
 /recip.html	2271	

### Add more content to your website if required

- Google may penalise websites with too little content by placing them lower in search results.
- Relevant content will help 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 by us.

 **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.



### Analytics tools discovered

**Name**

Google Call Conversion Tracking

Google Analytics

Cloudflare Browser Insights



**A blog was detected on this website.**

### Detected blog pages

 blog.html


### Create engaging content

Bloggging is a popular way to create interest in your brand. Marketing businesses that use blogs get up to 67% more leads than those that do not.



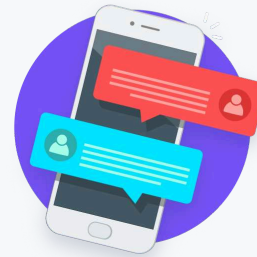
Supporting statements and statistics are taken from the following sources:

- <https://blog.hubspot.com/marketing/business-blogging-in-2015>











 **A click to contact button was discovered on this organization's website.**

### Make it easy for customers to contact you

A click to contact button makes it easy for customers to initiate a conversation with you via phone or email.



### Click to contact buttons discovered

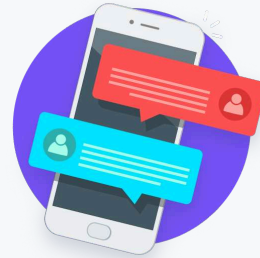
Page	Contact details
 Home page	 778-899-1171
 Home page	 604-685-5951
 Home page	 bkhomerealtor@gmail.com
 /blog.html	 778-899-1171
 /blog.html	 604-685-5951



**This website appears to include contact details.**

### Be contactable

Prominent contact details on your website mean your customers can contact you when they need to.



### Phone numbers discovered

Number	Found on
778-899-1171	Home page
604-685-5951	Home page
588 1105 1383	/vow.html
2884528 1105 1383	/vow.html
5 1105 1383	/vow.html

## Email addresses discovered

Email address	Found on
bkhomerealtor@gmail.com	Home page
bkhomerealtor@gmail.com	/blog.html
bkhomerealtor@gmail.com	/contact.html
bkhomerealtor@gmail.com	/vow.html
bkhomerealtor@gmail.com	/recip.html

We look for email addresses and phone numbers written on the organization's website. Websites built with Flash or other non-standard technologies may contain content that can't be found.



This organization appears to have an Instagram account.



bk\_homerealtor

Instagram username

### 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.



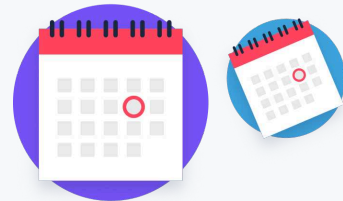
 **This website appears to have been updated recently.**



Days since last update

### Keep it fresh

Regularly updated content is critical for user engagement and search engine ranking.



### Recent updates

Date	Type	URL
5/19/24	Page content	/vow.html
5/19/24	Page content	/recip.html
5/19/24	Page content	/mylistings.html

#### Keep this website up-to-date.

- Stale websites may appear lower in Google search results. Search engines regard websites with the most recent content as the most relevant to web users.

- Keep your website content fresh and relevant for your audience.

We use a wide range of methods to determine the likely last-updated date of this website, including technical indicators and machine-readable dates within the text we have analyzed on the website. This gives us a best approximate for when a website was updated, but we cannot know for certain. Some websites cannot be dated at all.



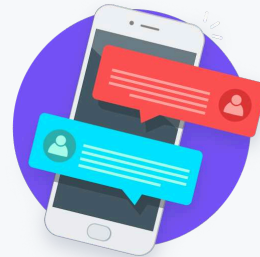
**Live chat software was detected on this website.**

#### Live chat apps discovered

Tawk.to

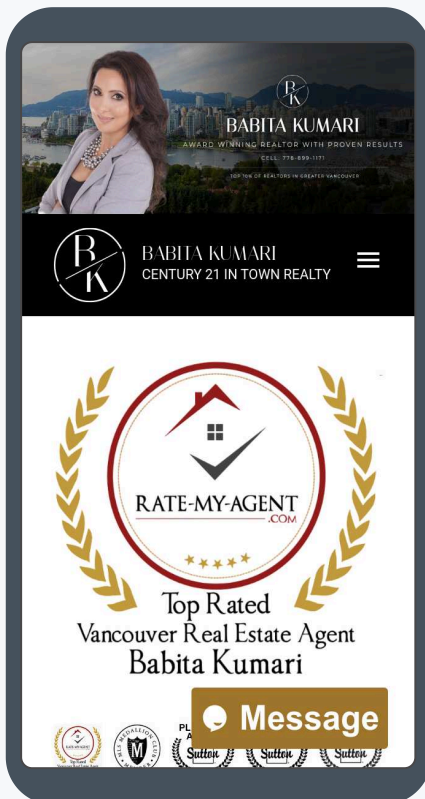
#### Provide support to customers

Live chat is a great way to provide support to your customers, with up to 83% of consumers needing some type of support when they are making an online transaction.





This website appears to be optimized for mobile phones.



### Fits screen width



A mobile site should be free of horizontal scroll to avoid confusing users.

### Has legible text



Text should be big enough to read on a mobile, without the need to zoom in.

### Links are big enough to tap



Links on a website should be large enough to tap on a typical mobile screen.

### Same content on mobile



Ideally websites should adapt to the screen size of the user's device, rather than loading separate HTML or redirecting to a separate mobile website.

### Viewport is set



By setting the viewport, the website will load at a comfortable size.

### Ensure your website is mobile-friendly!

- More than half of visits to websites are made using a mobile device.
- As of March 2021, Google will stop indexing websites that are not mobile-friendly. Google will now use the mobile version of the content on websites for indexing and ranking.

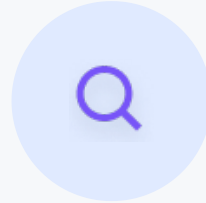
We load the homepage for this website in a simulated smartphone, and then perform an analysis on the resulting code of the webpage. Some unusual websites can confuse this analysis. If in doubt, consult the screenshots above to determine if they look mobile-friendly.

**This website is receiving traffic from search engines.**



Less than 50 / month

Estimated visitors from search



20 search terms

Estimated number this website is listed for

**Get traffic from search engines**

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



**Your target keywords**

**Keyword**

**Link**

real estate vancouver real estate houses for sale condo for sale **Not found**

**Not found**

## What you're found for today

Keyword	Searches / mo	Distance (km)	CPC	Page	Last seen
babita kumari <span>2</span>	210	100.00	\$0.00	Home page	2024-05-15
coquitlam presales <span>88</span>	40	0.00	\$3.92	/port-coquitlam-presales.html	2024-04-28
coquitlam presales <span>95</span>	40	0.00	\$3.92	/coquitlam-presales.html	2024-04-28
presales north vancouver <span>88</span>	50	0.00	\$1.99	/north-vancouver-presales.html	2024-05-07
charter hill drive <span>99</span>	40	0.00	\$0.00	/mylistings.html/listing.r2315210-1255-charter-hill-drive.82698429	2024-05-01


## Best keyword opportunities





Keyword	Searches / mo	CPC	Page	Last seen
charter hill drive <b>99</b>	40	\$0.00	/mylistings.html/listing.r2315 210-1255-charter-hill-drive.82 698429	2024-05-01
coquitlam presales <b>95</b>	40	\$3.92	/coquitlam-presales.html	2024-04-28
1330 burrard street <b>91</b>	140	\$0.00	/recip.html/listing.r2864005-6 10-1330-burrard-street-vancouver-v6z-2b8.101348043	2024-05-09
coquitlam presales <b>88</b>	40	\$3.92	/port-coquitlam-presales.html	2024-04-28
presales north vancouver <b>88</b>	50	\$1.99	/north-vancouver-presales.html	2024-05-07

These are high traffic search terms that the business has a low ranking for. Consider optimizing for relevant terms.

Source: SEMrush

Analysis covers CA 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.

 **This organization is retargeting Google ads to visitors of its website.**

	Platform	Detected
	Google	
	Facebook	

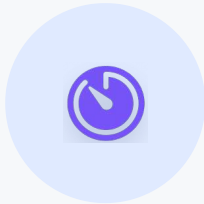
### Target Google and Facebook users

Show ads to customers on Google and Facebook who have already visited your site or build new audiences based on real visitors.





This organization's website is using SSL to secure visitor data.



32 days

Left until expiry



Jun 21, 2024

Date of expiry

### Encrypt everything


SSL ensures that information flowing to and from your website visitors is kept secure.







#### Add SSL encryption to all pages of your website.

- SSL is a standard method for establishing a secure connection between a web site and its visitors.
- Online banks and shops use SSL to protect personal information.
- Websites that use SSL throughout are likely to appear higher in Google search results.

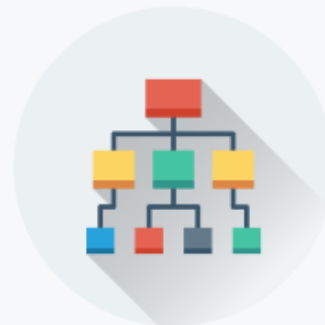
Source: "<https://www.bluecorona.com/blog/https-and-seo>"

 **A valid and up-to-date sitemap was found for the organization's website.**

Sitemap URL	Valid	Pages discovered
/sitemap.xml <a href="#">Index</a>		0
/page-sitemap.xml		31
/blog-sitemap.xml		3
/listings-sitemap.xml		78

### 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.





We could not find a Facebook page for this business, so are unable to check for associated Facebook ads.

### Target your audience

Facebook ads are a highly targeted way of promoting your business online. You can specify narrow audiences for your ads or re-target previous customers.



Source: Facebook



We could not find any competitor keywords for this business.

### Get more business

Your competitors are ranking for important terms that may relate to your business. Creating content relating to these key phrases is a great way to boost visitors to your website.





**Most images on this organization's website 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.



### Images without alt text

Page	Image	Occurrences
Home page	/_media/Images/bk-awards-bar-2022-12.jpg	4
/blog.html	/webdrive/51343/_media/site-photo-1514928058438.jpeg	1


#### Alternative text can have a positive impact on a website's SEO.

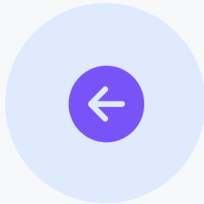
- Alternative text helps visually impaired users understand what is on-screen.
- Websites that omit it may be in violation of disability legislation in some provinces.

Source: <https://silktide.com/solutions/accessibility/web-accessibility-legislation-in-canada/>

Supporting statements and statistics are taken from the following sources:

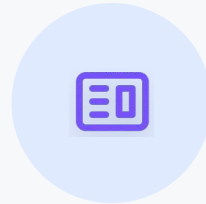
- <https://seqlegal.com/blog/website-accessibility-and-equality-act-2010>

 **This organization's website has a relatively low amount of backlinks.**



Under 20

Estimated backlinks

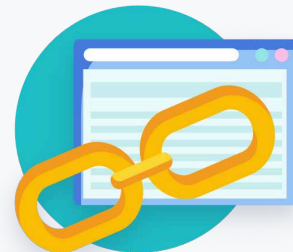


10

Estimated websites linking

### 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
<a href="https://financebc.ca/directory/babita-kumari-sutton-group-1st-west-realty/">https://financebc.ca/directory/babita-kumari-sutton-group-1st-west-realty/</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/1130915">http://tours.fivestarimages.com/public/vtour/display/1130915</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/1257801">http://tours.fivestarimages.com/public/vtour/display/1257801</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/1257801?a=1">http://tours.fivestarimages.com/public/vtour/display/1257801?a=1</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/847519">http://tours.fivestarimages.com/public/vtour/display/847519</a>	Home page

## Potential low quality backlinks

URL from	URL to
<a href="http://tours.fivestarimages.com/public/vtour/display/1130915">http://tours.fivestarimages.com/public/vtour/display/1130915</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/1257801">http://tours.fivestarimages.com/public/vtour/display/1257801</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/1257801?a=1">http://tours.fivestarimages.com/public/vtour/display/1257801?a=1</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/847519">http://tours.fivestarimages.com/public/vtour/display/847519</a>	Home page
<a href="http://tours.fivestarimages.com/public/vtour/display/847519?a=1">http://tours.fivestarimages.com/public/vtour/display/847519?a=1</a>	Home page




### **This organization's website may have low quality backlinks pointing to it.**

- While good quality backlinks can boost your search ranking, low quality ones can harm it.
- Low quality backlinks may have been artificially created in an attempt to boost a website's ranking.
- Google views unnatural looking backlinks as an attempt to game their search algorithm.

Source: Semrush

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

We now use Semrush to collect this information. Results provided on historic audits may be inconsistent with the up to date audit.

 **The target keywords do not appear to be local search terms.**

### Appear at the top of search results

When looking for a local service, Google often shows a "local pack" at the top containing a map and three nearby businesses.



### Full local pack rankings

**Keyword**

real estate vancouver real estate houses for sale condo for sale **Not found**

**No local pack**

Google search results are highly personalised based on browsing history and location. Your own searches may provide different results.



10

Number of pages tested



81

Number of pages found

## The following pages were analyzed:

<https://bkhomerealtor.com/>

<https://bkhomerealtor.com/blog.html>

<https://bkhomerealtor.com/contact.html>

<https://bkhomerealtor.com/vow.html>

<https://bkhomerealtor.com/recip.html>

<https://bkhomerealtor.com/about.html>

<https://bkhomerealtor.com/buying.html>

<https://bkhomerealtor.com/reports.html>

<https://bkhomerealtor.com/selling.html>

<https://bkhomerealtor.com/mylistings.html>

For speed of analysis, we check no more than 10 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.