

What are the top ranked pages on the Capstone websites?

Capstone Website Design reviewed our clients websites and determined the top viewed pages on the websites we build. Results were consistent with a few exceptions.

Steven Brinkey
Capstone Website Design



The Top Ranking Pages On A Website.

On **March 2024**, Capstone Website Design reviewed and compiled an average page ranking for 30 & 90 day increments for our portfolio of websites. Our goal? To understand which website pages rank the best on Google. Our findings proved quite interesting!

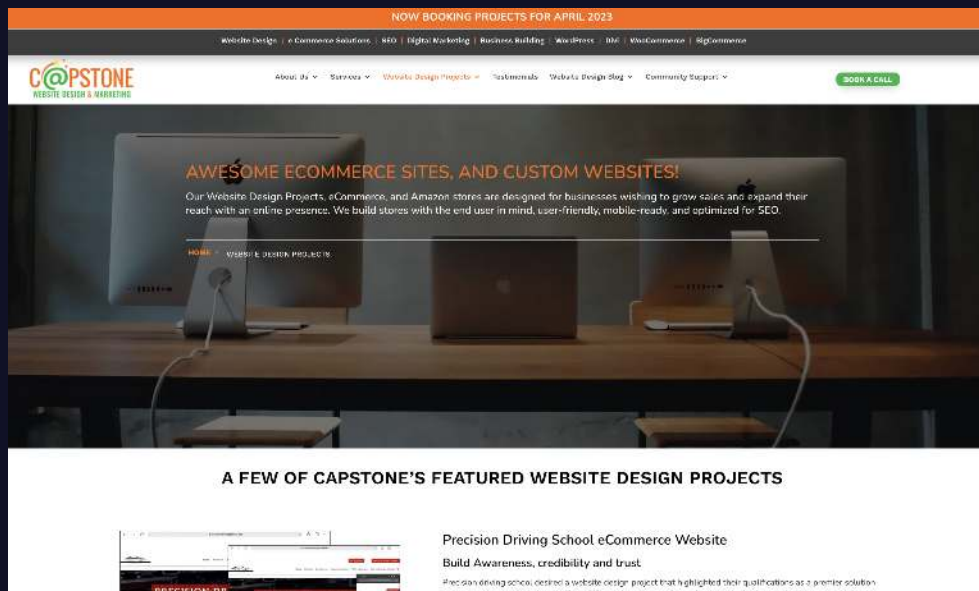
We found several common denominators, but also a few interesting learnings that will help us build better, higher performing websites.

Home Page Rank



In our review, the Home Page for every website we looked at on Google Analytics ranked #1. Engagement rates varied - our observation is that mature websites experienced longer engagement times than newer websites.

"What We Do" Pages



"What We Do" pages take many forms on the websites we build. On all websites the "What We Do" pages were ranked #2 according to Google Analytics.

Our hypothesis? Viewers are looking for providers who can provide a product or service solution to the problem or issue they have. A "What We Do" page should be concise, informative and easy to understand.

"About Us" Pages

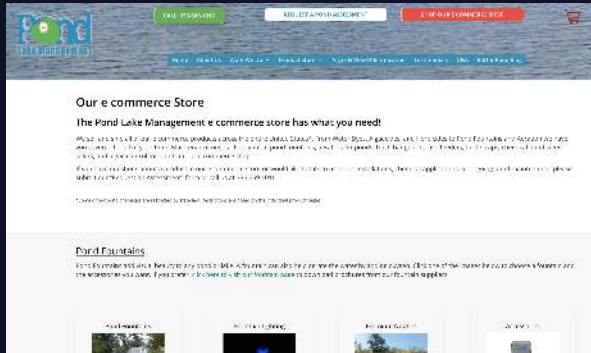


The "About Us" pages were usually the third most visited web pages according to Google Analytics. This was especially true for websites that are new (one year or less).

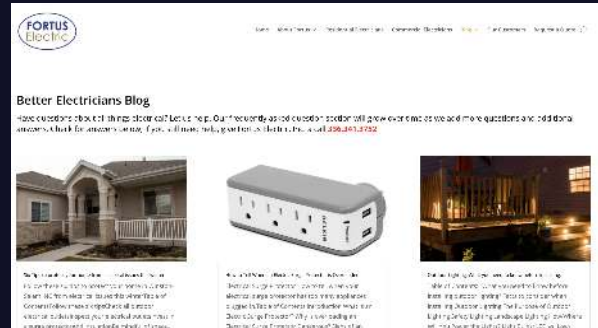
Key learnings about the "About Us" page:

- "About Us" pages are very important for new businesses
- "About Us" pages are a great page to share ownership changes, changes in business practices or philosophy alterations .
- Google looks for "About Us" pages to provide searchers with key information about a business.

eCommerce Pages



Blog Pages



eCommerce and Blog Page Rankings:

Somewhat unexpected results

eCommerce Pages:

Websites with active eCommerce stores generally had eCommerce pages that ranked as high as position 2 on the Google Analytics. The page rankings were very fluid and changed from month to month, based on eCommerce sales.

Blog Pages:

Websites with active blogs (one blog post posted per month) routinely had at least one blog post show up in the top 10 ten page rankings. More mature websites with active posts had several blog posts rank in the top 10. Blog posts supported by Social Media posts also showed higher engagement rates and top page rankings with staying power.

Top Page Rankings Review: Unexpected Results

Pages that ranked **LOWER** than expected.

1. **Contact us pages:**

None of our website contact pages ranked in the top 20 rankings.

2. **Customer Testimonial pages:**

None of the websites with customer testimonials or review pages ranked higher than position 15. We expected viewers to place a high value on testimonials as they sought to learn more about new service providers and products. Lower rankings indicate to us an area of opportunity requiring further investigation.

Top Page Rankings Review: Unexpected Results

Pages that ranked **HIGHER** than expected.

1. **Local Search Pages:**

Unique pages designed to help local SEO ranked in the top 10 positions for eight out of ten websites we reviewed. Local search pages for businesses with locations in larger cities had higher page rankings than smaller cities.

2. **Blog Post pages:**

Websites with active blog posting campaigns (at least one post per month) consistently had posts ranking in the top 10 positions on Google. Active blog postings with Social Media support had a positive affect on page rank, engagement rates, and website traffic.

Top Website Page Rank Review 5 Key Learnings!

- 1) "Home Pages" and "What We Do" pages consistently ranked one and two.
- 2) "About Us" pages were inconsistent with their rankings. New businesses with new websites experienced higher "About Us" page rankings. It is our belief that "About Us" pages are under utilized by website owners.
- 3) Our "Customer Testimonials" pages aren't working as hard for us as they should be.
- 4) Blog posts matter! Active blogging helps attract visitors and drives website traffic.
- 5) Web pages designed for local search help drive website visitors to the websites for local service providers.

Summary

Review Details:

Capstone does not claim this to be a "scientific study". We reviewed our portfolio of websites on March 24, 2024 in Google Analytics and compared page rank. We reviewed page rankings in 30 and 90 day increments and created an average page rankings for all 30+ websites.

We intend to conduct the same review on a quarterly basis going forward. We are especially curious to learn what impact Google's March 2024 algorithm changes and the roll out of SGE will have on our website page rankings.

Capstone Website Design:

info@cpsig.com