



Morgan & Morgan

Brand Audit

<https://www.forthpeople.com/>

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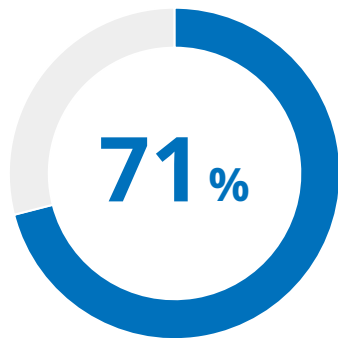
Organic Search: Summary

US | www.forthethepeople.com

100.3K -5% TRAFFIC

SEMrush Rank	17.1k	
Keywords	31.2K	-7%
Traffic Cost	\$2.0M	-6%

Total Score



Crawled Pages

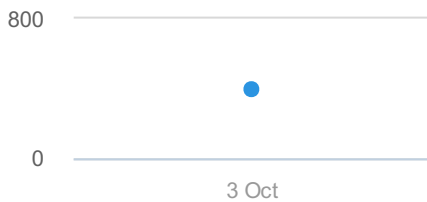
1000



● Healthy (503) ● Broken (2) ● Have issues (480) ● Redirected (3) ● Blocked (12)

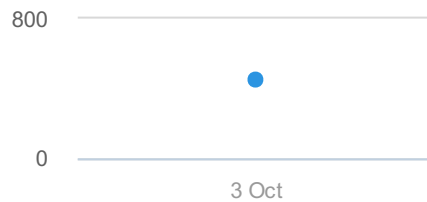
Errors

396



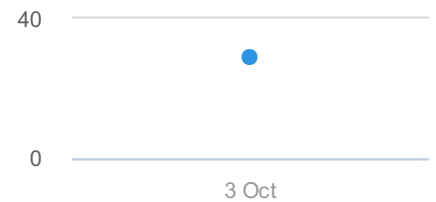
Warnings

451



Notices

29



Top Issues

32 issues with mixed content	errors	4% of total issues
2 pages returned 4XX status code	errors	0% of total issues
130 pages have duplicate content issues	errors	15% of total issues

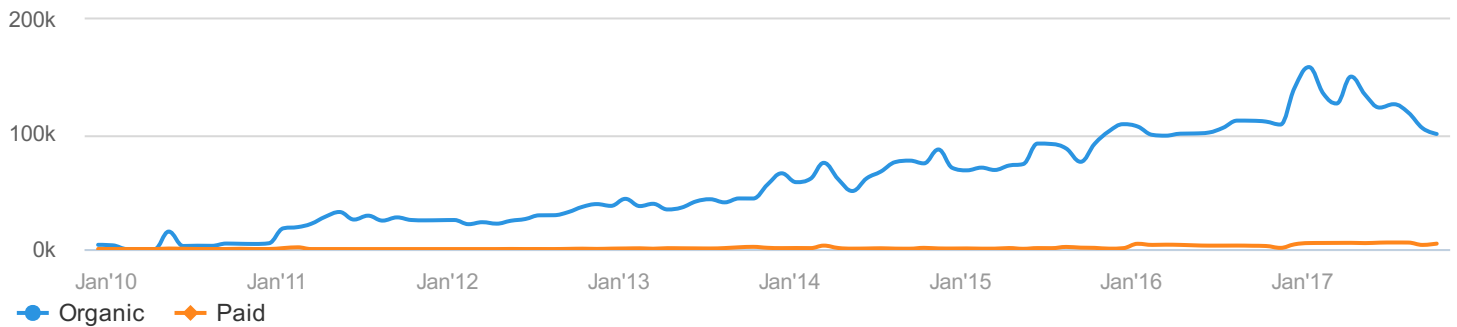
Organic Search: Top keywords (31,209)

US | www.forthethepeople.com

Keyword	Pos	Volume	CPC	Traffic
morgan and morgan	1 (1)	40,500	5.58	32.31%
morgan & morgan	1 (1)	6,600	7.76	5.26%
morgan and morgan law firm	1 (1)	1,300	9.32	1.03%
morgan and morgan tampa	1 (1)	1,900	5.42	0.89%
forthethepeople	1 (1)	1,000	1.10	0.79%

Traffic: Organic vs Paid

www.forthethepeople.com | US | All time



Organic Search: Top Competitors (17,006)

US | www.forthethepeople.com

Competitor	Com. Keywords	SE Keywords	Com. Level
cochranfirm.com	731	8.2k	58%
youhavealawyer.com	762	13.9k	56%
classaction.org	671	27.4k	35%
attorneykennugent.com	409	2.4k	22%
yourlawyer.com	516	17.8k	17%

Backlinks: Totals

Root Domain: www.forthethepeople.com

71.2K BACKLINKS

The number of links pointing to the queried URL

1.7K REFERRING DOMAINS

The number of Domains pointing to the queried URL

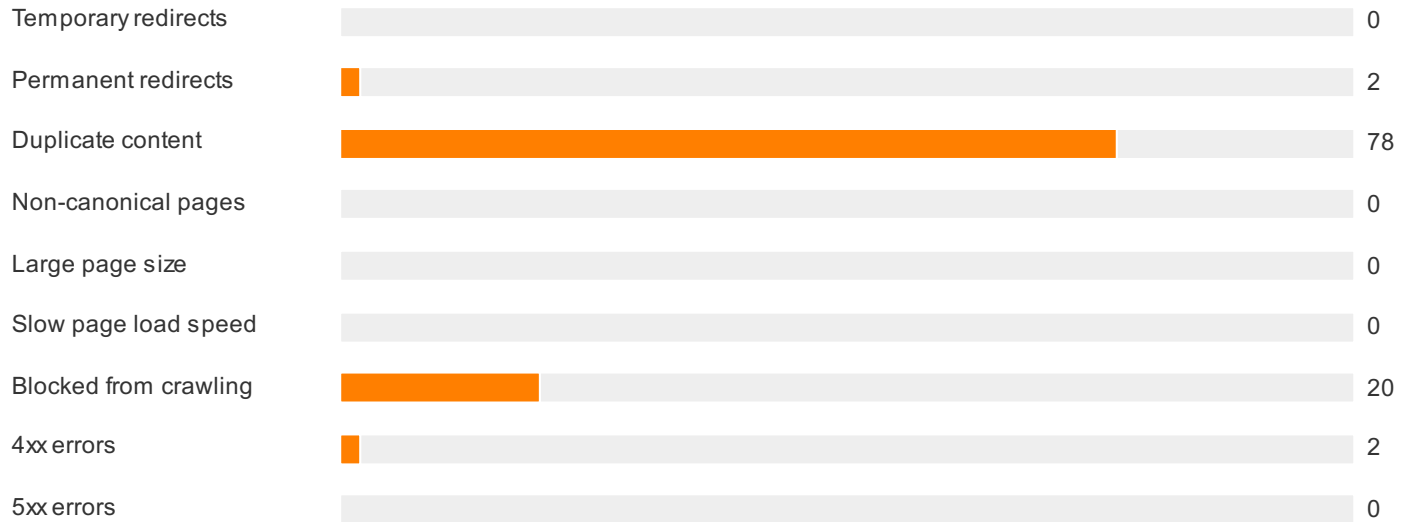
1.7K REFERRING IPS

The number of IPs pointing to the queried URL

Site Audit: Crawl Budget Waste

evoqcreative.com | SEMrushBot-Desktop

102 CRAWLED PAGES HAVE ISSUES



Top backlinks

Root Domain: www.forthepeople.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Bike4Chai https://www.bike4chai.com/	Morgan & Morgan https://www.forthepeople.com/	-
http://www.wdundee.org/	www.forthepeople.com http://www.forthepeople.com/class-action-lawyers/flushable-wipes...	-
Distribution THP http://distributionthp.free.fr/index.php?page=view/sources_view.php	USA : Action de groupe mené par le cabinet Morgan et Morgan à l'encontre de Mini / Bmw https://www.forthepeople.com/class-action-lawyers/mini-cooper-ti...	-
casey_anthony_31days-061608.htm http://www.acandyrose.com/casey_anthony_31days-061608.htm	pdf: (04/09/09 depo) http://www.forthepeople.com/CAnthony-Depo.pdf	-
Texas paper endorses Jeb Bush as "obvious choice for constructive c http://floridapolitics.com/archives/201617-san-antonio-paper-jeb-b...	https://www.forthepeople.com/	

Backlinks: Scores

Root Domain: www.forthepeople.com

25 DOMAINS SCORE

This metric measures the importance of a domain using a 100-point scale (from 0 to 100) and is based on the quality and volume of links pointing to this domain. The higher the score, the higher the quality of the domain. Domain Score is calculated in the same way as Google's PageRank

34 TRUST SCORE

This metric measures the trustworthiness of a particular domain using a 100-point scale (with '0' indicating a low-trust site and '100' indicating a highly trusted site) and is based on the number of backlinks from trusted sites pointing to the domain. If a site's Trust Score is significantly lower than its Domain Score, this may be a sign that the latter was artificially inflated. Backlinks from such sites may trigger Google penalties.

Subdomain: www.forthypeople.com
User Agent: SEMrushBot-Desktop
Last Update: October 3, 2017
Crawled Pages: 1000