


## WEBSITE SEARCH IMPROVEMENT

This is my Test site and is similar to my old Branch54 website with little verbiage about what prospective members may search for.




[Home](#) [Activities](#) [Blog](#) [Contact](#) [Events](#) [How To Join](#) [Members](#) [Membership](#) [Memorial](#)

[Officers](#) [Rooster](#) [Three Flames](#)

*Home*

### Home

The Mission of SIR is to enrich the lives of our members through fun activities and events - while making friends for life. SIR Membership is open to men regardless of age, race, national origin or religion. Begun in 1958, SIR has thousands of members and branches in most areas of Central and Northern California.



Making Friends and Having Fun

Performing web searches with old website returned no hits!

I rewrote my Home Page:



# SIR Branch 54

Retired Men Making Friends and Enjoying Fun Activities

- [Home](#)
- [About SIR](#)
- [Activities](#)
- [Membership Information](#)
- [BLOG](#)
- [Events](#)

## Home

The Mission of SIR is to enrich the lives of our members through fun activities and events – while making friends for life. We provide a venue for Retired or Semiretired Men to join together to maintain old friendships, form new ones and share the interests of retirement. We engage in numerous hobbies and provide the opportunity to engage in entertaining and challenging activities after you retire.

## Some of our Activities



Happenings



Car Club



Chess



Day Trips



Dine & Dance



Garden Club



Golf



HIKE CLUB



ESTMI



<https://search.google.com/search-console/about>

← → ↻ 🔒 search.google.com/search-console/about

Apps New Tab

Google Search Console

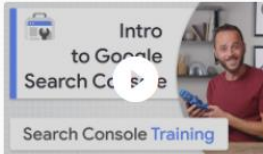
# Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now

## Search Console Training

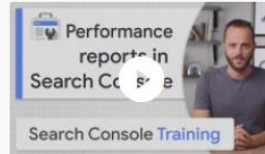
Learn how to optimize your search appearance on Google and increase organic traffic to your website



Intro to Google Search Console



7 ways to verify site ownership



Performance reports in Search Console



URL Inspection Tool

[More videos](#)

 Search Help

## Index Coverage report

Learn which of your pages have been indexed and any problems encountered when indexing your site.



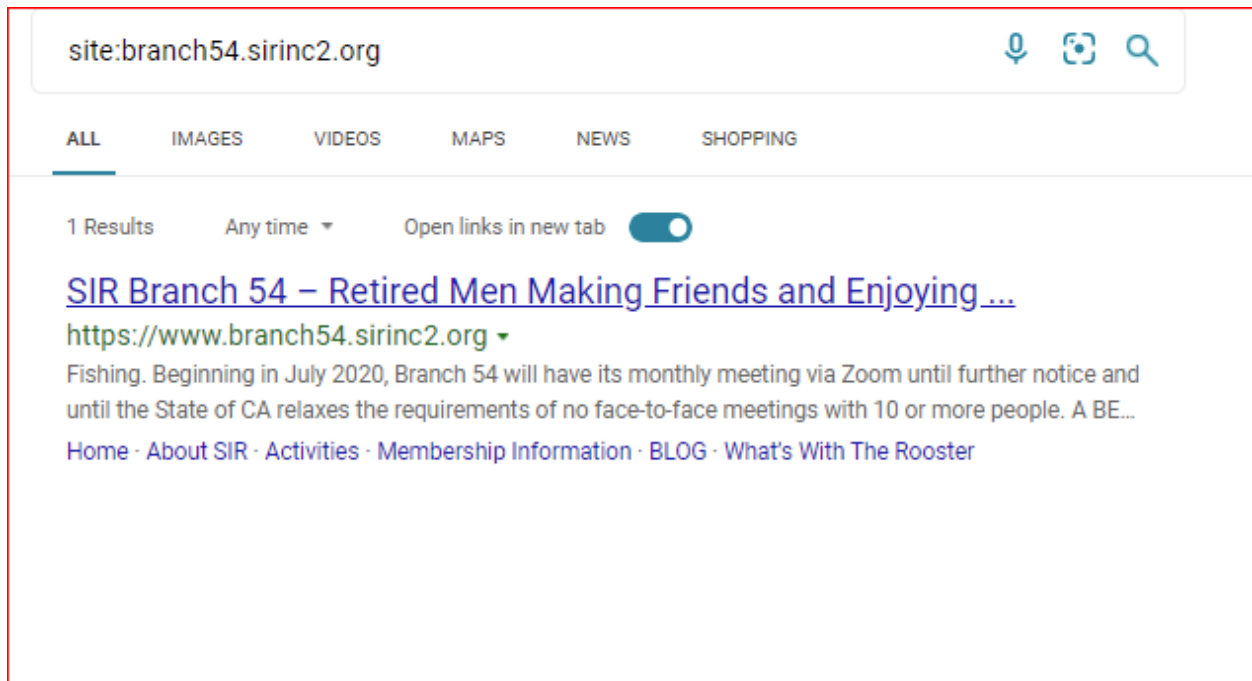
### Do I need this report?

If your site has fewer than 500 pages, you probably don't need to use this report. Instead, it's much simpler to search for your site on Google by entering `site:your_site`, where "*your\_site*" is your site's homepage URL without the "http://" or "https://" prefix. For example, `site:example.com` or `site:example.com/petstore`. The search results show pages that Google knows about on your site. You can add search terms to find specific pages on your site, for example: `site:example.com/petstore iguanas zebras`.

[INDEX COVERAGE REPORT](#)

**This test will show pages that Google knows about on your site.**

I did not perform this test on my old Home page.



The screenshot shows a Google search interface. The search bar contains the text "site:branch54.sirinc2.org". Below the search bar, there are navigation tabs for "ALL", "IMAGES", "VIDEOS", "MAPS", "NEWS", and "SHOPPING", with "ALL" selected. The search results section shows "1 Results" and a filter for "Any time". A toggle switch for "Open links in new tab" is turned on. The search result is a link titled "SIR Branch 54 – Retired Men Making Friends and Enjoying ..." with the URL "https://www.branch54.sirinc2.org". Below the link, there is a snippet of text: "Fishing. Beginning in July 2020, Branch 54 will have its monthly meeting via Zoom until further notice and until the State of CA relaxes the requirements of no face-to-face meetings with 10 or more people. A BE...". At the bottom of the snippet, there is a navigation menu: "Home · About SIR · Activities · Membership Information · BLOG · What's With The Rooster".

site:branch62.sirinc2.org



ALL IMAGES VIDEOS MAPS NEWS SHOPPING

217 Results Any time ▾ Open links in new tab

## [Branch 62 2020](#)

<https://www.branch62.sirinc2.org> ▾

Sons In Retirement SIR - Branch 62- Sunnyvale CA. Last Updates: Newsletter - 6/8/2021 Bowling - 6/8/2021 Walking - 6/8/2021 Bridge - 6/8/2021

[History](#) · [Awards](#) · [Meeting Minutes & Treasurer's Reports](#) · [Lunch Order](#) · [Rooster](#) · [News Letter](#) · [Calendar](#)

## [Travel - Branch 62 2020](#)

<https://branch62.sirinc2.org/Travel/Travel.php> ▾

Travel. Chairman - Jim Hohenshelt - (408) 241-4421. Email: Jim\_Hohenshelt@yahoo.com. Assistant Chairman - Roy Jordan - (408) 735-8765. Email: Jordan\_roy\_s@yahoo.com. Branch 62s travel committee organizes travel for members of this and other SIR branches, their spouses, widows of SIR members, and guests of SIR members.

## [2020 Branch COVID Activities](#)

<https://www.branch62.sirinc2.org/Photos/2020 COVID/COVID Activities.html> ▾

The following is a picture story of what SIR Branch 62 members are doing while the 2020-2021 COVID-19 Stay-at-Home order is in effect. Please stay safe and well and...

## [Fishing - Branch 62 2020](#)

<https://branch62.sirinc2.org/Fishing/Fishing.php> ▾

<b>When</b>	<b>Where</b>	<b>Who</b>	<b>Miscellaneous Information</b>
-------------	--------------	------------	----------------------------------

We intend to have one meeting each month following the Branch Luncheon on the 3rd Thursday of each month to discuss recent and future outings and tell fishing stories. Additionally, we will attempt to have one group fishing activity each month during fishing season. Fishing meetings are now in conjunction with the Thursday Zoom Chats. All fishermen are encouraged to join the chats to find out what is new with the Fishing Activity. We are now considering our next activities that may include crabbing in Capitol...

[See more on branch62.sirinc2.org](#)

## [18 Hole Golf - Branch 62 2020](#)

<https://branch62.sirinc2.org/18HoleGolf/18HoleGolf.php> ▾

The 18 hole golf group is full of fun guys who like to play local courses. We play on every Monday throughout the year, and competition is fierce for the \$2 contributions to the prize pool. Winning is not as important as the bragging rights at the 19th hole. We encourage guests with handicaps. We often play in less than 4 ½ hours.

## [Poker - Branch 62 2020](#)

<https://branch62.sirinc2.org/Poker/Poker.php> ▾

# Branch 62 Home Page

Branch 62 Sunnyvale

## "MEN ENJOYING ACTIVE RETIREMENT"



[Home](#) [Branch Info](#) [Forms](#) [News & Events](#) [General Info](#) [Photos](#)

### Who Are We? Sunnyvale Branch 62!

[WATCH OUR INFORMATIVE VIDEO! >>> Click Here](#)

Sons In Retirement (SIR) is a nonprofit public benefit corporation for retired men, devoted to the promotion of independence and the dignity of retirement. SIR's purpose is to assist men in renewing former friendships and to provide opportunities to make new friends through association with other retirees.

### We Create Activities Our Members Enjoy

We have monthly luncheons with interesting speakers and good fellowship. Additionally, our members enjoy doing a variety of other activities including golf, bowling, card games and more. Many activities like travel, dining, picnics, and holiday parties include our ladies and guests. To get more information on our activities click on the icons to the right. For speaker information, click on the Calendar menu (under News & Events) button above.

**Now that the COVID-19 restrictions are lifting a little, in June we will be starting to have in-person lunches as we have done before. Now teaming up with Branch 54, we will meet at the Three Flames in San Jose.**

### But There Are Some Things We Don't Do!

### Branch Activities

(Click Button Below)



Book Swap



Bocce Ball



Bowling



Bridge



Fishing



9 Hole Golf



18 Hole Golf



Poker

New Branch History

Branch 62 COVID Activities See our Photo Story



## More web searches after rewriting my Home Page

### Google Search: Retirement men's activities San Jose

Retirement men's activities San Jose

Events and Adventures San Jose - Meet Local Singles Ad


Enjoy Life & Have Fun Meeting Singles in **San Jose**. Ditch the Online Dating and Join Today. Meet Someone and Develop Friendships While Enjoying Life. Share Your Experience Now.


- Calendar of Events ✓
- Sunnyvale Location ✓
- Events & Adventure Travel ✓
- How to Join ✓
- Group Social Events ✓
- Events & Adventure Events ✓



sirinc.org ▾

**SIR – Social activities for men in California–retired and ...** ✓

SIR's policies regarding in-person **activities** are based upon the guidelines for recreational activity published by the California Department of Health. During the Coronavirus pandemic, please follow...

 Images

 Short-Term Senior Housing in San Jose | Seniorly



→ View all

sirinc2.org ▾ branch54 ▾

**Retired Men Making Friends and Enjoying Fun Activities** ✓

The Mission of SIR is to enrich the lives of our members through fun **activities** and **events** – while making friends for life. We provide a venue for Retired or Semiretired **Men** to join together to...

I performed a speed check of Branch54 and got a 39 out of 100.

I removed all unused Themes and plugins and got up to 62.

UNITED STATES

# The Mobile Speed Scorecard and Impact Calculator

March 2018

Speed is crucial to consumer engagement, which in turn is key to conversions. In short, speed equals revenue. That's why we've created the Mobile Speed Scorecard and the Impact Calculator. Marketers can compare their mobile speed to industry peers and see the potential revenue impact that speed (or lack thereof) has on the bottom line.

## The Speed Scorecard

We've all been there: eagerly anticipating a mobile site to load and then abandoning it out of frustration. It's a challenge most businesses struggle with. In fact, the average mobile webpage takes 15.3 seconds to load.<sup>1</sup>

Count that off to yourself—feels like an eternity, doesn't it? If people have a negative experience on mobile, they're 62% less likely to purchase from you in the future—no matter how beautiful or data-driven your marketing campaigns are.<sup>2</sup>

The Speed Scorecard allows brands to rank their mobile site against those of their peers, by country and connection type. It relies on real-world field data from the Chrome User Experience Report.

<https://developers.google.com/web/tools/lighthouse/#devtools>

[Lighthouse](#) | [Tools for Web Developers](#) | [Google Developers](#)

Check out the video below from Google I/O 2019 to learn more about how to use and contribute to Lighthouse.

## As page load time goes from...

**1s to 3s** the probability of bounce **increases 32%**

**1s to 5s** the probability of bounce **increases 90%**

**1s to 6s** the probability of bounce **increases 106%**

**1s to 10s** the probability of bounce **increases 123%**

Source: Google/SOASTA Research, 2017.



## Get started

Choose the Lighthouse workflow that suits you best:

- [In Chrome DevTools](#). Easily audit pages that require authentication, and read your reports in a user-friendly format.
- [From the command line](#). Automate your Lighthouse runs via shell scripts.
- [As a Node module](#). Integrate Lighthouse into your continuous integration systems.
- [From a web UI](#). Run Lighthouse and link to reports without installing a thing.

Check out the video below from Google I/O 2019 to learn more about how to use and contribute to Lighthouse.



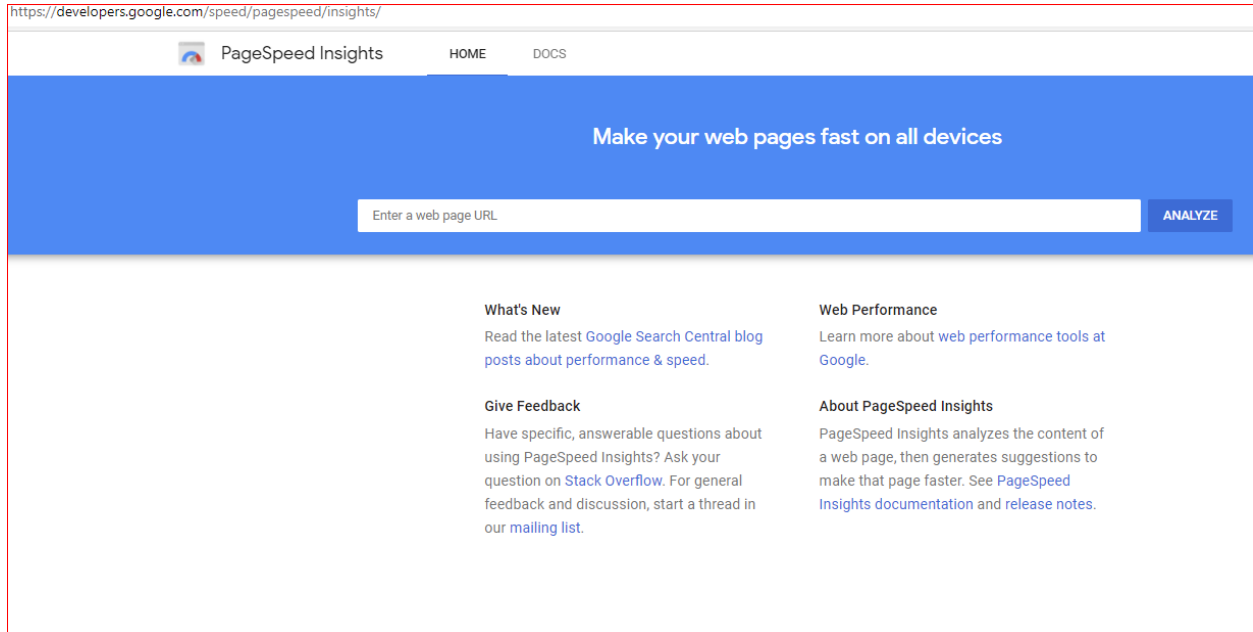
## Get started

Choose the Lighthouse workflow that suits you best:

- [In Chrome DevTools](#). Easily audit pages that require authentication, and read your reports in a user-friendly format.
- [From the command line](#). Automate your Lighthouse runs via shell scripts.
- [As a Node module](#). Integrate Lighthouse into your continuous integration systems.
- [From a web UI](#). Run Lighthouse and link to reports without installing a thing.

Test website speed with analysis: [PageSpeed Insights \(google.com\)](https://developers.google.com/speed/pagespeed/insights/)

<https://developers.google.com/web/tools/lighthouse>




The screenshot shows the PageSpeed Insights website interface. At the top, the URL is <https://developers.google.com/speed/pagespeed/insights/>. The page features a blue header with the text "Make your web pages fast on all devices". Below the header is a search bar with the placeholder text "Enter a web page URL" and an "ANALYZE" button. The main content area is divided into four sections: "What's New", "Web Performance", "Give Feedback", and "About PageSpeed Insights".

**What's New**  
Read the latest [Google Search Central blog](#) posts about performance & speed.

**Web Performance**  
Learn more about [web performance tools](#) at Google.

**Give Feedback**  
Have specific, answerable questions about using PageSpeed Insights? Ask your question on [Stack Overflow](#). For general feedback and discussion, start a thread in our [mailing list](#).

**About PageSpeed Insights**  
PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. See [PageSpeed Insights](#) documentation and [release notes](#).



62

https://branch54.sirinc2.org/

▲ 0-49   ■ 50-89   ● 90-100 ⓘ

**Field Data** — The Chrome User Experience Report **does not have sufficient real-world speed data** for this page.


**Origin Summary** — The Chrome User Experience Report **does not have sufficient real-world speed data** for this origin.

**Lab Data**

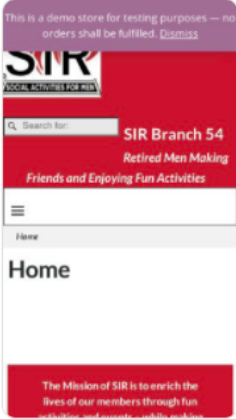
▲ First Contentful Paint	4.1 s	■ Time to Interactive	5.3 s
▲ Speed Index	7.2 s	● Total Blocking Time	80 ms
▲ Largest Contentful Paint	5.5 s	● Cumulative Layout Shift	0.007

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

[VIEW TREEMAP](#)



Show audits relevant to: All FCP LCP TBT CLS



**What's next:**

**Continue work on Speed up**

**Continue work on improving search results**

## Search Improvement Tools

<https://www.lyfemarketing.com/blog/how-to-improve-google-search-results/#:~:text=How%20to%20Improve%20Google%20Search%20Results%20in%205,to%20improve%20Google%20search%20results%20for%20your%20company.>



The screenshot shows a web browser window with the URL [lyfemarketing.com/blog/how-to-improve-google-search-results/#:~:text=How%20to%20Improve%20Google%20Search%20Results%20in%205,to%20improve%20Google%20search%20results%20for%20your%20company.](https://www.lyfemarketing.com/blog/how-to-improve-google-search-results/#:~:text=How%20to%20Improve%20Google%20Search%20Results%20in%205,to%20improve%20Google%20search%20results%20for%20your%20company.) The browser tab is labeled "New Tab". The website header includes the "LYFE MARKETING" logo and a "BLOG HOME" link. A blue navigation bar contains a menu icon, a "[Quiz] Calculate Marketing Budget" link, and a "Digital Marketing" link. The main content area features the category "SEO" and the article title "How to Improve Google Search Results in 5 Simple Steps" by "SHERMAN" dated "OCTOBER 23, 2019". Below the title is a video thumbnail showing a man in a black LYFE cap and shirt, smiling, next to a graphic that says "SEO CHECKLIST" with a checklist and a play button icon.

No matter what the industry or size of your business, any company that wants to

## INDEX

5 Simple Steps on How to Improve Google Search Results

Step 1: Start with a solid site structure.

Step 2: Do your keyword research.

Step 3: Start writing great content that emphasizes keywords.

Step 4: Take a second look at your links.

Step 5: Focus on on-page optimization.

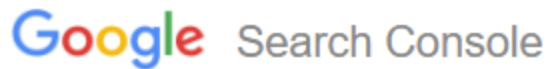
Get Exclusive Marketing Tips!

What to Do Now That You Know How to Improve Google Search Results

<https://www.lyfemarketing.com/blog/long-tail-keywords/>

<https://ads.google.com/home/tools/keyword-planner/>





## Monitor the Google Search traffic to <https://branch54.sirinc2.org/>

To: Owner of <https://branch54.sirinc2.org/>,

Google systems confirm that on June 14, 2021 we started collecting Google Search impressions for your website in Search Console. This means that pages from your website are now appearing in Google search results for some queries. Here's how you can monitor your site's Search performance using Search Console.

### Track your website's performance:

- 1** Check your top pages on Google Search  
Check your top pages in the Performance Report to monitor how many impressions they get. [See top pages](#)
- 2** See which queries trigger your site  
See which queries show your website's pages in Google search results. [See top queries](#)
- 3** Monitor errors on your pages  
Pages with errors may not appear in search results or provide a bad experience to your users. Make sure to check the crawl errors report and fix any issues you find. [See errors](#)

### Check out help resources.

- Visit our [Help Center](#) to learn how to make the most of the [Search Analytics report](#).
- [Ask questions in our forum](#) for more help - mention message type [WNC-756200].