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.

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

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 C

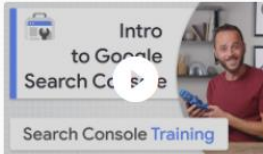https://search.google.com/search-console/about
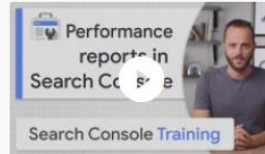
Search Console Training

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

Help ✕

Search Help

Index Coverage report

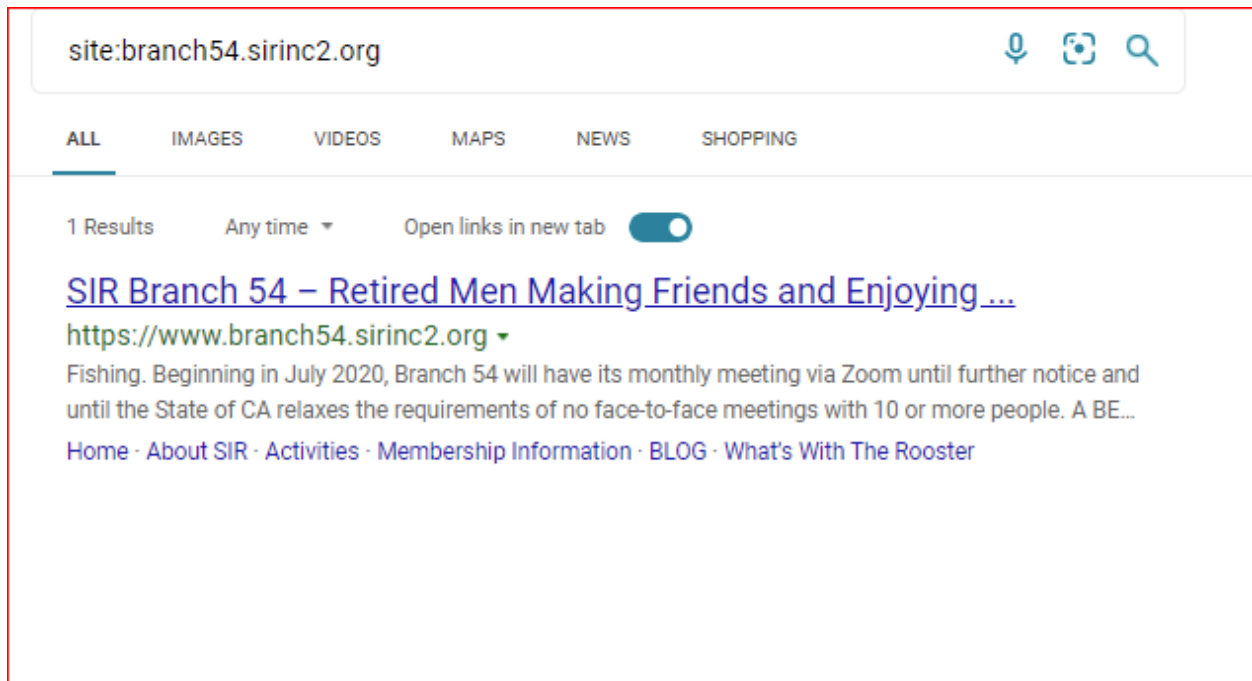Learn which of your pages have been indexed and any problems encountered when indexing your site.

💡 **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

1/21

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

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

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 ▾

When	Where	Who	Miscellaneous Information

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

"MEN ENJOYING ACTIVE RETIREMENT"

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

Branch 62 COVID Activities See our Photo Story

More web searches after rewritting 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

S peed 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.[1]

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.[2]

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

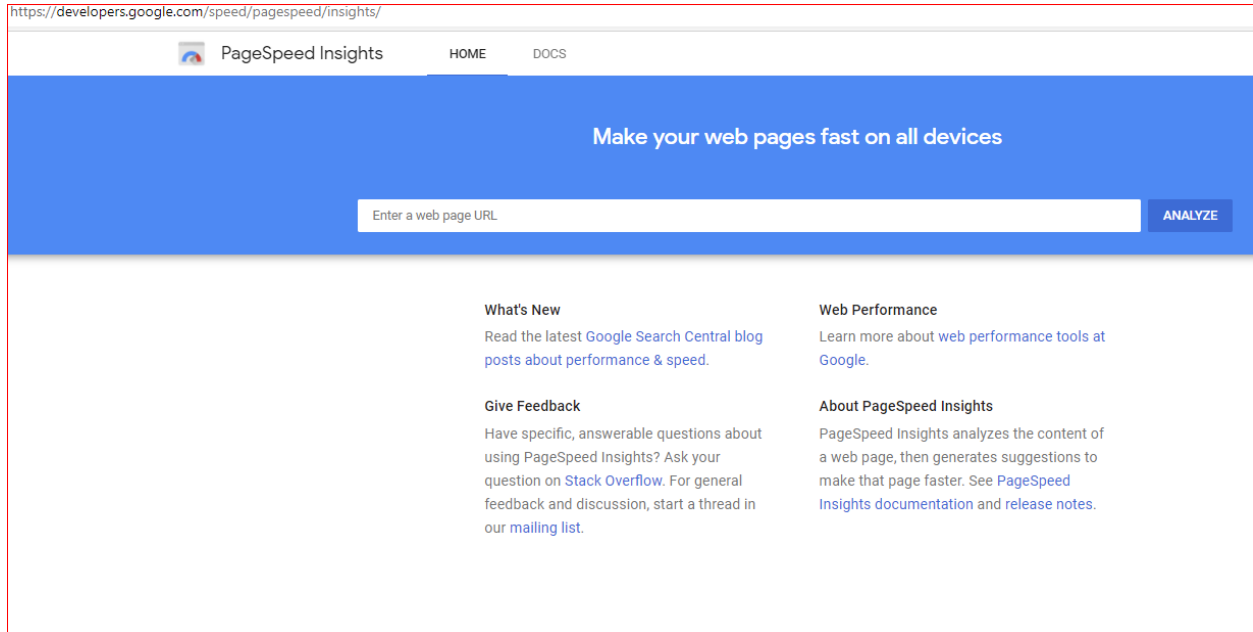Check out the video below from Google I/O 2019 to learn more about how to use and contribute to Lighthouse.

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.

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Test website speed with analysis: PageSpeed Insights (google.com)

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

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.

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

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

Google Search Console
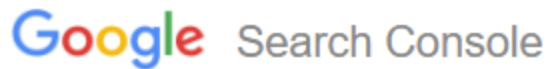
Monitor the Google Search traffic to https://branch54.sirinc2.org/

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].