



Technical SEO Audit Report

Client:

██████████

Project:

Technical SEO Audit

Auditor:

Haroon Q. Raja

Delivered:

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Agency:

HQRAJA

Introduction

Dear [REDACTED] team,

Please find below the complete technical SEO audit report for the [REDACTED] website. The purpose of this audit is to identify potential areas of improvement in the website. If implemented, these improvements are intended to:

- Allow better indexing of your web pages in search engines,
- Improve search engine positioning and placement,
- Improve overall traffic, sales and conversions, and
- Correct any issues that adversely impact your website's overall performance and usability, resulting in improved user experience and higher SEO ranking.

In this regard, I have reviewed the main aspects of your across a number of common SEO elements. To keep things simple, the results for each element are presented in the following manner:

- SEO element name
- Analysis
- Recommendations with priority
- Rating

Google Search Console has been one of the key tools utilized for the audit, and for brevity, it will be referred to as GSC in the report.

Once you've gone through the report, please get in touch to discuss it in more detail, as I will be happy to answer any questions that you may have.

Thank you for choosing to work with me.

Regards,



Haroon Q. Raja
CEO & Principal Consultant

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1. Discoverability

There's no point in trying to rank your website higher on search engines when their crawlers can't even discover its content. Furthermore, content duplication across parts of your sites or multiple domains can end up diluting search results with multiple similar pages that provide little unique value, or worse, removing important pages from the index altogether. That's why it's extremely important to make sure that all the parts of your website that you'd like to be indexed are properly accessible to crawlers in a way that makes them easy to understand the structure of your site without any ambiguity or redundancy.

DOMAIN & PROTOCOL

The website should be accessible to search engines (as well as users) at only a single domain or subdomain. (The domain with www i.e. www.████████.com is considered a subdomain and different from the naked domain i.e. █████████.com)

Furthermore, the HTTPS protocol variant of any domain or subdomain is considered a separate site from the http protocol variant.

Otherwise, search engines will mark your content as duplicated across multiple domains.

Analysis

- The site is accessible at both the www and naked domains.
- The site is not accessible at any domain via https.

Recommendations

HIGH PRIORITY Decide on either the naked domain or the www subdomain, and then automatically redirect all requests for your non-preferred variant to your preferred one.

HIGH PRIORITY SSL should be employed and your preferred variant should be served at https, automatically redirecting the http variants to it. (More on https later)

Rating Poor Bad Satisfactory Good Excellent

ROBOTS.TXT

The robots.txt file directs search engine bots on how to crawl the site, including directives on which directories to crawl and which to skip. It should be found at the root of your domain in plain text format (████████.com/robots.txt). GSC can be used to view, submit and verify robots.txt manually.

Analysis

- Robots.txt is present and set to allow crawling by search engines.
- The Crawl-delay directive is present which is ignored by Google.

Recommendations

LOW PRIORITY Remove the Crawl-delay directive & resubmit to GSC.

Rating Poor Bad Satisfactory Good Excellent

XML SITEMAPS

As opposed to a human -readable site map that focuses on presenting the site's structure to its audience, XML sitemaps do the same for search engines in a standardized machine-readable format, helping them index the site better.

Analysis

- There is no XML sitemap defined for the site.

Recommendations

HIGH PRIORITY Setup XML sitemap(s) based on your site structure, and submit them in GSC.

Rating Poor Bad Satisfactory Good Excellent

INDEX

A website should have two types of sitemaps – a human-readable site map that focuses on presentation of the site's structure to its audience, and XML sitemaps that do the same for search engines in a standardized format that's easy for computers to understand.

Analysis

- GSC reports 179 pages indexed. I noticed a sharp decline in the number of indexed pages in the last week of August.
-

Recommendations

HIGH PRIORITY Take a look at Google Index > Index Status in GSC and investigate if the decline was expected due to content changes, or if it happened due to some penalty by Google.

Rating Poor Bad Satisfactory Good Excellent

IP CANONICALIZATION

IP canonicalization ensures that your site is accessible only via its URL, and not directly via its IP address, to avoid duplicate content issues.

Analysis

- The site and all its contents are accessible directly via its IP address (e.g. <http://1.2.3.4/page>)

Recommendations

MEDIUM PRIORITY Configure your web server to permanently redirect all http requests at your IP to your domain.

Rating Poor Bad Satisfactory Good Excellent

URL CANONICALIZATION

URL canonicalization is the process of ensuring search engines know the primary URL for any content that is identical yet accessible via multiple URLs.

Examples:

- Both www and non-www variants being accessible
- Links with query strings for referrals such as </category/product-name> and </category/product-name?ref=external-referrer>
- Differently sorted variations of the same content e.g. </cars> and </cars?sort=price>

Analysis

- No URL canonicalization issues were found other than both www and non-www domains being accessible, which we have covered already.

Recommendations

Resolving the www and non-www issue will fix things.

Rating Poor Bad Satisfactory Good Excellent

2. Technology

While search engines don't have direct access to your website's technology infrastructure, it still serves as the foundation upon which your entire website stands. Think of it as the mall in which you open up shop. If it's situated at a prominent location with ample parking space, secure entrance, wide pathways and decent sized storefronts, you'll likely experience better footfall. Furthermore, with the right infrastructure, you'll be able to handle the influx of users that might start visiting you after you've done the SEO.

It'd be a pity to spent a lot of time and effort to bring traffic to your website, only to find out that your visitors are leaving never to return because your technology infrastructure just can't handle the load and is throwing all sorts of errors!

DNS

DNS is the global system responsible for resolving domain names to IP addresses, since computers only understand IP addresses. DNS nameservers perform this task and are often provided by your web host, though those can often be slow, and free as well as paid DNS services are available that get the job of translating a domain name to IP address done much faster, resulting in improved speed for visitors. DNS lookup times could vary between providers by as much as 800 milliseconds and 20 milliseconds, for comparison.

Analysis

- DNS is being provided by DigitalOcean, which is decent enough for a lot of sites, but can be improved by switching to a faster provider.

Recommendations

SWPACHT Consider switching to CloudFlare's free DNS service for improved lookup times. Among paid providers, DNSMadeEasy is a fast yet affordable paid option that you can look into later.

Rating Poor Bad Satisfactory Good Excellent

WEB HOSTING

Your website host provides the infrastructure on which your site runs, and as such, it's a key point of failure as well. The last thing you need when you're getting good traffic is a host that

can't keep up with it and slows down substantially, or worse, becomes unresponsive, resulting in your site becoming unavailable to many visitors.

Analysis

Website is hosted on DigitalOcean, which is one of the best and most well-reputed cloud hosting infrastructure providers out there.

Recommendations

Do not jump ship to a poor host, and you'll be good to go. Also, if you're currently on a single droplet, consider migrating to a multi-droplet high-availability setup after you start to get substantial traffic.

Rating Poor Bad Satisfactory Good Excellent

WEB SERVER

Your web server software is responsible for actually serving your web pages to visitors when they request them through a URL.

For a PHP application like yours, there are three primary contenders among web servers: Apache, Nginx, and LiteSpeed.

Compared to the latter two options, Apache is archaic and not great at handling a high number of concurrent requests.

Nginx is a great modern alternative that works like a charm and many orders of magnitudes faster than Apache for serving high volumes of requests, while offering many additional great features such as a built-in fastcgi cache.

Litespeed is an up-and-coming web server that's quite promising in terms of speed and performance, but can be tougher to initially configure and manage for now.

Analysis

- The site uses Apache as its web server.
- The site is being served on HTTP only.

Recommendations

MEDIUM PRIORITY Switch to Nginx. This is medium-priority right now because there's little-to-no traffic, but can become a high priority as soon as the traffic increases. Hence, it's better to make the switch beforehand.

HIGH PRIORITY Ensure that the site is being served on HTTP/2, which has significant performance benefits over HTTP (requires SSL).

Rating Poor Bad Satisfactory Good Excellent

APPLICATION SERVER

Dynamic websites run on application servers based on the language in which the website is coded. When web servers receive requests from users, they forward them to the application server for processing, and wait for a response that they could then send to the user's browser. For PHP applications, the PHP runtime is the application server. It's important to have your application server updated to a new version that offers higher performance, updates and security patches.

Analysis

- PHP 5.6.31 is being used, while PHP 7.0.x and 7.1.x have been available for a while now, with at least the 7.0 branch being recommended as the minimum to use for most applications.

Recommendations

HIGH PRIORITY There really is no excuse for running PHP 5.x in a production environment, as you'll be missing out on immense speed improvements offered by the 7.x branches. Upgrading to at least PHP 7.0.x is highly recommended.

Rating Poor Bad Satisfactory Good Excellent

DATABASE SERVER

For any data stored in a database, your application server needs to make a query to it to fetch it for display in the resulting web page it generates. Therefore, the speed at which the data can be accessed plays an important role in site responsiveness. For PHP applications, usually MySQL or any of its modern replacements such as MariaDB or Percona are mostly used.

Analysis

- PostgreSQL is used as the database server.

Recommendations

None

Rating Poor Bad Satisfactory Good Excellent

CACHE

Every user visit for a web page on the site involves the browser querying the web server, which queries the application server (slower), which runs the entire codebase involved in that page (slower) and then queries the database server (slowest) and responds to the application server, which responds to the web server, which sends the final response to the browser.

For requests of the exact same resource that hasn't changed, many of these steps can be eliminated by caching the results since the last change. This way, any resources already cached by the browser need not be requested from the web server, any full web pages cached by the web server need not be requested from the application server, any application code that was previously executed and cached need not be executed from scratch again, and any database query that had its results cached need not be retrieved from the database again, significantly reducing the overall response time.

Analysis

- Browser cache is enabled for static resources.
- Basic server-side page cache is present.
- Opcode cache needs to be verified as enabled for PHP7.
- Database object caching needs to be verified as enabled.

Recommendations

MEDIUM PRIORITY Look into employing Redis or Nginx's fast_cgi for in-memory full-page cache.

HIGH PRIORITY Ensure PHP opcode caching is enabled for PHP7.

HIGH PRIORITY Employ database object caching using Redis as well.

Rating Poor Bad Satisfactory Good Excellent

SECURITY

You might be thinking how security is relevant to SEO. Imagine having worked really hard to improve your rankings, only to find out one day that your site has been removed from all Google search results, and Chrome is marking it as unsafe whenever a user visits it, warning them to proceed at their own risk. This happens when due to lax security, your site experiences some injected exploit that could put your users at a risk, and gets blacklisted in security databases.

Security can be improved by setting up an SSL certificate and hardening it at the server level with the recommended headers.

Improved security also comes with the benefits of improved speed via HTTP/2, for which SSL is a requirement.

Analysis

- No malware, injected spam, defacement or blacklisting detected
- PHP 5.6.31 has no known unpatched security vulnerabilities
- No SSL certificate found
- X-Content-Type-Options header not implemented
- X-Frame-Options header not implemented
- X-XSS-Protection header not implemented
- Referer-Policy header not implemented
- Content Security Policy header not implemented
- Subresource Integrity (SRI) not implemented; external scripts are loaded over http
- Session cookies set without *secure* flag and not over https
- HPKP header not implemented (requires https)
- HSTS not implemented (requires https)

Recommendations

HIGH PRIORITY Setup an SSL certificate

HIGH PRIORITY Set a server redirect for all http traffic to https

HIGH PRIORITY Set *secure* flag for session cookies & serve them over https

HIGH PRIORITY Implement X-Content-Type-Options, X-Frame-Options, X-XSS-Protection, Referer-Policy, Content Security Policy, SRI, HSTS and HPKP headers

Rating Poor Bad Satisfactory Good Excellent

3. User Experience

No matter how great the content on your website is, if it takes forever to load or provides a frustrating browsing experience to its users, good luck trying to turn them into loyal, returning visitors. With so many options available out there, visitors these days just can't be bothered with sites offering a subpar experience.

Google understands this, and its algorithm is smart enough to take user experience into account when ranking your pages. It can tell whether or not your visitors enjoy spending time on your website, how long they stay on it, and if they close it in frustration to move on to other sources. This is especially true for mobile visitors with small screens, slow connections, and very short attention spans.

Therefore, ensuring a great browsing experience is not only beneficial for your visitors after they land on your website, but also for helping them discover your website through Google in the first place!

PERFORMANCE

Did you know that nearly half of all web users expect a website to load in less than two seconds, and most of them abandon it if not loaded within three seconds? This increases your bounce rate, which is also a factor taken into account by Google when ranking websites.

There are several aspects to performance optimization, including:

- Improving DNS resolution time
- Improving server response time (TTFB)
- Using links requiring minimal number of redirects
- Decreasing page size
- Enabling GZIP compression for resources at server level
- Adding Expires headers for static content with far-future date
- Reducing the number of requests required to render the page
- Reducing image size by optimizing all images and serving them in correct dimensions
- Minifying HTML, CSS and JavaScript files
- Serving above-the-fold CSS and JavaScript on priority
- Optimizing the delivery method of JavaScript files (*async* or *defer*)
- Using a CDN for efficiently delivering static resources globally

- Keeping internal CSS minimal, and eliminating inline CSS
- Using HTTP/2 to take benefit of parallel downloads of resources
- Fixing broken links
- Validating HTML and CSS using W3C
- Testing JavaScript for errors and eliminating them

Analysis

The site was analysed using WebPageTest, GTmetrix, ByteCheck, Google PageSpeed Insights and a few other tools.

Take a look at the results.

- [WebPageTest](#): F grade in several key categories
- [ByteCheck](#): 1 out of 5 stars
- [PageSpeed Insights](#): Poor (15%) Mobile & Poor (18%) Desktop)
- [GTmetrix](#): F (26%) PageSpeed & F (47%) YSlow

Here is a compilation of problems discovered across these tests:

- DNS Resolution time is fast at less 89.68 milliseconds
- Server response time is too slow, at 33.326 seconds first run (uncached) and 7.047 seconds for subsequent runs (cached)
- Total home page load time is too slow, at 43.663 seconds first run (uncached) & 17.187 seconds for subsequent runs (cached)
- No redirects found (but both www & non-www variants exist, which isn't good, and no https versions exist, which isn't good either)
- Web page size is quite large at 4.2 MB
- GZIP compression is not enabled
- Expire headers for static files are present but aren't set to far-future dates
- There are 167 requests for first view (uncached) and 148 for subsequent views (cached)
- 28 images are being served unscaled at inappropriately large sizes (90% total reduction)
- 31 images are being served unoptimized (29% total reduction)
- HTML, CSS and JavaScript aren't being served minified (19%, 14%, 17% reduction)
- Above-the-fold content is prioritized properly
- 525.5KiB of JavaScript is parsed during initial page load
- No CDN is used to serve static resources

- 10 inline CSS styles found
- HTTP/2 not in use
- 5 broken links found
- W3C HTML validation failed with 43 errors and 3 warnings
- W3C CSS validation failed with 376 errors and 2060 warnings
- 12 JavaScript errors found in Google Chrome JavaScript Console

Recommendations

HIGH PRIORITY Server response time is too slow, at 33.326 seconds first run (uncached) and 7.047 seconds for subsequent runs (cached)

HIGH PRIORITY Total home page load time is too slow, at 43.663 seconds first run (uncached) & 17.187 seconds for subsequent runs (cached)

HIGH PRIORITY Web page size is quite large at 4.2 MB

HIGH PRIORITY GZIP compression is not enabled

MEDIUM PRIORITY Expire headers for static files are present but aren't set to far-future dates

HIGH PRIORITY There are 167 requests for first view (uncached) and 148 for subsequent views (cached)

HIGH PRIORITY 28 images are being served unscaled at inappropriately large sizes (90% total reduction)

HIGH PRIORITY 31 images are being served unoptimized (29% total reduction)

HIGH PRIORITY HTML, CSS and JavaScript aren't being served minified (19%, 14%, 17% reduction)

HIGH PRIORITY 525.5KB of JavaScript is parsed during initial page load

MEDIUM PRIORITY No CDN is used to serve static resources

LOW PRIORITY 10 inline CSS styles found

HIGH PRIORITY HTTP/2 not in use

HIGH PRIORITY Fix broken links shown in the [W3C Broken Links Test Results](#)

HIGH PRIORITY Fix HTML errors shown in the [W3C HTML Test Results](#)

HIGH PRIORITY Fix CSS errors shown in the [W3C CSS Test Results](#)

HIGH PRIORITY Fix JS errors shown in Google Chrome Console (Ctrl+Shift+J)

Rating Poor Bad Satisfactory Good Excellent

USER INTERFACE

A good user interface provides your visitors with a positive user experience, decreasing bounce rate and increasing engagement, which are metrics taken into account by Google when ranking a site. Parts of a good user experience include making your content easy to navigate, and not including any content that requires users to download and install any browser plugins (Flash, Java, Silverlight etc.)

Analysis

- All key sections are easily accessible within one to two clicks from the home page
- Content within the sections is accessible within one or two clicks
- No browser plugins are required to browse the website

Recommendations

None

Rating Poor Bad Satisfactory Good Excellent

MOBILE EXPERIENCE

Mobile browsing experience is becoming increasingly important as a majority of users now browse the web primarily from their mobile devices. Due to short attention spans coupled with small screen sizes and moderate internet speeds, users are far more likely to leave a website due to poor user experience on mobile compared to desktop.

Analysis

In addition to the above tools, the site was analysed using [Google's Mobile Speed Test](#), powered behind the scenes by WebPageTest.

Here are the results:

- Mobile load time of 21 seconds, resulting in estimated 35% of visitor loss due to loading time
- The website's user interface & contents are optimized for mobile

Recommendations

HIGH PRIORITY Decrease page load time for mobile. Applying the fixes shown in the Performance section above should fix this too.

Rating Poor Bad Satisfactory Good Excellent

ACCESSIBILITY

As the world becomes increasingly aware of the importance of content access to the differently abled among us, it's becoming as important for us to ensure that our websites offer a decent browsing experience to the visually impaired. Furthermore, adding a printer-friendly version helps visitors take your content where they wouldn't have computer, mobile or internet access, or distribute it among others without digital access to it.

While Google hasn't made it public whether or not accessibility is a factor in its rankings, and expert opinions are split on the subject as well, taking the time to implement accessibility standards can offer physically impaired users with a decent browsing experience and if they end up being a significant part of your traffic, it can decrease your bounce rate, effectively improving SEO. However, the full extent of the impact is currently unknown.

Analysis

The site was put through AChecker to test for compliance with accessibility standards.

- The site failed the test with 60 known & 375 potential problems
- Print stylesheet not detected

Recommendations

LOW PRIORITY Test the site with [AChecker](#) and fix the issues found

LOW PRIORITY Add styles for *@media print*

Rating Poor Bad Satisfactory Good Excellent

4. Content

In the world of white-hat SEO, the one rule that trumps them all is “Content is king”. You can have the best server setup with the most optimized CMS and highly tweaked search and social appearance but if your on-site content isn’t unique, engaging and high-value, good luck trying to make it to the first page of Google search results!

In this section, we will analyse not just the home page but also a representative page of each type (a category, a brand and a product) for content to see how optimized it is and how it can be improved.

TITLES

The title tag is often what appears as the primary text in search results. It’s also one of the major metrics Google uses to determine your page’s relevance to the search query. Good titles accurately reflect the page’s content while naturally incorporating terms that users are likely to search. Bad titles are either too short, bear little relevant to the page content, or are over-optimized with keywords in a way that makes them feel unnatural to a user. Also keep in mind that search engines truncate titles to between 65 and 70 characters, so going beyond that may leave your title showing incomplete in results.

Analysis

- Home page title is semi-optimized with keywords, but too long at ██████████ characters
- Category titles are of adequate length but seem over-optimized with keyword stuffing
- Brand titles are too short and completely unoptimized, containing just the brand name
- Product titles are either adequately long or too long depending on the product name, and seem over-optimized with keyword stuffing

Recommendations

HIGH PRIORITY Optimize page titles at first priority, structuring them around what users might be searching when they look for those products, brands, categories or a site like yours. Make sure they fall between 60 and 70 characters, and don’t seem stuffed with too many keywords

Rating Poor Bad Satisfactory Good Excellent

These descriptions offer a great way to go beyond the 65-70 character limit of the title, giving you 160 characters to explain what the page is all about and why someone should visit it.

You can also naturally include more important keywords within that character limit without it sounding like excessive keyword stuffing.

Analysis

- Description is missing for the home page
- Description for categories is too short, not fully utilizing the limit to describe the page while targeting important search terms
- Description for brands is also too short
- Description for products are also too short (depending on the full product name)
- Descriptions are too repetitive within and across categories, brands and products, always starting with "██" and ending in "██", resulting in significant duplication and leaving a lot of room for unique optimization for each category, brand or product

Recommendations

HIGH PRIORITY Add a relevant, highly targeted description to the home page

HIGH PRIORITY Rethink descriptions for categories, brands and products, removing significant repetition and adding unique, targeted content for the category, brand or product in question

Rating Poor Bad Satisfactory Good Excellent

META KEYWORDS

The KEYWORDS meta tag has built a notorious reputation as a source for irrelevant keyword stuffing, resulting in Google and other major search engines ignoring it altogether. In fact Google may now penalize any pages it discovers with meta keywords that aren't relevant to the content on the page. So, at best it has no effect, and at worse it can harms your rankings. Therefore, there is no reason to use it at all.

Analysis

- Keywords meta tag found on home, category, brand and product pages, with contents "██"

Recommendations

MEDIUM PRIORITY Remove the keywords meta tag from all pages

Rating Poor Bad Satisfactory Good Excellent

HEADINGS

While Google uses page titles as the primary source for the title that appears in search results, it's not the only source – if the search term is found more closely matching in a high level heading tag within the page content, that can often be shown as the title in search results, provided it's relevant to the page title as well and only has differences such as synonyms, or different phrasings of the same idea relevant to the subject matter as reflected by the page title.

Analysis

Home Page:

- No H1 found
- Four unoptimized H2
 - ██████
 - ██████ ██████
 - ██████ ██████
 - ██████ ██████
- One highly unoptimized H3
 - ██████ ██████ ██████ ██████
- Seven semi-optimized H4
 - ██████ ██████ ██████
 - ██████ ██████ ██████
 - ██████ ██████ ██████
 - ██████ ██████ ██████
 - ██████ ██████
 - ██████ ██████

Category Page: (████████ used as test example)

- One highly unoptimized H1
 - ██████ ██████ ██████

- One highly unoptimized H2
 - [REDACTED]
- Seven semi-optimized H4
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Two semi-optimized H5
 - [REDACTED]
 - [REDACTED]

Brand Page: ([REDACTED] used as test example)

- One highly unoptimized H1
 - [REDACTED]
- No H2 found
- Five semi-optimized H4
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Two semi-optimized H5
 - [REDACTED]
 - [REDACTED]

Product Page: ([REDACTED] used as test example)

- Three highly unoptimized H1
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- One highly unoptimized H2

- [REDACTED]
- One highly unoptimized H3
 - [REDACTED]
- Six semi-optimized H4
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- One semi-optimized H5
 - [REDACTED]

Recommendations

HIGH PRIORITY Rethink your entire headings strategy

HIGH PRIORITY Ensure H1 is present on every page and reflects the overall content of the page most accurately within 65-70 characters. Here is where you can make it phrased differently from the page title to get SEO benefits of showing up for more search terms than title allows

HIGH PRIORITY Add relevant H2, H3 and H4 for sub-headings relevant to page content in the order of hierarchical importance of the sections they represent, and make them accurately descriptive

HIGH PRIORITY Remove all headings that don't reflect important sections of the page relevant to its overall content. Links to other pages like 'About Us' and 'Privacy Policy' shouldn't be headings, nor should be terms like "What are you waiting for?" and "Filter by:"

Rating Poor Bad Satisfactory Good Excellent

TEXT

Gone are the days when you could expect to rank highly on Google merely by adding many pages to your site with lots of optimized and targeted keywords and headings without a significant amount of well-crafted, descriptive content about the subject matter of the page.

Content is all it's about now, and page text forms a bulk of the content that Google analyses to determine whether or not to show a page in the results for a relevant search query.

Also, just the way Google may show headings found in a page instead of the title tag as the title shown in search results, it may also quite likely use part of the page's content with matching keywords as the description shown in the search results.

According to WooRank, a good text-to-HTML ratio is 25% to 70%, depending on the subject. For a site like yours, you should keep a target of 50% but without merely adding fluff (filler words, repetitive content saying the same thing phrased and worded differently etc.)

Analysis

- Home page has a text-to-HTML ratio of only ███%
- Category pages have text-to-HTML ratio of only ███%
- Brand pages have text-to-HTML ratio of only ███%
- Product pages have text-to-HTML ratio of only ███%

Recommendations

HIGH PRIORITY Add a significant amount of visible, descriptive and highly relevant text to all pages in order to provide users with valuable content and help search engines index your site for it, increasing the chances of showing up in results for relevant search terms.

Rating Poor Bad Satisfactory Good Excellent

KEYWORDS

Keywords form the core of your SEO strategy, as they're essentially what you rank for when users search for a query. That's why it's immensely important to include important keywords in your content. Though what constitutes an *important* keyword, you might ask? That's when you have to put yourself into the shoes of a user performing a search query – what would they enter into Google when trying to find the content that you're offering?

When forming your keyword strategy, it's important to be realistic. There are certain types of keywords such as generic category names (Cars, smartphones, laptops, cameras), brand names (Honda, Google, DELL, Canon), product names (Civic, Pixel, Inspiron, D4) etc. that are extremely hard to rank for, since their official brand pages or well-established shopping sites with huge budgets and product portfolios are already ranking for them. Your best bet is to rank for long-tail keywords, and your chances improve if you make them specific to a niche, a region, or a certain type of target audience.

That said, as mentioned earlier in this report, it's also extremely important not to over-optimize your content for keywords in a way that the text feels unnatural when reading. Keywords

should be used in a way that compliments the content and is highly relevant to it, rather than inserted merely to rank on search engines.

Analysis

In the information gathering phase, you were asked to provide some keywords for each type of content on your website for which you would like to rank on search engines. The site was analysed for the overall keyword strategy as well as usage of the specific keywords provided by you on their relevant landing pages.

- The site doesn't seem to follow a well-devised keyword strategy
- The keywords provided don't seem to be well-researched for relevance as well as practicality in terms of ranking them considering your site's scope and budget
- Short, generic and branded keywords that are extremely difficult to rank are found spread across the site
- Long keywords that are more practical to rank haven't been implemented
- Home
 - █████: Too short and generic. Found in page title. Not found in headings. Found in content █ times
 - █████: Too short and generic. Found in page title. Not found in headings. Found in content █ times
 - █████: Too short & generic. Not found in page title. Found in █ headings. Not found in content
- Categories
 - █████: Too short and generic. Found in page title. Found in █ headings. Found in content █ times
 - █████: Too short and generic. Found in page title. Found in █ headings. Found in content █ times
 - █████: Too short and generic. Found in page title. Found in █ headings. Found in content █ times
- Brands
 - █████: Too short and generic. Found in page title. Found in █ headings. Found in content █ times
 - █████: Too short and generic. Found in page title. Found in █ headings. Found in content █ times

- [REDACTED]: Too short and generic. Found in page title. Found in [REDACTED] headings. Found in content [REDACTED] times
- Products
 - [REDACTED] [REDACTED]: Too short and generic. Found in page title. Found in [REDACTED] headings. Found in content [REDACTED] times
 - [REDACTED] [REDACTED] [REDACTED]: Too generic. Found in page title. Found in [REDACTED] headings. Found in content [REDACTED] times
 - [REDACTED] [REDACTED] [REDACTED]: Too generic. Found in page title. Found in [REDACTED] headings. Found in content [REDACTED] times

Recommendations

HIGH PRIORITY Devise a practical keyword strategy, perform intensive keyword research, and implement relevant long-tail keywords on all pages of the site that you want to rank, making sure to incorporate them into page titles, key headings, description and content while making sure the content doesn't seem keyword-stuffed upon reading.

Rating Poor Bad Satisfactory Good Excellent

IMAGES

While Google has developed some impressive artificial intelligence technology for recognizing contents of images, it hasn't started using it to analyse all images found on a website when indexing it. Also, impressive as it may be, said technology is still in its learning phase and its accuracy depends greatly on the image in question. For now, the primary way for Google to learn about an image comes from the ALT text defined for it in the IMG tag.

Having well-defined ALT text for all important images on your page not only helps Google index them better, increasing the chances of it showing up in relevant Google image searches that can drive additional traffic to your site, it also lets users with visual impairment who might be using screen readers to know what an image is about.

In case ALT text isn't present, Google as well as screen readers rely on the image's file name to learn about its contents, so naming an image file descriptively before uploading it to the website also helps.

Example: File names like *honda-civic-1.8-i-vtec-cvt-2017.jpg*, *google-pixel-front.jpg* or even *laptop-reviews.jpg* will always be better than something like *product-cover.jpg* or worse, *IMG0242221.JPG*.

Analysis

- The home page has ■ images without ALT text
- The analysed category page has ■ images without ALT text
- The analysed brand page has ■ images without ALT text
- The analysed product page has ■ images without ALT text
- Many image file names are generic & non-descriptive

Recommendations

HIGH PRIORITY Add relevant, descriptive ALT text to all important images

MEDIUM PRIORITY Change file names for all images to descriptive ones

Rating Poor Bad Satisfactory Good Excellent

LINKS

Google identifies poor quality sites as those that have far too many internal and external links compared to the other text content on the site. It also detects poor quality links by the anchor text (the text that displays for the link). Another factor it takes into accounts the ratio of internal links to external ones – a site that doesn't link to content on itself as much as it links to external pages is usually seen as less of an authority on the content it's providing, and more of a referrer trying to earn commissions by sending people to other sites without adding value, or worse, a part of paid link placement schemes – one of the worst signals to give Google when trying to rank on it.

If your site needs to have a high number of external links for a legitimate reason, it should make a majority of them nofollow so as to not improve their rankings due to the link at the cost of your own.

Analysis

- Link text seems decently optimized
 - There aren't too many external links
 - Category icon links in the top navigation neither have hover text nor descriptive URLs for users to see their names
 - Home page has ■ internal and ■ external links
 - Category page has ■ internal and ■ external links
 - Product page has ■ internal and ■ external links
-

Recommendations

HIGH PRIORITY Add names to category link icons and change their URL structure to reflect the category in question

LOW PRIORITY Look for ways to further optimize link text for on-site links

Rating Poor Bad Satisfactory Good Excellent

BLOG

A blog is a great way to establish authority in your field by publishing helpful content for your visitors, especially those looking to research the type of categories, brands and products you're featuring on your site. When you link to these pages within the blog articles, it makes visitors easier to find them if they have landed on a blog article from the search results. Keep the titles and content of the articles focused on providing high value content to foster your loyalty among your target audience, turning them into regular visitors.

Analysis

- No blog found

Recommendations

HIGH PRIORITY Setup a blog where you publish detailed, insightful articles relevant to the categories, brands and products on your website

Rating Poor Bad Satisfactory Good Excellent

5. Metadata & Social

Having properly defined metadata in your site can increase your chances of appearing in rich snippets and cards in Google, providing you more exposure than that offered by regular search results. Furthermore, visually appealing previews can encourage click-through rate, be it from search results or social media sharing. Lastly, for local businesses with a physical presence, having properly implemented Local Business data can vastly increase exposure to your target audience.

STRUCTURED DATA

As you might have noticed, Google now includes a lot of extra information other than Title, URL and Description for many search results. These pieces of information include breadcrumbs, site sections, search box, company information, social profiles and more.

This is due to implementation of structured data attributes using guidelines offered by Google. Implementing these guidelines for any qualifying data types on your website can help Google better understand its contents, potentially improving the likelihood of showing it in relevant searches, increasing the likelihood of users clicking the results to access the content.

Analysis

- The website provides content that can make use of structured data, specifically the Reviews data type
- Google did not detect any structured data on the site

Recommendations

MEDIUM PRIORITY Implement structured data in the JSON-LD format using the Reviews data type for all products on the website

For detailed help with implementation, see the *Structured Data* section under *Search Appearance* in GSC. To test your implementation, use the [Structured Data Testing Tool](#).

Rating Poor Bad Satisfactory Good Excellent

RICH CARDS

In addition to showing structured data, Google now displays certain pages containing certain types of content such as articles, music, recipes, product reviews, movies & TV shows, and videos differently for several sites in search results. ([See examples](#))

This is due to implementing rich cards, resulting in your content being displayed in a visually engaging format to users, further increasing the likelihood of users clicking it.

Analysis

- Google did not detect any rich cards on the site

Recommendations

MEDIUM PRIORITY Implement rich cards using Google's guidelines

For detailed help with implementation, see the *Rich Cards* section under *Search Appearance* in GSC.

Rating Poor Bad Satisfactory Good Excellent

AMP

AMP stands for Accelerated Mobile Pages, and is a web page format provided by Google that you can implement on your website in order to make it load near-instantly from Google search results. In the AMP implementation, every AMP-enabled page gets its own companion AMP that's indexable by Google. These pages are stripped of all unnecessary features and styling, instead focusing on the core content to facilitate speedy delivery. Google then presents these pages in search results, marking them clearly as AMP.

While views on the pros and cons of AMP are mixed, it can prove beneficial for content-rich sites that don't require scripts for their core functionality.

Analysis

- The site doesn't have an AMP implementation

Recommendations

LOW PRIORITY Consider if you can benefit from implementing AMP on the website

LOW PRIORITY Test AMP implementation and monitor the difference in traffic

Rating Poor Bad Satisfactory Good Excellent

FACEBOOK OPEN GRAPH

Similar to Google's structured data, Facebook offers its own metadata format called Open Graph to make the social media giant better understand the content of your website, and accordingly display it to users in a more engaging manner in the sharing preview, complete with appropriate titles and images rather than generic links.

Analysis

- Facebook account is connected to the website
- Facebook Open Graph tags are implemented, but there are a few warnings that need to be fixed

Recommendations

MEDIUM PRIORITY Use the [Facebook Sharing Debugger](#) to test pages of each type (home, category, brand & product) and fix the errors & warnings

Rating Poor Bad Satisfactory Good Excellent

TWITTER CARDS

Like Facebook, Twitter also allows you to make links from your sites shared over the microblogging platform more visually appealing, by implementing Twitter Cards.

Analysis

- Twitter account is connected to the website
- Twitter Cards are not implemented for all pages, and don't use the *Summery Card with Large Image* format that best suits this site

Recommendations

MEDIUM PRIORITY Use the [Twitter Card Validator](#) to test pages of each type and implement cards on page types that don't currently have them

LOW PRIORITY Consider the *Summery Card with Large Image* format

Rating Poor Bad Satisfactory Good Excellent

LOCAL BUSINESS DATA (IF APPLICABLE)

When searching for local businesses, you might have noticed the additional information Google provides for many of them, such as address with a map preview, phone numbers, website, open hours, reviews and pictures. If you are a local business, such information can help increase your visibility in searches from near your business location, and provide potential visitors with all the necessary information to reach you. You can provide Google with all of this relevant information by setting up your business on Google My Business.

For businesses with multiple branches, local business results are even more important. Once you register and verify all your branches as individual locations on Google My Business, users will start seeing results for the brand nearest to them when searching for keywords related to your business.

You can learn more about listing local businesses on Google at this [Search Console Help](#) guide.

Analysis

- The site is not a local business with a physical location.

Recommendations

None

Rating N/A