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Website SEO Audit

Dear Sir / Madam,

Please find below a sample of a Website SEO Audit.

Our recommendations also include new content and separate Excel spreadsheets analysing every page of your site to provide additional information and recommendations for what to change content to, where required.
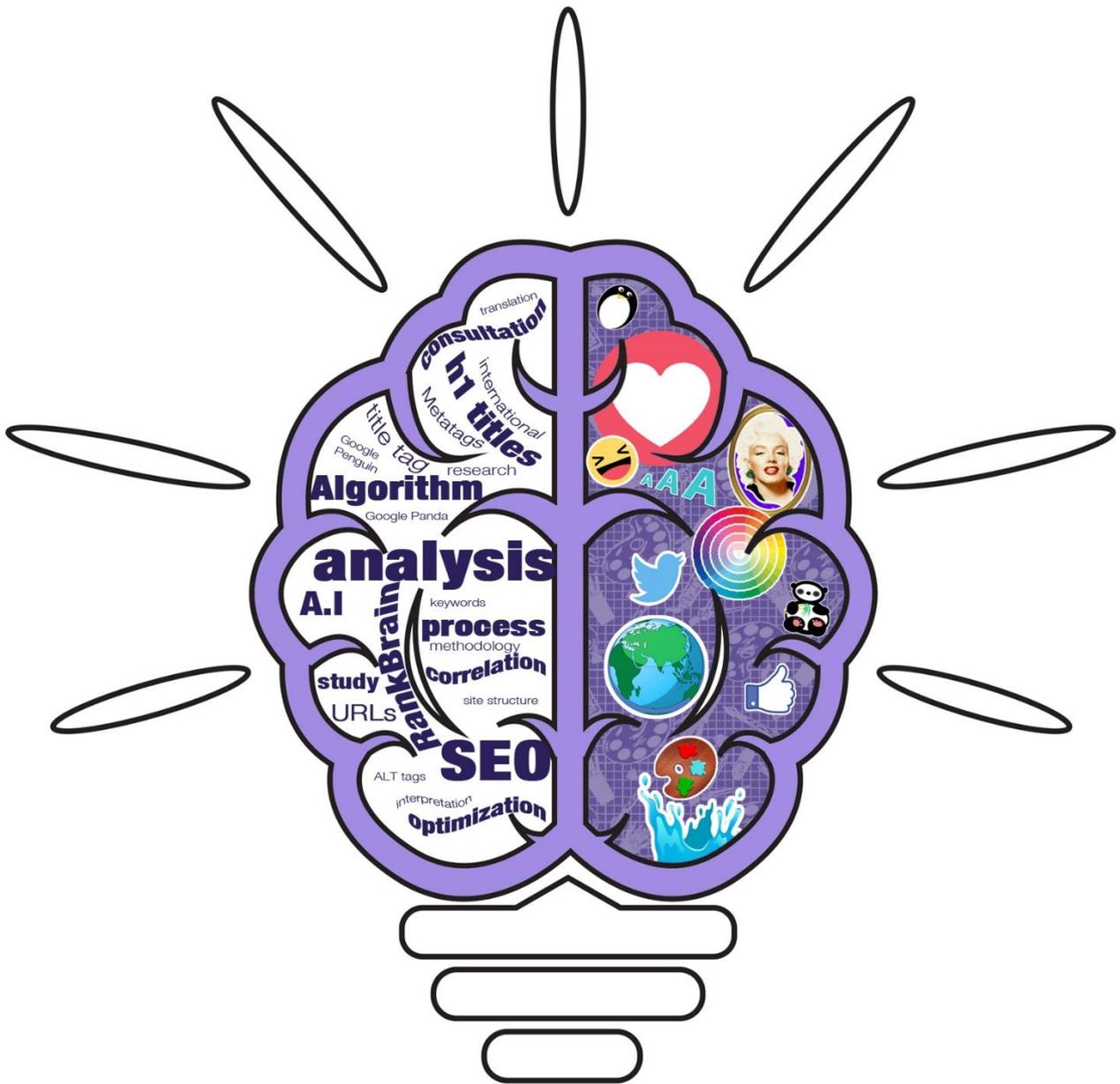
To keep the client details confidential, some information has been deleted, we've merged several documents together and have used generic terms like 'Widgets' instead of the actual keywords that our clients were targeting. Actual SEO audits may include different chapter headings, depending on what we discover when we do the audit. For example, for an international site we may discuss the quality of the translation, or Hreflang tags.

We've ordered the report roughly in order of priority, with the most important changes first. To see further details of our SEO audit service, please visit https://www.indigoextra.com/seo-audit-service.

Best wishes,

Martin Woods
Indigoextra Ltd.

SEO Audit
For *your* website

Contents

1. Introduction

SEO has evolved over the last few years and while having the right structure and keyword balance on a site is still essential, having a user-friendly and attractive website and great content are now also an essential part of the process, not just from a design perspective, but also from an SEO perspective.

While Google may not be able to measure the quality of visuals or what 'great content' is, they can measure how long people spend on the website, how often they click to visit other pages, whether people choose to click your images, rather than someone else's in an image search and a whole range of other user signals and these are an important part of their overall measure of the quality of a website.

When reviewing www.example.com we have therefore looked at the site as a whole, including 3 main aspects:

- Content
- Design
- User experience

Visual experience - Design

- The site is attractively laid out and mobile friendly, however there is the opportunity to enhance the visual design further.

- We would recommend **adding illustrated elements** to your home page to make your site more distinctive, for example you could convert the 6 buttons to images like the one pictured on the right. To preserve the symmetry the font could be the same size and in the same position on each image.

- There is good **contrast** between the background of your website and the content as a whole and fonts are uniform and easy to read. Your site also makes good use of white space and where we've recommended adding extra content, we've also suggested ways to preserve this.

User Experience

- The **drop-down navigation menu** is not noticeable unless you click on it and the three people working on the review of your site all failed to notice it initially. This would work better if it appeared as soon as you hover over it, or if the menu was presented in an alternative way and would improve click-through rates from consumers.

- Other than the word 'widget' there is **no obvious indicator that you sell widget A, widget B or widget C** either visually or in text on your home page or in the links in any of the menus and this means the majority of your consumers won't be aware that you sell them, therefore you will sell fewer of them.

- Where you're advertising a 50% discount, it would be helpful if you could click on this to view all products that are discounted.

2. Current Situation

To date no SEO has been completed on www.example.com. Despite this the site still receives nearly 30% of its traffic from search engines, as shown in the image to the right.
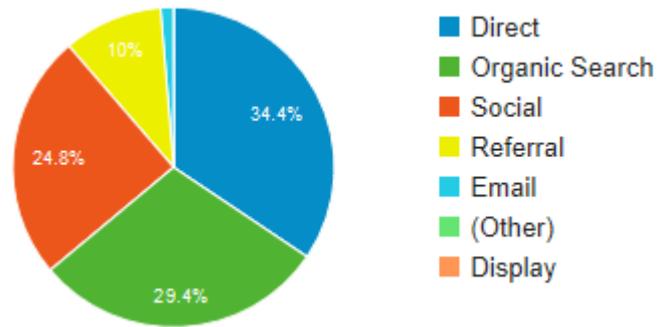
Taking all channels into account, over the last 30 days you've received just over 30,000 visits from nearly 14,000 users:

Sessions	Users	Page Views
30,398	13,919	193,283

Pages/Session	Avg. Session Duration	Bounce Rate
6.36	00:05:23	38.61%
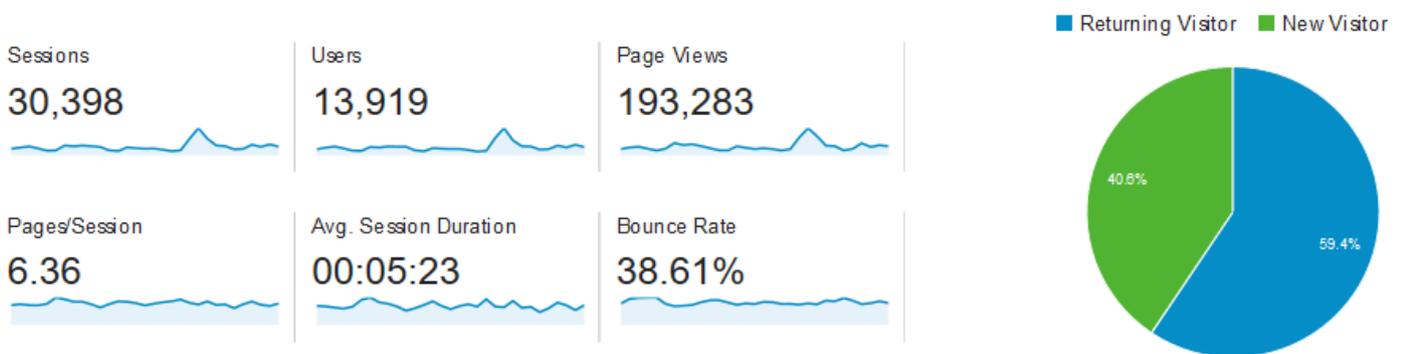
Comparing different channels, visitors from search engines and referrals (clicks from other websites) tend to stay on your website the longest, visit the most pages and have the lowest bounce rate (Bounce rate is the percentage of visitors who only look at one page of your site).

Default Channel Group	Sessions ↓	Bounce Rate	Pages/Session	Avg. Session Duration
	65,836 % of Total: 100.00% (65,836)	43.91% Avg for View: 43.91% (0.00%)	5.79 Avg for View: 5.79 (0.00%)	00:04:44 Avg for View: 00:04:44 (0.00%)
1. Direct	22,675 (34.44%)	45.63%	5.22	00:03:59
2. Organic Search	19,388 (29.45%)	36.01%	7.08	00:05:32
3. Social	16,340 (24.82%)	54.40%	4.66	00:03:44
4. Referral	6,575 (9.99%)	33.06%	7.12	00:07:43
5. Email	845 (1.28%)	60.59%	3.13	00:02:20

Looking at the traffic over the last 3 months, the majority of visits have come from your target audiences in UK, USA and France:
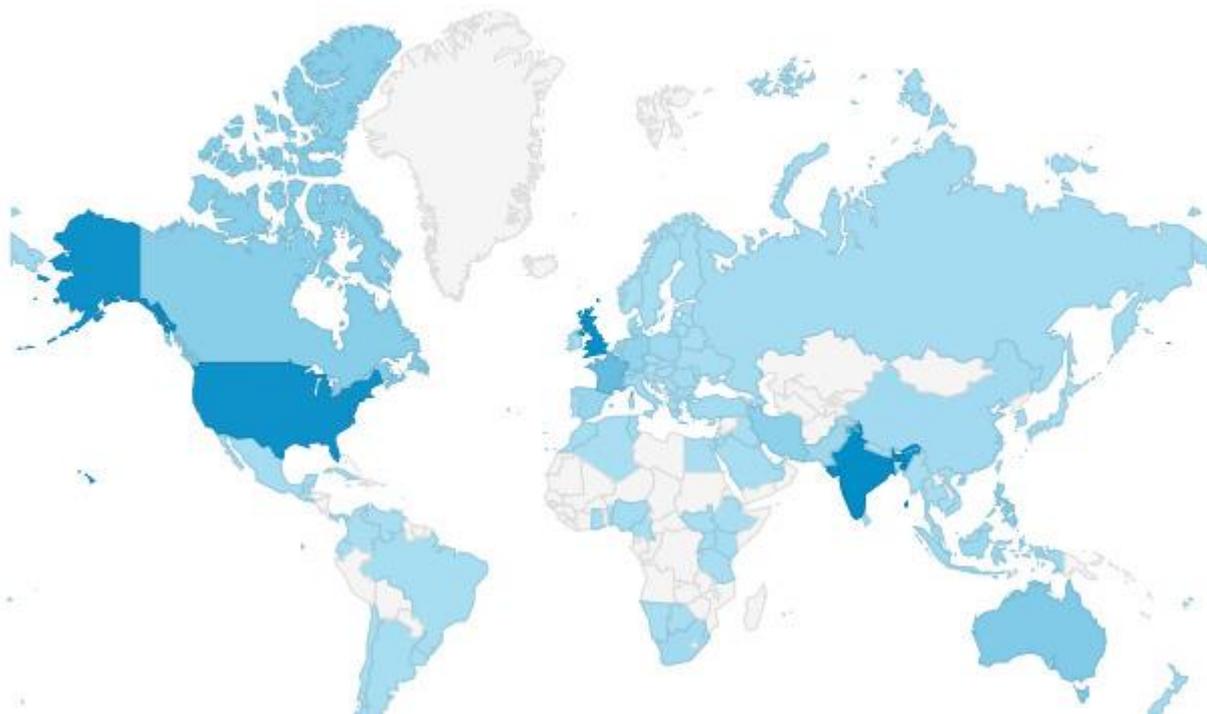
1.	United Kingdom	(16.67%)
2.	United States	(16.14%)
3.	France	(15.64%)
4.	Australia	(6.92%)
5.	Canada	(4.17%)
6.	Iran	(3.29%)
7.	Philippines	(2.89%)
8.	Germany	(2.75%)
9.	Spain	(2.45%)
10.	Pakistan	(1.81%)

One challenge is that while you are receiving a lot of traffic, very little of it is for your priority keywords. For example, the keywords that are likely to be generating the most visits from the UK at present are shown below to the left, along with your current position, previous position and the monthly search volume (*table deleted for confidentiality reasons)*.

3. Home Page Analysis

The home page only contains 160 words and the 50% discount image dominates the whole screen without providing much information.

For SEO purposes, your home page would benefit from having a sizeable amount of extra text added to it.

Looking at the reports comparing your site to the top 10 pages in Google.co.uk for 'Example Widget Keyword', here is the word counts of the pages that appear:

Word count	Your site	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
"Widget Keyword"	160	1 600	1 712	1 783	938	922	2 248	1 724	1 876	1 720	2 992

Looking at the top 10 results in Google for "*Example Widget Keyword*", the page with the lowest keyword volume still has 922 words, compared to your home page, with 160 words.

It's not essential to add quite so much text and nor does it need to be a simple block of text going the full width of the screen, indeed we wouldn't recommend this. Instead it could be incorporated into the design naturally in one of the following ways:

- By having a slideshow that is manually controlled showing an image with text underneath it. This way you show one set of text when the page loads and further text only when the slideshow is used.
- By adding tabs with sub-headings and when a tab is clicked, the text changes (we use this ourselves on the home page of www.indigoextra.com with a main menu, then a secondary menu underneath it, which goes to a separate tab on the same page).
- By adding 3 columns at the bottom of the page, each with one image and a block of text underneath it.

We have suggested new text for the home page in a separate document using a 3 column layout. We would recommend making the first title a H1 header and using H2 headings for the other titles. Having headings and sub-headings with relevant keywords helps to improve your SEO.

While it's possible to optimize internal pages of your site instead, Google place the most value on the home page and on pages with the most links going to them and the home page will almost certainly be the page on your website that is linked to the most! Adding text to the home page also means that you can target a far wider range of keywords.

For your information at present Google uses the main version shown to visitors using a monitor to determine the SEO, even if they use a mobile, therefore it's not essential to show all the text to visitors on mobile devices.

When the user arrives on your home page, it is not obvious what you are selling at a first glance. The product categories should be provided and clearly visible on the homepage. By just looking at the home page, the first time, the user should understand where to start.

Calls to Action

Currently the home page doesn't have calls to action that encourage visitors to explore the rest of the website. These could include links such as "discover" or "see all products"

4. Making Widget A, Widget B and Widget C Visible

The table below compares the monthly searches in Google.co.uk to the number of clicks to your main site over the last 3 months from the whole of Google for different keywords (data is from Google's Webmaster Tools and is for your main site only, not your blog):

Search Term	Monthly Searches Google.co.uk (Exact keyword)	Clicks to your site over last 3 months (All keywords that include this term)
Widget A	22,300	0
Widget B	16,800	0
Other Keyword 1	15,800	5,695
Other Keyword 2	5,400	834
Widget C	3,900	0

As you can see, despite having a prestigious brand, plenty of content and large overall search volumes, no-one is finding Widgets A-C on your site! Why is this?

- Your home page doesn't mention the words 'Widget A', 'Widget B' or 'Widget C' once anywhere in the text or in the code.
- There is no obvious link in the template to pages these widgets.
- All products are shown in the 'General-Widget' category and as this is the page linked to first, Google will show this page i.e. www.example.com/general-widget which is only optimized for 'General Widget' keywords rather than showing e.g. the Widget A page - www.example.com/widget-A as there is no unique content that appears on the Widget A page that isn't already on the General Widget page.
- Individual products, e.g. www.example.com/shop/widget-A/super-cool-widget/ don't have a Metatag Title or Description, so are poorly optimized.

Why do people search for 'General Widget' ?

Before exploring how to resolve these problems, an important question is what products people searching for 'General Widget' are actually looking for?

Of the 214 people searching for terms that include 'General Widget' who clicked in Google to visit your site in the last 3 months, 181 searched for 'Company Name General Widget' and 24 searched for 'Example.com General Widget', suggesting that 205 of them were specifically searching for you. That leaves 9 miscellaneous clicks.

An image search in Google for 'General Widget' (pictured right) suggests that many people searching for General Widget are searching for landscape photos, which aren't your main product range. I therefore suggest that 'General Widget' is not a priority term and you should focus on 'Widget A', 'Widget B' and 'Widget C' instead.

Product Ranges

To keep things simple, there's no need to remove the 'General Widget' section or reorganise your whole site, however we would recommend changing the internal links so that you prioritize other pages instead. We would recommend categorising your products as shown below (Items is the number of products that will be in each category).

Items	Home	Items	Work	Items	Travel
22	Widgets A (Includes Gizmos)	15	Office Doodads	14	Thingummies A
11	Widgets B (Includes Home Doodads)	9	Devices	5	Thingummies B
8	Widgets C				

In the Home section, we recommend including all Gizmos under Widgets A and including all Home Doodads under Widgets B, to ensure that there are sufficient items in each category.

Links to product ranges from your home Page

Rather than just linking to 'General Widgets' from your home page, we would recommend instead linking to the 6 sections listed above. Ideally you would show a small photo of each section, as well as a short description.

With this new link structure, all of your product ranges will be clearly visible from the home page in a way that your visitors understand.

Links to product ranges from your footer menu

We recommend editing the top menu to the following, with Widgets A replacing BUY ONLINE. Like on the existing site, these won't be hyperlinked, but will just show the drop-down menu when hovered over:

HOME	WORK	TRAVEL	TERMS	CONTACT
Widgets A	Doodads	Thingamajig A		
Widgets B	Devices	Thingamajig B		
Widgets C				
Gift Ideas	Special offers	About Example.com		

Change 'Thingummies' to 'Thingamajig'

You regularly refer to this product as 'thingummies', however only 90 people a month search for 'thingummies' compared to 6,600 who search for 'thingamajigs, with similar search volumes for 'thingummy' and 'thingamajig'. We therefore recommend wherever it says 'thingummies', changing it to 'thingamajigs'.

5. Pages with missing Meta Titles and Descriptions

There are a large number of pages that are missing their Meta Titles and Descriptions and we have attached a separate Excel spreadsheet which lists each page.

A lot of these could be automatically completed based on content that is on the page.

For example, it appears that **every product or nearly every product in the General Widgets section are missing both the Title and Description Metatag.**

If you're in Firefox, you can tell whether the page you're on is missing the Meta Title, as above the web address it shows the Meta Title. Where this is missing it simply repeats the web address again.

In the source code, these pages simply say:
```
<title></title>
```

Fixing missing Meta Tags on Products

On product pages, e.g. www.example.com/shop/incredible-transparent-doodads/ they appear to have a less common Metatag:

```
<meta property="og:title" content="Incredible Transparent Doodads" />
```

This tells social media sites what the title is, but not search engines. We would recommend simply copying the same content into the main <title> metatag.

We would also recommend showing the first 155 characters in the text on the page as the Meta Description, e.g.:

Our incredible transparent doodads were manufactured with this unique selling point as well as this other unique selling point. Free international delivery.

If it's difficult to automatically shorten this to 155 characters, it would be much better to simply use the whole thing in the Meta Description than have no Meta Description at all. We have a spreadsheet showing our recommended replacement Meta Descriptions for the most important pages that can't be automatically generated.

After adding the Metatags it's possible to automate, we are happy to run the report again to identify any pages that still need the Metatags manually creating.

6. H1 and H2 headings Analysis

It's best SEO practice to have a small number (often just one) H1 heading on the page and use H2 or H3 headings for other sub-headings.

Pages without H1 headings

Several pages currently don't have a H1 heading and we've highlighted some of them below and suggested new H1 headings.

Page	H1 Title
http://www.example.com/	Innovative Widgets and Things | Example
http://blog.example.com/	The latest news about Innovative Widgets
http://www.example.com/latest-widgets	Buy the latest Widgets online from Example
http://www.example.com/travel-widgets	Travel Widgets to take with you on the road

This is just a selection and I would recommend going through the site and where you don't see a large H1 heading at the top of the page, adding one (this can be the same as the Metatag Title, or a shortened version of it).

I'm aware that you often put the text over an image as the title of the page and if you feel that it's too much to repeat it twice there are 2 options:

- Create an image without text as part of it and then use the image as a background image and put a text layer over it using <h1> for the text.
- Put the <h1> title underneath it but use CSS to make the <h1> title smaller and less obvious (e.g. look like normal bold text). This is the simplest option.

H1 and H2 headings on the blog

On your blog, it looks like the default is that the main heading of a page is <h2> rather than <h1>, for example:

On the page - http://blog.example.com/how-the-prince-discovered-our-widgets the title:

How the Prince Discovered Our Widgets

Should be inside <h1> brackets, rather than <h2> brackets, to tell Google it's the main page title. If this causes the design to change, it should be a very easy CSS fix to make it continue to look as it does now, if that's your preference.

Using <h2> sub-headings is another way to tell Google what your blog is about and currently your blog has 5 default <h2> headings, listed on the right. We would recommend editing one or two of these to include a keyword (e.g. Widget A, Widget B or Things).

<h2>Latest blog posts</h2>
<h2>Tags</h2>
<h2>Login to the website</h2>
<h2>Learn more</h2>

7. Improving the connection between the blog and the site

We recommend strengthening the connections between your blog http://blog.example.com/ and your main website www.example.com. There are various ways that this could be done.

Add more links from the blog to example.com

You currently link from some of the blog articles to your main website, but we would recommend adding some additional links from every page of your blog in addition to the 'visit our site' link. You could for example add the following links as a new menu in the right-hand column:

URL	Anchor text
www.example.com/widget-A	Widget A
www.example.com/doodads	Innovative Doodads
www.example.com/devices	Innovative Devices
www.example.com/latest-widgets	Latest Widgets
www.example.com/travel-widgets	Travel Widgets

Display recent published posts on example.com

You could for example display the titles of the 4 most recent blogs, each linking to the respective page underneath the Example.com logo on the bottom left of every page. One way to do this would be with JavaScript using an RSS feed from the blog.

This will help the new blog pages appear in search results faster and means that your site has constantly changing content on it. It's important that the blog links are visible to Google and not simply embedded in a frame.

Blog home page

In the same way that the home page of your main website would benefit from having more text, so would the home page of your blog. Google also values pages that are linked from the home page more highly than pages that are not and it's therefore a good idea to link to a healthy number of other pages.

The easiest way to do this would be to simply make http://blog.example.com/all-posts/ your home page, but with the attractive display of images at the top of the page that exists on your current home at http://blog.example.com/.

Another equally valid alternative would be to add the 'Popular Posts' menu to the right-hand side, then show a summary of the most recent blogs in the main column underneath the existing display of images, with the link to 'View all blogs posts' underneath this.

8. Adding Images to Important Pages

Images serve a multitude of purposes. They tell people at a glance what a page is about, they allow them to visualize your organisation and the quality of your products directly and they're good for SEO, particularly if you include keywords in the file names and ALT tags. Including images also allows you to appear for image searches.

The following pages don't have any images on them and we would recommend adding at least one image to each page:

www.example.com/travel-widgets
www.example.com/about-us
www.example.com/another-important-page

9. Adding SEO Category Descriptions

It's become standard practice on e-commerce sites to add one or two paragraphs at the start of each product range page describing the products, particularly on sites like yours where these pages, rather than individual product pages are the landing pages (the pages most likely to be visited from search engines).

Looking at your competitors, 8/10 pages for searches like 'Widgets A' are product listings with short descriptions at the top of the page.

We'd therefore recommend writing descriptions for each of your product ranges.

10. Duplicate Pages on your Website

The following pages have essentially the same content:

www.example.com/vouchers-home/
www.example.com/vouchers-travel/
www.example.com/vouchers-work/

We recommend making this one page on the site, with the URL as follows:

www.example.com/widget-vouchers/

Then 301 redirecting the 3 other pages to this new page.

11. Page speed

56 / 100 Speed

! Should Fix:

Enable compression

▸ Show how to fix

Optimize images

▸ Show how to fix

! Consider Fixing:

Reduce server response time

▸ Show how to fix

Minify CSS

▸ Show how to fix

Leverage browser caching

▸ Show how to fix

Minify JavaScript

▸ Show how to fix

Minify HTML

▸ Show how to fix

✓ 3 Passed Rules

▸ Show details

The Page Speed of the site as measured by Google on mobile devices is currently 56/100: https://developers.google.com/speed/pagespeed/insights/

A list of the problems is shown below. Some of these would be difficult to achieve and only result in a small benefit, however the most significant is reducing the Server Response Time. This measures how long it takes to load the necessary HTML to begin rendering the page from your server and is recommended to be under 0.2 seconds.

Where you have a large image, consider visiting the above page and entering your address, then clicking:

Download optimized **image, JavaScript, and CSS resources** for this page.

This allows you to download compressed versions of all the images on the page in one go.

Alternatively, you could consider using a tool like https://compressor.io/ to compress images individually. This tool may reduce the quality of the image by a small amount, but often with a saving of 50-80% of the image size and without pixilation.

12. The order of words in URLs

Google looks at the order of words in the URL when completing searches and it's better if the words in your URLs are in the same order as the way people enter them in search engines.

Currently many URLs on your site are in an illogical order, for example, it would be better if:

http://www.example.com/gizmos-red/ and
http://www.example.com/gizmos-green/

Were:

http://www.example.com/red-gizmos/ and
http://www.example.com/green-gizmos/

If it's simple to change these, we would recommend it, but ONLY if it's possible to 301 redirect the old URLs to the new URLs.

13. ALT Tags on Images

ALT tags were originally invented for screen-readers and would say what the image is, instead of showing the image itself. They can also be used for SEO and currently very few images on your site have them.

We would recommend adding ALT tags to the medium or large images that appear on every page of your website (where there isn't one currently) and ideally adding them to any pages that contain large images too.

The ALT tags we'd add to the overall site template are as follows:

Image	ALT Tag
http://www.example.com/images/logo.jpg	Example
http://www.example.com/images/2nd-logo.jpg	Innovative Widgets
http://www.example.com/images/header-image	Gizmos

14. www and non-www versions of your website

The ideal for SEO is to have one version of the site which forwards to the other version.

We would therefore recommend 301 redirecting http://example.com/ to http://www.example.com/

15. Shopping cart and Strategies to Improve Conversion Rates

On the whole, the check-out process seems to be relatively quick, which is good as customers do not like spending too much time filling in information. It is also possible for the user to update quantities or remove items from cart.

We brainstormed some ideas as to how the process could be developed and have included them below:

- **Include credit card logos and security seals** – Let shoppers know that your site is a secure, trusted place to do business

- **Allow buyers to add products to a wish list** for future purchases – Many people use a shopping cart as a glorified wish list, to save things for later.

- **Include** links to your privacy policy, shipping details, FAQ and returns policy within easy reach of the checkout screen.

- **Add a Cookies Policy** as this is often now a legal requirement.

- Consider testing a live chat option on the checkout page in case the customer has any pre-sales questions before placing their order.

- Add details concerning shipping methods on the checkout page

- Recommend related products before final checkout

- Include product ratings and testimonials

- Include gift wrap/message options

- Include product videos

16. Mobile User Experience

The overall Mobile User Experience is excellent and scores 100% with Google (as shown on https://developers.google.com/speed/pagespeed/insights/ then scroll down).

17. Canonical URLs

Canonical URLs tell search engines what your preferred URL is to show in search results when you have 2 pages that are the same.

Currently your site has this Canonical URL for its home page:

```
<link rel="canonical" href="http://www.example.com/some-internal-page
```

We would recommend changing it to:

```
<link rel="canonical" href="http://www.example.com"/>
```

18. Opportunities for Future SEO Development

This document and the attached Excel spreadsheets and new content highlight the priority items that fix errors or will improve your on-page SEO significantly. It's written in order of priority, with the more important items at the start of the document.

If you want to improve your SEO further, then it's always possible to find extra details that can be refined, however it's best to focus on the core elements of SEO, which include:

- Ensuring that pages have good Metatag Titles and Descriptions.
- Ensuring the overall structure of the site is good.
- Continuing to add new content to the site, like product range descriptions, more information about the company, etc.
- Reviewing the <h1> titles and ALT tags on the most important pages.
- Building high quality links to your site from other relevant websites.

Example.com is already a well-established brand and you have an attractive and professional website with several good SEO elements already in place for a range of Widget and Gizmo keywords. The aim of this analysis is to further develop your SEO, fix a few errors and improve upon your strengths.

For a website audit of your site, please contact:

www.indigoextra.com