



Customer Behavior and Marketing Metrics

# SEO Audit

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## SEO Website Audit & Analysis

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## Executive Summary

The goal of this audit is to uncover initial on-site, off-site, and technical ranking factors that should be improved to enhance search engine presence and increase organic traffic.

### Key Takeaways

#### Content

- Keywords: Integrate well researched, targeted keywords into the content
- Word Count: Update content to include more relevant information while integrating targeted keywords.
- Title Tags: Update to include targeted keywords that also describe the page
- Meta Descriptions: Create optimized descriptions that encourage click-through
- Header Tags: Optimize with targeted keywords
- Blog: Add blog to website and create content calendar of relevant content
- Internal Links: Integrating internal links to other relevant pages
- Navigation: Provide recommendations to improve navigation structure
- Image Alt Tags: Integrate descriptive tags to help improve usability

#### Indexing & Crawling

- Google Search Console: Reconcile account
- Robots.txt: Update to reference sitemap.xml
- Structured Data: Add the *School* and *EducationalOrganization* schema types while continuing to seek out new opportunities
- SiteSpeed: Work with developer to correct issues impacting this metric

#### Linking

- Backlinks: Analyze current profile and disavow any that may be impacting performance

#### Competitive Analysis

- Review keywords competitors are targeting to uncover new opportunities
- Analyze competitors' backlinks to see if similar opportunities exist
- Review aforementioned backlinks to see if any should be disavowed
- Review aforementioned elements impacting page load time

#### Social Media

- Profile Presence: Obtain links on all major networks.
- Branding: Create and share images that reflect a cohesive branded look.
- Optimized Profiles: Ensure all elements of the profile are filled out with relevant information.
- Develop a social content calendar and create a posting schedule to maintain post frequency. Additionally, we recommend doing an in-depth social analysis that will help define an effective social strategy.
- Post frequency: Develop a social content calendar and create a posting schedule to maintain post frequency.



## Local Search

- Google My Business: Claim and optimize profile
- Accuracy Check: Claim your profiles on the major websites in order to maintain control.



## Recommended Strategy

Below are our recommendations for the next two months of the campaign. Please note, the below items may be altered by the SEO team as opportunities arise, as items are re-prioritized, and as feedback is acquired. We will strive to stay true to the course but realize that changes may be necessary due to circumstances on our end or on yours.

### **Phase 1**

- Content Audit/Prioritization
- Keyword Research: Priority 1 Pages
- Content Optimization
  - Page
  - Header Tags
  - Title Tags
  - Meta Descriptions
  - Internal Linking
- Google My Business Optimization

### **Phase 2**

- Navigation Recommendations
- Structured Data Integration
- Image Alt Tags

### **Phase 3**

- Navigation Updates
- Blog Development
- Backlink Audit

### **Ongoing Tactics**

- POA (plan of action) Development
- Brainstorming/Strategy Review
- Reporting
- Communication



## Content Overview

### Overview

We reviewed core elements of on-page content to uncover potential issues that are impacting overall performance.

### Opportunities

- **Keyword Usage:** Our crawlers have indicated that the website is ranking for about 44 keywords. The top organic competitors are ranking anywhere from 50 to 230 keyword terms. By creating quality, well-researched content with targeted keywords, along with implementing other SEO best practices, organic performance may improve over time.
- **Word Count:** The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. Through the campaign, we will improve your on-page content by updating the content to include more relevant information while integrating targeted keywords.
- **Title Tags:** Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content. While all pages have title tags, there are additional opportunities to optimize them further by integrating targeted keywords that also describe the page.
- **Meta Descriptions:** None of the pages have meta descriptions. Even when a meta description is present, Google will often generate a meta tag for your page based on the content of your page, and a searcher's query. If a page is targeting between one and three heavily searched terms or phrases, including a meta description that targets those users performing search queries including those terms. If a page is targeting between one and three heavily searched terms or phrases, write your own meta description that targets those users performing search queries including those terms.
- **Header Tags:** Your header tags provide structure and context for your content. Each header should give the reader an idea of the information they can glean from the paragraph text that follows below. Integrating targeting keywords into the content may assist with overall SEO performance.
- **Blog:** Creating a blog will allow quality content to be shared on an ongoing basis, which will support overall optimization efforts.
- **Internal Links:** Integrating internal links to other relevant pages of the site may help people better move throughout the website.
- **Navigation:** Adjustments can be made to the primary and secondary pages to make navigation through your website more efficient. Currently, the contact us button wraps to the second line, which is not user-friendly. The primary purpose of website navigation is to help users easily find information on your site. Search engines use your website navigation to discover and index new pages. Links help search engines to understand



the content and context of the destination page, as well as the relationships between pages.

- **Image Alt Tags:** Alt attributes within <img> tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. Additionally, integrating images of the school, rather than stock photos, may help with overall performance and conversion by putting a face to your brand and establishing credibility by adding a human element.

### Areas Analyzed

- Added/Updated Regularly
- Amount/Quality
- Heading Tags
- Image Alt Tags
- Internal Linking & Anchor Text
- Keyword Usage
- Meta/Title Tags
- Navigation/URL Structure
- NoFollow Tags
- Privacy Policy
- Relevant Content
- Word Count





## Indexing/Crawling Overview

### Overview

We reviewed core elements of crawling and indexing to uncover potential issues that are impacting overall performance.

### Opportunities

- **Google Search Console:** There are two different versions of search console reporting different information for the website. We will reconcile the two accounts to ensure accuracy.
- **Indexing:** At the time of analysis, we did not encounter any indexing issues. We will continue to monitor performance, addressing errors if they should occur.
- **Robots.txt:** The robots.txt file should reference the sitemap.xml. We will correct this by adding the line of code `Sitemap: http://www.example.com/sitemap.xml`
- **Structured Data:** Structured data to further help search engines understand website content. We will add the *School* and *EducationalOrganization* schema types while continuing to seek out new opportunities
- **SiteSpeed:** Using Google's PageSpeed Insights, we ran the website through and found a few suggestions that can help the website load faster. Please note, these are projects that we would work with a developer to fix.

### Areas Analyzed

- Google Search Console Overview
- Canonicalization
- Crawl Errors
- Duplicate Content
- HTTPS/Secure Server
- Indexing
- Javascript/Flash Usage
- Mobile-Friendly
- Redirects Analysis
- Robots.txt
- Site/PageSpeed
- Sitemap.xml
- Structured Data



## Linking Analysis Overview

### Overview

We reviewed core elements of backlinks and linking root domains to uncover potential issues that are impacting overall performance.

### Opportunities

- **Backlinks:** Our crawler has reported there are a total of 323 unique links to the website. About 13% of these have a spam score of about 30% or greater. This metric represents the percentage of sites with similar features we've found to be penalized or banned by Google. We will audit the backlinks and disavow the domains that may have a negative impact on overall performance

### Areas Analyzed

- Domain Authority
- Linking Root Domains
- Number of backlinks/Inbound Followed Links
- Toxic Score/Disavow Opportunities



# Competitive Analysis Overview

## Overview

The competitor analysis helps to understand the competition, and it gives an insight into how your website measures up against its competitors. Competitors were identified based on having a similar on-page/keyword strategy to your website.

## Opportunities

- Review keywords competitors are targeting to uncover new opportunities
- Analyze competitors' backlinks to see if similar opportunities exist
- Review aforementioned backlinks to see if any should be disavowed
- Review aforementioned elements impacting page load time

## Areas Analyzed

	Client	Competitor 1	Competitor 3	Competitor 3
Domain Authority	29/100	26/100	21/100	21/100
Linking Root Domains	323	180	310	246
Ranking Keywords	29	262	734	362
Last Google Crawl	Feb 12, 2020 19:21:12 GMT	Feb 12, 2020 17:02:29 GMT	Feb 11, 2020 14:51:38 GMT	Feb 11, 2020 14:51:38 GMT
Domain Creation	Feb 02, 1999	June 15, 2005	July 16, 2010	April 03, 2012
Approx. Pages Indexed	116	498	969	98
Page Load Score	33/100	27/100	53/100	38/100



## Social Media Overview

### Overview

We reviewed core elements of social media to uncover potential issues that are impacting overall performance.

### Opportunities

- **Profile Presence:** We only found profiles for Instagram and Twitter. Obtaining profiles on all of the major networks, including Twitter, LinkedIn, YouTube and potentially Pinterest, can not only support organic optimization efforts. Additionally, it can enhance your brand visibility and Create another path back to your site through social channels to potentially increase traffic and conversions. Aside from just sharing posed images of students, sharing photos of students in action, instructors, testimonials, wellness quotes/tips and more can help with developing a cohesive social media strategy that encourages engagement.
- **Branding:** When creating posts, it is important that the images shared reflect your brand identity and are easily identifiable as coming from you. Creating custom, templated images can help create a consistent look and feel. Additionally, we recommend using the same handle/username across all profiles. This helps not only with having a cohesive identity, but also allows you to be found more easily on different social networks.
- **Optimized Profiles:** Ensure all elements of the profile are filled out with relevant information. Additionally, be sure to maintain a consistent look and feel across all profiles.
- **Post frequency:** Develop a social content calendar and create a posting schedule to maintain post frequency. While Facebook has had recent posts, there has been no activity on Instagram since November 2019. Posting frequently, especially blog and website content can help increase engagement, improve organic visibility and website performance. Additionally, we recommend doing an in-depth social analysis that will help define an effective social strategy.

### Areas Analyzed

- Profile Presence
- Links on website
- Media Mentions & Visibility
- Branding
- Optimized profiles
- Post frequency



## Local Search Presence Overview

### Overview

It is important to focus on the presence and accuracy of local listings to enhance your local search visibility. We reviewed the local presence of your site to uncover gaps in NAP (name, address, phone number) and discover additional opportunities to establish a presence.

### Opportunities

- **Google My Business:** While we did see a listing show in the Knowledge Panel, it is not claimed. Once claimed, there is a lot of opportunity to optimize this section, which will help support optimization efforts.
- **Accuracy Check:** While we found 91% of your local listings to have consistent NAP information, we recommend claiming your profiles on the major websites in order to maintain control. This includes, but is not limited to, GMB, Facebook, Yelp and Bing.

### Areas Analyzed

- Accuracy Check
- Google My Business (GMB)



## Search Terminology References

- **Domain Authority:** This is a Moz measurement of the strength of your website's domain name. Graded out of 100, many factors are considered, such as how long the domain has been consistently active, the website's amount of quality content, backlinks, and how much traffic it generates. Domain authority between 40 and 50 is considered average, between 50 and 60 is considered good and over 60 is considered excellent. It is important to note that this is **not** a ranking factor.
- **Linking Root Domains:** The number of links leading from other websites' homepages to your website. This is one of the strongest ways to gain traffic to your website, and if the other sites have strong domain authority, a great way to raise your domain authority.
- **Last Google Crawl:** Websites that are available to search engines are crawled by search engine spiders, but those that are more active and relevant are crawled more often. Try to keep your site as relevant as possible, and active if there is unique content, views, and reason.
- **Domain Creation:** How long your site has been around and consistently active can have a bearing on all factors and indicators above.
- **Pages Indexed:** The number of pages Google was able to crawl on your entire site. A larger number of pages is only useful for ranking if they contain valuable information. If there are more pages on the site than shown we may have to make coding adjustments, as there could be valuable information that search engines cannot find.
- **Knowledge Panels:** Information boxes that appear on Google when you search for entities (people, places, organizations, things) that are in the Knowledge Graph. They are meant to help you get a quick snapshot of information on a topic based on Google's understanding of available content on the web.