

SEO PORTFOLIO

SEO Specialist

By Muhammad Umar

AUDIT REPORT OF BLACKTHORN OF KENT

TECHNICAL SEO

ON-PAGE SEO

OFF-PAGE SEO

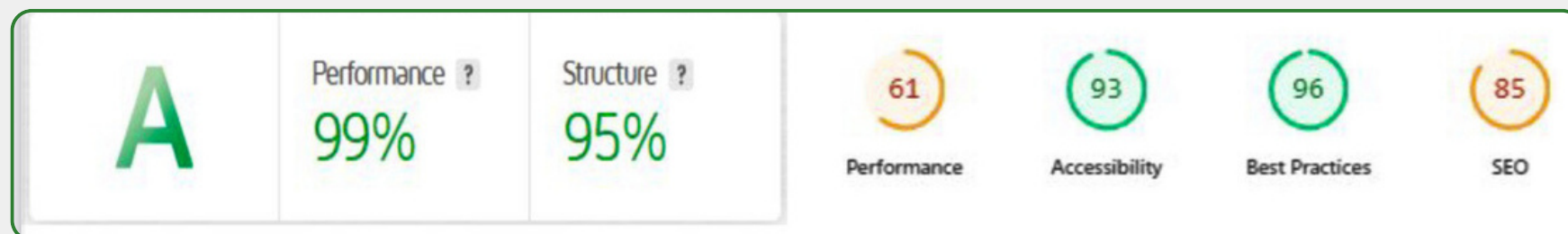
TECHNICAL SEO ISSUES

Warnings (9) ⓘ		
1,874 issues with unminified JavaScript and CSS files Why and how to fix it	1874 new issues	
284 outgoing internal links contain nofollow attribute Why and how to fix it	284 new issues	
103 pages have low text-HTML ratio Why and how to fix it	103 new issues	
103 pages use too many JavaScript and CSS files Why and how to fix it	103 new issues	
46 pages don't have meta descriptions Why and how to fix it	46 new issues	
42 pages have too much text within the title tags Why and how to fix it	42 new issues	
12 pages don't have an h1 heading Why and how to fix it	12 new issues	
10 pages have a low word count Why and how to fix it	10 new issues	
1 page has an underscore in the URL Why and how to fix it	1 new issue	

- ▶ Check for 404 error pages or dead internal/external links.
- ▶ Fix broken internal links pointing to moved or deleted pages.
- ▶ Implement 301 redirects for outdated URLs.
- ▶ In some internal links, there is a stuffing of nofollow attributes.
- ▶ Due to too much stuffing of JS and CSS Files, there is a decrease in engaging with good user experience on mobile version.
- ▶ There is grammatical error found in domain slugs as hyphen is added in page links.

TECHNICAL SEO

Page Speed & Performance



► Based on these website statistics, I need to optimize the website to make it mobile-friendly and improve its authoritative domain score on mobile, providing a good user experience.

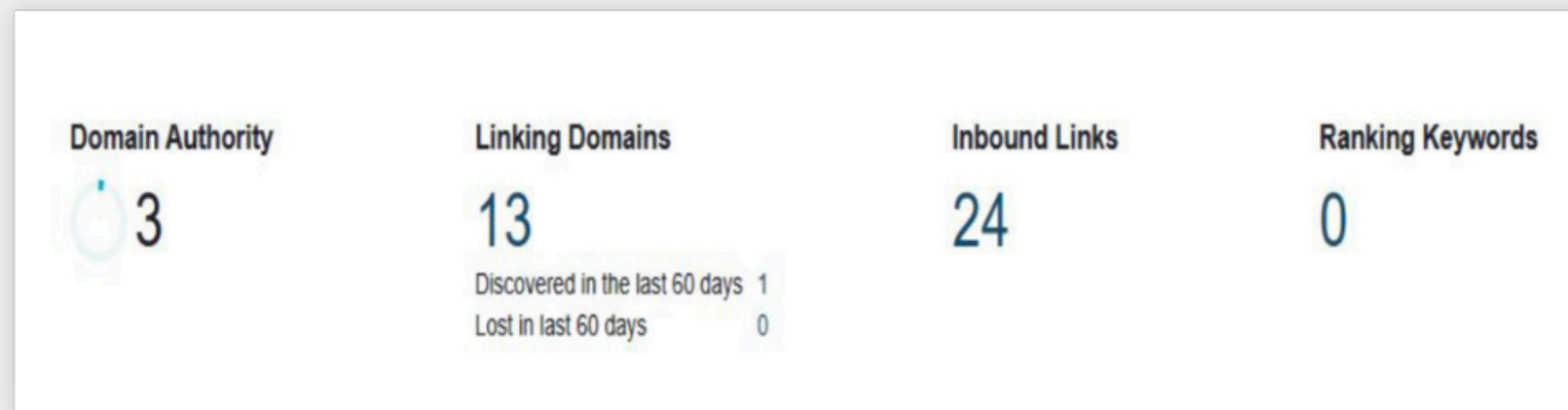
► I have to prioritize mobile optimization of website by resolving image optimization, and minimizing the unused JS and CSS Files issues in the website.

► Also I have to use optimized keyword anchor text in each pages of the website and categorize it with the type of schema according to the pages.

TECHNICAL SEO

Domain Authority

- ▶ Due to less Domain Authority, Organic Traffic on the website is not ranking properly.
- ▶ User experience of the website and linking domains are not generating high quality backlinks from the business.
- ▶ Recommendations: Build authoritative backlinks, optimize on-page keywords, and create content designed for search intent.



TECHNICAL SEO AUDIT

- ▶ Site Health: Moderate – needs improvements for better ranking
- ▶ Broken Images: None detected (✓)
- ▶ Mixed Content: Secure HTTPS used – No issues (✓)
- ▶ Duplicate Content: Needs to be checked and resolved if present
- ▶ Canonical Tags: Missing on several pages – should be implemented
- ▶ robots.txt: Missing – must be added for search engine crawling
- ▶ XML Sitemap: Not found – should be submitted to Google Search Console

ON-PAGE SEO ISSUES

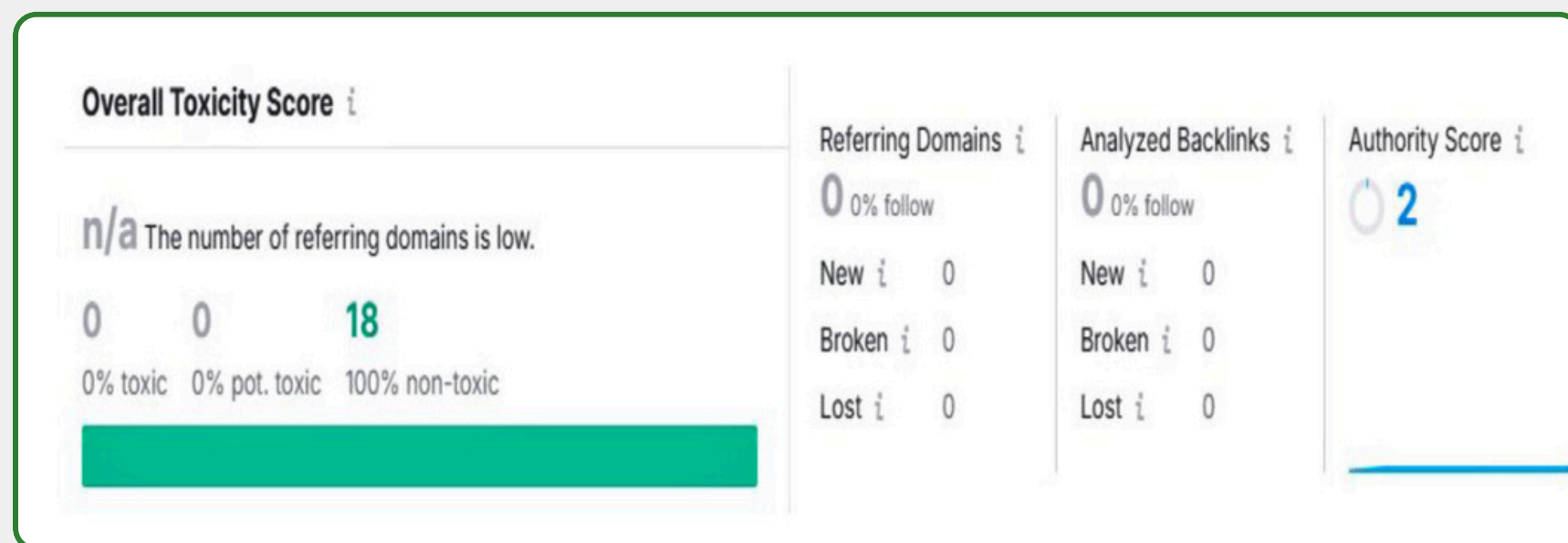
- ▶ Ensure unique and optimized meta titles and descriptions for each page.
- ▶ Use proper H1-H2 hierarchy and keyword-rich headings.
- ▶ Include internal linking to relevant pages for SEO structure.
- ▶ Optimize images with descriptive alt text and filenames.
- ▶ Improve URL structure (use hyphens, avoid numbers or symbols).
- ▶ In some pages, Content was found with lorem ipsum words in sentences.

ON-PAGE SEO AUDIT

- ▶ Title Tags: Present but could be improved for length and keyword targeting.
- ▶ Meta Descriptions: Some pages are missing or too short – need optimization.
- ▶ Header Tags (H1, H2): Improper hierarchy or missing on a few pages.
- ▶ Image ALT Attributes: Several images lack descriptive ALT text.
- ▶ Internal Linking: Needs stronger strategy for user flow and SEO.
- ▶ Permalinks: Clean and readable – good for SEO (✓)

Target URL	Domains	Backlinks	Referral Traffic
https://blackthornofkent.com/	0% 17	0% 65	To get data on referral traffic, connect your Google Analytics account Connect GA
http://blackthornofkent.com/	0% 1	0% 1	

- This website has to focus on online presence by building dofollow backlinks and organic traffic through referral domains. But I have to increase the number of non toxic backlinks to increase the domain authority of the website.
- To build up search intent of the website, I have to engage with the relevant domains to increase the search results by building relevant backlinks.



OFF-PAGE SEO

- ▶ Backlinks: Moderate quality – more high-authority links needed.
- ▶ Domain Authority: Moderate – can improve with consistent link-building.
- ▶ Social Media Linking: Limited – social profile links missing or inactive.
- ▶ Brand Mentions: Low online visibility – improve PR and citations.
- ▶ Google Business Profile: Not fully optimized or missing.

OFF-PAGE SEO AUDIT

SUMMARY & RECOMMENDATION

- ▶ Ensure the presence of an XML sitemap and submit it to Google Search Console. Also, 21 Orphaned Pages were found in the XML Sitemap HTML File.
- ▶ Include all indexable pages and exclude duplicates or non-valuable URLs.
- ▶ Review robots.txt file to ensure no important pages are blocked.
- ▶ Add sitemap URL in robots.txt for better crawling efficiency.
- ▶ Also provide the Google account access so I can monitor your website SEO through Google Search Console and Google Analytics.

☐ Sitemap URL	Page URL
☐ https://blackthornofkent.com/author-sitemap.xml	https://blackthornofkent.com/author/web_dev_btofken/
☐ https://blackthornofkent.com/author-sitemap.xml	https://blackthornofkent.com/author/daniel/
☐ https://blackthornofkent.com/author-sitemap.xml	https://blackthornofkent.com/author/blackthorn-of-kent/
☐ https://blackthornofkent.com/category-sitemap.xml	https://blackthornofkent.com/category/uncategorized/
☐ https://blackthornofkent.com/category-sitemap.xml	https://blackthornofkent.com/category/shaker-kitchen-doors/
☐ https://blackthornofkent.com/category-sitemap.xml	https://blackthornofkent.com/category/hand-painted-kitchen-cabinets/
☐ https://blackthornofkent.com/category-sitemap.xml	https://blackthornofkent.com/category/bespoke-kitchens/
☐ https://blackthornofkent.com/category-sitemap.xml	https://blackthornofkent.com/category/bespoke-kitchen-island/
☐ https://blackthornofkent.com/category-sitemap.xml	https://blackthornofkent.com/category/bespoke-furniture/
☐ https://blackthornofkent.com/elementskit_content-sitemap.xml	https://blackthornofkent.com/elementskit-content/dynamic-content-widget-ead4128-99/
☐ https://blackthornofkent.com/page-sitemap.xml	https://blackthornofkent.com/margate-project/
☐ https://blackthornofkent.com/page-sitemap.xml	https://blackthornofkent.com/my-account/
☐ https://blackthornofkent.com/page-sitemap.xml	https://blackthornofkent.com/cookies-policy/
☐ https://blackthornofkent.com/page-sitemap.xml	https://blackthornofkent.com/cart/

SEO SUMMARY

- ▶ Technical SEO: Fix canonical tags, add robots.txt and sitemap
- ▶ On-Page SEO: Optimize meta tags, headers, and ALT attributes
- ▶ Off-Page SEO: Strengthen backlink profile and social presence
- ▶ Next Steps: Implement changes and monitor rankings monthly
- ▶ Goal: Improve visibility, drive organic traffic, and boost authority

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