

SEO PORTFOLIO

SEO Specialist

By Muhammad Umar

AUDIT REPORT OF

GRATE ADDITION



TECHNICAL SEO

ON-PAGE SEO

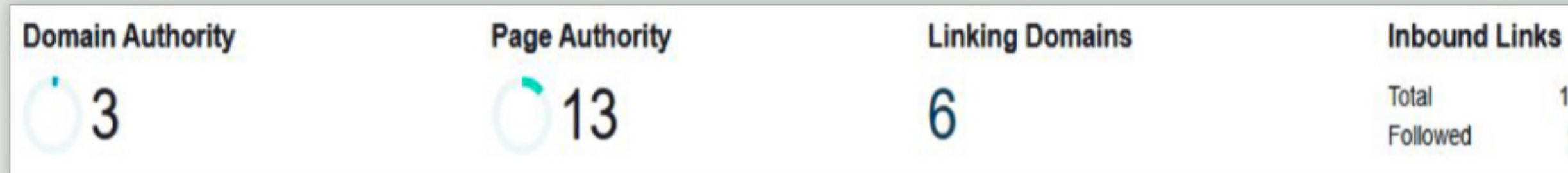
OFF-PAGE SEO

TECHNICAL SEO ISSUES

- ▶ SSL Certification name was found incorrect due to mismatch of registered certification name of domain.
- ▶ 26 pages of the website do not have H1 Tags. Due to lack of H1 tags, it breaks every page heading hierarchy. Therefore, H1 tags are important for every pages of website to improve SEO friendly user experience.
- ▶ In robots.txt file, resource URLs are blocked from the site. Therefore, I have to remove disallow directive from these links and need to update robots.txt file with updated links.
- ▶ In 26 pages of website, I have to decrease the number of clicks on the main pages of the website which should be under 3 clicks linked with home page of website which has important content of the website.
- ▶ There is a less ratio of pages which were submitted in Sitemap. Therefore, I have to resubmit all the pages of website in Sitemap to properly crawl and index all pages of website.



TECHNICAL SEO ISSUES



- ▶ DA and PA of the website is not good due to lack of targeted and focusing keywords.
- ▶ Inbound links are not coming from the relevant niche sites due to which there is a lack of followed links. Therefore, I have to increase the number of listings from industry related websites to increase the Domain and Page Authority with followed links of website.
- ▶ There is less website traffic based on the Authority Score. Organic Traffic will be increased after content optimization based on business related keywords.



Canonical Tags

► Most pages of the website has no canonical tags which will increase crawling page issues which creates difficulty for crawler to index right pages of the website.

Canonicalization

74%

pages without rel="canonical" tag

Canonical to another page: 4%

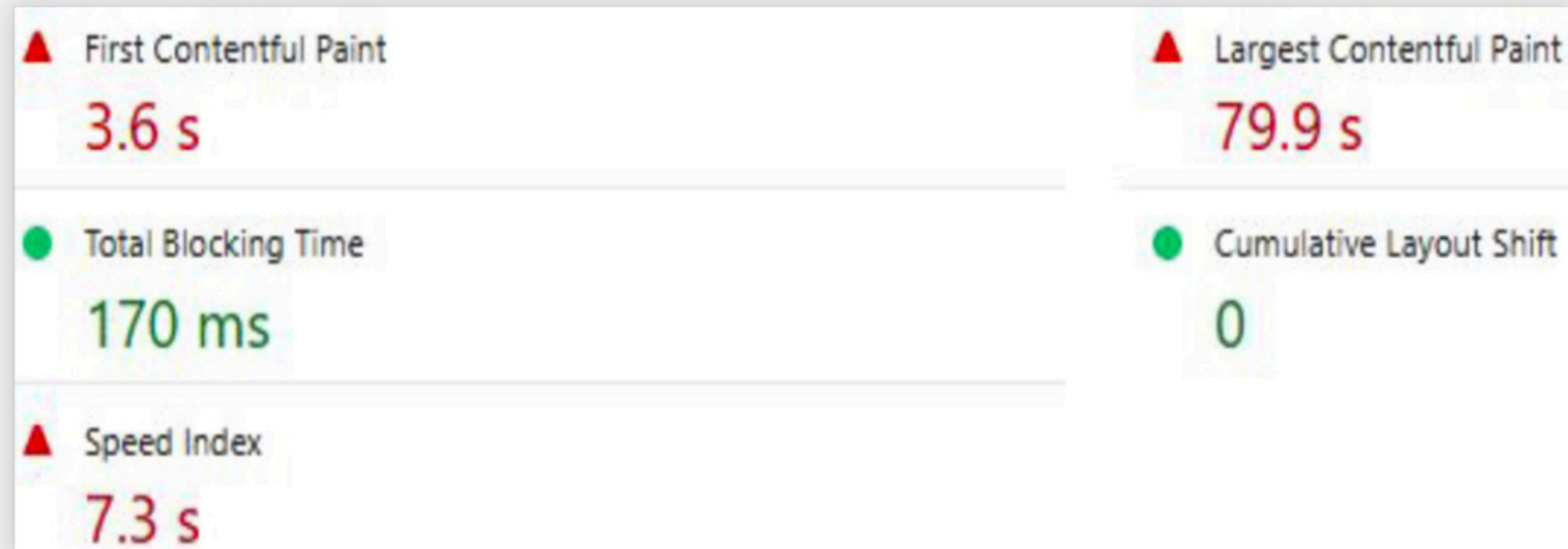
Self-canonical: 22%

Image Alt Attributes

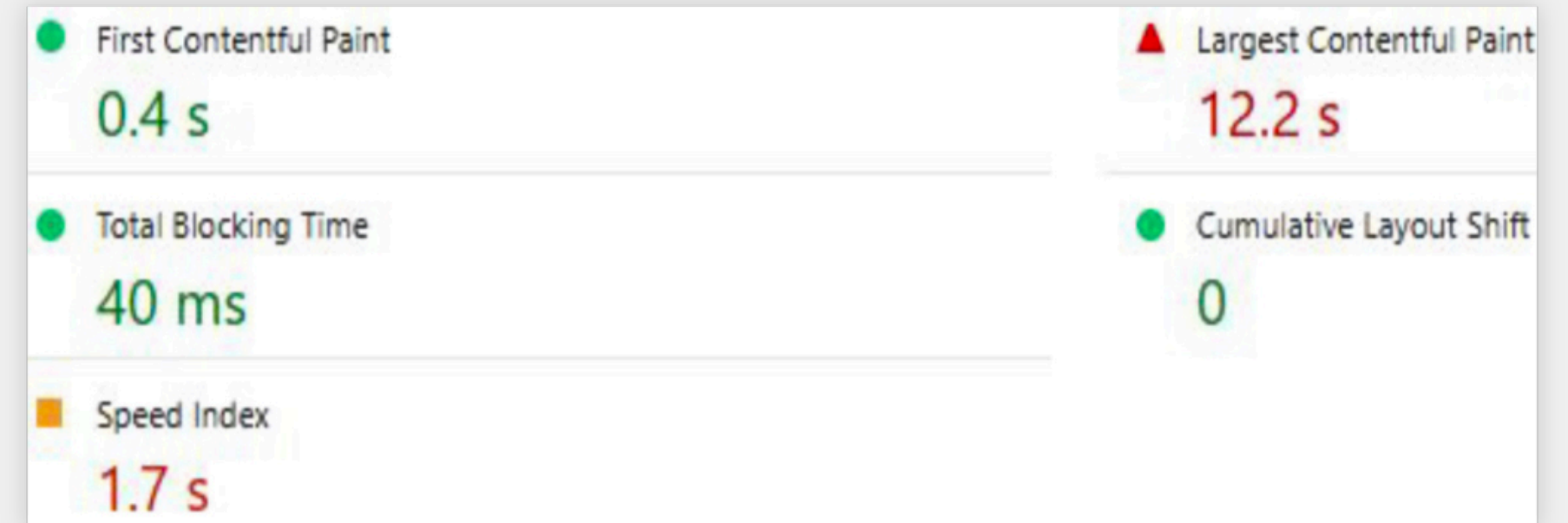
► Most of the images on the website are not properly optimized with Alt Text.

► Need to integrate Alt Text based on the content of images which are linked with the website pages.

Mobile Results

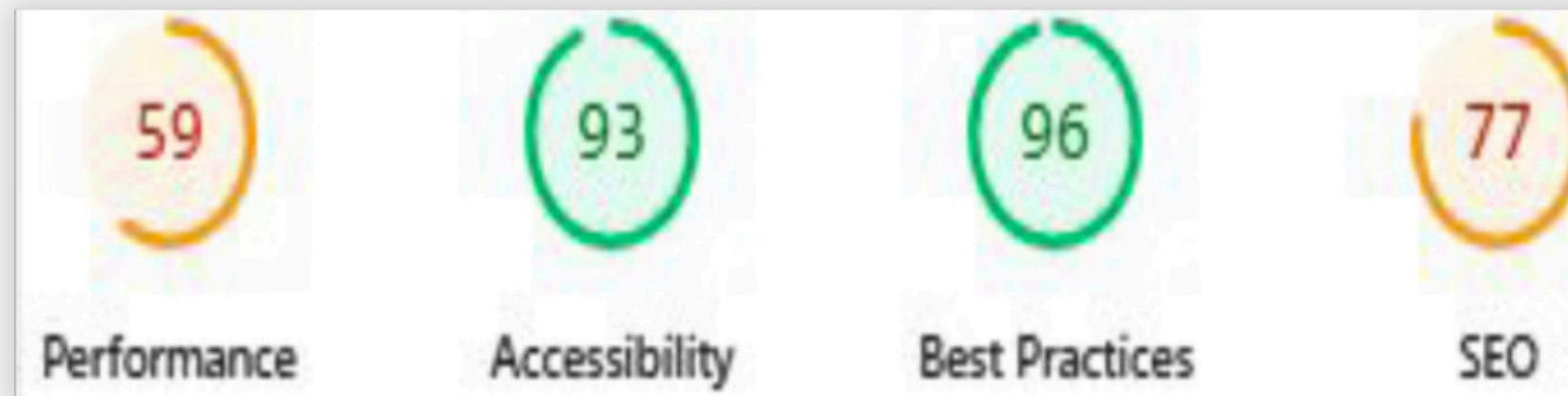
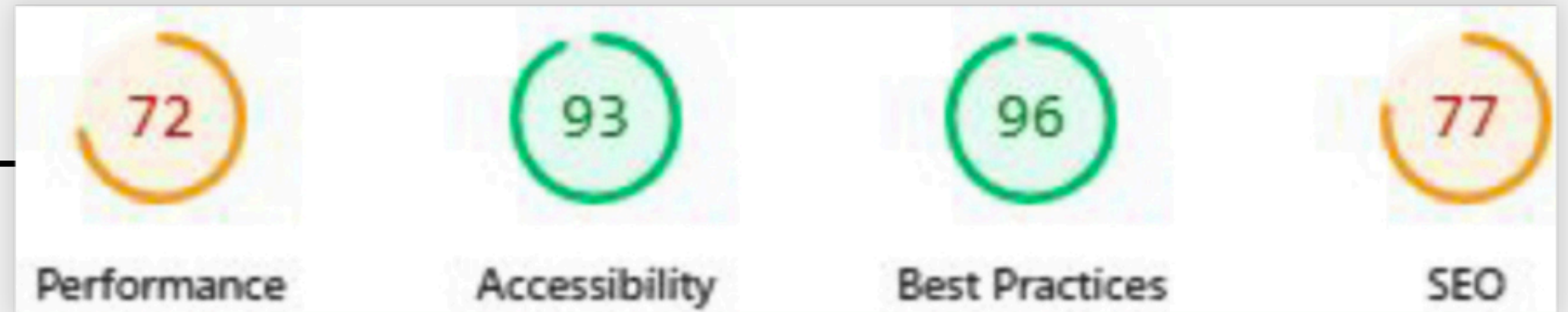


Desktop Results



- ▶ Initial Rendering of pages on Desktop is quite fast. But Rendering speed on mobile is not so fast.
- ▶ LCP Rendering pages got delayed due to unoptimized third party resources on both mobile and desktop.
- ▶ This website needs improvement in mobile version after reducing the image size and inefficient scripts.
- ▶ Need to reduce the unused CSS and Javascript files for creating good user experience with improvement on content pages.
- ▶ Speed Index of website on mobile is not good due to which this website is not mobile responsive based on Search engine results. Speed index of the website needs improvement to generate good user experience from both mobile and desktop version.

DESKTOP



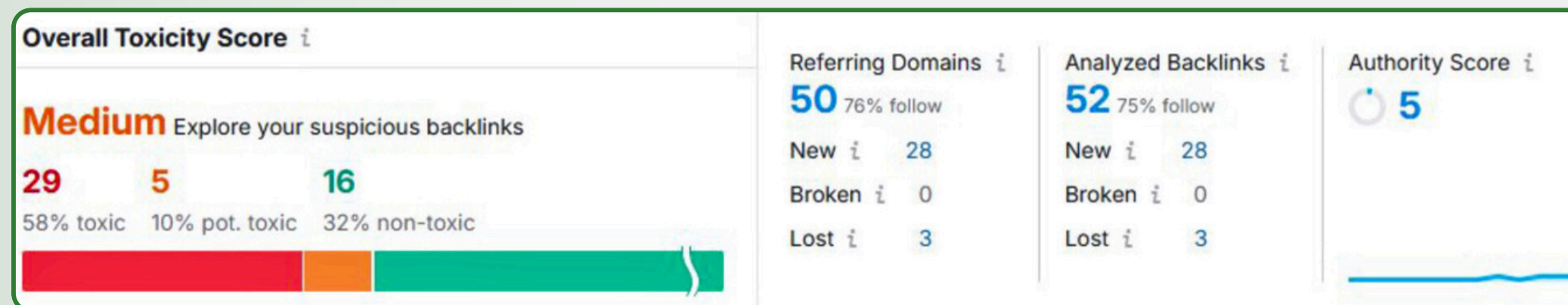
MOBILE

- ▶ Need to remove render blocking resources from the website to improve website performance.
- ▶ Performance of the website is not good due to images which are not properly added in next-gen formats due to which clicks increases and image loading takes time. Therefore, I have to serve images in next-gen formats with WebP image files which will be helpful to improve website performance.
- ▶ Need to reduce the initial server response time of the website to enhance website performance and helpful for increasing SEO rankings.
- ▶ Few links on this website are not crawlable due to HTML CSS tags which are not implemented properly with <a href tags on those pages of website.

ON PAGE SEO AND CONTENT STRATEGY

- ▶ In this website, I have to add high quality content based on the targeted keywords of the website.
- ▶ Also I have to increase the word count of content to improve the text-HTML ratio of the website pages based on the page topic which will enhance website content and create **good user experience** on every page of website.
- ▶ There is a lack of internal linking found on this website due to less content and less keyword optimization. Therefore I have to **increase the internal linking** of the website by creating service related content which will **increase visitors** from other web pages to our main website to increase domain authority and page authority with good user experience from creating **high quality** internal links.

- ▶ Need to add high quality backlinks for this website to improve the link authority.
- ▶ Need to add the harmful links in .txt disavow file to remove the toxic links which are creating bad user experience with less authority score.
- ▶ Most of the Backlinks were found from the websites which have less authority score and greater Toxicity Score.
- ▶ To increase the referring domains, I have to acquire backlinks from industry related website to increase the non-toxic backlinks ratio



OFF-PAGE SEO ISSUES

SEO SUMMARY

For Improvement in all aspects of SEO, This website has to implement responsive designs and layout for both mobile and desktop optimization of the website. Also this website needs revision in updating proper landing pages of the website in sitemap and robots.txt file so the google crawler can properly index the pages which are relevant to the main website. This website content needs to be optimized properly by targeting industry and service related keywords which will enhance good user experience and increases the ranking on search engine results pages. URL Structure of the website is not SEO Friendly. Therefore I have to integrate long-tail keywords in URLs which will be helpful for understanding the page content.

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