

SEO PORTFOLIO

SEO Specialist

By Muhammad Umar

AUDIT REPORT OF

JACK HARBOUR COUNSELLING



SEMRUSH SCREENSHOT

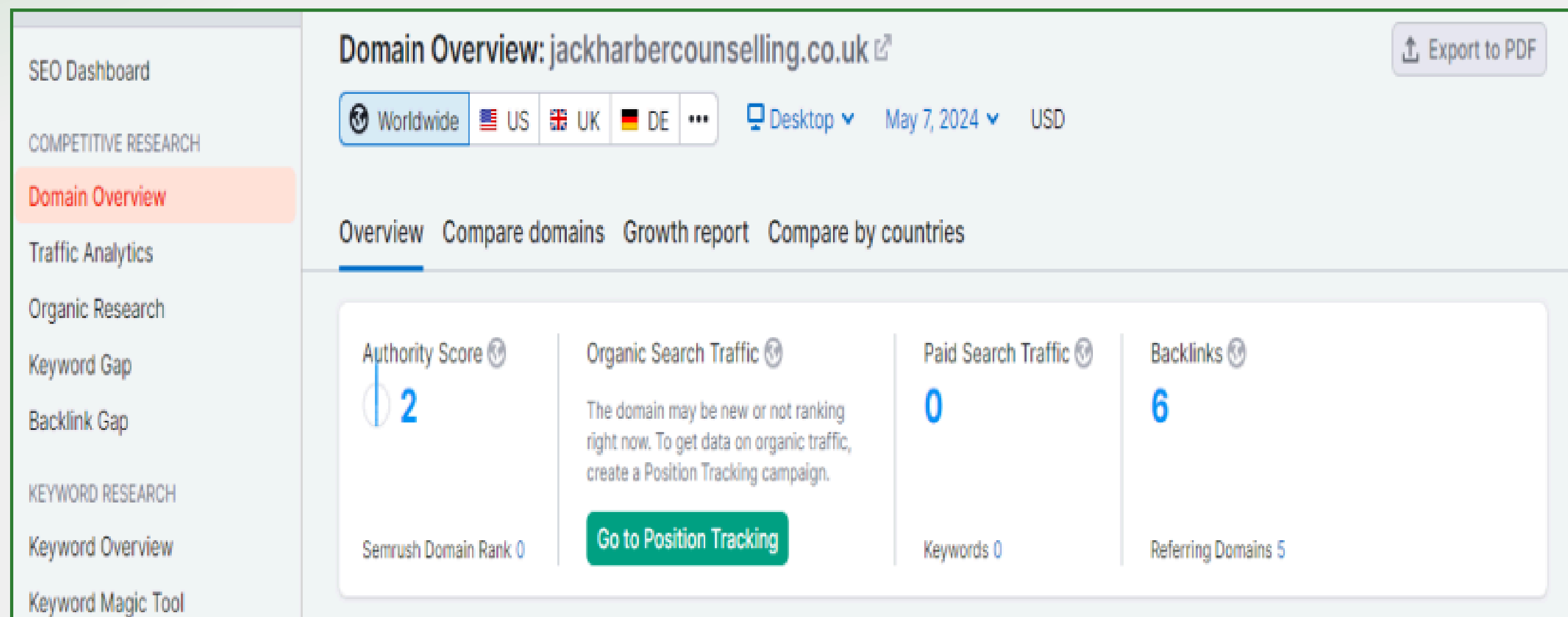
Current DR – 3.2

Current AS – 2

Backlinks – 6

Referring Domains– 5

Linking Website – 2



Detail Backlinks overview

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlinks: jackharbercounselling.co.uk

Live Update: No new backlinks since Mar 28

OverviewNetwork GraphBacklinksAnchorsReferring DomainsIndexed PagesOutbound Domains

Backlinks

60%

Referring Domains

50%

Referring IPs

6

Backlink Types

Text60%3

Image0%0

Form40%2

Frame0%0

Link Attributes

Follow83%5

Nofollow17%1

Sponsored0%0

UGC0%0

Backlinks 1 - 6 (6)

Export

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local

Advertising

Social Media

Content Marketing

Trends

Backlinks 1 - 6 (6)

Export

AllActiveNewLost

Time period

AllFollowNofollowSponsoredUGC

Links per ref. domain All1310

Link placement

Ref. page platform

Ref. page language

Mobile friendly pages

Filter by title or URL

Advanced filters

	Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen
	10	Counsellor Jack Harber - London - Counsell... www.counselling-directory.org.uk/counsellor s/jack-harber	19	130	Visit website jackharbercounselling.co.uk/	Mar 15, 2024	8d ago
	9	Jack Harber - therapist in london-e8 BACP www.bacp.co.uk/therapists/404280/jack-har ber/london-e8	1	60	http://jackharbercounselling.co.uk/ jackharbercounselling.co.uk/	Mar 5, 2024	Apr 2, 2024
	0	February 25, 2024 - Page 222 XploreDom... www.xploredomains.com/2024-02-25?page= 222	1000	25	jackharbercounselling.co.uk jackharbercounselling.co.uk/	Mar 28, 2024	6d ago
	0	Contact — Jack Harber Counselling www.jackharbercounselling.co.uk/contact	3	10	gecko-reed-c4bn.squarespace.com/ Canonical www.jackharbercounselling.co. uk/	Mar 27, 2024	13d ago

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

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LINK BUILDING

Backlink Analytics

OverviewNetwork GraphBacklinksAnchorsReferring DomainsIndexed PagesOutbound Domains

Anchors 1 - 4 (4)

Export

Filter by anchor

Anchor Text	Backlinks	Domains	First Seen	Last Seen
Empty Anchor	3	2	Mar 14, 2024	9d ago
http://jackharbercounselling.co.uk/	1	1	Mar 5, 2024	Apr 2, 2024
visit website	1	1	Mar 15, 2024	8d ago
jackharbercounselling.co.uk	1	1	Mar 28, 2024	6d ago

Detail Overview Of Indexed Pages

The initial ranking of the website is with (Domain Rating) DR 3.2 and Current Authority Score (AS) is 6. As, it contains 6 backlinks with the referring domain 5 and the linking website score is 2.

Overview Network Graph Backlinks Anchors Referring Domains Indexed Pages Outbound Domains					
Anchors 1 - 11 (11)					
☐ Broken Pages					
Title and URL	Backlinks	Domains	External Links	Internal Links	Last Seen
Jack Harber Counselling https://www.jackharbercounselling.co.uk/	2	2	3	10	9d ago
https://jackharbercounselling.co.uk/	1	1	0	0	Mar 16, 2024
http://jackharbercounselling.co.uk/	1	1	0	0	Mar 9, 2024
https://www.jackharbercounselling.co.uk/my-approach	0	0	0	0	11d ago
https://www.jackharbercounselling.co.uk/resources	0	0	0	0	5d ago
Contact — Jack Harber Counselling https://www.jackharbercounselling.co.uk/contact	0	0	3	10	13d ago
https://www.jackharbercounselling.co.uk/whatioffer/	0	0	0	0	Mar 13, 2024
https://www.jackharbercounselling.co.uk/home-1	0	0	0	0	Mar 11, 2024
Services — Jack Harber Counselling https://www.jackharbercounselling.co.uk/whatioffer	0	0	2	11	2h ago
https://www.jackharbercounselling.co.uk/about-me	0	0	0	0	11d ago

Overview Network Graph Backlinks Anchors Referring Domains Indexed Pages Outbound Domains					
Anchors 1 - 11 (11)					
☐ Broken Pages					
Title and URL	Backlinks	Domains	External Links	Internal Links	Last Seen
Jack Harber Counselling https://www.jackharbercounselling.co.uk/	2	2	3	10	9d ago
https://jackharbercounselling.co.uk/	1	1	0	0	Mar 16, 2024
http://jackharbercounselling.co.uk/	1	1	0	0	Mar 9, 2024
https://www.jackharbercounselling.co.uk/my-approach	0	0	0	0	11d ago
https://www.jackharbercounselling.co.uk/resources	0	0	0	0	5d ago
Contact — Jack Harber Counselling https://www.jackharbercounselling.co.uk/contact	0	0	3	10	13d ago
https://www.jackharbercounselling.co.uk/whatioffer/	0	0	0	0	Mar 13, 2024
https://www.jackharbercounselling.co.uk/home-1	0	0	0	0	Mar 11, 2024
Services — Jack Harber Counselling https://www.jackharbercounselling.co.uk/whatioffer	0	0	2	11	2h ago
https://www.jackharbercounselling.co.uk/about-me	0	0	0	0	11d ago

SEO AUDIT

■ **DR** - Stands for domain ranking and it's usually a key factor in search engines to determine how much they trust your domain. An average DR is between 20 - 35. A good DR is between 35 - 50. An excellent DR is above 50.

■ **Organic Traffic** - This is how many visitors are coming to your site every month

■ **Referring Domains** - The total number of unique domains linking to your target website

■ **Organic Keywords** - These are the number of keywords that are ranking in the first 100 positions (top 10 pages) for your website on Google. If you rank for a keyword that's beyond the first 100 positions, it will not bother to show it here.

■ **Backlinks** - The total number of links from other websites pointing to your target website

■ **Traffic Value** - This is a rough CPC value of the sum of your ranked keywords. The higher this number is, the better quality traffic you're getting.

Home and Service Page Optimization

I need to optimize the homepage and all service pages with a comprehensive keyword strategy. Additionally, I should optimize all images by adding relevant keywords to the meta tags, as they are currently lacking proper keyword integration.

Homepage Optimization

The detail homepage Optimization view which tell about the Headings, Links , Images, Schema, Social errors which are present in the pages.

Jackharbercounselling

The screenshot shows a web browser window with the URL <https://www.jackharbercounselling.co.uk>. The website has a dark blue header with the text "Jack Harber Counselling" and a large image of a mountain range. The main content area features the text "Would you feel n".

On the right side of the browser window, there is a sidebar with a dark blue header containing the following tabs: Overview, Headings, Links, Images, Schema, Social, and Advanced. The "Overview" tab is selected. Below the tabs, the sidebar displays the following information:

- Title**: Jack Harber Counselling (23 characters)
- Description**: I am a warm, welcoming BACP-registered Counsellor in North London offering online and in-person sessions. I work with adults from all walks of life, all genders and all sexualities. LGBTQIA+, queer, poly, ENM, and neurodivergent clients are explicitly welcome. (263 characters)
- URL**: <https://www.jackharbercounselling.co.uk> (Indexable)
- Canonical**: <https://www.jackharbercounselling.co.uk> (Self-referencing)

Below the browser window, there is a separate section with a dark blue header containing the following tabs: Overview, Headings, Links, Images, Schema, Social, and Advanced. The "Images" tab is selected. Below the tabs, the section displays the following information:

Images	Without Alt	Without Title
30	29	30

At the bottom of this section, there are two buttons:

- [Export Incomplete Images](#)
- [Export Complete Images](#)

Jackharbercounselling-whatioffer

Service/Products Page Optimization

OverviewHeadingsLinksImagesSchemaSocialAdvanced

Title ?

Services — Jack Harber Counselling

✖ 34 characters

Description ?

This page describes the different online and in-person services I offer, and their cost. I offer an initial free consultation. Time limited (short-term), and open -ended (longer term) therapy is available.

✖ 207 characters

URL ?

https://www.jackharbercounselling.co.uk/whatioffer

✓ Indexable ?

Canonical ?

https://www.jackharbercounselling.co.uk/whatioffer

✓ Self-referencing ?

Robots Tag ?

Missing

X-Robots-Tag ?

Missing

OverviewHeadingsLinksImagesSchemaSocialAdvanced

ImagesWithout AltWithout Title

999

Export Incomplete Images

Export Complete Images

Jackharbercounselling- aboutme

OverviewHeadingsLinksImagesSchemaSocialAdvanced

Title

About me — Jack Harber Counselling

34 characters

Description

This page describes my training, life experience and professional background. It explains that I am a queer white non-binary therapist who has experience working for the LGBTQIA+ community, and as an activist in various human rights fields.

243 characters

URL

https://www.jackharbercounselling.co.uk/about-me

Indexable

Canonical

https://www.jackharbercounselling.co.uk/about-me

Self-referencing

OverviewHeadingsLinksImagesSchemaSocialAdvanced

Images

Without Alt

Without Title

555

Export Incomplete ImagesExport Complete Images

Jackharbercounselling-resources

OverviewHeadingsLinksImagesSchemaSocialAdvanced

Title ?

Resources — Jack Harber Counselling

35 characters

Description ?

This page lists resources that may be helpful if you are struggling. It includes crisis helplines, drug and alcohol services, community organisations and so on.

162 characters

URL ?

https://www.jackharbercounselling.co.uk/resources

Indexable ?

Canonical ?

https://www.jackharbercounselling.co.uk/resources

Self-referencing ?

OverviewHeadingsLinksImagesSchemaSocialAdvanced

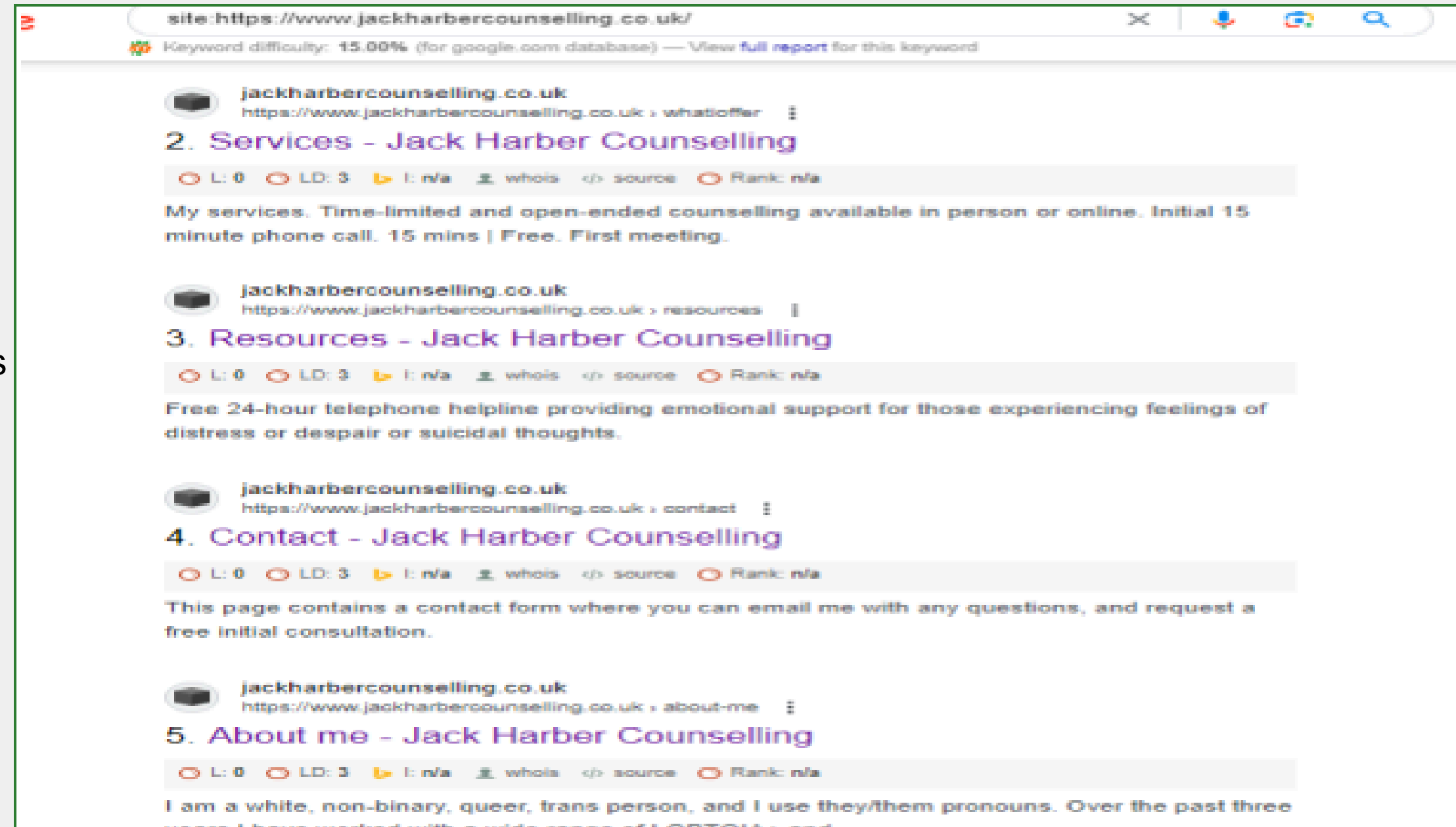
ImagesWithout AltWithout Title

444

Export Incomplete ImagesExport Complete Images

Index URL in Google Search Console

If your site is one of the main sources of conversions for your business, figuring out how to get your site ranking on the first page of Google is crucial. Proper website indexing allows search engines to see all of your important pages and gives your site a major boost. It can even send you on your way to page one



“ According to Google Search Engine, only 5 Pages are Indexed

Add website in Google search console and also fetch every URL of the website in the search console

■ Sitemap

I need to submit the home page and services pages in sitemaps

■ Remove all Crawl Errors

Remove all errors like crawl error mobile errors

■ Technical Issues

Technical SEO refers to website and server optimizations that help search engine spiders crawl and index your site more effectively (to help improve organic rankings). I have to fix all technical issues from the website to get a good position in the marketplace.

■ Add site map in the search console

Submit home page blogs section all other section site maps in search console.

■ Image Optimization

Optimizing web images is a process of delivering high-quality images in the right format, dimension, size, and resolution while keeping the smallest possible size. Image optimization can be done in different ways, be it by resizing the images, caching, or by compressing the size. Optimize all images; home page images and service page images etc

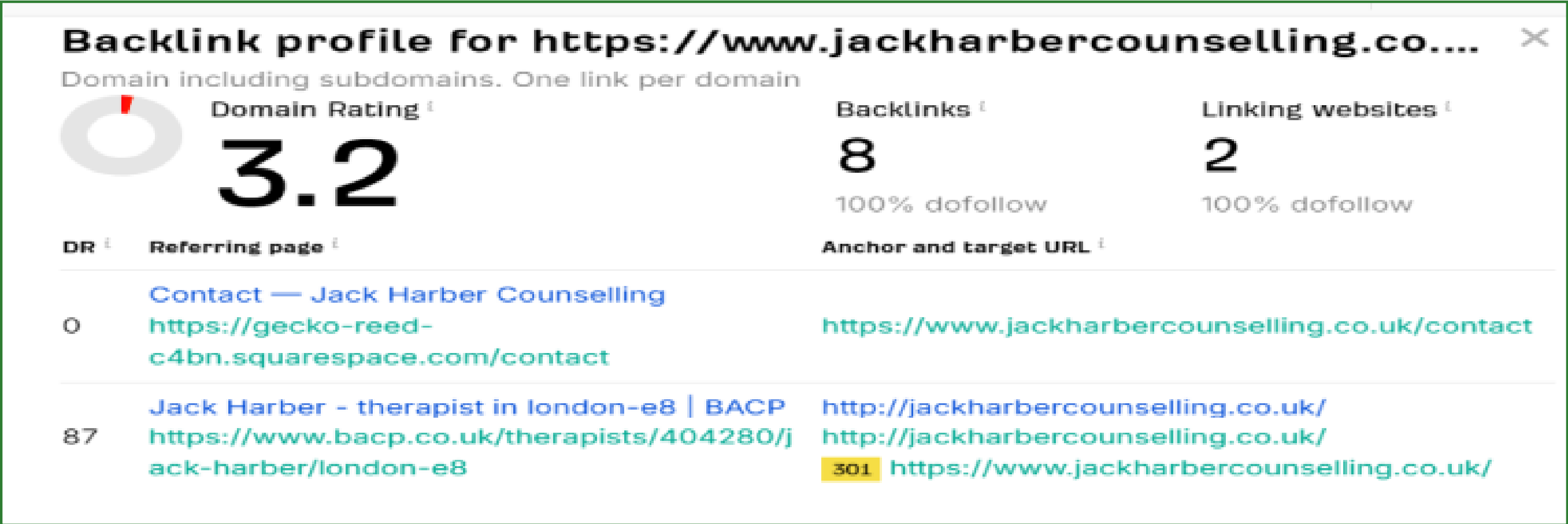
Brand anchor:

Google algorithms suggest that if the brand anchors have power in themselves, only then will they have the potential and the required criteria to rank on top positions against certain searches. In this case, the brand anchors are nowhere to be found on your website and are lacking this power so before targeting the keywords for Do-Follow High DA link building, I have to target out the brand anchors first and targeted keywords simultaneously.

Backlink Profile:

Backlinks are important for SEO, because they signal to Google that another resource finds your content valuable enough to link to it within their own content. As a website earns additional backlinks, search engines infer that the website possesses valuable content worth ranking well on the SERPs. Currently, I have experienced a significant loss of backlinks, and it is crucial for me to create a new, high-quality backlink profile

SCREENSHOT OF BACKLINKS



PREPARED BY

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