

SEO PORTFOLIO

SEO Specialist

By Muhammad Umar

AUDIT REPORT OF

JESS HYPNOTHERAPY

& HEALTH



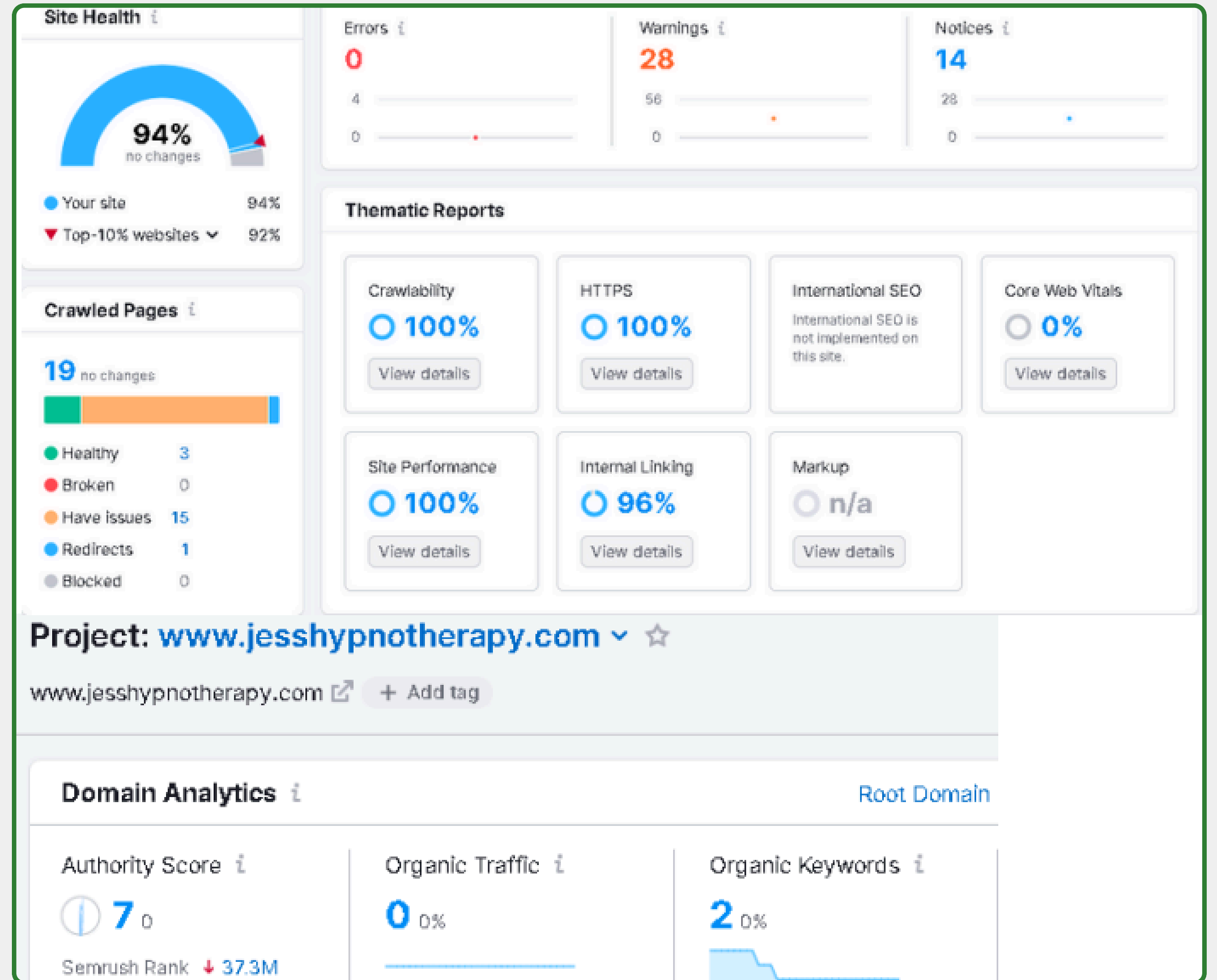
TECHNICAL SEO

ON-PAGE SEO

OFF-PAGE SEO

TECHNICAL SEO

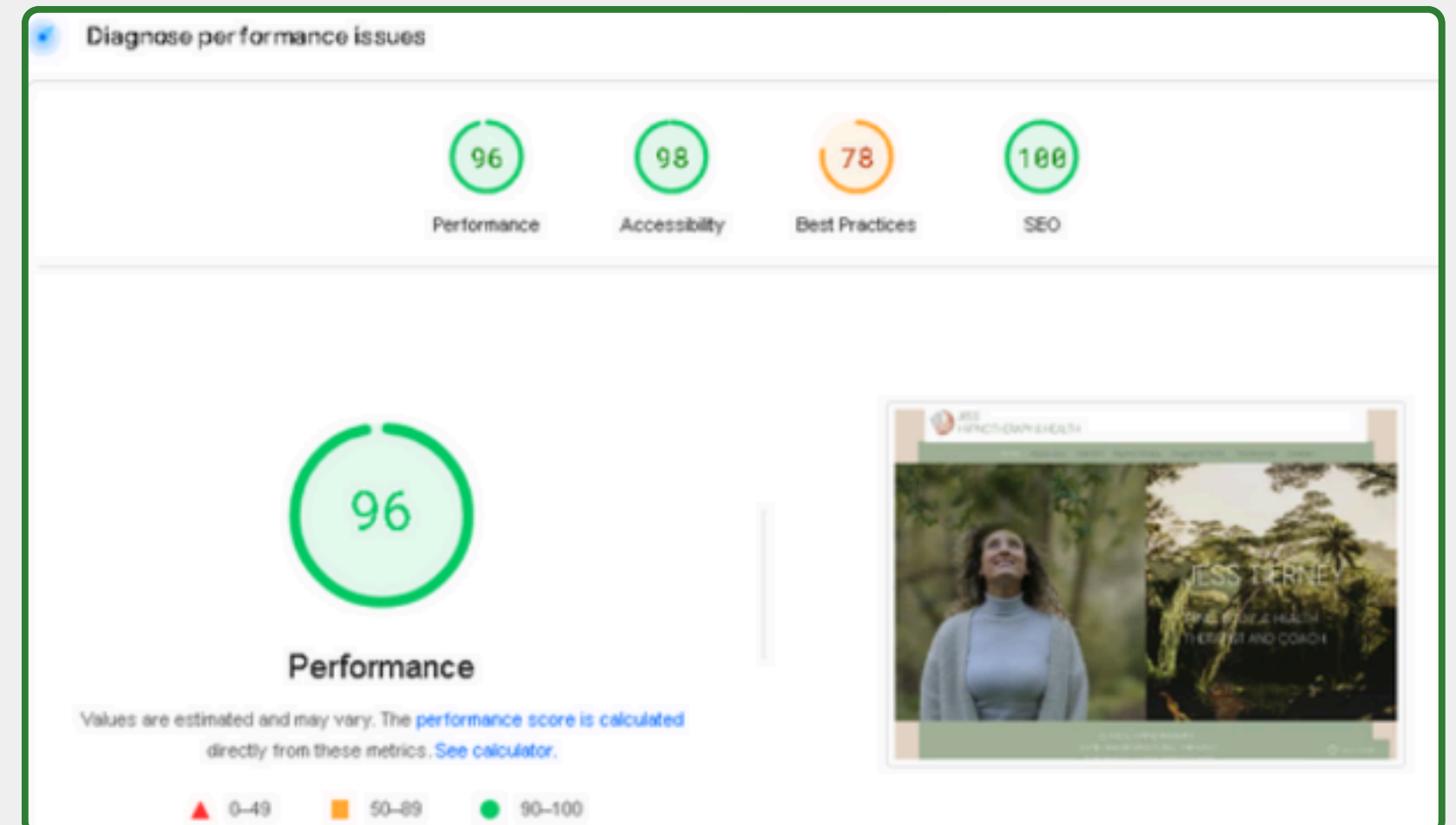
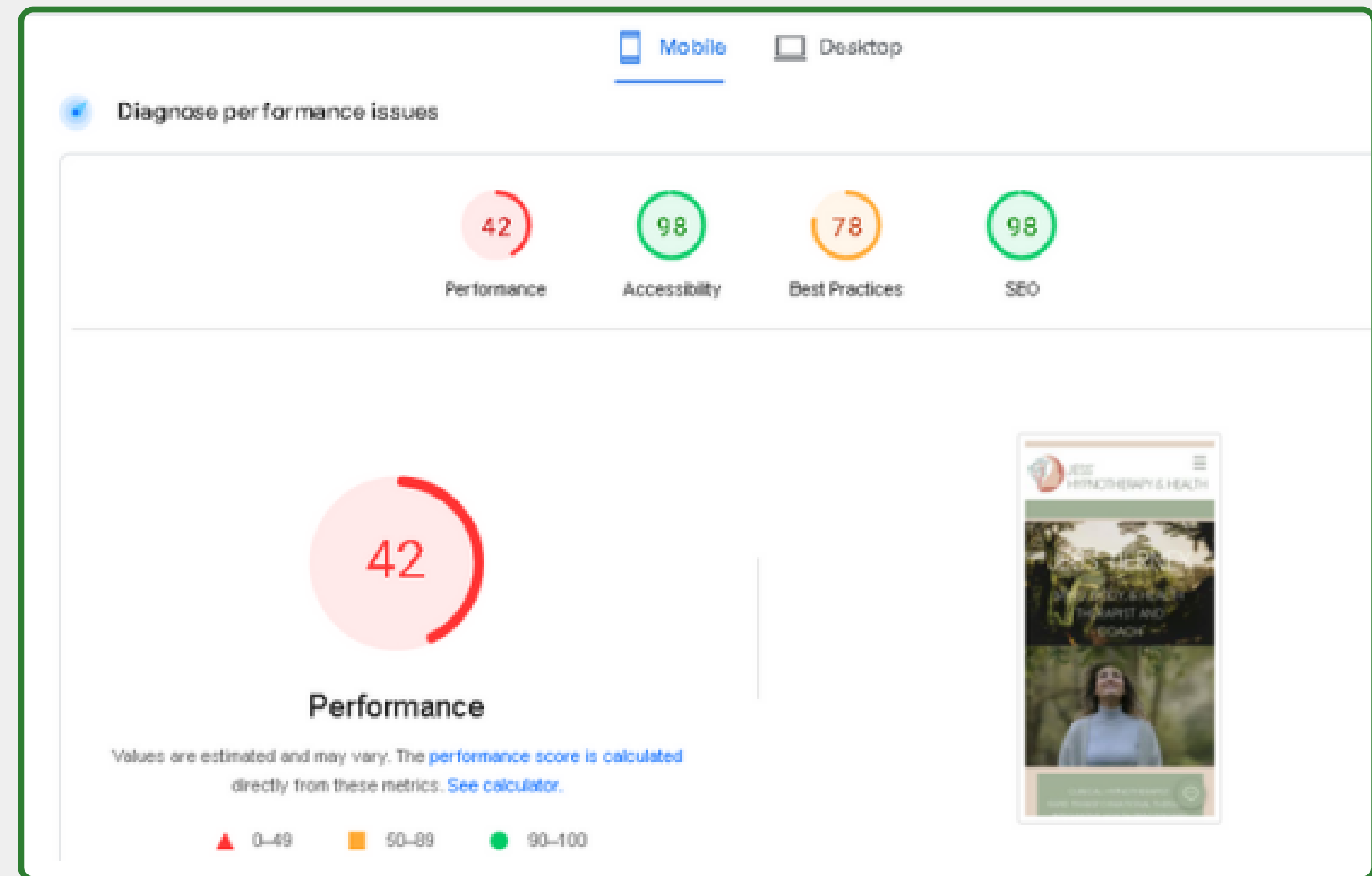
An SEO audit report is crucial for a website as it identifies optimization opportunities, highlights areas for improvement, and enhances search engine visibility. It analyzes various factors like site structure, keywords, backlinks, and user experience, providing actionable insights to optimize website performance, increase organic traffic, and improve search rankings.



TECHNICAL SEO

Website Loading Speed

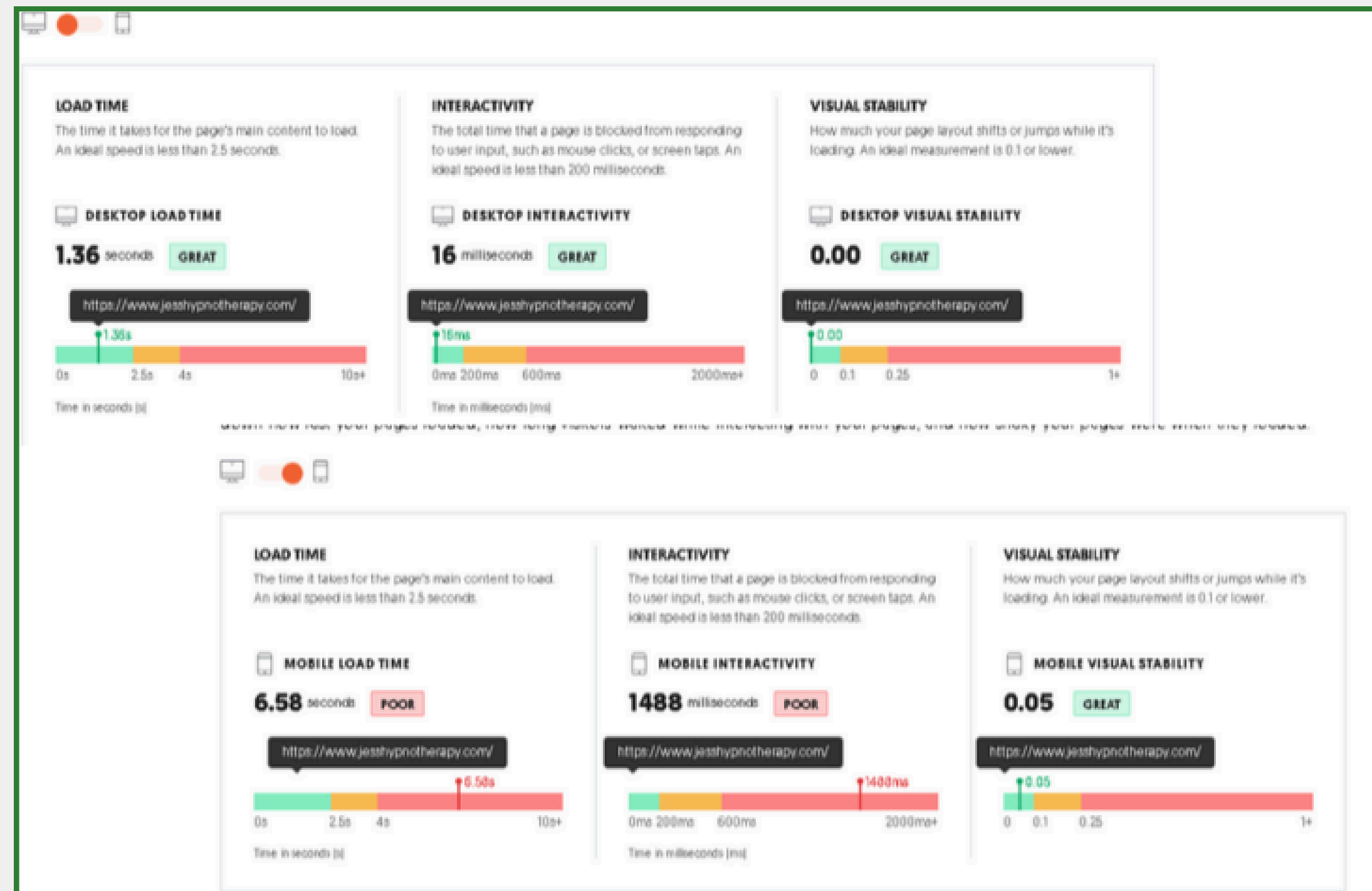
Use Google's PageSpeed Insights to test the homepage and several other essential pages. Faster loading speeds help with search rankings.



TECHNICAL SEO

SITE SPEED OF Desktop and mobile from another tool

Testing the homepage and other crucial pages using Ubersuggest Insights can significantly enhance their performance. Optimizing loading speeds is crucial for improving search rankings.



“The desktop speed of the homepage is currently rated at **1.36** seconds, which falls into the "**good**" Page Speed category. However, the current mobile speed of the homepage of [jesshypnotherapy.com](https://www.jesshypnotherapy.com/) is rated at 6.58 seconds, indicating that there is room for improvement.

TECHNICAL SEO

Broken Links

Look for 404 errors in Google Search Console's Index Coverage report. There will probably be some, which is fine. But if any important pages have errors, you should fix the problems.

Unfortunately, for <https://www.jesshypnotherapy.com/>, I cannot directly identify any indexing issues as I do not have access to Google Search Console (GSC).

Mobile usability

Score: 100Failed: 0Warnings: 0Passed: 3

✓

Meta Viewport Test

88% of top 100 sites passed

This webpage is using a viewport meta tag.

`<meta name="viewport" content="width=device-width, initial-scale=1" />`

✓

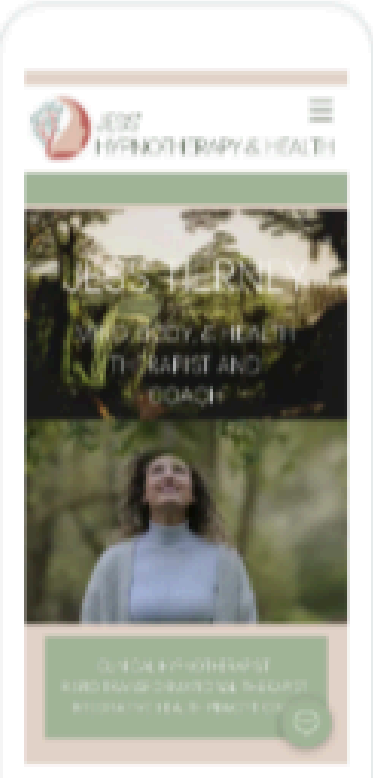
Media Query Responsive Test

98% of top 100 sites passed

This webpage is using CSS media queries, which is the base for responsive design functionalities.

⊙

Mobile Snapshot Test



Google Search Results Preview Test

Desktop version

<https://www.jesshypnotherapy.com/>
Hypnotherapy For Anxiety | Jess' Hypnotherapy & Health | England
Jess' Hypnotherapy and Health works with both the mind and body. If you are suffering from anxiety, weight issues, addictions, phobias, or even IBS, allow me to guide you o...

Mobile version

<https://www.jesshypnotherapy.com/>
Hypnotherapy For Anxiety | Jess' Hypnotherapy & Health | England
Jess' Hypnotherapy and Health works with both the mind and body. If you are suffering from anxiety, weight issues, addictions, phobias, o...

Competitor Domains Test

This domain has an Authority Score of 7/100 while the Average Authority Score of top 100 is 89.5. Some of the most relevant competitors for this domain are listed below:

Competitor domain	Domain authority score
linkedin.com	100
arizona.edu	68
wanglernetwork.com	39
wosc.edu	32
thehealingcollective.us	18

Heading Tags Test

99% of top 100 sites passed

This webpage contains headings tags.

H1 tags

JESS TIERNEY

H2 tags

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Robots.txt Test

99% of top 100 sites passed

This website is using a robots.txt file.

<https://www.jesshypnotherapy.com/robots.txt>

Sitemap Test

74% of top 100 sites passed

This website has a sitemap file.

<https://www.jesshypnotherapy.com/sitemap.xml>

SEO Friendly URL Test

25% of top 100 sites passed

All links from this webpage are SEO friendly.

Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

Deprecated HTML Tags Test

98% of top 100 sites passed

This webpage does not use HTML deprecated tags.

Google Analytics Test

65% of top 100 sites passed

This webpage is using Google Analytics.

Favicon Test

100% of top 100 sites passed

☐ This website appears to have a favicon.

OFF-PAGE SEO



Backlinks Test

100% of top 100 sites passed

This domain has an Authority Score of 7/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 105 backlinks from 12 referring domains and some recently found backlinks are listed below:

JAN 14, 2024	http://stoxeuw.gr/index.php/component/k2/item/1-technology-in-education/1-t...
JAN 13, 2024	http://www.team-tt.de/index.php?action=guestbook&id=977&page=206&site=...
JAN 11, 2024	http://www.team-tt.de/index.php?action=guestbook&id=977&page=205&site=...
JAN 6, 2024	http://team-tt.de/index.php?action=guestbook&id=977&page=204&site=profile...
DEC 31, 2023	http://stoxeuw.gr/index.php/component/k2/item/1-technology-in-education/1-t...
DEC 25, 2023	http://stoxeuw.gr/index.php/component/k2/item/1/1?start=91920
DEC 22, 2023	http://stoxeuw.gr/index.php/component/k2/item/1/1?start=91540
DEC 18, 2023	http://stoxeuw.gr/index.php/component/k2/item/1/1?start=90880
DEC 18, 2023	http://team-tt.de/index.php?action=guestbook&id=977&page=203&site=profil...
DEC 17, 2023	http://www.team-tt.de/index.php?action=guestbook&id=977&page=203&site=...

4 pages don't have an h1 heading

About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly.

How to fix: Provide a concise, relevant h1 heading for each of your page.

4

4 pages have a low word count

About this issue: This issue is triggered if the number of words on your webpage is less than 200. 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.

For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

4

2 pages have only one incoming internal link

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them.

How to fix: Add more incoming internal links to pages with important content.

2 0

1 page has more than one H1 tag

1 0

Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

18 jess 10 life 7 have 5 truly 4 health

Keywords Usage Test

45% of top 100 sites passed

The most common keywords of this webpage are distributed well across the important HTML tags. This helps search engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
jess	✓	✓	✓
life	✗	✗	✗
have	✗	✗	✗
truly	✗	✗	✗
health	✓	✓	✗

Heading Tags Test

59% of top 100 sites passed

This webpage contains headings tags.

H1 tags

JESS TIERNEY

H2 tags

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18 pages with no meta description [What is this and how do I fix it?](#)

16 pages with a <title> tag that is too short [What is this and how do I fix it?](#)

7 pages with a poorly formatted URL for SEO [What is this and how do I fix it?](#)

ON-PAGE SEO

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