

# SEO Analysis & Strategies for Yourdomain.co.uk

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26<sup>th</sup> Feb 2015

Search engines rank websites based on its content, architecture and the quality and quantity of links pointing to them. The purpose of this report is to identify any issues that need rectifying or improvements that could be made to the website in relation to SEO. This report provides recommendations which when implemented will help increase the website's visibility on the search engines.

The document also discusses best practices and other changes that can be made to benefit the end user also.

## **Confidentiality**

*The information within this report is confidential, and it is understood that the contents are for the client or staff to whom the document was addressed. The contents of the document should not be shared with a third party without prior written approval from NetTonic Ltd.*

## **About Free SEO Audit Findings**

*We uphold that the information contained within this report is accurate to the best of our ability however we accept no liability for any errors or omissions.*

## Domain Authority

Domain Authority represents the best prediction about how a website will perform in search engine rankings. The metric is primarily driven by external links back to your website.

According to MOZ Open Site Explorer, website's current Domain Authority is 20/100. This is low and adding more inbound links to the site can strengthen it.

## The Google Page Rank Value

We discovered that the Google Page Rank value of the website is 2 out of 10 which is very low and there is a need to add many quality backlinks to the website. See the "Offsite" section below for more details.

## Canonical Issues

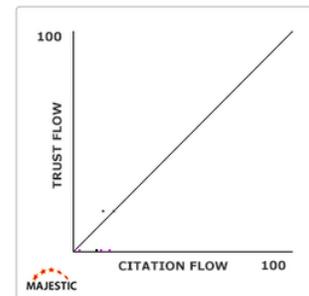
Your website doesn't have canonical issue.

The canonical URLs are duplicate pages, which search engines don't like. This could easily be solved by adding the canonical tag on the website pages or 301 redirecting the duplicate URL to the main URL.

## Offsite SEO/ Backlinks - Review

Overall, your backlink count is not good – over 48 backlinks from 12 referring domains. Inbound links are critical to boosting page rank and increase quality score, which will further improve search engine rankings. There is a need to increase quality backlinks for your website.

External Backlinks	Referring Domains	Referring IPs	Referring Subnets
<b>48</b>	<b>12</b>	<b>11</b>	<b>11</b>
In the last 5 years			
<u>223</u>	<u>51</u>	<u>48</u>	<u>48</u>
<b>Homepage Title</b>		<b>chris withers photography - Springfield Illinois Photographer</b>	
<b>Indexed URLs</b>	<b>474</b>		
<b>Position in Majestic Million</b>	This site is NOT in the Majestic Million.		



External Backlinks Link Profile

## Backlinks Summary

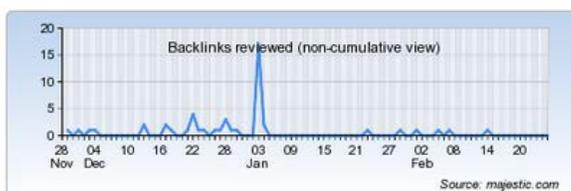


Chart shows the **External Backlinks** reviewed over the last 90 days.

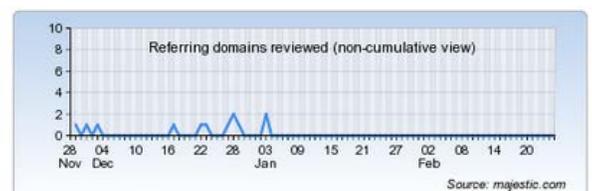
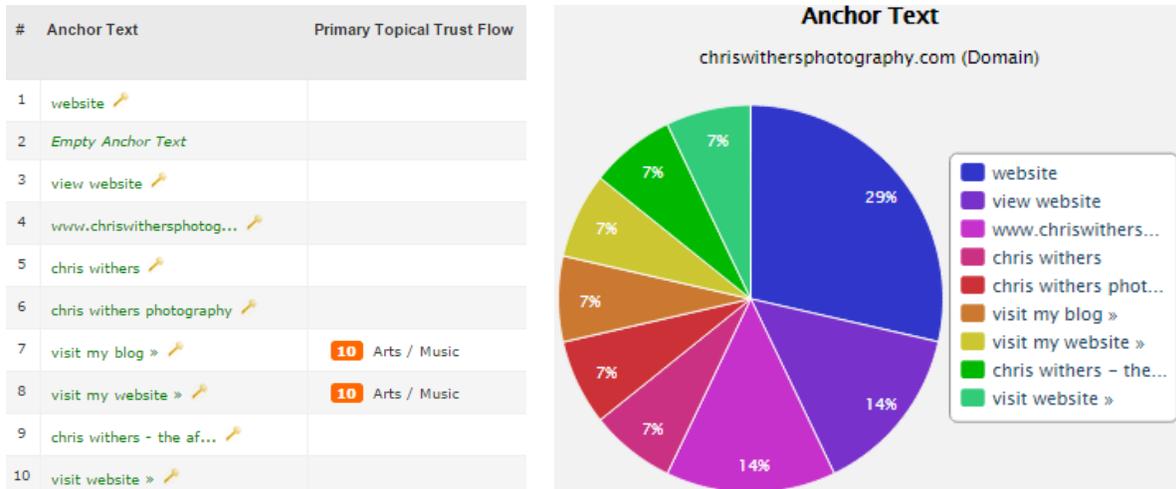


Chart shows the **Referring Domains** reviewed over the last 90 days.

**Backlinks & Referring Domains History**



**Anchor Text Distribution**

At NetTonic we specialize in planning and executing the most effective, Google Penguin compatible off page SEO/ Link building plan which not only help add more quality backlinks but also help build more quality traffic on to the website.

**SEO Footprint**

According to SEMRush, 9 keywords are ranking in Google’s SERPs (Search Engine Result Pages). Your competitors are ranking high for a lot more popular keywords and thus able to attract more qualified online customers to the website.



**Keyword Targeting**

Keyword research is a fundamental part of the start of a campaign as well as something, which should be continuously revisited throughout the lifetime of an account. We use multiple tools and techniques to determine a final list of keywords for agreement with our clients. Some of the keywords we would recommend for the SEO campaign are as follows –

- ✓ corporate photographer
- ✓ wedding photographer
- ✓ wedding photographers packages
- ✓ top wedding photographers
- ✓ famous wedding photographers
- ✓ wedding photographer
- ✓ wedding photography
- ✓ event photography
- ✓ birthday photographers
- ✓ wedding photographer

*Note that these are just examples and we will do a more comprehensive keyword research & analysis once you sign up.*

## Flash Programming

Our study reveals the presence of flash programming on your website.

Flash allows for better animation, interesting transitions, and a better look and feel but when it comes to getting the flash based website ranked on the search engines it is a challenge even though most popular search engines including Google has started to read flash files and extract text and links but this technology is still in a very nascent stage. A website built entirely with flash suffers a great disadvantage because it lacks page structure to organize the content, internal linking, and unique page titles.

## Page URL Structure

We found that the Page URL structure is not optimized for search engines.

It is always good to keep the page on the root folder and separate the words using hyphen instead of underscore. It is also good from the SEO standpoint to use important keywords within the page URLs.

## Page Hierarchy (Flat or Deep)

Your website's architecture is deep.

This means that important pages are few clicks from the homepage. A flat architecture is good for search engines because search engines value pages closer to the homepage more highly. Plus, search engines are more likely to find and index those pages.

## Indexation Depth

Google is indexing 144 pages of your website.

Google is indexing your website very deeply but there is still a scope to optimize the website architecture which will help Google crawl more often and faster through the website. There are many pages, which are badly formed which should be removed.

## Internal Site Architecture

The link authority of the homepage is not being transferred to other pages of the site effectively.

There is good scope to improve the internal site architecture of the website for better rankings. We also recommend using breadcrumb links on all the website pages for better visibility both from SEO and Usability perspective. Breadcrumbs are a great mechanism for creating well-structured links from both the usability and SEO perspective. Breadcrumb having the relevant keywords in the anchor text is a significant SEO benefit.

## Site wide Keyword Link Usage

We've identified that the internal linking on the website is fairly poor.

- Main Navigation -- Your main navigation do not use keyword-based links.
- Footer Navigation -- Your website is not using site wide keyword-based navigation.
- Inline Navigation -- In-content links do not contain keywords.

## Meta Tag Analysis

The Meta tags on the website are not well defined with respect to the target keywords.

Meta tags play the most important role along with the other factors in top rankings. The Meta description relevancy to the page content is poor. We do not find the “NOODP NOYDIR” tags.

## Image ALT Tags

The ALT tags are missing.

These are the tags that tell you and the search engines what the .gif or .jpg image is all about. As we know search engines can't index the text written in your images so it is recommended to use ALT Tags to help it identify the images. Use of ALT tags helps improve the keyword density on the pages as well.

## Headings in H-Tags

We've identified that the heading tags on the website could be improved.

Heading tags (H1, H2, and H3) label your headline so that search engines will recognize it as "important" on your web page. The heading tags will make your headline bolder so it will stand out. Heading tags plays an important role in SEO since it make it easy for the search engine robots to determine what your web page is all about. Most top search engines allow terms found in the headings tag a huge boost in keyword relevance.

## Page Content

The quality and quantity of your page content is fair but could be improved.

Pages don't have plenty of search engine readable content especially the home page that plays the most important role in SEO. Content is the king for the search engines. Thematic optimization of the landing page content is recommended keeping mind the keyword density, keyword proximity, keyword placement and keyword frequency.

## Blog Analysis

You have a blog on your website.

A blog is part of a website that is often regularly updated bringing new, relevant content to the website. Blog posts often rank for long-tail keywords, which ultimately increase the traffic to the site. It is recommended to have a blog for search engine optimization especially after the Google Panda and Penguin updates because regularly added new content shows search engines that your site is active. We also found that the blog is not very well optimized from the search engine ranking perspective.

## Broken Links

Broken links were discovered on your website.

Broken links are simply links on a website that go to a location that no longer exists. Search engines do not like broken links and search engines will penalize websites with large numbers of broken links.

## XML Sitemaps

We did detect an XML sitemap on your website at <http://www.yourdomain>

XML sitemaps help search engine spiders discover your website's pages. Listing a page in your XML sitemap does not guarantee that search engines will include it in their index. Each page must be reachable by the search engines through your website's linking structure. Also, how well integrated the page is into your hierarchy and the number of internal and external links influence its indexing and rankings.

## HTML Sitemap

Your website doesn't have an HTML sitemap.

HTML sitemaps help search engines discover, categorize and value your website's pages. They provide links to your pages, which help increase the value of the page to search engines.

## Page Size and Load Time

Page file size of your homepage is 7,782.4 KB and the total load time of the website is 1.23 seconds. Optimize the code to minimize the page load time. Also, reduce image file sizes for quicker load times. Reduce the page load time.

## W3C HTML Validation

Your website has W3C HTML Validation issues.

We have found validation errors on the website. Bring your website into as close compliance as possible without interfering with your website's functionality or visual appearance. Many useful features and tools bring a website out of compliance. For example, Google Analytics tracking code will bring your website's pages out of compliance. 100% compliance is not necessary for great rankings. Closer a website is to standard compliance the more accurately the website will display across various browsers.

## Social Media/ Networking

We've identified that the social media on the website could be improved.

Essentially, social media can come in many different forms; text, images, audio and video. Social media incorporates all of these forms through which people can share content, comments and opinions, giving different perspectives and insights into the media.

Over recent months, we've seen Google shifting their focus over to social aspects. Social networking sites also help to broaden the scope of your company's appeal and build relationships with both customer and people within the same field. Social media strategies are a part of our SEO service and for more extensive and involved social media services we do also offer separate SMO plans.