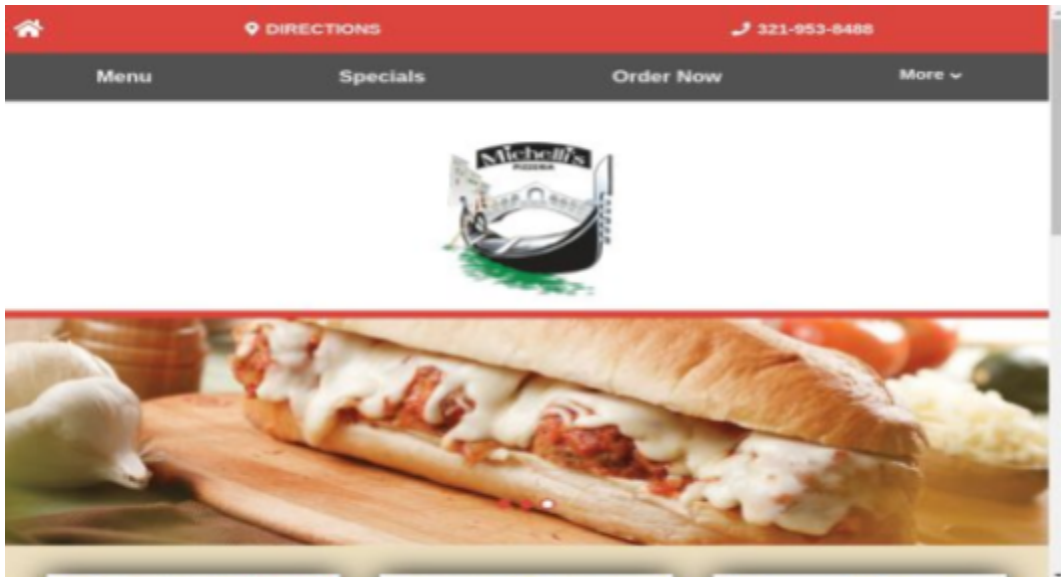# SEO Audit for Michelli's Pizza

A brief demonstration of some of my current search engine optimization skills

By Anthony B.Hall

Introduction

I will be conducting an SEO audit for Michelli's Pizza. For reference, here is the link: https://www.michellispizza.com/

For this project I will be using basic SEO tools such as:

- Schema.org
- WordTracker
- Domsignal
- Ahrefs Website Authority Checker
- Screaming Frog

This audit has been divided into 3 main sections of SEO:
- On-Page SEO
- Technical SEO
- Off-Page SEO

On-Page SEO

Website Header and Home Page Elements

- Missing alt text for one of the main images on the homepage
- Homepage is missing a meta description
- Only using H1 & H2 on the homepage

Solution:
1. I will add alt text to the image on the homepage to increase the site's ADA compliance.
2. I'll optimize the meta description for keywords that the site is ranking for. By doing this it will generate more page views for organic search results.
3. Finally using H3 & H4 on the homepage will boost the overall ADA compliance score for the site.
4. The meta description is an unused opportunity to use copy to convince searchers online to get their pizza from this company.

Keyword Analysis

After learning what the client does on their website, I performed simple keyword research for the keyword: <mark>Italian Pizza</mark>

The following are screenshots of my research

Keyword: Italian Pizza

Keyword		Volume	Competition	KEI
italian pizza near me		12,000	35	77
italian pizza		11,300	31	97
is pizza italian		2,300	21	176
original italian pizza		1,900	23	143
italian pizza kitchen		1,600	23	139
italian village pizza		1,600	36	57
italian pizza dough recipe		1,400	16	283

Suggested Keywords: New York style pizza near me, deep dish pizza, Margherita pizza

Here are some keywords that you may want to consider adding to your website content

new york style pizza near me		39,600	53	38
domino pizza		37,900	36	81
pizza ranch		37,500	44	54
margherita pizza		36,800	20	263
deep dish pizza		36,000	30	117
pizza restaurants near me		34.300	63	26

I am suggesting these keywords as they have a significant amount of monthly searches on Google. Also, these keywords are low competition so it will be easier for you to rank for them.

To incorporate these keywords into your website effectively, I recommend dedicating a unique page accessible via the menu for each type of pizza, such as "Margherita Pizza." On this page, include a brief yet captivating description of the pizza, highlighting its toppings and presenting the pizza in a manner that entices the reader to place an order directly from the website.

The description could be something like this

Indulge in the authentic Italian experience with our Margherita Pizza, a culinary masterpiece crafted from the freshest local ingredients. Our pizza starts with a soft, hand-stretched dough, topped with rich San Marzano tomato sauce and luxurious mozzarella di buffalo, finished with fresh basil and a drizzle of extra-virgin olive oil for an unforgettable taste. Nestled in the heart of West Melbourne, our restaurant invites you to enjoy not just a meal, but a slice of Italy's rich culinary heritage. Perfect for any occasion, from a quick lunch to a special night out, our Margherita Pizza is more than just food—it's a journey to Italy, available right here in West Melbourne. Order now and taste the difference tradition makes.

Title Tags

The title tag provides users and search engines with context to your site. It tells a customer what your site is about before they click on it. Also, search engines like Google use it as a key ranking factor to match your website with relevant search queries.
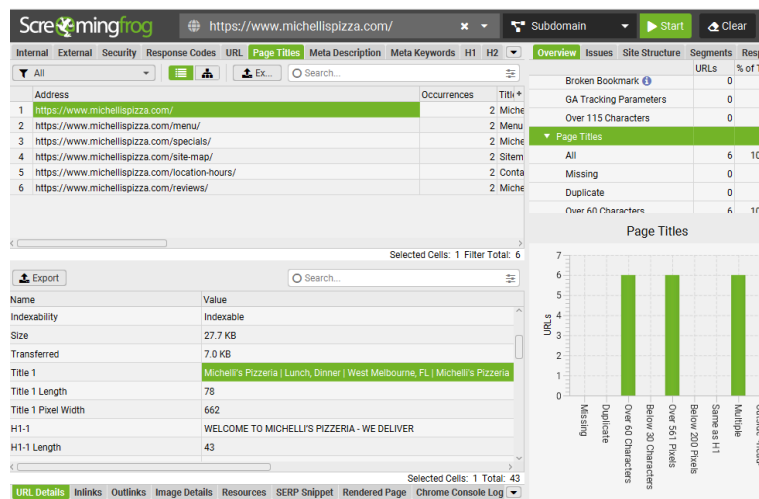

Passed: Great job optimizing your title, including your business name, location, and a relevant keyword.

Example for the Home Page Title Tag: Michelli's Pizzeria | Lunch, Dinner | West Melbourne, FL | Michelli's Pizzeria

Meta Descriptions

A meta description is a tag that tells Google what the web page is about. It is also helpful to customers for the same reason.

Note: Google can sometimes re-write your meta descriptions if it feels like the ones you have are not currently optimized or relevant.
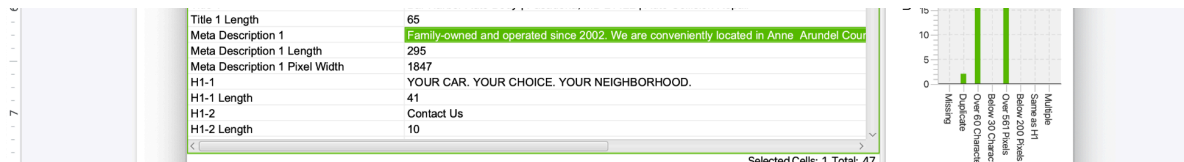
**Issues noted:** The meta description is missing from the metadata for the home page.

Solution: You may want to consider adding more keywords that accurately describe your business and then front-loading them.

Example:

Indulge in Michelli's Pizzeria's authentic Italian Margherita Pizza in West Melbourne. Fresh, traditional, unforgettable. A taste of Italy awaits you.

Header Tags

Header tags are a key ranking factor Google uses to determine what your page is about, and how to serve it to relevant search queries. Also, headers are important for an optimal user experience as they help customers quickly scan your web page to determine if your services are a good fit for them.
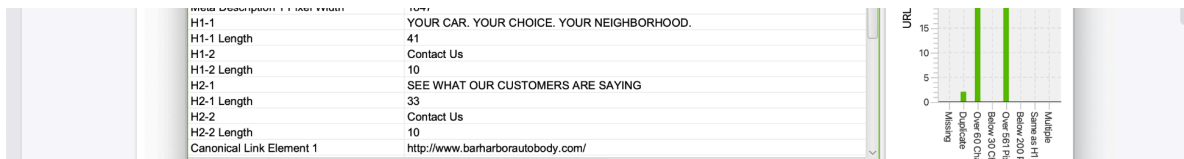
Issues noted: Header tags are included but do not contain relevant keywords

Solution: Add keywords that describe the services your business offers

Example for the Services Page: I would optimize your H1 header by saying " Michelli's Pizzeria | Italian Pizza | West Melbourne, FL

Technical SEO

Site Speed Analysis

Site speed is a critical ranking factor that Google uses to determine where to place your website in the search results. Also, it is important to ensure a quality user experience for potential customers. Websites that take too long to load lead to an increase in bounce rate, and thus lower rankings. Google recommends a load time of under 2 seconds.
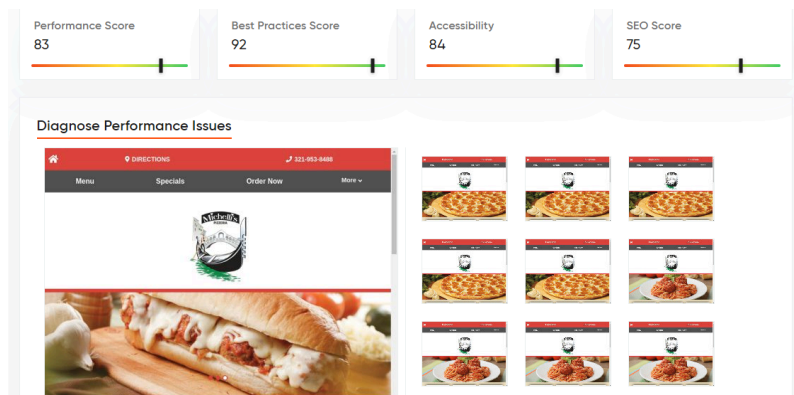
Issues noted: The website lacks meta descriptions and alt text for images on the site.

Solution: My recommendation is to meticulously enhance the site's backend by embedding descriptive alt text for each image. This strategic approach not only clarifies the content for Google's crawlers, thereby enriching the site's visibility and relevancy in search results but also significantly elevates the user experience, making the site more accessible. Furthermore, crafting compelling meta descriptions is paramount for bolstering the organic search rankings of individual pages, as these snippets play a critical role in influencing click-through rates from the search results.

404 pages or Broken Links

A 404 response code is an indication that there are broken links on your website.

Passed: Great job as there are no broken links on your site

Schema Markup

Schema Markup, also known as semantic vocabulary, is code that you can add to the HTML of your website. Adding this code will help search engines better understand your content so they can return more relevant search results to users.


Passed: I've identified that the website currently integrates two essential schema markups. To further enhance its search engine rankings, it would be prudent to incorporate additional markups, specifically for reviews and menus. These elements not only enrich the structured data presented to search engines but also significantly improve the website's visibility and user engagement, pivotal factors in achieving a superior online presence.

Off-Page SEO

Competitive Analysis

By doing a quick search on Google for the keywords <mark>Italian Pizza Near Me</mark>, we can quickly see who the competition is for <mark>Michellispizza</mark>

Competitor in that area: <mark>Vibeanddine.com</mark>
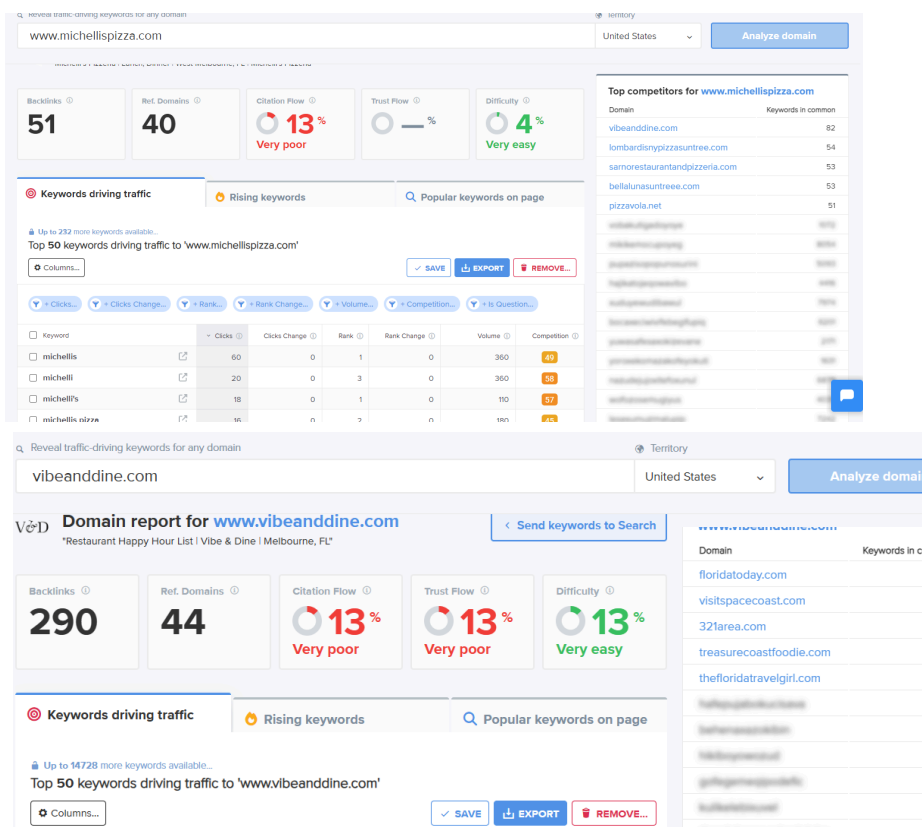
- Who has higher Domain Authority?
  - Your competitor has a higher domain authority than you which means that Google believes their site is more trustworthy thus a higher ranking in the organic search results.
- How many linking domains do each have?
  - Michellispizza - 40 Linking Websites
  - Vibeanddine - 44 Linking Websites
- How many backlinks
  - Michellispizza - 51
  - Vibeanddine - 290

With this data, I recommend you find some blogs or local directories to have your website rank. Also, I would recommend adding more relevant keywords to help your website rank better.

Final Thoughts

To optimize the website's search engine visibility and relevance, it's recommended to increase the inclusion of competitive keywords within vital site elements, such as title tags, header tags, and meta descriptions. Furthermore, enhancing the website's domain authority is advised by securing high-quality backlinks from esteemed blogs, directories, and similar platforms, thereby improving its ranking and credibility in search engine algorithms.