Problem Definition:

1. The SEO analytics of "Ekohousedmv.com" shows that the website has a lot of room for improvement.

Current Situation:

1. The website is already built and has an underlying infrastructure and design that is responsible for its current performance.
2. The website works just fine.
3. The website shows up on SERPs.

What does Success look like?

1. "EkoHouseDMV.com" ranks higher on Search Engine Results Pages" for keywords we want to rank for.
2. A marked improvement in Performance, accessibility, and SEO metrics.
3. A reduction in "suggestions on how to improve website" when the website gets analyzed using WEBSITE ANALYSIS TOOLS

Why are we solving this?

1. If we improve the performance of the website, the user experience will improve. Great UX equals satisfied customers who should come back for more.
2. If "EkoHouse" ranks higher on search engines, its visibility on the web increases. The higher visibility leads to increased traffic. Increase traffic should equal more customers.

How do we solve this?

The Aim of our SEO strategy should focus on building high-quality RELEVANT content and improving Authority using backlinks. We want to balance building relevancy ____ with building ___Authority_.

Below is a diagram by MOZ, A Leading SEO Company telling us about the possible SEO journey of Webpage content.

SEO has its own hierarchy of needs.

Mozlow's Hierarchy of SEO Needs

Improves competitiveness

Improves competitiveness

Essential to rankings

Essential to rankings

Snippet/schema markup
to stand out in SERPs

Title, URL, & description
to draw high CTR
in the rankings

Share-worthy content
that earns links, citations, and amplification

Great user experience
including a fast load speed, ease of use,
and compelling UI on any device

Keyword optimized
to attract searchers & engines

Compelling content
that answers the searcher's query

Crawl accessibility
so engines can reach and index your content

Recommendations

Application/Major Feature/Service	Details
Strategic utilization of keywords	"EkoHouse" already has a keyword strategy to improve its Visibility. Further Work can be done on this to improve it.
Add Title Tags to HTML	Add an informative title to the document using the "title" element with meaningful texts, The title document should contain short descriptive text summarizing the page content
Add Meta Description Tags	The <meta name="description"> element provides a summary of a page's content that search engines include in search results. A high-quality, unique meta description makes your page appear more relevant and can increase your search traffic.
Add alt attribute to images	Add short, descriptive alternate text to images. The alt attribute provides alternative information for an image if a user for some reason cannot view it (ex. if the user uses a screen reader). Alternate Texts are important because they can help you rank in Google mages
Resolve Uncrawlable Links	Links that link nowhere makes search engine think the site might be broken. Terms and Condition & Privacy Policy pages should be resolved. After email input on clicking the subscribe button, the Link should lead away to a congratulatory page
Fix Duplicate Aria Id	"Menu" and "Eko Perks" on the homepage have similar ARIA IDs. The value of an ARIA ID must be unique to prevent other instances from being overlooked by assistive technologies. "Assistive technology (AT) is any item, piece of equipment, software program, or product system that is used to increase, maintain, or improve the functional capabilities of persons with disabilities". In this instance, AT is usually screenreaders.
Title element for an Iframe	A title attribute in an Iframe lets Screen Readers know what the content of the IFRAME is. W e have an Iframe without a "title"
Build Backlink Profile	Apart from content, the second part of SEO would be to build page Authority using Link Juice from other WebPages. The hypothesis here is that the more other Webpages have links to EkoHouse", The more search engines regard "EkoHouse" as a serious page".