SEO Audit report for Brocali

Digital Marketing Department

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BrainBox
Outsourcing and offshore hiring

Introduction

This report provides a comprehensive analysis of your website's search engine optimization (SEO) performance, highlighting areas that require improvement.

The report analyzes various aspects of the website, including technical, on-page, off-page, and content-related factors that influence its search engine rankings. and provide you with the next steps to optimize your website's search engine performance.

Site Health

Site Health ⓘ

69%

no changes

● Your site   69%

▼ Top-10% websites ⌄   92%
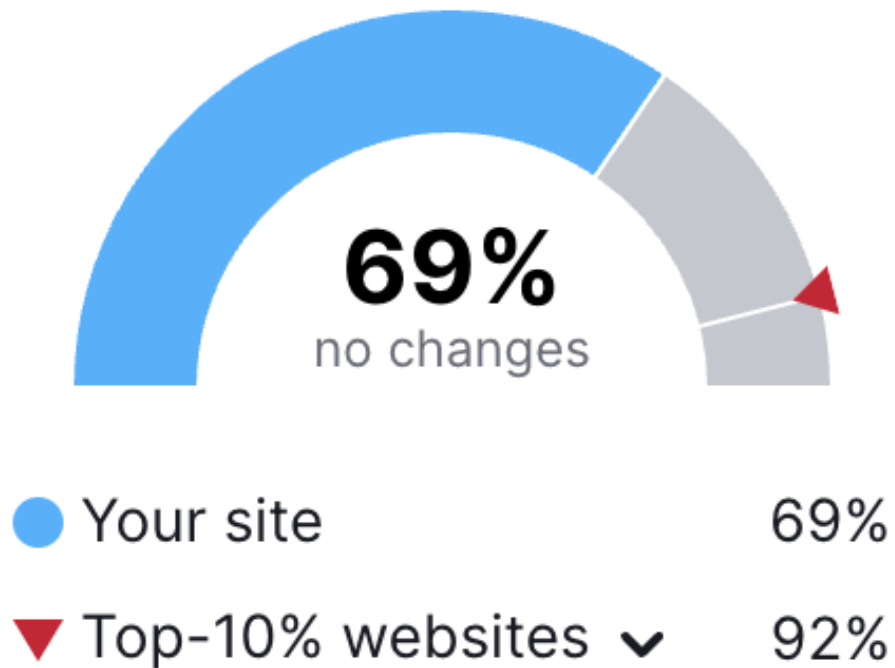
Overview

- Based on the present state of the website, its health appears to be relatively low, now resting at 69%The site has a total of 217 errors and 389 warnings, which indicates that there are several issues that need to be addressed in order to improve the overall health and functionality of the website.

Top Issues

Errors

1 One page returned a 4XX status code

https://brocali.co/sitemap.xml

h

2 72 issues with duplicate title tags

3 72 pages have duplicate meta descriptions

4 72 pages have duplicate content

Top Issues

Warnings

1. 72 issues with uncached JavaScript and CSS file

2. 72 issues with un-minified JavaScript and CSS files

3. 64 pages don't have enough text within the title tags

4. 50 outgoing internal links contain nofollow attribute

5. Sitemap.xml not indicated in robots.txt

6. 40 URLs with a temporary redirect

7. 26 pages don't have an h1 heading

8. 22 pages have a low word count

9. 6 images don't have alt attributes

10. 1 link on HTTPS pages leads to HTTP page

Top Issues

1. 298 outgoing external links

2. 14 pages have only one incoming internal link

3. 4 issues with blocked external resources in robots.txt

4. 2 pages are blocked from crawling

5. 2 subdomains don't support HSTS
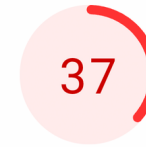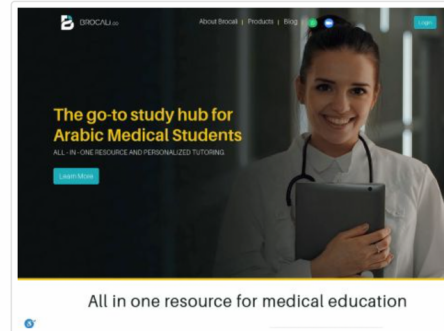
6. 4 links on this page have non-descriptive anchor text

Page Speed

64

Performance

lues are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

Desktop

37

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100
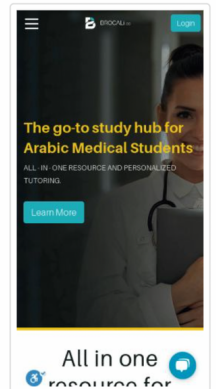
Mobile

Backlinks

Backlinks

⬆ Export

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
- http://stellarconsultllc.com/blog/	- https://brocali.co/en/blog/	follow
The Future of American Healthcare - by Donn... https://gapatriot.substack.com/p/the-future-...	https://brocali.co/en/posts/What-Is-Changing-... https://brocali.co/en/posts/What-Is-Changing-...	nofollow
- http://stellarconsultllc.com/blog/?p=186	- https://brocali.co/en/blog?p=186	follow
molbiol.ru → zahraaclean1 http://molbiol.ru/forums/index.php?mode=line...	https://brocali.co/en/posts/Usmle-Transcript-Er... https://brocali.co/en/posts/Usmle-Transcript-Er...	follow
molbiol.ru → zahraaclean1 http://molbiol.ru/forums/index.php?mode=line...	https://brocali.co/en/posts/Usmle-Transcript-Er... https://brocali.co/en/posts/Usmle-Transcript-Er...	follow

View details

Follow vs Nofollow

● Follow links   41
● Nofollow links   6

View details

Backlink Types

Text		74%	20
Image		26%	7
Form		0%	0
Frame		0%	0

View full report

Mobile

Domain Overview & Crawlability

Authority Score *i*

⊘ **2** ₀

Semrush Rank 0

Crawlability

⊘ **84%**

Desktop

Mobile

Goals & KPIs

Goals

- Increase website traffic
- Improve search engine rankings
- Boost website engagement
- Increase leads & sales

KPIs

- Total website traffic
- Click-through rate (CTR)
- Keyword rankings
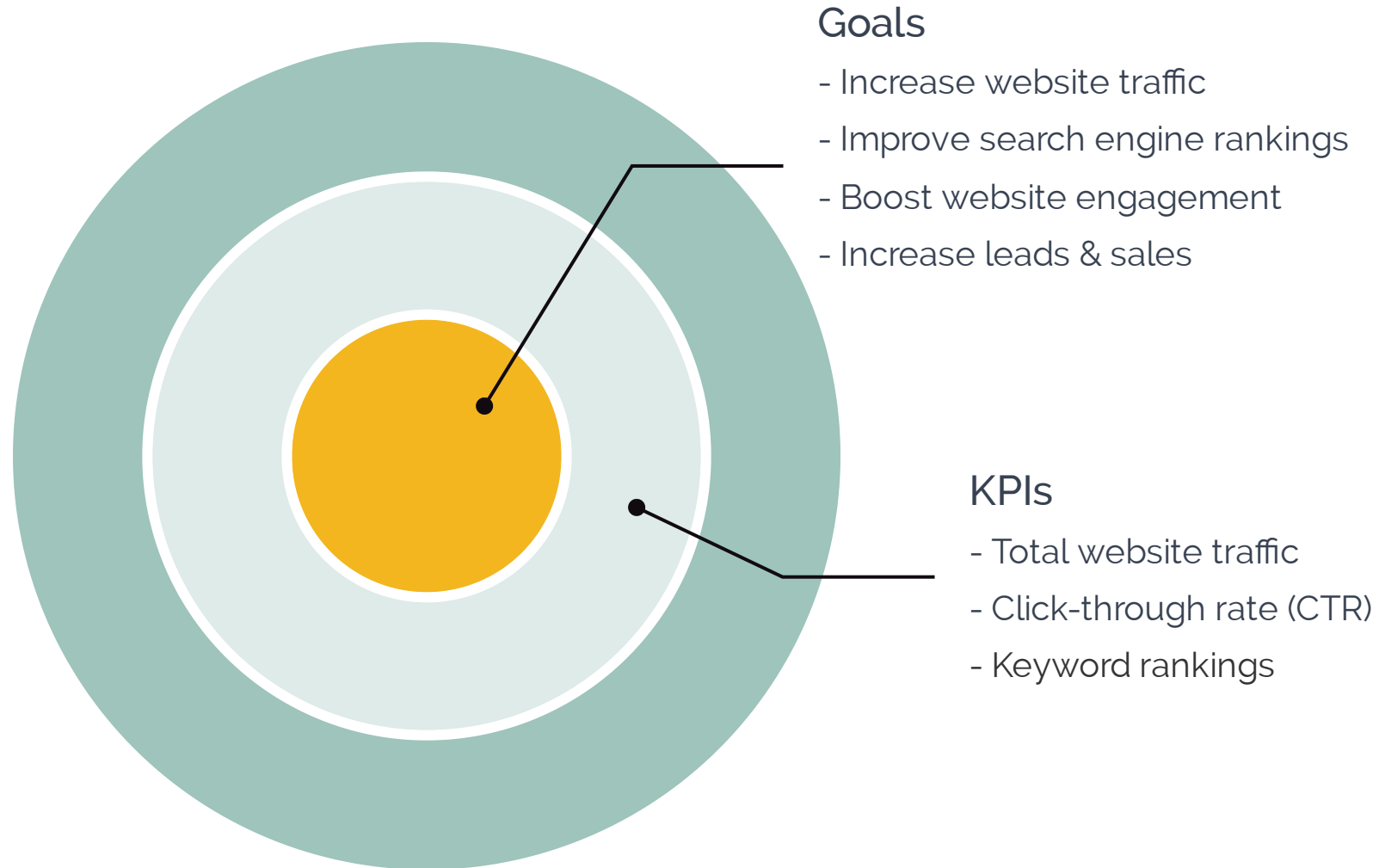
The major next steps

Month 1

- **Conduct Keyword Research**: we will conduct extensive keyword research to determine the most relevant and high-traffic keywords for your website.
- **On-Page Optimization:** We will connect your website's meta tags, headers, and content with the chosen keywords.
- **Technical Optimization**: We'll make sure your website is technically sound by doing a website audit and correcting any issues with website speed and mobile responsiveness.
- **Content Creation:** We will create high-quality, educational, and interesting blogs based on your keywords.

Month 2

- **We will compose high-quality**, engaging articles that are relevant to your target audience and include desired keywords.
- **We will obtain high-quality backlinks** from authoritative websites in your field.
- **Improve User Experience:** we'll Improve your website's user experience by making it easy to navigate, intuitive, and accessible.
- **We'll Focus on Local SEO:** We'll optimize your website for local SEO by using location-specific keywords and asking customer feedback.

Month 3

- **We will monitor your website's analytics** to track your success and indicate any areas that require improvement.
- **Refine our plan:** Using the analytics data, we'll fine-tune our SEO plan and tweak our techniques as needed.
- **We'll look for new ways to broaden your reach**, such as guest blogging, social media marketing, and influencer outreach.
- **We will keep up with the newest SEO** trends and updates to ensure that your website remains search engine optimized.

Thank you