

SEO Audit Report

1. On-Page SEO Recommendations

- **Optimize Meta Titles and Descriptions:** Make sure every page has a unique meta title and description that includes target keywords like 'cbd', 'cannabinoids', 'hemp', 'cbg', and 'cannabigerol'.
- **Use Header Tags:** Organize content using header tags (H1, H2, H3, etc.) to make it easier for search engines to understand the structure of your pages.
- **Optimize Images:** Use descriptive file names and alt tags for images. Compress them to improve page load times.

2. Off-Page SEO Suggestions

- **Build High-Quality Backlinks:** Focus on acquiring backlinks from reputable websites in the CBD and hemp industry.
- **Social Media Engagement:** Regularly post updates on social media platforms and engage with followers to improve online presence and brand awareness.

3. Technical SEO Advice

- **Mobile Optimization:** Ensure the website is mobile-friendly to cater to a growing number of mobile users.
- **Page Speed:** Optimize website speed by compressing images, leveraging browser caching, and improving server response times.
- **SSL Certificate:** If not already in place, install an SSL certificate to make the website more secure and trustworthy.

4. Content-Related Tips

- Keyword Optimization: Integrate target keywords naturally within the content. Avoid keyword stuffing.
- Create High-Quality Content: Publish informative, unique, and valuable content to attract and retain visitors.
- Regular Updates: Keep the website updated with fresh content to encourage repeat visits and improve search engine rankings.