SEO AUDIT FOR NCA

By: Arit Akpan

AUDIT OBJECTIVE

To ensure website findability on search engines.

BUSINESS GOALS

Gain leads from Google, Bing, Yahoo
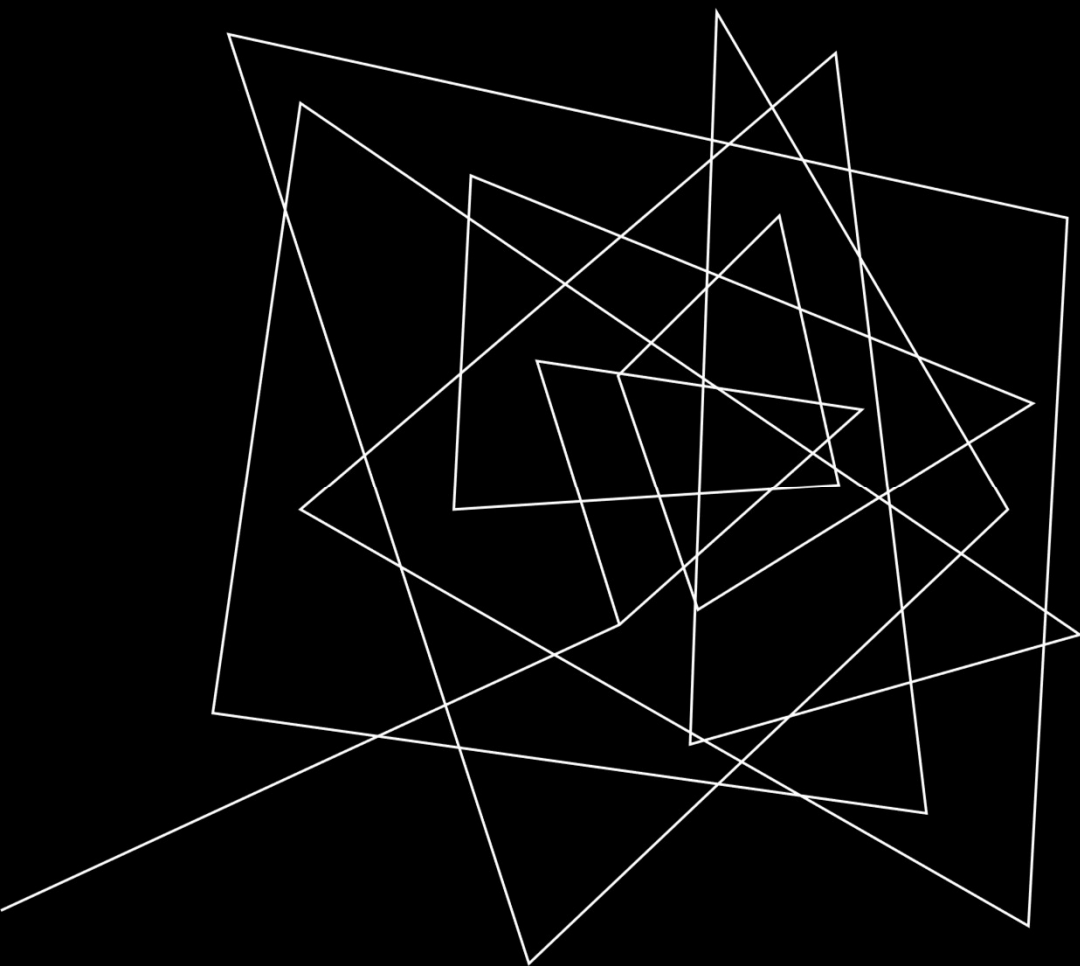
DOMAIN INFORMATION

Domain: https://www.ncawinnipeg.ca/

Http Status: 200 OK

Created: 2022-11-26

TECHNICAL REVIEW

TECHNICAL REVIEW

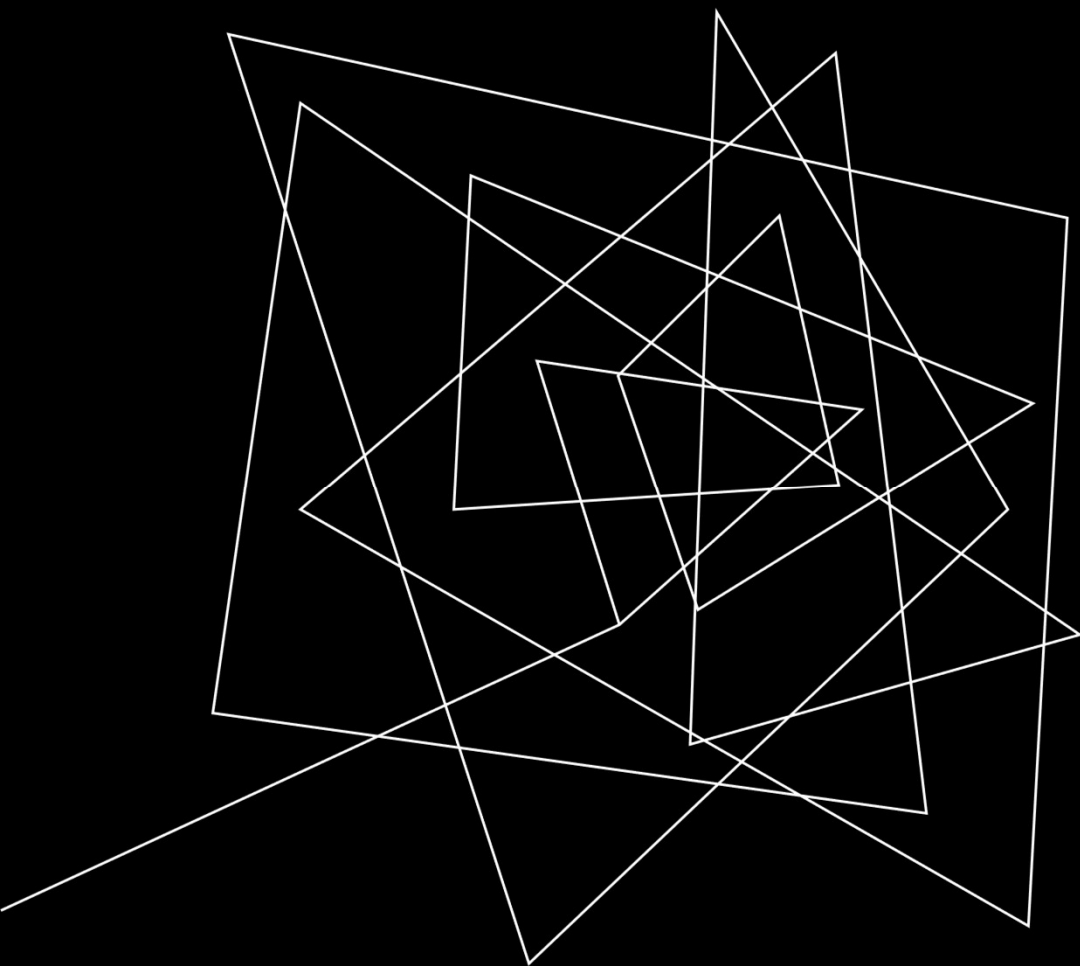| FEATURES	STATUS
Spidering/Crawling	OK
Information Hierarchy	OK
Logical Structure: Logical	OK
Organization of website and content	Pages need to be organized using header tags
URL Canonicalization	Self referencing OK
XML Sitemap	Verification Required
Robot.txt	Access Required
Core Web Vitals	Desktop Performance: Ok Mobile Performance: Poor

ON-PAGE CONTENT REVIEW

ON-PAGE CONTENT REVIEW

FEATURES	STATUS	RECOMMENDATION
Page Titles	Too short	Page titles should be between 30 – 60 characters including spaces.
Page Headings(H1)	Missing on all pages	Every page must have 1 page heading describing the main title and purpose of the page taking keywords into consideration.
Page Subheadings (H2-H6)	No logical structure	Subheadings must be used in a logical format with H2 being more important than H6.
Meta Descriptions	Missing on 5 page Failed requirement on others	Should summarize your webpage content and should be at most 120 characters including spacing.
Images	Over 100KB and missing alt text	Use meaningful names for images Reduce image file size without losing quality Use Alt text to describe an image Use image title and caption

ON-PAGE CONTENT REVIEW

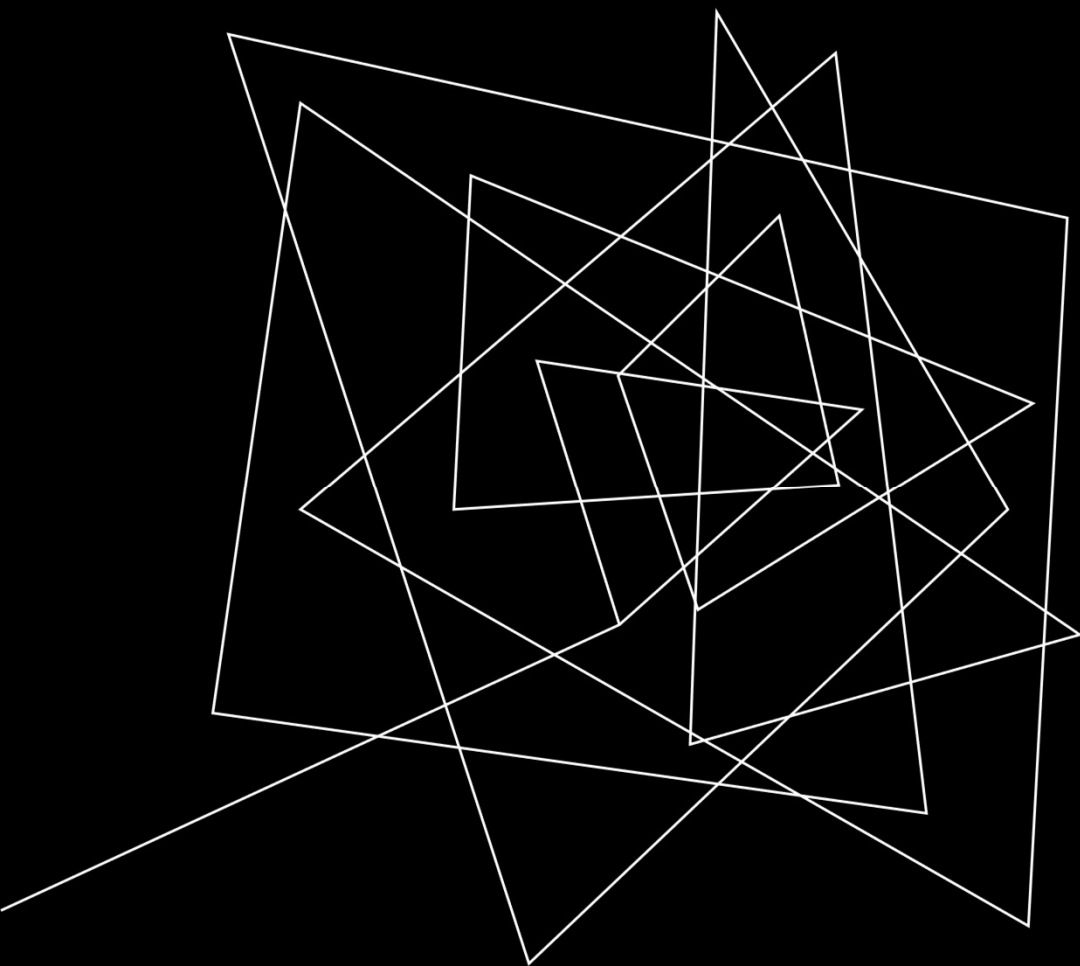| FEATURES	STATUS	RECOMMENDATION
Content	Low Content on pages	Improve content on all pages. 200 words is a good start.
URL	Wrong format	Use a hyphen to separate each word after the forward slash so that it is understandable
Keywords	Lacking	Use Keywords that are related to the website so that visitors can find it.

OFF-PAGE CONTENT REVIEW

OFF-PAGE CONTENT REVIEW

This website is still new so there is not enough data
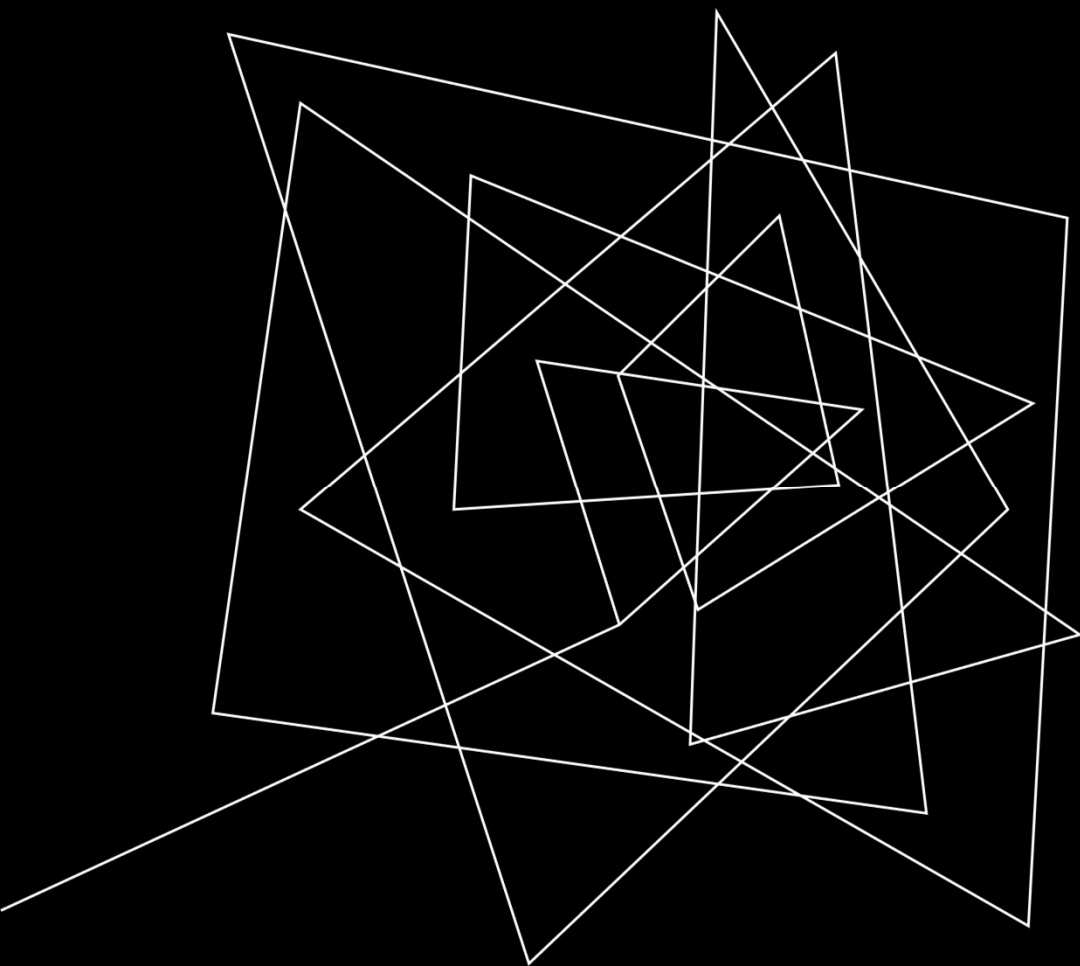
for this review currently.

SUMMARY

SUMMARY

The NCA website is a secure site, and it is hierarchically structured which means it can be crawled (read) by search engine bots. However, more users are required to build data for other analysis.

SEO optimization is a continuous process. The recommendations listed above can potentially enhance findability and improve the click-through-rate (CTR) of website visitors.

FUTURE
OPTIMIZATION
RECOMMENDATIONS

FUTURE OPTIMIZATION RECOMMENDATIONS

- SETUP WEBSITE FOR DATA TRACKING ON GOOGLE ANALYTICS

- IMPROVE WEBSITE RANKING FOR KEYWORDS

- IMPROVE CORE WEB VITALS

- IMPROVE DOMAIN TRUST

- IMPROVE BACKLINKS TO THE WEBSITE

THANK YOU

Arit Akpan

Adidi.Akpan@gmail.com

www.linkedin.com/in/arit-akpan