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Technical SEO Audit
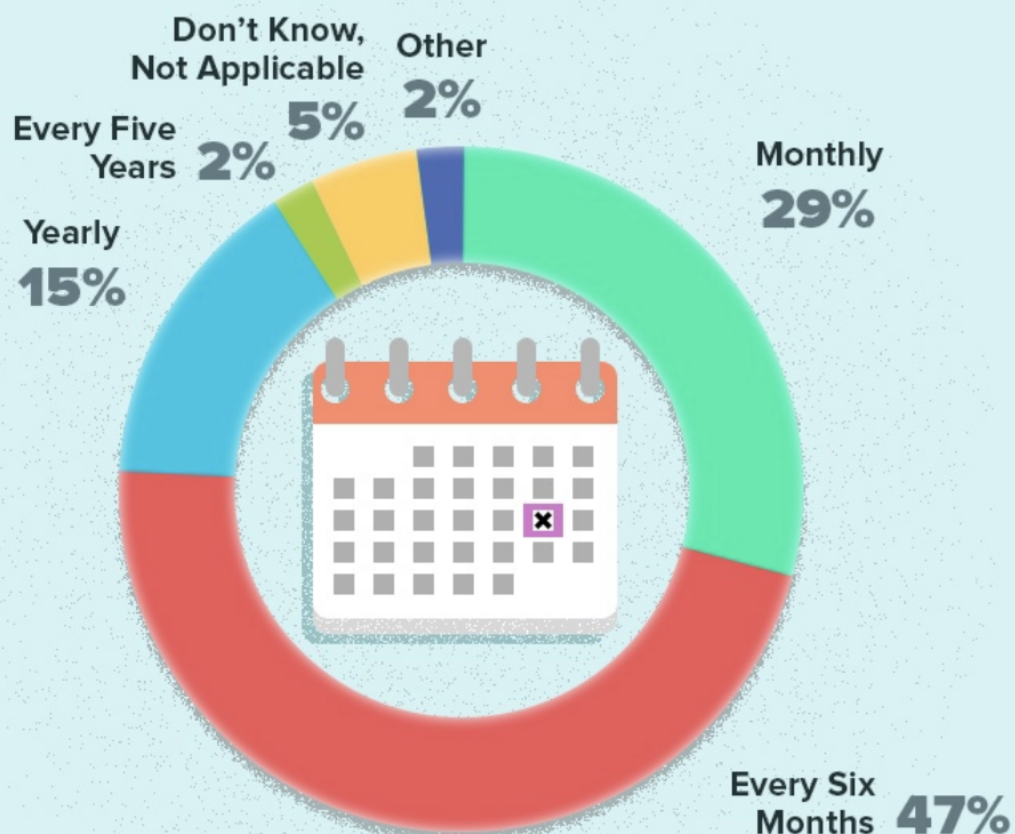
What is an SEO Audit?

Search engines (Google, Bing, Yahoo) have algorithms that crawl through your website and compare your website to different ranking factors denoting usability and relevance.

There are three key factors to look at during an SEO audit:

- Back-end factors such as hosting and indexing
- Front-end factors such as content, keywords, and metadata
- Link quality and outside references

How Often Should Businesses Perform A Full SEO Audit?

"Six months" is the most popular frequency for performing an SEO audit, though a surprisingly large number of respondents (29%) say they perform an audit every month.

Don't Know, Not Applicable **5%**

Other **2%**

Every Five Years **2%**

Yearly **15%**

Monthly **29%**

Every Six Months **47%**

Crawling the website

I used Screaming Frog crawler for identifying problems with your website, such as duplicate content, low word count, unlinked pagination pages, and excess redirects.

Wordcount
There is no written evidence that google will rank your page better if you have more content, but my experience on this is that you should check all pages below 200 word count and if you can, add some more content. There are 12 such pages on your site:

	Address	Word Co...▲
1	https://www.leejrowland.com/cart	10
2	https://www.leejrowland.com/contact	36
3	https://www.leejrowland.com/making-it-real	74
4	https://www.leejrowland.com/flow-side-tables	100
5	https://www.leejrowland.com/mariana	102
6	https://www.leejrowland.com/holey-table-4	102
7	https://www.leejrowland.com/	126
8	https://www.leejrowland.com/waketable	153
9	https://www.leejrowland.com/watch-tables	157
10	https://www.leejrowland.com/fire-table	171
11	https://www.leejrowland.com/ripple-table	188
12	https://www.leejrowland.com/lofted-console-table	191

Sitemap

The sitemap tells the search engines about your site structure and lets them discover fresh content. As you didn't have a Search Console account, obviously there is no submitted sitemap. Squarespace creates one automatically on https://www.leejrowland.com/sitemap.xml, I suggest you should submit it through Search Console, and then check back later if is accurate.

Crawl Budget

The crawl budget will show which pages Google is crawling and how frequently it crawls your site, although it worth noting that generally smaller websites with less than 1000 pages not the amount of crawls matters but the direction in which way is changing, so it worth keeping an eye on it.

From the report on Search Console I can see that on average, Google crawls 33 pages per day. From this we can figure out that your **monthly crawl budget is 990 units**.

I created a property on Google Search Console, you can log in here:

https://search.google.com/search-console

Indexed pages

There are 19 indexed pages, that means Google bots have discovered these despite there was no submitted sitemap. You should go through this list and see if you are happy with it, if not you can add more pages through your Sitemap or remove.

URL	Last crawled
https://www.leejrowland.com/holey-table-1	02/10/2020
https://www.leejrowland.com/	30/09/2020
https://www.leejrowland.com/making-it-real	30/09/2020
https://www.leejrowland.com/fire-table	29/09/2020
https://www.leejrowland.com/holey-table-4	29/09/2020
https://www.leejrowland.com/ripple-table	29/09/2020
https://www.leejrowland.com/waketable	28/09/2020
https://www.leejrowland.com/12alloy	28/09/2020
https://www.leejrowland.com/lofted-console-table	28/09/2020
https://www.leejrowland.com/contact	27/09/2020
https://www.leejrowland.com/copy-of-cubic-array-table	27/09/2020
https://www.leejrowland.com/mariana	27/09/2020
https://www.leejrowland.com/watch-tables	27/09/2020
https://www.leejrowland.com/early-work	25/09/2020
https://www.leejrowland.com/mmaterias	20/09/2020
https://www.leejrowland.com/holey-table	17/09/2020
https://www.leejrowland.com/mandarin-coffee-table	10/09/2020
https://www.leejrowland.com/flow-side-tables	23/08/2020
https://www.leejrowland.com/cubic-array-table	12/07/2020

Heading tags

Non of your pages contain heading tags.

In order to achieve best ranking in search results, you must identify the most important topics from each of your pages and insert those topics between <h1>...</h1> tags.

Meta Description

The meta description tag is missing from all of your pages. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

Keywords

Every page on your site should have a focus keyword that is included in the first 100 words.

Search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor. It can be useful to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

Queries

Query	Clicks	Impressions	CTR	Position
lee rowland	1	15	6.67%	2.6
j rowland	0	4	0%	2.75
rowland engineering	0	3	0%	9.33
roland furniture	0	1	0%	10
ripple table	0	5	0%	10.2
rowlands furniture	0	2	0%	20
poker table dining table	0	1	0%	24
dining table poker table	0	1	0%	27
rowland	0	27	0%	27.7
lee rowlands	0	1	0%	28
table in mandarin	0	1	0%	28
poker dining table uk	0	2	0%	29
poker table kitchen table	0	1	0%	29
roland rowland	0	1	0%	29
rowland design	0	2	0%	29.5

- engineering - 4 times

- materials - 4 times

- contact - 4 times

- menu - 4 times

- rowland - 3 times

The Keyword Cloud is a visual representation of frequently used keywords on your website. Higher density keywords are presented in larger fonts.

absolute accessories adjusted best board breed british brown captured choice client close commission contact content creative creators design designed early elements engineered engineering exquisitely exterior finest furniture highest honest huge info interior jeff leejrowland luxury making materials media menu methods midlands modified motor open opportunity perfectly photography possible preference processing produced production products quality range real render represent residencies ripple rowland scout skip spectacular style suit super table tables thanks timeless vessel work worlds yacht

HTML Page Size

The size of your webpage's HTML is 39.09 Kb, and is greater than the average size of 33 Kb. This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

Site Speed

Your customers don't want to wait around. The longer your page takes to load, the higher the chance your customer will bounce. That's why Google bots are going to take into account site speed when assessing your rank.

When I initiated the crawling many pages were unavailable or too slow at 2:30pm on 1st October 2020. If is happening too often, you should ask for a resolution (money back) or think about moving to other provider as you don't have much control over the servers.

I used Google Page Insight to perform a report, which provides you with your speed and optimization rating for both mobile and desktop.

The Desktop version of your site is in a "Needs improvement" category, it has a ranking of 77 of 100, while the Mobile version is not that great at all, it has only

31/100 (Poor category) Unfortunately Google uses the Mobile version to determine the ranking.

MOBILE

Opportunities — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	1.95 s ⌄
▲ Remove unused JavaScript	1.73 s ⌄
▲ Eliminate render-blocking resources	1.05 s ⌄
▲ Reduce initial server response time	0.69 s ⌄
■ Efficiently encode images	0.45 s ⌄
■ Properly size images	0.3 s ⌄
■ Remove unused CSS	0.3 s ⌄

DESKTOP

Opportunities — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
■ Serve images in next-gen formats	0.32 s ⌄
■ Remove unused JavaScript	0.27 s ⌄
■ Eliminate render-blocking resources	0.26 s ⌄

Inline CSS, email plaintext

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

I've found 3 email addresses in your page code. I advise you to protect email links in a way that hides them from the spam harvesters, the best practice is to create forms instead.

Analytics and Site Metrics

The site wasn't properly tagged by Google Analytics, which we fixed on 23 September. Unfortunately traffic between December 2019 and September 2020 hasn't been tracked.

Bounce rate

You want your bounce rate to be low for it to impact your ranking positively. A high bounce rate means that people aren't finding what they are looking for on your site. Since we fixed tracking, there is 70% bounce rate, which is too high. It could be a measurement issue, affected by Referral Spam, in this case there should be implemented some kind of filtering method to eliminate it. A bounce rate in the range of 26 to 40 percent is excellent, 41 to 55 percent is roughly average.

Backlinks & MozBar

When doing a Backlink Audit, having a tool like MozBar helps you quickly take the temperature of your site's relationship with search engines.

MozBar shows link metrics for pages and domains, displaying the Domain Authority, Page Authority and number of backlinks for sites.

At the time of this SEO Audit, leejrowland.com has:

- Page Authority: 33
- Domain Authority: 26
- 215 Linking Domains
- 584 Inbound Links

When all issues are fixed highlighted on this SEO Audit, the next step could be to create a thorough Backlink Audit, these are helpful because:

- You can assess your current link profile and see how it is affecting your site.
- You can identify areas where you can focus on getting more high-value links.

- You can assess your competitors' number of backlinks and work to outperform them.

Social Media

Social media is a conduit for consistent backlinks and engagement. You can use it to support your SEO efforts, it helps with:

- Increasing the number of your backlinks. Those who discover your content on social media might be more likely to link to it.

- Increasing brand awareness, which can help with search queries including your brand's name.

I have performed a query on the Facebook Sharing Debugger tool to see what your web content looks like when shared on Facebook. There were 57 shares, likes or comments recorded regarding your website homepage. There are some warnings that should be fixed:

- The 'og:image' property should be explicitly provided, even if a value can be inferred from other tags.

- The following required properties are missing: og:url, og:type, og:title, og:description, fb:app_id.

Conclusion

Search engine optimisers debate the many different tools you could use to conduct an SEO audit. But there's one thing they all agree on: you need to audit your SEO performance to keep up. Search engine algorithms, best practices, market trends, and competitors are always on the move.

This SEO audit helps you make those adjustments in between major SEO audits so that you can pivot your strategy quickly and address issues:

- Use Screaming Frog SEO Spider Tool to begin your audit with a crawl.

- Eliminate duplicate content with Copyscape.

- Make sure your website doesn't have duplicate versions, search your own site to see what results appear, and conduct on-page SEO checks.

- Monitor your site analytics through Google Analytics or download the MozBar for quick access to metrics.

- Check your off-site SEO, scout the competition, and make sure you're engaging social media platforms.

If you don't have the resources to take care of your digital channel's SEO, consider outsourcing it, among others, myself I am a digital marketing specialist with strong focus on Technical aspects of marketing.

I'm planning to introduce a package of services intended for small businesses where I take complete charge of all aspects of managing the website and the associated social media sites for a flat annual fee (with optional monthly payments).

For details and pricing please get in touch through phone: 074786 59955 or email a.vargyas@gmail.com.