SEO Audit Reportdelight.dreamhosters.com

short line

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# Introduction

1. Technical quality of the pages
2. Structure of the site
3. Mobile optimization
4. Content and keywords
5. User Experience
6. Social networks

Consultant's note: The audited site is young and has few incoming links, so the audit excludes analysis of the volume of visits, the profile of incoming links and the authority of the domain.

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# Technical quality of the pages *(at least 6 recommendations)*

* <title> tag

**Issue** 1 : The **<title> tag i**s absent on two pages (unavoidable.htm and amazing.htm).  On top of this, the <title> is identical on all other pages.

**Solution** : Add a <title> tag on each page and customize it for each page.

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| **Why it's important**  The content of the <title> tag is a very strong signal of a page’s topic for search engines. It is therefore necessary that this title clearly describes the content of the page, and in particular that it contains the keyword targeted by the page.  In addition, the <title> is the title displayed in search engine results, so it must be compelling and make users want to click. |

* <meta name=”description” content=” “> tag

**Issue** **2** : **Meta Description tag** is absent.

**Solution** : Add Meta Description tags which should intelligently employ the keywords that page is targeting, but also create a compelling description that a searcher will want to click. My recommendation is to include the tag below:

**<head>**

**<met name= “description” content=”From freshly baked cupcakes and macaroons, to unavoidable pastry , the eclair, delight bakery featuring the essential sweet delicacies of french culture.”>**

**</head>**

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| **Why it's important**  Meta tag is a type of tag that provides web browsers and search engines with technical information on a web page, such as description, keywords, document encoding, bot indexing rules and so on. The Meta Description is of equal importance to the title tag. |

* rel=”canonical” tag

**Issue 3 :** No **Canonical Tag** found.

**Solution** : By implementing the canonical tag in the code, the website tells search engines that this URL is the main page and that the engines shouldn’t index other pages. My recommendation is to use the following syntax to add a canonical tag:

**<link rel=”canonical” href=”**[**https://delight.dreamhosters.com/index.htm**](https://delight.dreamhosters.com/index.htm)**”> />**

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| **Why it's important**  Canonical tags are a powerful way of avoiding duplicate content; when similar content exists on more than one URL, a canonical indicates which is the more important URL so that Google knows which one to index. |

* image alt text tag

**Issue 4 : Alternative Text Tag** is absent for images.

**Solution** : Add proper alt text to images, such as the one below, so that search engines know how to interpret them.

**<img src=”**[**https://delight.dreamhosters.com/cream.jpg**](https://delight.dreamhosters.com/cream.jpg)**” alt=”cream” />**

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| **Why it's important**   1. Accessibility: Alt text is a tenet of **accessible web design**. This text helps screen-reading tools describe images to visually impaired readers and allows search engines to better crawl and rank your websites. 2. Image SEO: Using alt text on your images can make for a better user experience, but it may also help earn you both explicit and implicit SEO benefits. |

* <meta name=”robots” content=”noindex, nofollow”>

**Issue 5 :** The “Unavoidable” and “Amazing” pages are low-quality pages which hold little information and duplicate content.

**Solution** : Use **Robots Meta Tag** to the above pages to prevent crawling and indexing from happening. My recommendation is to use the following syntax for your robots meta tag:

**<meta name="unavoidable" content="noindex, nofollow" />**

**<meta name="amazing" content="noindex, nofollow" />**

Place the robots meta tag in the <head> section of your webpage.

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| **Why it's important**  **Meta robots tag** is a tag that tells search engines what to follow and what not to follow.  It is a piece of **code** in the **<head> s**ection of your webpage. It's a simple **code** that gives you the power to decide about what pages you want to hide from search engine crawlers and what pages you want them to index and look at.  Another function of the meta robots tag is that it tells search engine crawlers what links to follow and what links to stop with. |

* sitemap.xml

**Issue 6 :** No **sitemap.xml** found

**Solution** : Create a XML sitemap and add this to your website

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| **Why it's important**  Sitemaps are extremely useful for when you first create a new website because most new websites don't have any backlinks. This makes it harder for search engines to discover all of their content. |

# Structure of the site *(at least 2 recommendations)*

* <header> tags

**Issue** 1 : Header is created using a non-standard method.

**Solution** : Create header using **<header> </header>** tag, and include **keywords** in your header tags. Use Headers to Provide Structure and to break up text.

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| **Why it's important**  Header tags are necessary for both usability, and SEO of your web page. Search engines primarily take keywords from content, heading tags, and titles to develop the context of a web page.  Header tags also define which parts of your content are important, and show how they're interconnected. |

* Site id

**Issue** 2 : **Site ID** is absent

**Solution** : Create a Site ID (a.k.a. logo). Your logo should be obvious, and not surrounded by clutter.

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| **Why it's important**  One of the first things visitors see when they land on a page is the Site ID (a.k.a. logo). It also helps if your logo (or accompanying tagline) provides some association with what the visitor needs. |

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# Mobile optimization *(at least 1 recommendation)*

* < Meta Name = "Viewport"

**Issue** : **Responsive Design Meta Tag** also called “Viewport Meta Element” is absent.

**Solution** : Add Viewport Meta tag in the HEAD section of the site. My recommendation is to use the following syntax to add a responsive design meta tag:

**<meta name="viewport" content="width=device-width, initial-scale=1.0">**

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| **Why it's important**  Viewport meta tags allow web designers to configure how a page scales and displays on any device. By using the viewport meta tag we can control layout for web pages on mobile browsers.  There’s one exception to the viewport meta tag rule: don’t use it if your website pages are not responsive, as it will make the user experience worse. |

# Content and keywords *(at least 1 recommendation)*

* content optimization

**Issue** : Repetition of certain words and phrases. No relevance and authority of the pages found.

**Solution** : Use **Content Optimization Tools.** Take the help of these tools to keep the content focused on a single need and use links to direct the visitor to more information as needed.

* **SEMrush Writing Assistant:**

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| **Why it's important**  This tool scans all the top-ranking pages for your target keyword, and recommend changes like:   * Number of words * Words to include * Semantically related words * Where to get[**backlinks**](https://www.shoutmeloud.com/backlink.html)from * Average readability score |

* **SurferSEO**

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| **Why it's important**  It scans, and compares the page load time of all pages, and recommends the idle page load time. This tool also focuses on data-drive, and does the heavy lifting of analyzing your content and target keyword to recommend the on-page SEO changes. |

# User Experience *(at least 1 recommendation)*

* Site speed

**Issue** : Images are taking a long time to load fully.

**Solution** : Reduce image size significantly without losing quality. My recommendation is to use an Image Compress tool for reducing the file size of an image document.

* **IMAGE COMPRESSOR**

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| **Why it's important**  Photo Compressor is the technical process of reducing the file size of an image document [without compromising on its quality]. This makes the digital photo to retain its looks and physical characteristics, but with a much smaller size so that it fills less space and becomes acceptable when uploading on relevant sites. |

# Social networks *(at least 1 recommendation)*

# Social media sites and links

**Issue** : No **Social media sites and links** found

**Solution** : Add social media icons on your WordPress menu. The social media activities can boost your website’s organic traffic through search engines.

My recommendation is after adding social media icons, add **Open Graph Meta Tags** which promotes integration between Facebook, LinkedIn, Google, and your website. Here is a sample of how Open Graph tags look like in standard HTML:

**<meta property="og:type" content="article" />**

**<meta property="og:title" content="TITLE OF YOUR POST OR PAGE" />**

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| **Why it's important**   * The biggest advantage of adding social media icons using **WordPress** menus is that you have the ability to change the order they appear in with a simple drag and drop interface. * Social Media Content Gets Indexed * Social Media Helps Build Authority * Social Media Involves Real People |