



- for <http://stanislavskimusic.com/> -

Acknowledgements

This SEO plan report is **NOT** automatically generated – this document was manually created by myself based on my professional expertise gathered throughout the years while analyzing all aspects of websites, and is tailored specifically for your website based on the problems I’ve found while analyzing it.

The current document will help you direct your SEO efforts in order to achieve higher rankings on Google, even a #1 page listing if you take SEO seriously and dedicate your time into properly implementing my advice. But if you treat SEO as a one-time job, you won’t see much improvement in your rankings as this is a full-time job, and can take between 1 to 3 months to secure an established Google position.

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1. Overview

Based on my analysis, your website has scored¹ **24%** in terms of overall search engine optimization rate, which is a very low score and clearly denotes that not enough effort has been put into optimizing it. Also, your domain doesn't have a proper Domain Authority (DA) score, which indicates that your site will become stagnant due to all the problems mentioned in this report that prevent it from being ranked.

So, in order to get a good ranking on Google, your optimization score must be at least 75%, and therefore the purpose of this report is to help you increase this score by directing your SEO efforts in the following areas:

1. *On-site optimization* – this includes all on-page factors and some off-page ones, ranging from domain issues to page-related aspects such as internal linking problems, keyword usage & content optimization;
2. *Off-site optimization* – this includes the rest of the off-page factors, namely activities performed outside of your website related to backlinks profile issues and social media presence.

As you will see next, you have plenty problems in both areas, and if you can't fix all of them then at least try fixing as many as possible, although I always recommend addressing all of them to be a few steps ahead of your competition.

Think about it this way: if you don't fix some of these problems but your competitors don't have them, you won't have a chance to outrank them, hence your rankings will be lower than theirs, and the whole idea of SEO is to optimize your site as much as possible to outrank your competition, because that's the best way to achieve high rankings.

¹ This score has been calculated based on several factors, including but not limited to keyword optimization rate for your chosen keywords in comparison to your keywords' competition, internal page problems, backlinks & social media efforts, blogging frequency, design usability and more.

2. On-site Optimization

Your website has a **secure HTTPS protocol** implemented but it is not enabled by default, so I strongly recommend making all your pages use HTTPS by default, because this is critical for two reasons: (a) it increases your website's credibility making your visitors trust it more, and (b) Google gives ranking preference to secure websites.

I've seen that your website is accessible with both "*www*" and without it, which will only bring you trouble because search engines will index both versions thus potentially creating duplicate content in their search results, and duplicate content is always bad for SEO. Besides that, having both "*www*" and non-"*www*" versions will make it near to impossible to properly build backlinks, because some of your backlinks will point to the "*www*", whereas others will not, splitting your entire backlinks into two and therefore getting half the power you would get otherwise. However, this can easily be fixed by simply editing a file on your server, namely the ".htaccess" file, as follows:

- if you want to keep the "*www*", paste this code into that file:

```
RewriteCond %{HTTP_HOST} !^$
RewriteCond %{HTTP_HOST} !^www\. [NC]
RewriteCond %{HTTPS}s ^on(s)$
RewriteRule ^ http%1://www.%{HTTP_HOST}%{REQUEST_URI} [R=301,L]
```

- if you don't want the "*www*" part, paste this code instead:

```
RewriteEngine on
RewriteCond %{HTTP_HOST} ^www\.
RewriteCond %{HTTPS}s ^on(s)$
RewriteCond http%1://%{HTTP_HOST} ^(https?://)(www\.)?(.*?)$
RewriteRule ^ %1%3%{REQUEST_URI} [R=301,L]
```

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I couldn't find a publicly accessible **sitemap** link within your website, and this can affect the way search engines find your website's pages. Sitemaps are usually XML files that describe the structure of your website's pages, and not having one can result in pages never being shown on search engines. Besides the regular XML sitemap file, it's also recommended to create a special page on your website with a human-readable sitemap that shows the hierarchy of your pages and allows discovering more areas of your website.

Many of your images have **empty or missing descriptions** (*HTML 'ALT' attributes*) that don't properly describe them. Many designers often overlook this issue, and they lose SEO power because of that. Every image should have a description that describes it, and it should also be optimized for the keywords of its corresponding page.

The average ratio of visible text/HTML for your pages is **below 30%** and should be at least 30%. This usually happens in two cases: (a) when a website doesn't have enough text content, which can affect your SEO for having shallow content, or (b) when your HTML code has too much JavaScript or CSS blocks, which should always be stored in separate files and linked into the HTML code.

After analyzing the links of your pages, I've found out that you have **0% no-follow links**, which means none! No-follow links are hyperlinks in HTML code that must be marked with a *rel="nofollow"* attribute, and basically instructs search engines not to visit them, so you should use them whenever you create a link to another website that is not very trusted or important, or websites that are very popular and which don't need your help. Therefore, remember this: having too few or 0 no-follow links can affect your website's authority/reputation because it makes it vulnerable to spam attacks, while having too many no-follow links will prevent your site from being properly indexed and ranked.

Now, in terms of **keyword optimization** for the keywords you have chosen to analyze, compared to the competitors for these keywords your overall optimization rate is 29%, and below I have created a plan on how to properly use them to increase your content optimization rate based on how your competitors use the same keywords, while also avoiding keyword overuse issues (*however, keep in mind that you don't have to use all these keywords on every page of your site – ideally, each page should have its own topic and a corresponding keyword that it focuses on*):

The keyword "**drum teacher melbourne**" must be used as follows:

- max once in the Title tags of your pages
- max once in your pages' META description field
- max once in your H1 headings
- max once in your H2-H6 headings
- max once in bold text
- max once in italicized text
- max once in your links' text
- max once in your images' ALT attribute/descriptions

The keyword "**free drum lesson**" must be used as follows:

- max once in the Title tags of your pages
- max 2 times in your pages' META description field
- max once in your H1 headings
- max once in your H2-H6 headings

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- max once in bold text
- max once in italicized text
- max once in your links' text
- max once in your images' ALT attribute/descriptions

The keyword "**stanislavski music**" must be used as follows:

- max once in the Title tags of your pages
- max once in your pages' META description field
- max once in your H1 headings
- max 15 times in your H2-H6 headings
- max once in bold text
- max once in italicized text
- max 19 times in your links' text
- max 7 times in your images' ALT attribute/descriptions

Your pages have **CSS & HTML validation errors**, which means that your website will not display the same way for everyone, and for some it will not even function correctly. Therefore, invalid HTML/CSS code can lead to poor site usability, and it can also affect the way search engines crawl your pages for indexing, leading to unwanted texts being displayed on search results. The best way to check for these errors is to use the free W3C Validation online services, which will show you exactly what errors you have, where you have them, and what you should do about them.

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3. Off-site Optimization

I couldn't find any listings of your site on the two **major online directories**, DMOZ and BOTW. If you want to acquire new quality traffic and backlinks in an organic way, you must get your site listed on both these directories. However, it's also important that you publish your site on local directories as well if you want more targeted traffic.

I couldn't find a blog within your site, and a proper blog is a critical part of a site since it brings a lot of traffic if done properly, and also keeps your site fresh for search engines, while giving you a way of engaging with your users. So I strongly recommend putting up a blog, and make sure the blog is part of your site to get the most out of it, because if you create a free external blog you won't achieve much or anything at all.

You have **no backlinks**, so it's time to start building some quality backlinks coming from unique domains towards your site to bring in more traffic and increase your website's authority. Also, never use automated software to build backlinks, and avoid paying others to bring you backlinks if you don't trust them, because they can destroy your site completely if they bring a lot of spam or useless backlinks.

Excepting Facebook, you have a **very low average presence** on the other social media & bookmarking platforms for your website's URL, and I'm referring to the presence that was built by others via your profiles by creating posts/comments that mention your site address, Not the presence that you built yourself. It's vital for exposure and traffic to promote your website as much as possible, and on as many social media websites as possible, especially since it's free to do so and word of mouth is extremely powerful. But be aware: never use automated software and never pay untrusted people to get views/likes for you since they can destroy your site.

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4. Summary Plan

Based on my above analysis and the problems mentioned in this document, I have compiled the below summary plan for your website, which you have to follow in this order. Once again, the more problems you fix, the better your chances to reach high rankings, and if you fix all of them you will see the results of your effort quickly:

- Make the secure HTTPS protocol be enabled by default for all your pages, to improve your authority and make people trust your website more, while also taking advantage of Google's update that gives preference to secure sites
- Use either www or non-www, but not both, because using both will create duplicate entries in search engine results and will also affect your backlinks building process
- Create a publicly accessible XML sitemap file to allow search engines discover the entire structure of your website
- Increase your visible text/HTML ratio by adding more visible content and/or by removing the JavaScript/CSS code from your HTML into separate files
- Improve the content optimization rate for your chosen keywords based on the recommendations I've given you earlier in the report
- Optimize all your images for SEO by adding ALT attribute/descriptions to each one of them, and also using keywords in these descriptions for better keyword optimization
- Use some no-follow links throughout your website to avoid being attacked by spammers or getting penalized when linking to websites that have been already penalized

- Solve all your HTML/CSS code validation issues since these affect the way users see and interact with your website, leading to usability issues and preventing search engines from properly crawling your pages
- Publish your website to online directories such as DMOZ and BOTW, as well as any local directories if you need more targeted traffic
- Create an integrated blog on your website to keep it fresh, to engage with your users and also get more traffic & backlinks opportunities
- Improve your social media presence as much as possible by making people talk more about your website on other channels as well not just on Facebook, to evenly spread the word out
- Build some quality backlinks and from a large variety of domains

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