Website Optimisation Fundamentals

IT 43007FP

Smart Mental Health Journaler

Submitted by:

Damien Se Chong Han (01)

of class CC2204Q

Date of Submission: 2 March 2023

S/N	Report Content			Page(s)
1	Cover Page			1
2	Content Page			2
3	Introduction and Background			3
4	Keyword Research Conducted			4 - 5
5	**Configurations and Performance of on-site SEO**			
	5.1	Google Analytics		6
	5.2	Google Search Console		6
6	**Improvements to Content of website**			
	6.1	Optimised On-Page SEO		7
	6.2	Improve Readability of Website, Images, Proper preview content for search engine and social media.		8 - 12
	6.3	Sitemap		12
7	Configurations and Performance of off-site SEO			13 - 15
8	Configuration of Web Analytics			16 - 22
9	**Performance of Web Analytics and Web Analytic Reports**			
	Google Analytics Reports			23 - 27
10	SEO Task Checklist			28
11	Conclusion and Recommendations			29 - 31

3. Introduction

Our vision for mental health journaling is that it becomes a widely recognized and accepted tool for students dealing with mental health issues. We envision a world where mental health journaling is emphasised in schools and is a part of self-care.

We connect you with like-minded journalers. It is a great way to enhance your journaling practice and learn from others who share similar interests and experiences.

Established in 2023, we have built a strong community of successful journalers providing networking opportunities, collaboration opportunities, and the ability to share knowledge and resources.

Background

Disclaimer: Any resemblance to actual persons, living or dead, or actual events is purely coincidental.

Meet Joel, Joel had been struggling with anxiety and depression for years. Despite undergoing therapy and medication, he often felt overwhelmed. One day, a friend recommended that he start journaling about his mental health experiences. Sceptical but willing to try anything, Joel decided to give it a go.

Initially, He found it difficult to write about his feelings and experiences. He felt embarrassed and ashamed of his struggles and wasn't sure how to put them into words. However, over time, he began to open and share more about his experiences in his journal.

As Joel continued to journal, he began to feel more in control of his mental health. He was able to identify triggers and develop coping strategies to manage them. He also felt more connected to his emotions without the need of communicating to others.

Though the process of Smart Journaling, we can help others like Joel cope with their Mental Health.

4.1 Keyword Research Conducted

Company Name:	Smart Mental Health Journaler
Website:	https://dev-smart-mental-health-journaler.pantheonsite.io/
Nature of business:	Healthcare
Business Objective:	To provide a virtual platform for students with solutions to improve mental wellness though technology.
Main Target Audience:	Secondary and tertiary school students
Customers Pain Points:	Services are providing ineffective solutions dealing with mental wellness
Direct Pain Point:	Improve mental wellness
Indirect Pain Point:	Lack of user confidentiality, more human interaction required, costly, lacks realism, inconvenient.
Customers Objectives:	To pen down emotions.
Direct Objectives:	Reduces cost, increase accessibility, increase confidentiality, reduce the need for human interaction.
Indirect Objectives:	Improve mental wellness.

4.2. Head Term, Long Tail and Individual Keywords

Keywords

1. Mental Health	2. Wellbeing
3. Help	4. Assistance
5. Depression	6. Anxiety
7. Hopeless	8. Fear
9. Treatment	10. Therapy
11. Intervention	12. Care
13. Illness	14. Negative
15. Disorder	16. Self
17. Psychology	18. Health
19. Trauma	20. Awareness
21. Healthcare	22. Stress
23. Emotion	24. Services
25. Support	

Head Term Keywords

Mental Health Journal	Mental Wellness Journal

Long Tail Keywords

Smart Online Mental Health Journal	Free Journals for Mental Wellness

5. Configurations and Performance for on-site SEO

GA Analytics

With Google Analytics, website owners can gain valuable insights into how users interact with their website, such as the number of visitors.

It works by placing a tracking code on each page of a website, which collects data about user activity on that page. This data is then sent to Google Analytics servers, where it is processed and presented to the website owner in the form of reports and visualizations.
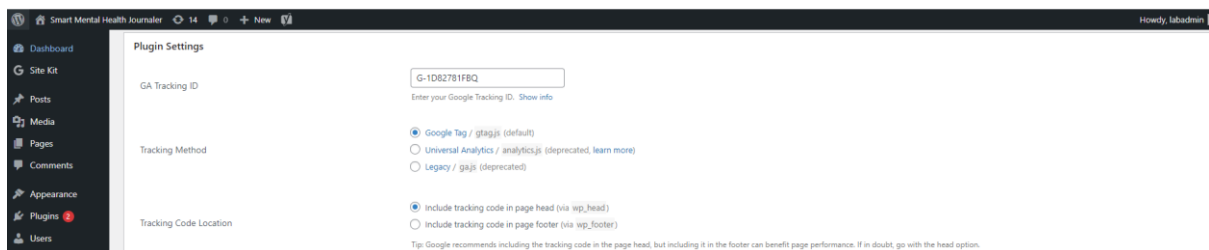
Yoast SEO

Yoast SEO provides various tools and features that help website owners improve their website's SEO and increase their visibility in search engine results pages. It has enabled me to customise the meta tag on my website to optimise better search engine results.
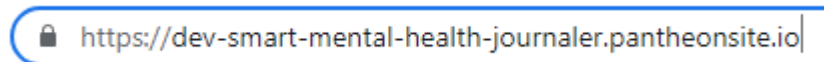
6. Improvements to Content of website

6.1. Optimised On-Page SEO

Keywords in URL	https://dev-**smart-mental-health-journaler**.pantheonsite.io/
Keywords in Meta Description	The Best Smart Journaling App for Mental Wellness. An App dedicated to your Mental Wellness. Join our Community of Successful Journalers.
Keywords in Title Tags	Mental Health Journaler
Keywords in Subheadings	The Smart Journaling App dedicated to your Mental Wellness
LSI Keywords in Content Area	**The Best** Smart Journaling **App for** Mental Wellness**.** Mental wellness **should be accessible and affordable to all students.** Your **mental health** is a priority; it is not a burden on someone else; it is something you deserve to have going well for you.
Quality & Uniqueness of Content	Personalised feedback, Smart AI, Enhanced confidentiality
Keywords in Image Title & Alt Tags	Community Teamwork
Link out to relevant sources	Our Partners from Footer section links to Singapore Mental Health Association Website, IMH Website, SOS Website and ComCare Website.
Interlink articles with relevant anchor text	Smart Technology title linked to https://www.ibm.com/sg-en/topics/natural-language-processing

6.2. Improve Readability of Website, Images, Proper preview content for search engine and social media.

6.2.1. Keywords in URL

6.2.2. Keywords in Meta Description

6.2.3. Keywords in Title Tags

6.2.4. Keywords in Subheadings

Smart Journaling for Mental Wellness

Mental Health Journaler

The Smart Journaling App dedicated to your Mental Wellness

6.2.5. LSI Keywords in Content Area

6.2.6 Quality and Uniqueness of Content

6.2.7. Keywords in Image Title and Alt Tags

6.2.8. Link out to relevant sources if possible

6.2.9. Interlink articles with relevant anchor text

6.3. Sitemap

7. Configuration and Performance for off-site SEO

Social Media: TikTok, YouTube, Twitter and Pinterest.
Designed using Canva to promote awareness of mental health issues, to reduce stigma surrounding mental illness, and to encourage individuals to accept that it is okay to feel different. In this video we feature a short snippet of different individuals feeling depressed. We highlight the importance of seeking help and to capture the emotion of the viewer to convey a message of hope and resilience.

TikTok and YouTube
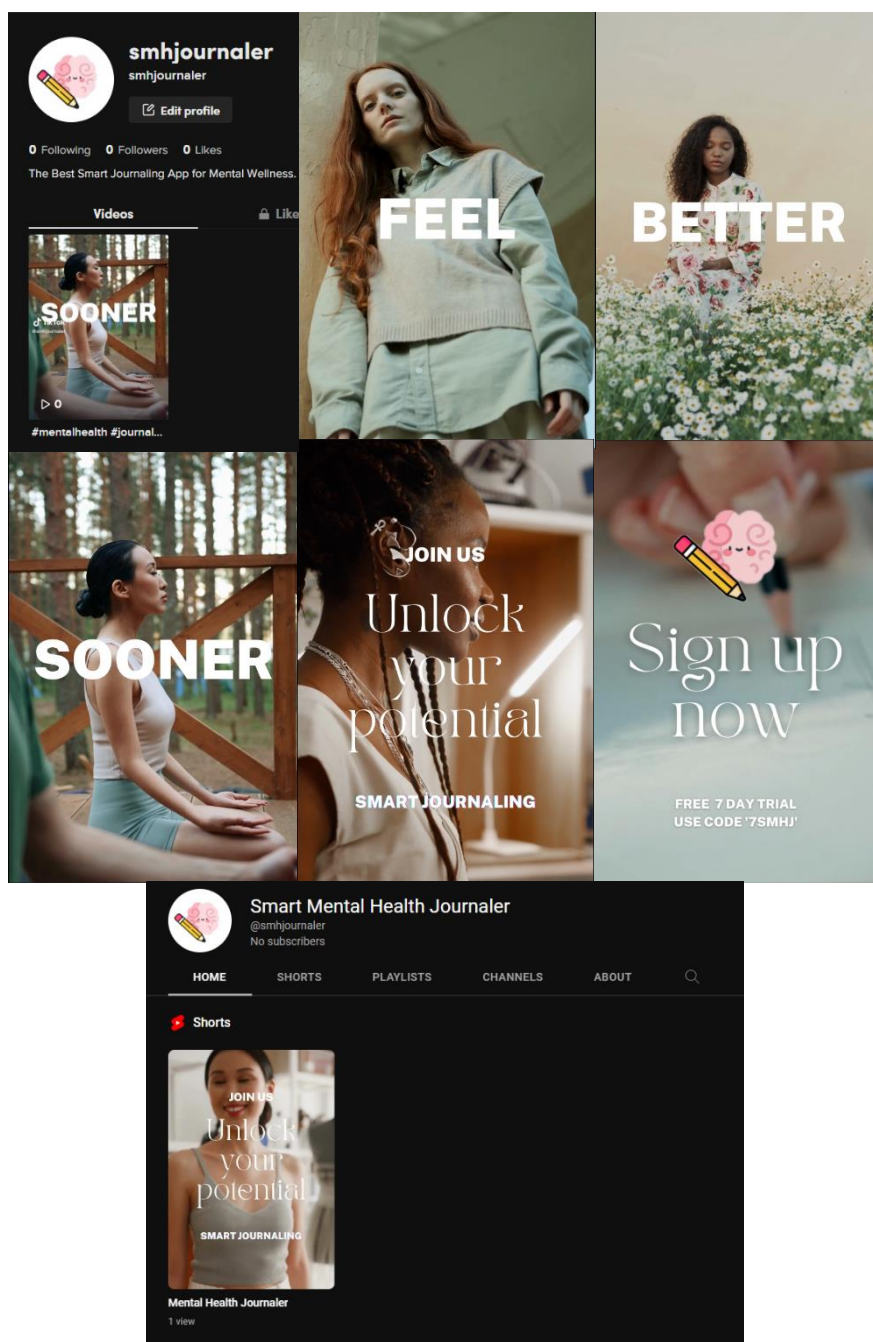
← **Smart Mental Health Journaler**
1 Tweet

Edit profile

Smart Mental Health Journaler
@smhjournal

🗓 Joined March 2023

0 Following   **0** Followers

Tweets   Tweets & replies   Media   Likes

Let's get you set up   ···

| DONE | DONE | DO |

Follow 5 accounts   Complete your profile   Follow 3 Topics   Turn o

Smart Mental Health Journaler @smhjournal · 5m   ···

Pinterest   Watch   Explore

Search for easy dinners, fashion, etc.

Log in   Sign up

Smart Mental Health Journaler

@smartmentalhealthjournaler

dev-smart-mental-health-journaler.pantheonsite.io
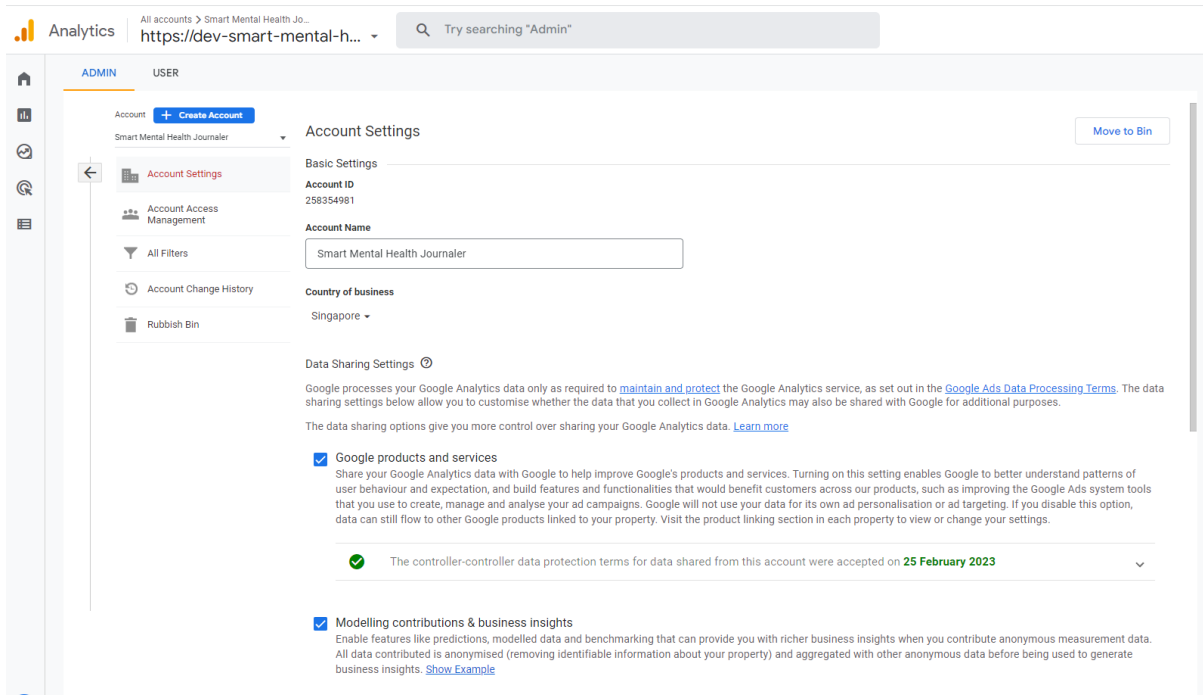· The Best Smart Journaling App for Mental Wellness

0 followers · 0 following

Follow

Created   Saved

Smart Mental Health Journal
1 Pin 4d

More ideas from Smart Mental Health Journaler
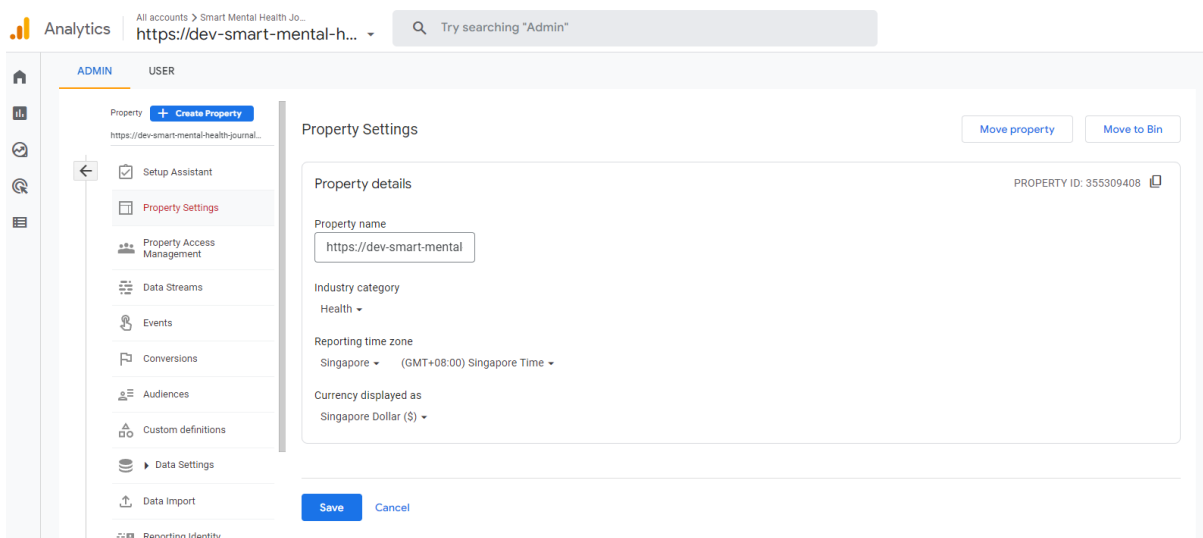
8. Configuration of Web Analytics

8.1. Google Admin Settings

8.1.1 GA Account Settings

8.1.2. GA Property Setting
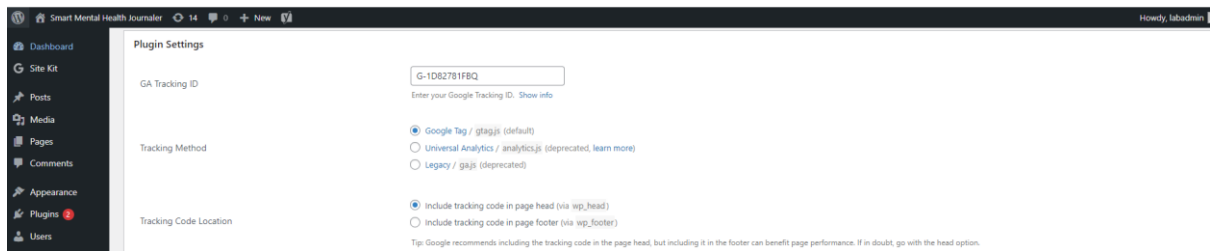
8.1.3. GA Data Stream Settings
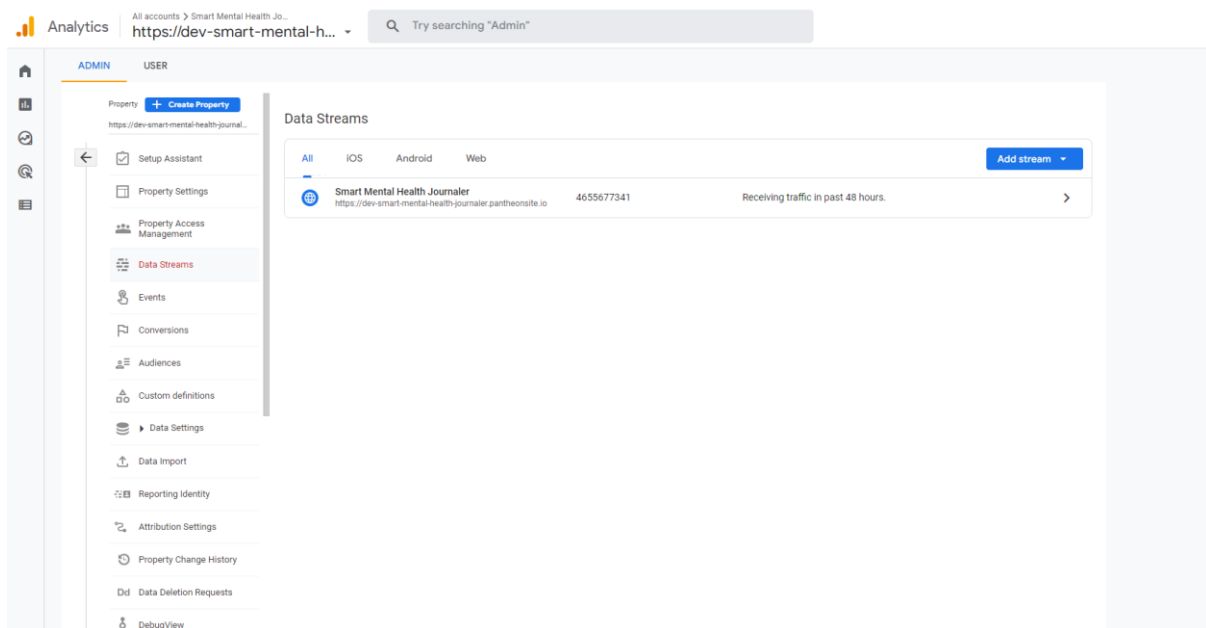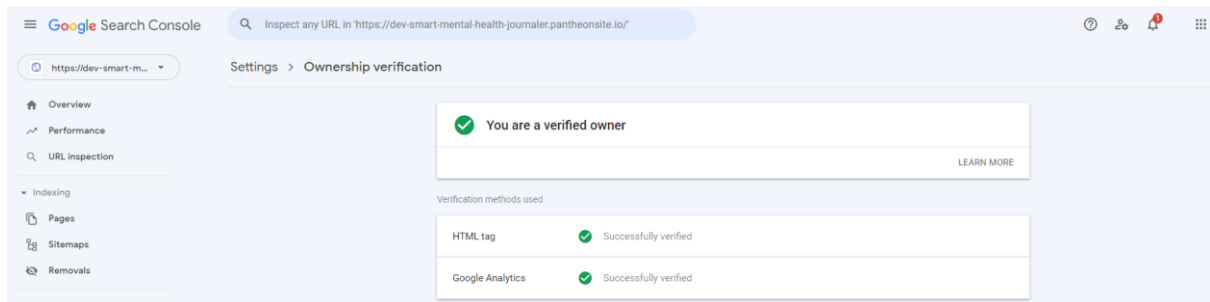

8.1.4. GA Web Stream Setting
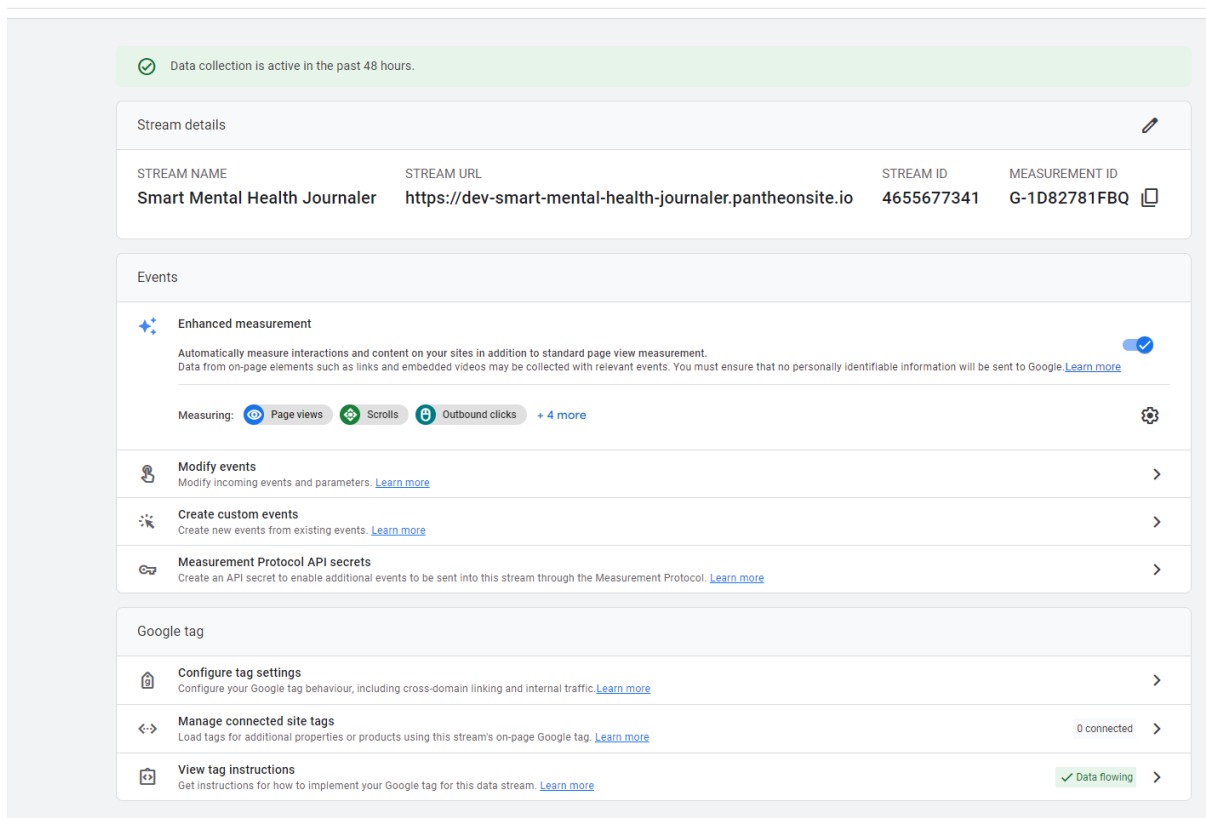
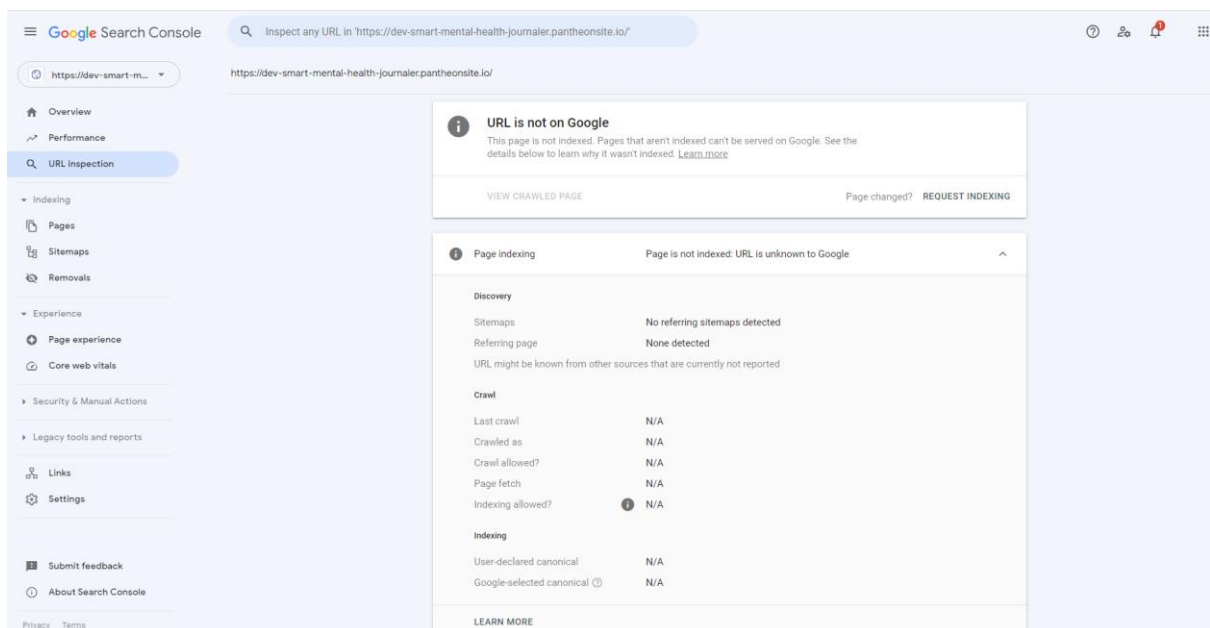## 8.2. WordPress plugin Google Analytics Plugin Setting
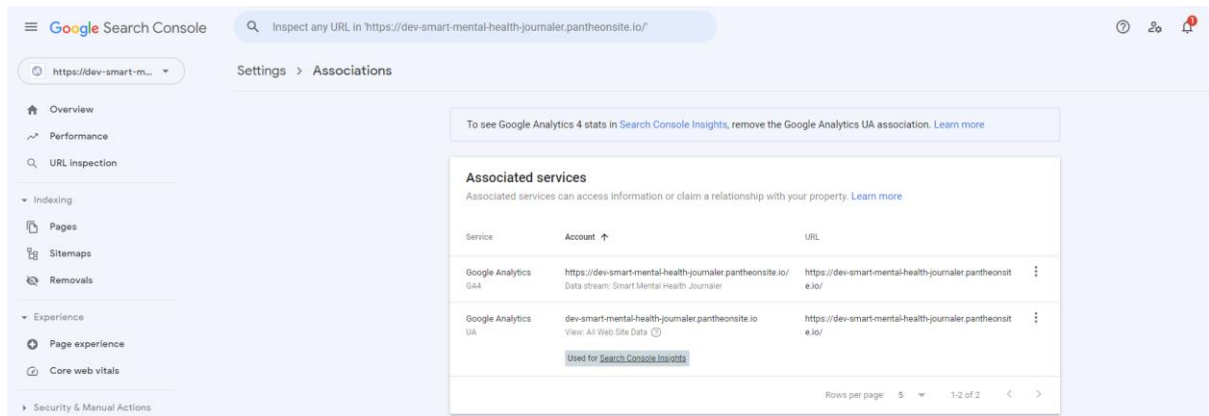

8.3. Google Search Console

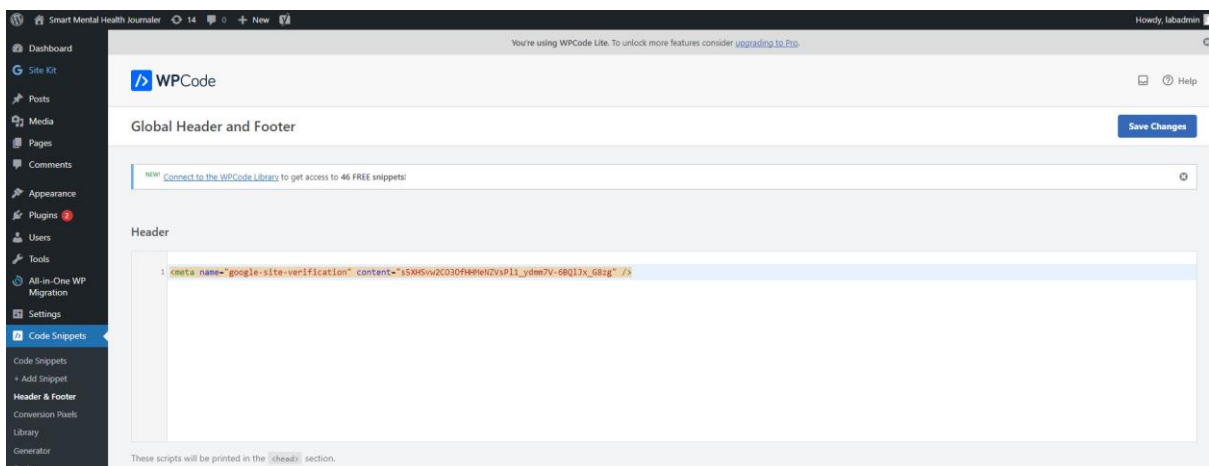### 8.3.1. Verified Ownership

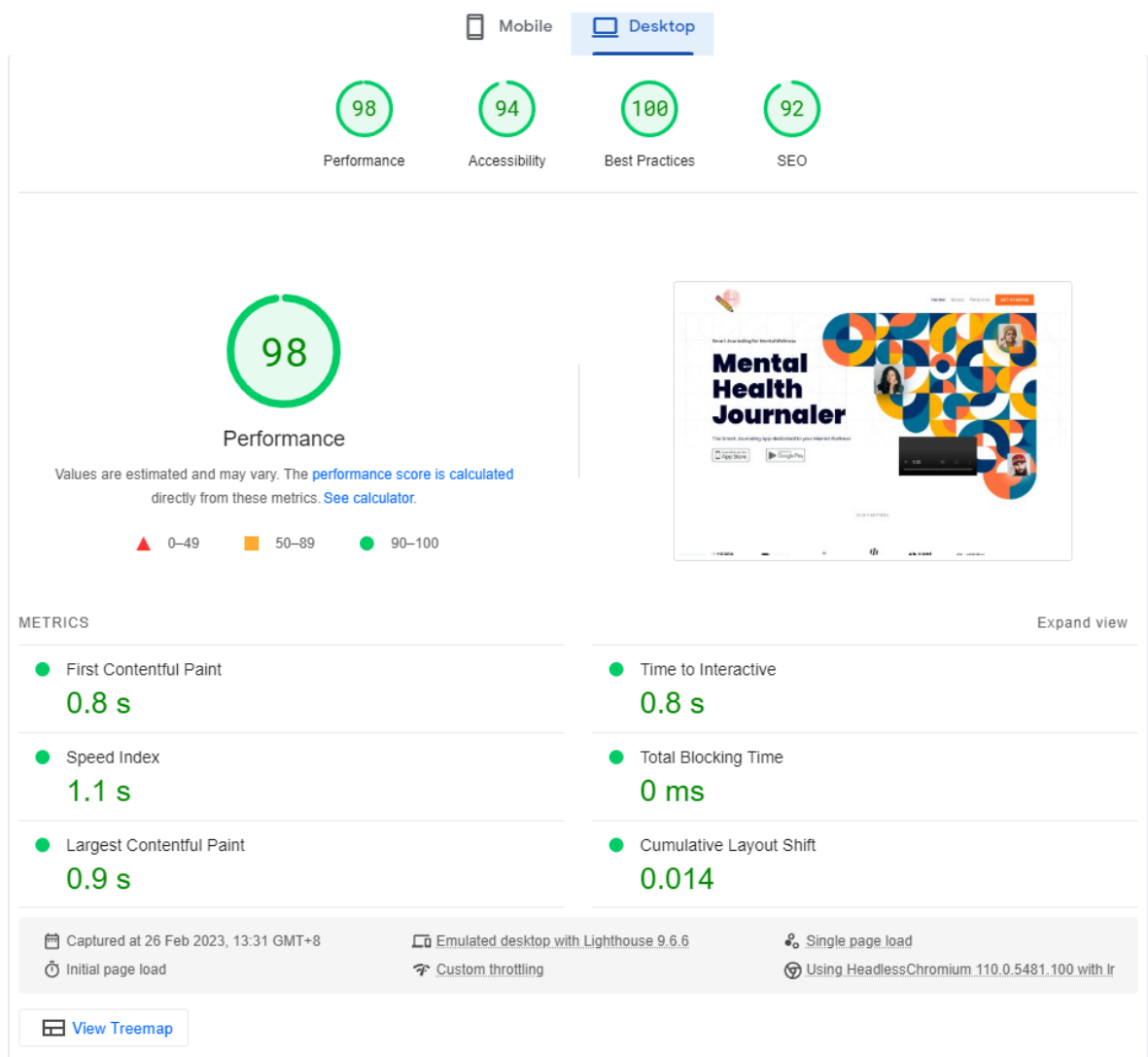### 8.3.2. URL Inspection

8.3.3. Associated Services

8.3.4. HTML Tag

8.3.5. Performance

8.3.6. Accessibility

94

Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

CONTRAST

⚠ Background and foreground colours do not have a sufficient contrast ratio.   ⌄

These are opportunities to improve the legibility of your content.

NAMES AND LABELS

⚠ Links do not have a discernible name   ⌄

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, such as a screen reader.

NAVIGATION

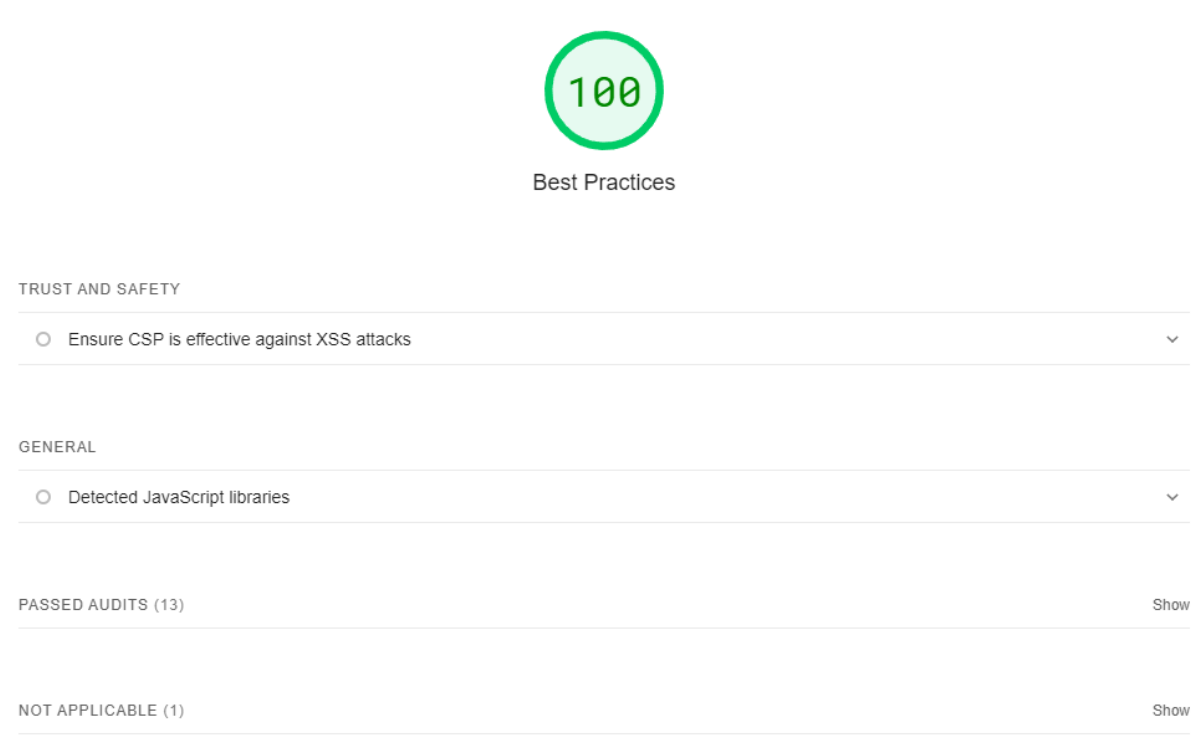⚠ Heading elements are not in a sequentially-descending order   ⌄

These are opportunities to improve keyboard navigation in your application.

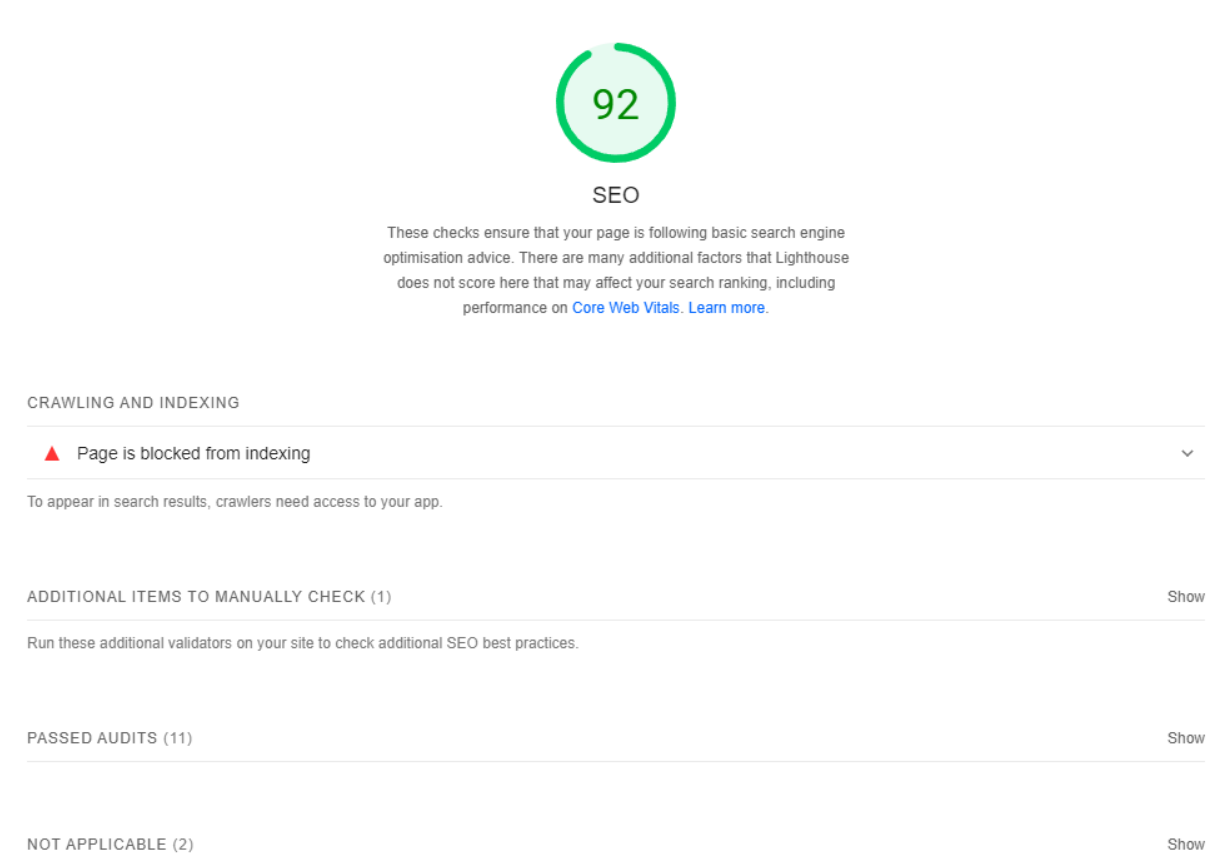ADDITIONAL ITEMS TO MANUALLY CHECK (10)   Show

These items address areas which an automated testing tool cannot cover. Learn more in our guide on conducting an accessibility review.

8.3.7. Best Practices

100

Best Practices

TRUST AND SAFETY

○ Ensure CSP is effective against XSS attacks ⌄

GENERAL

○ Detected JavaScript libraries ⌄

PASSED AUDITS (13)   Show

NOT APPLICABLE (1)   Show

8.3.8. SEO

92

SEO

These checks ensure that your page is following basic search engine
optimisation advice. There are many additional factors that Lighthouse
does not score here that may affect your search ranking, including
performance on Core Web Vitals. Learn more.

CRAWLING AND INDEXING

⚠ Page is blocked from indexing ⌄

To appear in search results, crawlers need access to your app.

ADDITIONAL ITEMS TO MANUALLY CHECK (1)   Show

Run these additional validators on your site to check additional SEO best practices.

PASSED AUDITS (11)   Show

NOT APPLICABLE (2)   Show
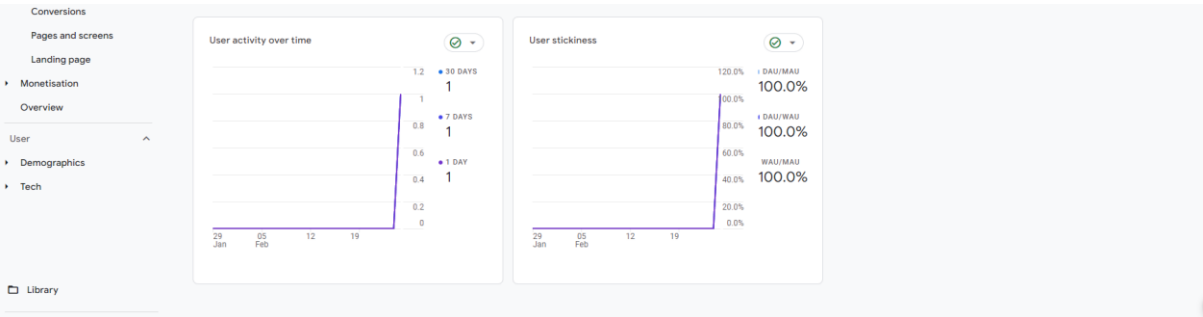
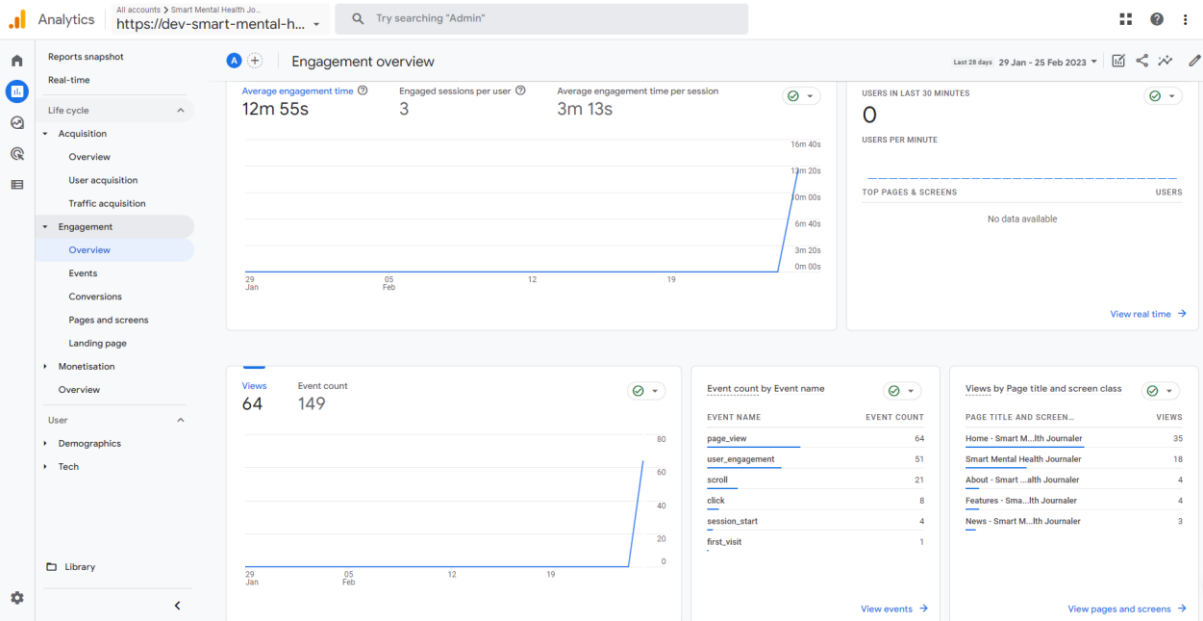## 9.2. Performance of Web Analytics and Web Analytic Reports
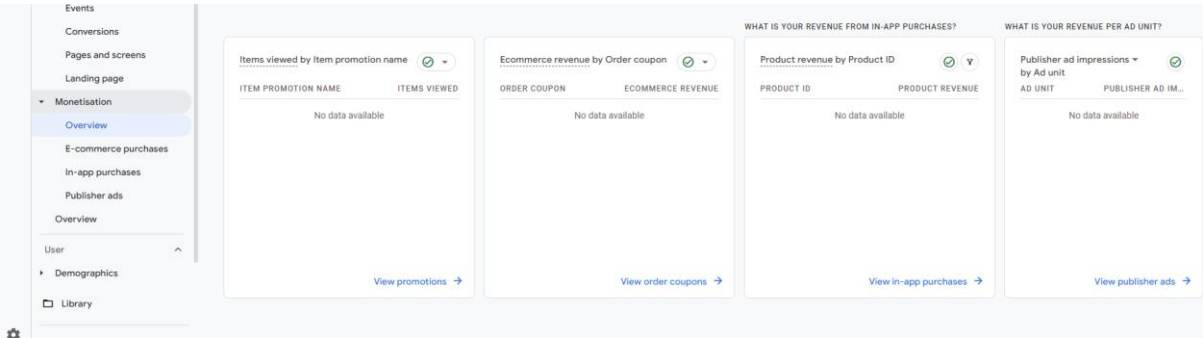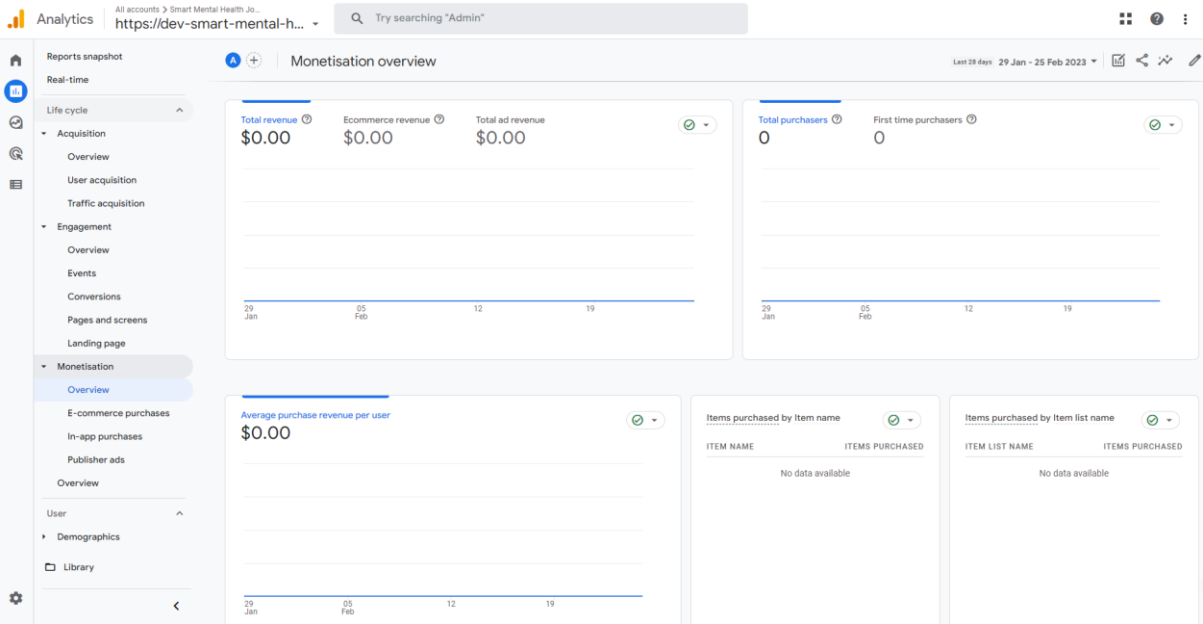
9.2.1. Acquisition Overview
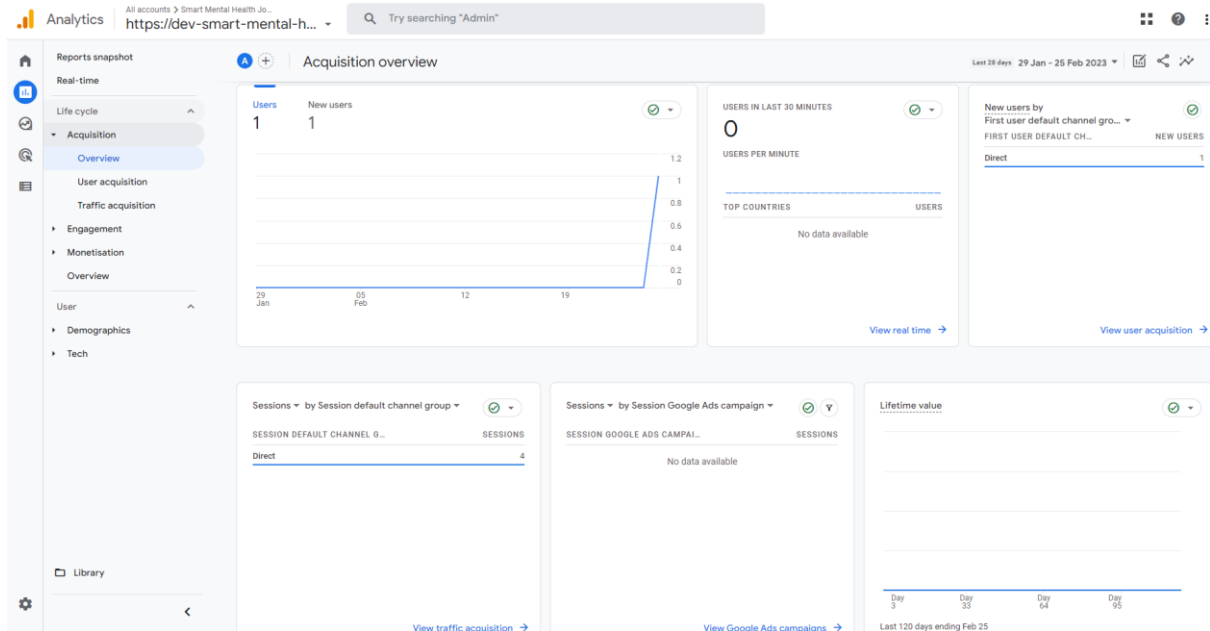
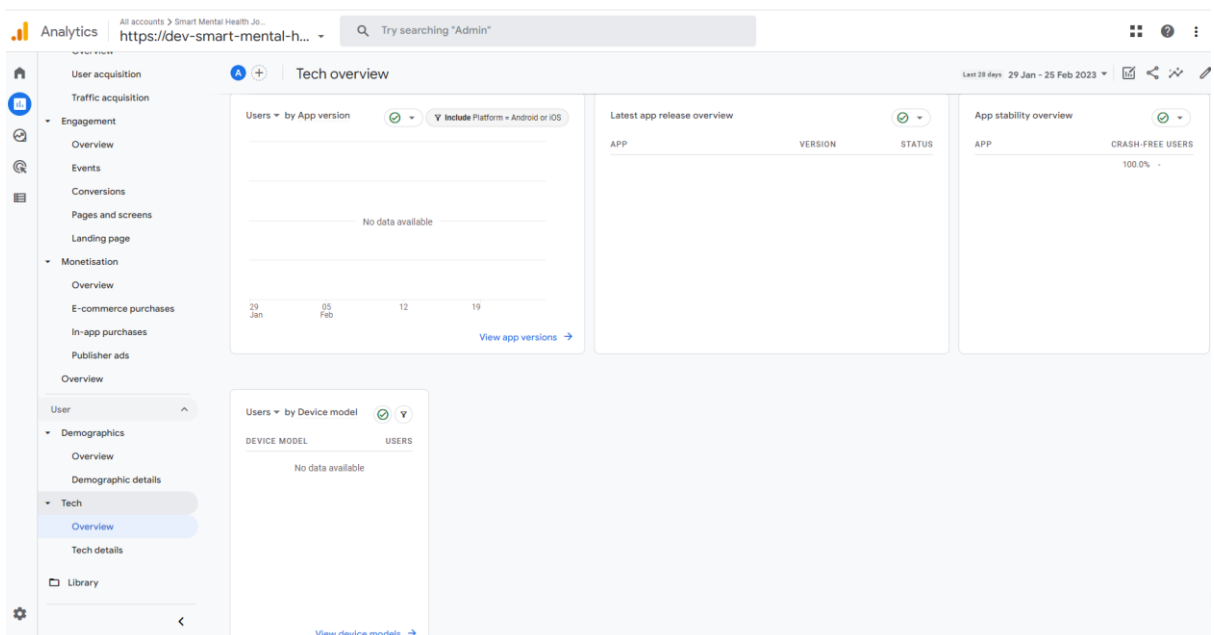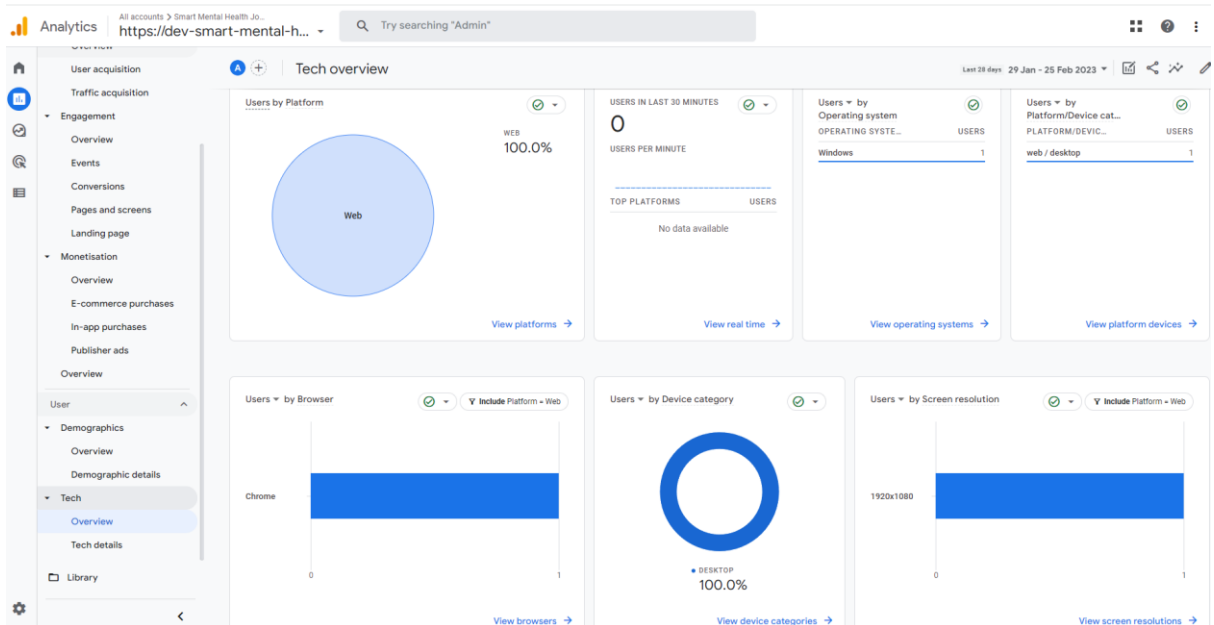

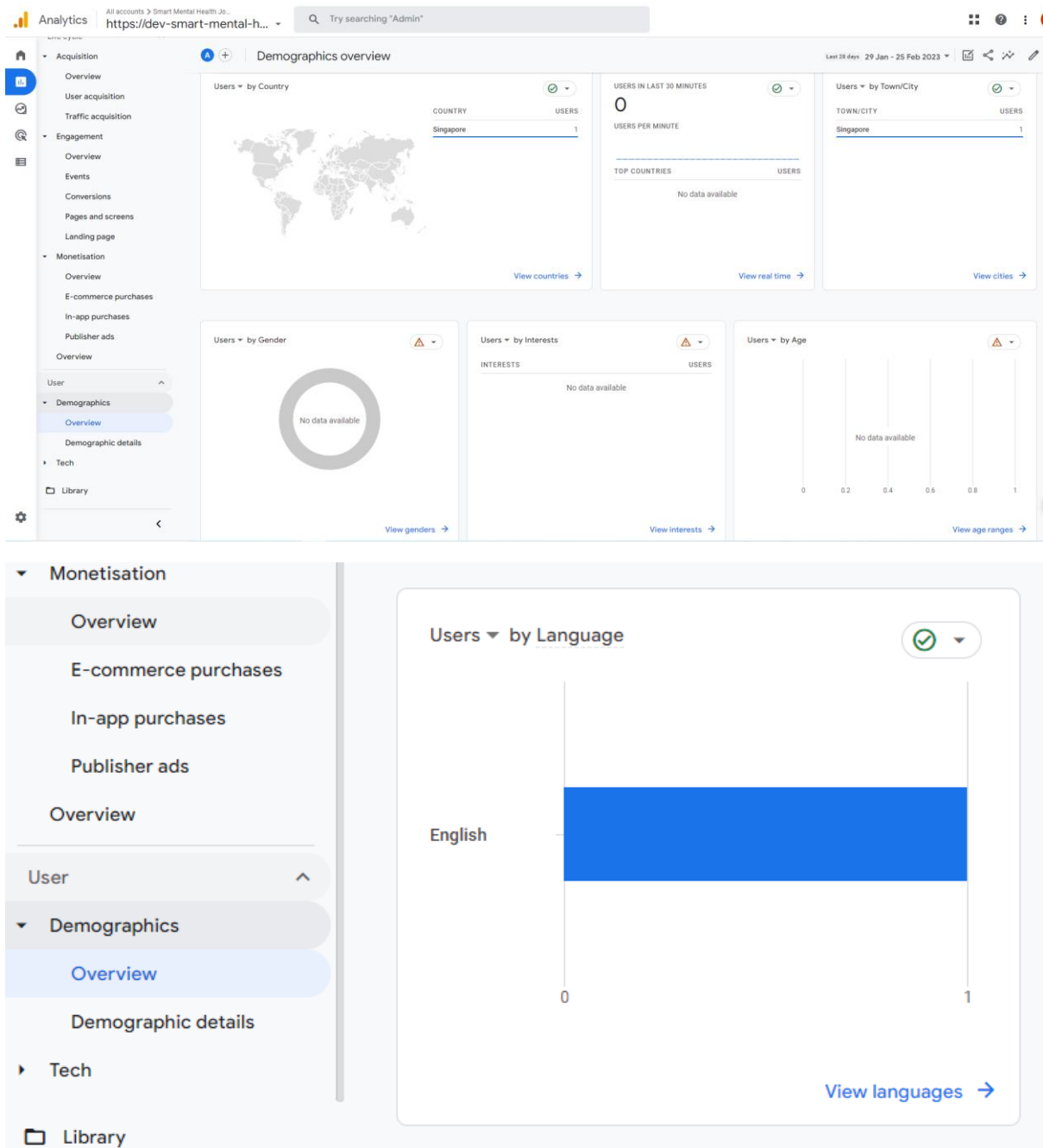### 9.2.2. Real Time Overview
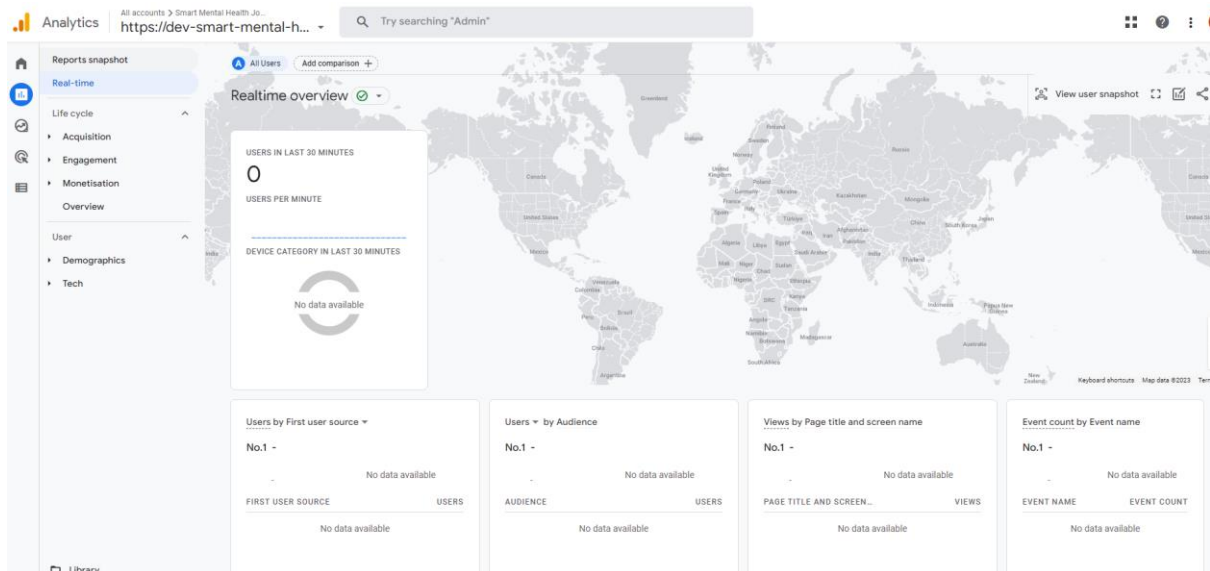
9.2.3. Engagement Overview

9.2.4. Monetisation Overview

9.2.5. Tech Overview

9.2.6. User Demographic Overview

10. SEO Task Checklist

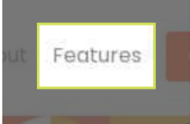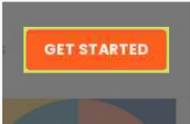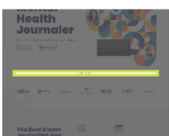| Done %	Phase	Checked
100%	Keyword Research & Analysis	Yes
100%	HTML Sitemap Creation	Yes
100%	Metatag Implementation	Yes
Nil	UI for Site Review	No
Nil	Custom 404 Review	No
Nil	Robots.txt Review	No
100%	GA Reports	Yes
100%	GSC link and CWV	Yes
100%	External Link Relevance Review	Yes
100%	External Link Implementation	Yes
100%	Image Optimization Review	Yes
100%	Image Alt-Tag Implementation	Yes
100%	Inbound Links Review & Analysis	Yes
Nil	Competitor Inbound Link Review & Analysis	No
100%	Landing Page On-Page SEO Implementation	Yes
100%	TikTok Review	Yes
100%	Twitter Review	Yes
100%	Pinterest Review	Yes
100%	Blog Creation	Yes
100%	Article Submission URL Document	Yes
100%	Article Submission Implementation	Yes
100%	GA analytics Review & Analysis 3 of 4	Yes
100%	YouTube Video Submissions	Yes
Nil	Email Marketing Campaign Meeting	No
Nil	Follow-up	No

Conclusion and Recommendations
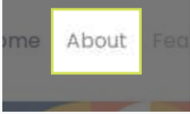
Keyword research recommendations connotes relevant search terms that people key into the search engine with the goal of using that data for a specific purpose. Keyword research helps to increase traffic growth, customer acquisition and enhances SEO ranking. Google algorithm label keywords as one of the top fifteen factors used to determine page ranking. According to the keyword research from my project I have utilised the recommendation tool to discover the most common words or phrases when users search for the term "Mental Health" (*Refer to page 5*).

With reference to the overall SEO performance from page speed insight *(Refer from page 18 to 20)*, I can conclude that my search engine is optimised well. In spite of the good performance, there are several adjustment needed to improve the performance score. I shall highlight three issues and then elaborate in detail.

First, the speed index is 1.5s which is poorly rated. The speed index shows how quickly the contents is visibly displayed during page load. One way to improve this is to ensure that the text remains visible during web load. This is being implemented by inserting a script to display a system font while it waits for your custom font to load completely. Another way to is insert a script enabling your website to use google fonts and preload web fonts.

```css
@font-face {
  font-family: 'Pacifico';
  font-style: normal;
  font-weight: 400;
  src: local('Pacifico Regular'), local('Pacifico-Regular'),
    url(https://fonts.gstatic.com/s/pacifico/v12/FwZY7-Qmy14u9lezJ-6H6MmBp0u-
      format('woff2');
  font-display: swap;
}
```

Second, for accessibility score, the contrast can be furthered optimised. For instance, the background and foreground colours do not have a sufficient contrast ratio. A lower contrast makes reading harder for the user. The examples are displayed below.

To improve this, a set of guidelines would be necessary to follow. This is one of them.

Success Criterion: Ensure color contrast of at least 4.5:1 for small text or 3:1 for large text, even if text is part of an image. Large text has been defined in the requirements as 18pt (24 CSS pixels) or 14pt bold (19 CSS pixels). Note: Elements found to have a 1:1 ratio are considered "incomplete" and require a manual review.

Before applying the background colour, users can utilise this analyser to help determine the appropriate colour tone.

Third, the SEO performance can be further optimised. This can be done by allowing your website pages to be indexed by a search engine such as Google search engine. However, it would not be possible as Pantheon.io had previously denied the request from the search engine to crawl into the webpage.

By following these recommendations, the website will be further optimised for the search engine.

ADD SITE MAP, SCREENSHOT OF USER ACQUISITION, TRAFFIC ACQUISITION.