FreedomFeens - Technical Site Audit

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Meow

1 Quick Overview

1.1 Indexed Pages

Google: 15,600 pages

Bing/Yahoo: 2,210 pages

Google may have 70% market share in search engines, but Bing/Yahoo (same index) are still important. Ensure you have a sitemap uploaded to both Bing/Google Webmasters and are indexing new pages with them.

1.2 Other/Good

FreedomFeens is branded well with the homepage showing up in the top result of both Google and Bing. (When searching for Freedom Feens.) Branding is becoming a bigger ranking factor, especially in 2015. Frequently updated social networks that are linked back to the site is having a bigger impact on SEO.

Google Caching is showing that site link structure is easy to navigate and is mobile friendly. Generally with WordPress (even with that ugly default theme) this isn't an issue.

2 On-Page Optimization

2.1 Title Tags

There are a lot of pages on the site that have title tags that are too long. For instance, you have some tags that are 232 characters long. I assume you made them to be funny (and they are), but unfortunately, it hurts your SEO. Two examples are:

"at Chris Cantwells new apartment attending Chris new mens encounter group. They meet once a week to share their feelings. The group is called

Remaining Men Together. they hug and cry and yell and"

Example 1

"a tyranny exercised for the good of its victims may be the most oppressive. It may be better to live under robber barons than under omnipotent moral busybodies. The robber barons cruelty may sometime"

Example 2

In another article, the title uses 198 characters, "RETIRED ARMY OF-FICER BILL BUPPERT EXPLAINS HOW PATRIOTISM IS USED TO EN-SLAVE EVERYONE IN EVERY NATION THROUGHOUT HISTORY FREE-DOM FEENS COMMERCIAL-FREE RADIO ARCHIVE."

This title will be cut off in search results as such:

I'd highly recommending installing the Yoast SEO plugin. This will allow you to create short titles for search engines (it will tell you when they're too long, such as beyond 55-60 characters), and allow you to keep the on page title as something longer.

As of now, you have nearly 10,500 links with this problem. If that sounds like way too many pages, that's because you're creating "reply" links in the comments unnecessarily. For example, in the below picture, these links shouldn't exist. They aren't indexed by search engines, but they are followed which can confuse and slow down search robots. (It also creates duplicate content which is a huge limiting factor in SEO.)

10416	http://www.freedomfeens.com/2013/02/19/you-sir-are-worse-than-obama/
10417	http://www.freedomfeens.com/2013/02/19/you-sir-are-worse-than-obama/?replytocom=5310
10418	http://www.freedomfeens.com/2013/02/19/you-sir-are-worse-than-obama/?replytocom=5311
10419	http://www.freedomfeens.com/2013/02/19/you-sir-are-worse-than-obama/?replytocom=5312
10420	http://www.freedomfeens.com/2013/02/19/you-sir-are-worse-than-obama/?replytocom=5313
10421	http://www.freedomfeens.com/2013/02/19/you-sir-are-worse-than-obama/?replytocom=5315
10422	http://www.freedomfeens.com/2013/02/19/you-sir-are-worse-than-obama/?replytocom=5325

This is a very easy fix with the Yoast plugin mentioned above. This tutorial can help with it.

2.2   Meta Descriptions

I see no pages with meta-descriptions. This isn't a deal breaker for your site, but it's still important to have them. Search engines are basically pulling the first text they come across and displaying them in results. This can make them look messy, and you're losing out on valuable keyword real estate.

FREEDOM FEENS talk radio show | INOCULATION FROM ...
www.freedomfeens.com/
Podcast: Play in new window | Download. Subscribe: iTunes | RSS. zombie reagan.
Randy England, Michael W. Dean and Davi Barker talk about the ...

Freedom Feens Blog » Yakking into the Void
www.freedomfeens.com/blog/
Feb 9, 2015 - The more corrupt the state the more numerous the laws. Tacitus. Tradition
can be an odd thing. Some are reassuring, some are strange, ...

Anarchy Gumbo Podcast
kittyfeet.freedomfeens.com/
Anarchy Gumbo Podcast. Nifty anarchist chat and chatter from Michael W. Dean and a
rotating cast of insomniac guests. 11 Nov 2014 · 1 Comment ...

Buttons! | FREEDOM FEENS talk radio show
www.freedomfeens.com/buttons/
TEN DOLLARS FOR TEN DOLLARS PLUS YOU GET A DATA DVD! Buy Freedom
Feens buttons, HERE. When you order a ten-dollar batch of Feens buttons, ...

2.3 Content

It's good that you're adding summaries to each podcast on the blogroll, but this isn't done consistently. Some podcasts have no summary, or something very short. This content is how search engines are going to find your site. So writing up at minimum a 300-400 word summary for every podcast would be very helpful.

If you want to go for the ideal, you could have transcripts done. It's a lot for the long shows, especially because starting prices are around $1/min.

If not, and if you don't know what to write, just pull some of the most important moments from the show and transcript those.

2.4 Accessibility

Take a look at this link. Click on the red flag on the left-hand side and you'll see that alt-tags are missing from a lot of images. Wordpress makes adding alt-tags super easy. (Just go to media library and click on the image, you should see a box for "alt-text" on the right.)

Alt-tags help blind people navigate websites and it helps search engines index images and categorize them properly in image search. You'll also find some other warnings in the above link that could definitely use fixing.

3 Content

3.1 Landing Pages

The donation landing page is a hot mess. I can see that your ASSETS folder is custom uploaded stuff (like the Email public key), but some simple CSS would be a lifesaver for the donation page. Right now, it looks so unprofessional that I wouldn't trust my payment information with it. If you moved it to a Wordpress

built page, it would probably work just fine. (The same goes for the Buttons! page.)

4 Indexation

4.1 Robots.txt

I'm not sure what's going on with the Robots.txt, maybe this is supposed to be doing something amazing, but by the looks of it, I doubt it.

All you really need for Wordpress is:

```
User-agent: *
Sitemap: [URL to sitemap]
```

On that note, there's nothing on that "attracta" sitemap. The Yoast plugin already referenced will create a very smart sitemap index. Otherwise, the Wordpress default is good, but whatever is creating that robots.txt seems to be suppressing it.

4.2 Broken Links

You've got a lot of broken links. I'll include an excel spreadsheet that shows what's linking to the broken links, and what the link is. You'll notice that it's a huge list of links that are essentially the same page. That's due to the bad link structure, partly mentioned in the "?replytocom" issue above.

It might be better to go through Google Webmasters to fix broken links. When you fix what you can, I can rerun the link check and send you the shortened list.

5 Site Speed

Site speed is terrible (52/100 on Google Insights mobile). I'd recommend looking at your site with GTMetrix. In the upper-right corner, look for the link for optimizing for Wordpress.

In addition to the Smush.it plugin that they recommend, installing the new TinyPNG plugin will be a HUGE help to site speed.

GTMetrix will also walk you through installing W3 cache which is much needed for your site. Right now it's loading 3 JavaScript and 7 CSS resources for every page. They should both be 1, W3 cache will help with that.

It looks like you're using GZip compression already, that's great. It would also help if you used a CDN. CloudFlare provides for a very easy to setup free version. Personally, I use Amazon CloudFront. It performs a lot better but you have to pay. (Cost is based on traffic.)

6 Other Notes

I don't see any tracking code for Google Analytics. You may not care a lot about this, but it's important to know where traffic is coming from. And Webmasters will inform you of some of the issues I've outlined above. (Along with allowing you to submit a sitemap.)

Also, there is a million websites that look exactly like yours. I'm sure you could find a really cool, high performance theme built for podcasts. (Just avoid the large markets like Theme Forest and Mojo Marketplace, they're almost nothing but low quality trash.)

7   Luv!

I love the show! (I don't do free audits for everyone.) If you have any questions or comments, just send me an email at any time. I'm totally willing to help you through any issues. I know you care more about your podcasts and audio than the website, but the website is your storefront.

Unless you adorn the windows with things to attract people (kittens!) they may never take a look.

Worms.