

Executive Summary

This report provides an overview of the current SEO health, on-page optimization, backlink profile, and keyword visibility of the Moxie Blankets Revive Website, based on an in-depth analysis conducted using SEMrush. The insights gathered are essential to understanding areas of strength where urgent improvements are required to enhance digital visibility, drive organic traffic, and support our online growth strategy.

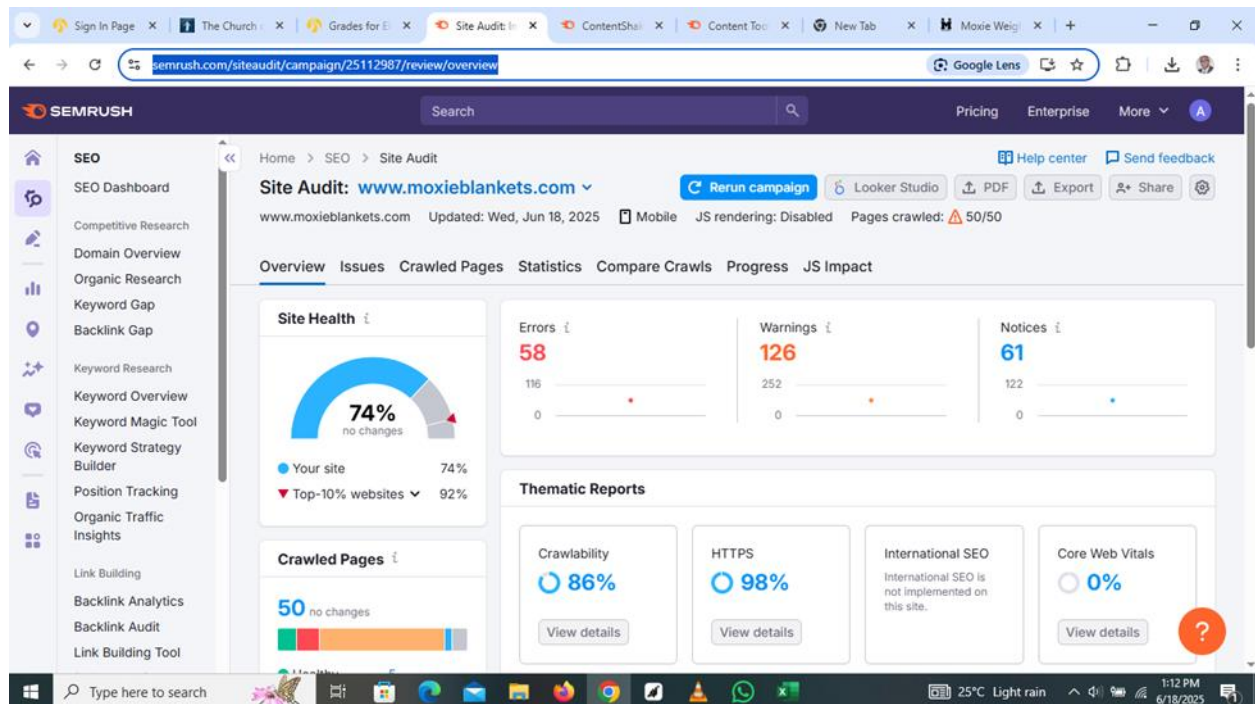
1. Technical SEO Audit Summary

The Site Audit provides a technical overview of the website, highlighting issues that may negatively affect user experience and search engine crawlability.

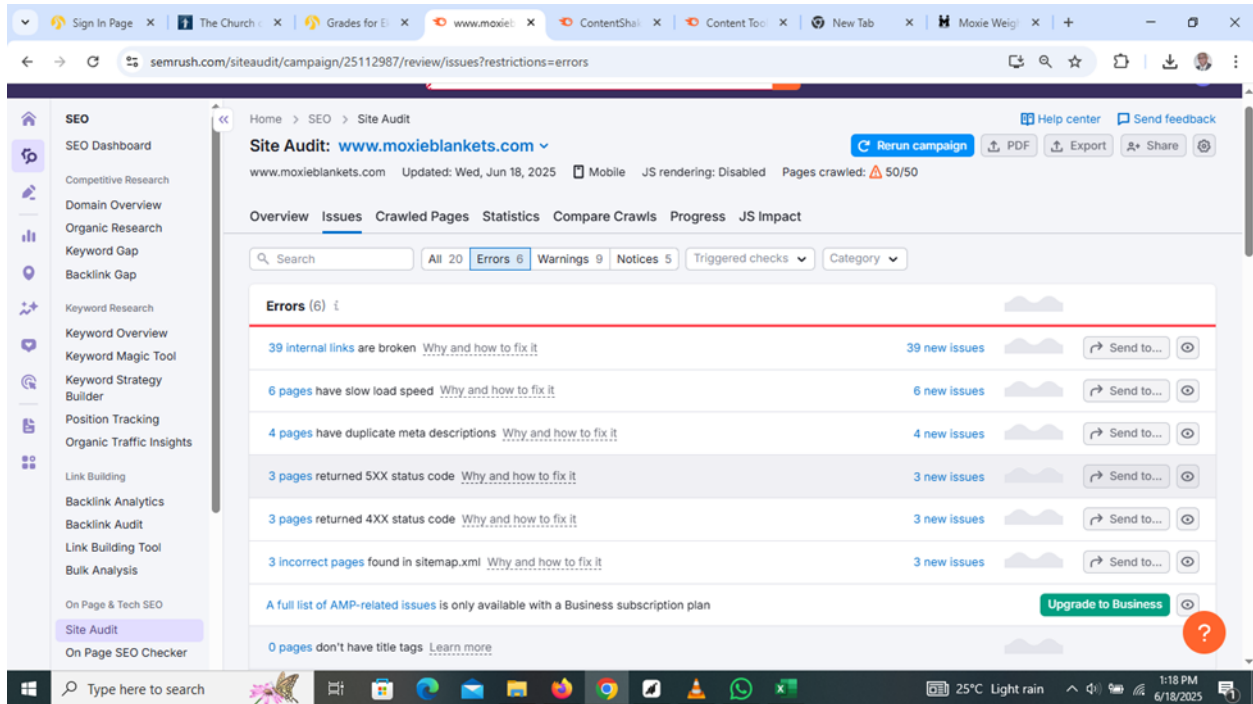
Key Insights:

- Crawlability and performance metrics are below optimal.
- Multiple high-priority errors and warnings related to broken links, slow page speed, and duplicated content.
- Recommendation: Address critical technical issues to improve indexing and boost page health score.

Screenshot 1: Site Audit Overview



Screenshot 2: Site Audit Issues

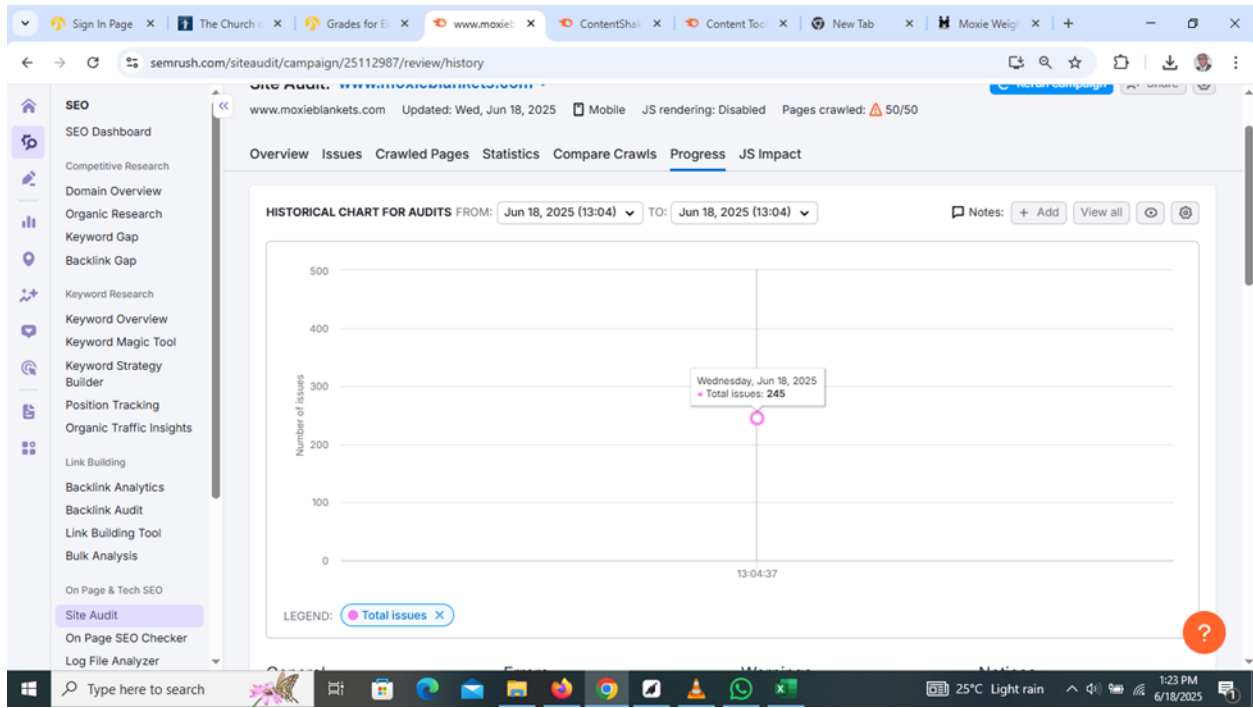


This screenshot shows the 'Issues' tab of a Semrush Site Audit for the website www.moxieblankets.com. The audit was updated on Wednesday, June 18, 2025. The interface includes a left sidebar with navigation options like 'SEO Dashboard', 'Competitive Research', and 'Site Audit'. The main content area displays a list of errors, with 6 errors identified in total. The errors are categorized by type and count, with links to learn more or send feedback for each.

Error Type	Count	Details
Internal links are broken	39	39 new issues
Pages have slow load speed	6	6 new issues
Pages have duplicate meta descriptions	4	4 new issues
Pages returned 5XX status code	3	3 new issues
Pages returned 4XX status code	3	3 new issues
Incorrect pages found in sitemap.xml	3	3 new issues

A full list of AMP-related issues is only available with a Business subscription plan. Upgrade to Business.

Screenshot 3: Site Audit Progress



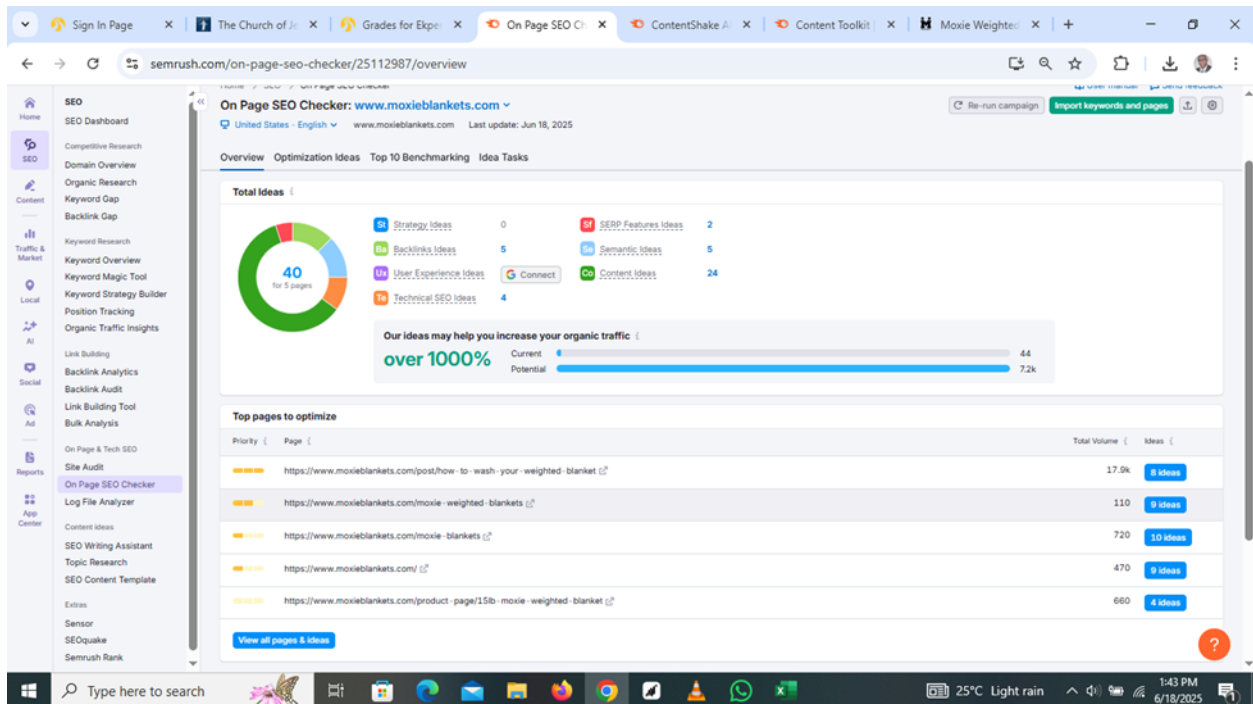
2. On-Page SEO Performance

The On-Page SEO Checker evaluates specific URLs against top-performing competitors and SEO best practices.

Key Insights:

- Pages analyzed lack full keyword utilization and optimization.
- Content improvement opportunities include adding target keywords, increasing readability, and addressing missing meta data.
- Recommendation: Optimize target pages with relevant keywords and improved content structure.

Screenshot 4: On Page SEO Checker



Screenshot 5: On Page SEO Checker – Keyword

The screenshot displays the Semrush On-Page SEO Checker interface. The left sidebar contains navigation links for Home, SEO, Content, Traffic & Market, Local, AI, Social, Ad, Reports, and App Center. The main content area shows a table with columns for Keyword, Body, Title, HT, and Meta Description, each with 'My' and 'Rivals avg.' sub-columns. The table lists 15 keywords related to 'weighted blanket' and provides numerical scores for each category. A red question mark icon is visible in the bottom right corner of the table area.

Keyword	Body		Title		HT		Meta Description		SERP
	My	Rivals avg.	My	Rivals avg.	My	Rivals avg.	My	Rivals avg.	
best way to wash a weighted blanket	1	6	1	1	1	1	0	1	7
can i machine wash a weighted blanket	0	1	0	0	0	0	0	0	7
can i wash a weighted blanket	1	8	1	1	1	1	0	1	8
can i wash weighted blanket	1	6	1	1	1	1	0	1	6
can u wash weighted blankets	1	8	1	1	1	1	0	1	8
can you dry clean a weighted blanket	0	1	0	0	0	0	0	0	7
can you machine wash a weighted blanket	0	1	0	0	0	0	0	0	7
can you machine wash weighted blankets	0	1	0	0	0	0	0	0	6
can you wash weighted blanket	1	8	1	1	1	1	0	1	7
can you wash weighted blankets	1	7	1	1	1	1	0	1	6
cleaning a weighted blanket	0	1	0	0	0	0	0	1	6
cleaning weighted blanket	0	2	0	1	0	1	0	1	7
how do i wash a weighted blanket	1	8	1	1	1	1	0	1	6
how do you clean weighted blankets	0	2	0	1	0	1	0	1	8
how do you wash weighted blankets	1	6	1	1	1	1	0	1	7

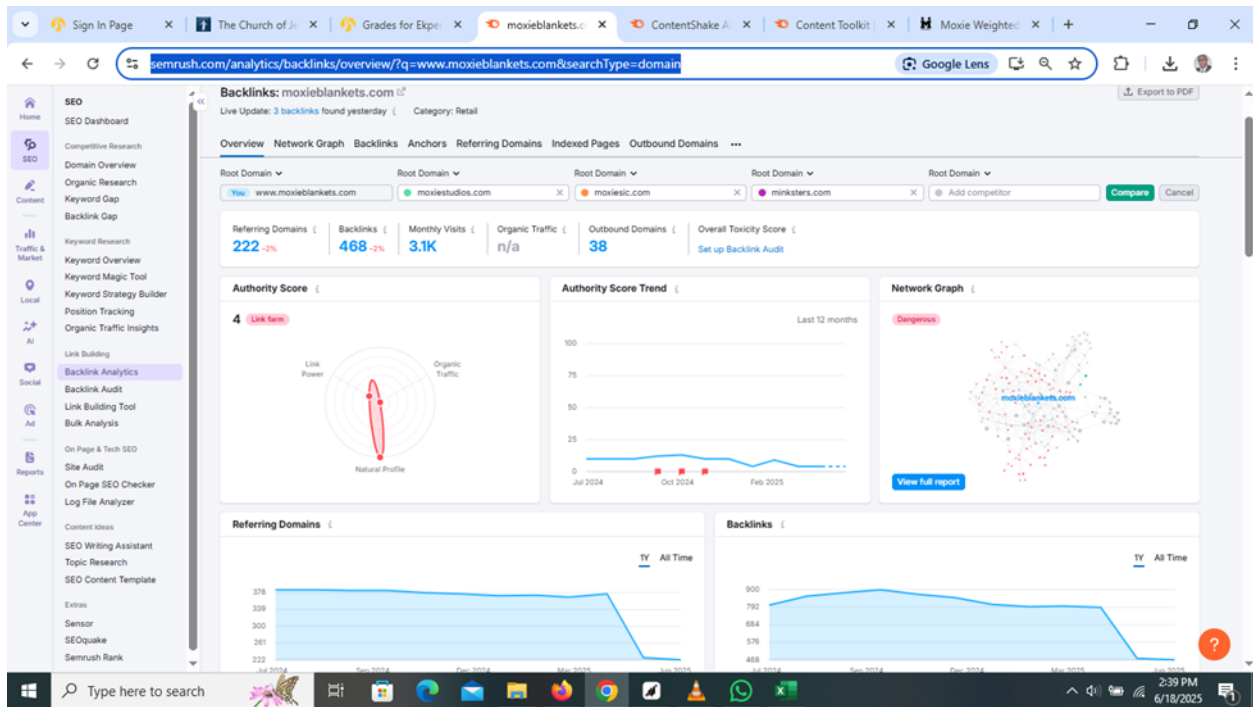
3. Backlink Profile & Health

Backlinks remain a cornerstone of SEO authority. The analysis provides visibility into referring domains, toxic links, and link-building prospects.

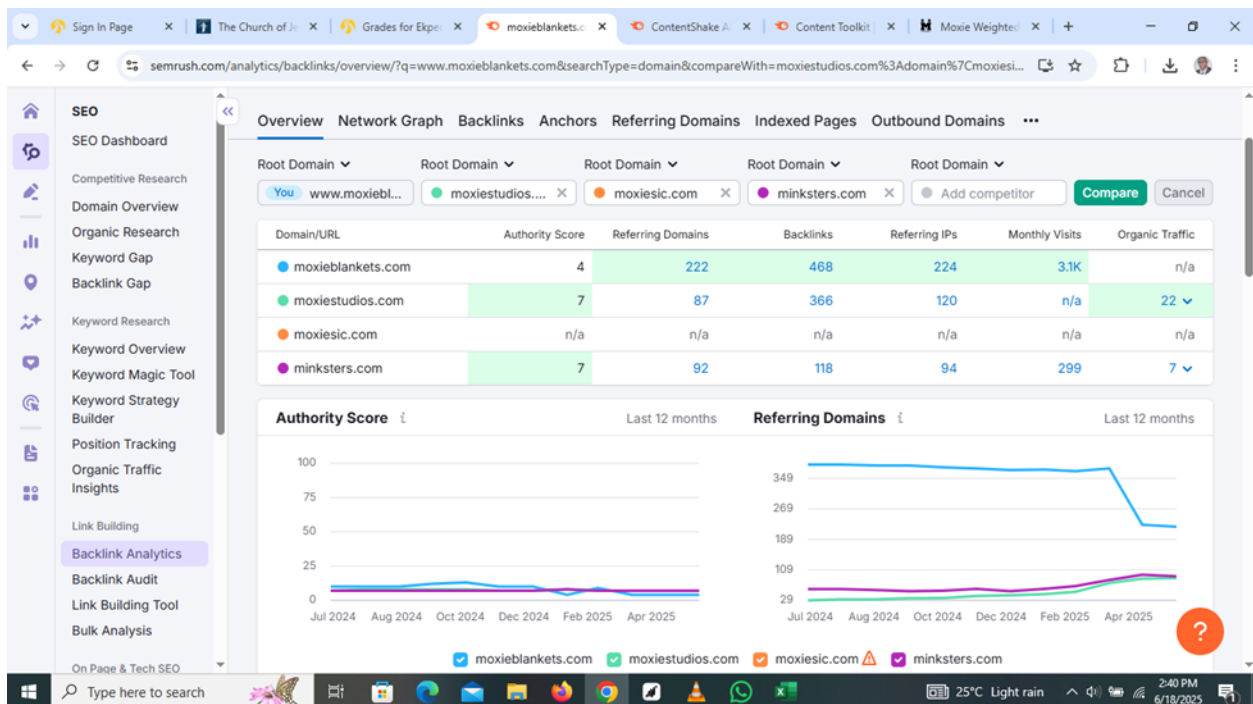
Key Insights:

- Backlink quantity is moderate, but quality varies significantly.
- Toxic links have been identified, posing a potential risk for penalties.
- Recommendation: Disavow harmful links and proactively build high-quality backlinks through strategic partnerships and outreach.

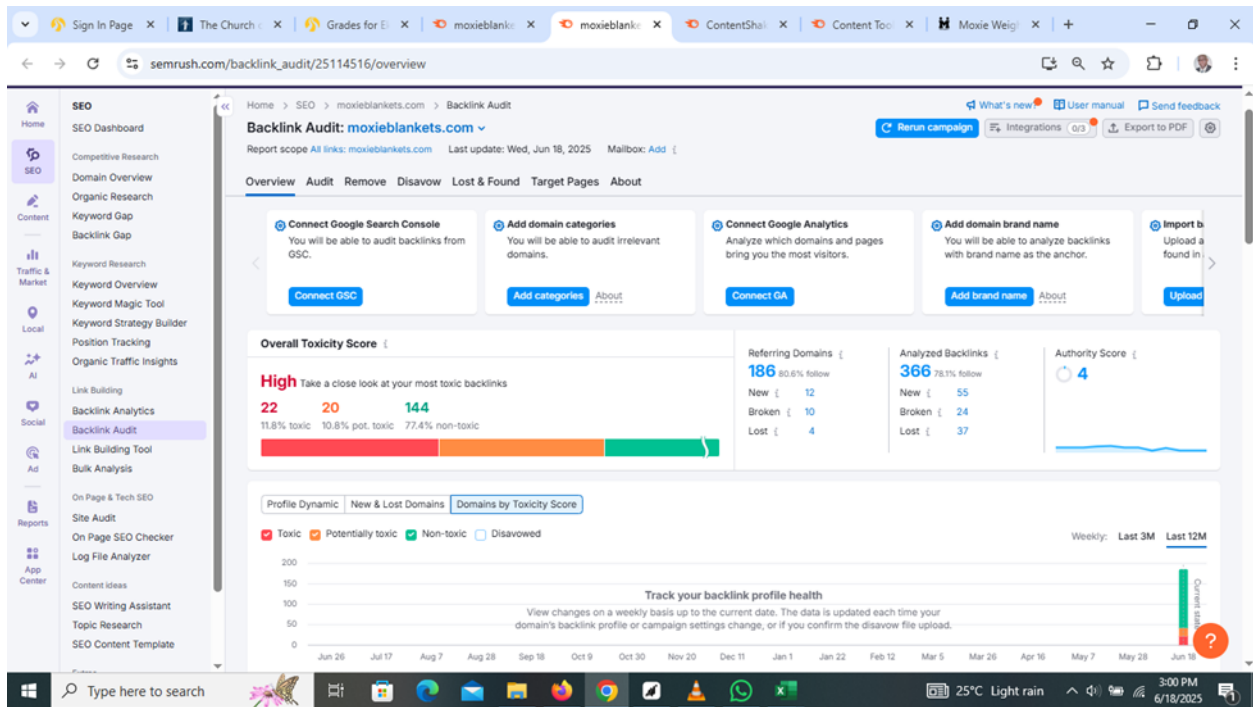
Screenshot 6: Backlinks



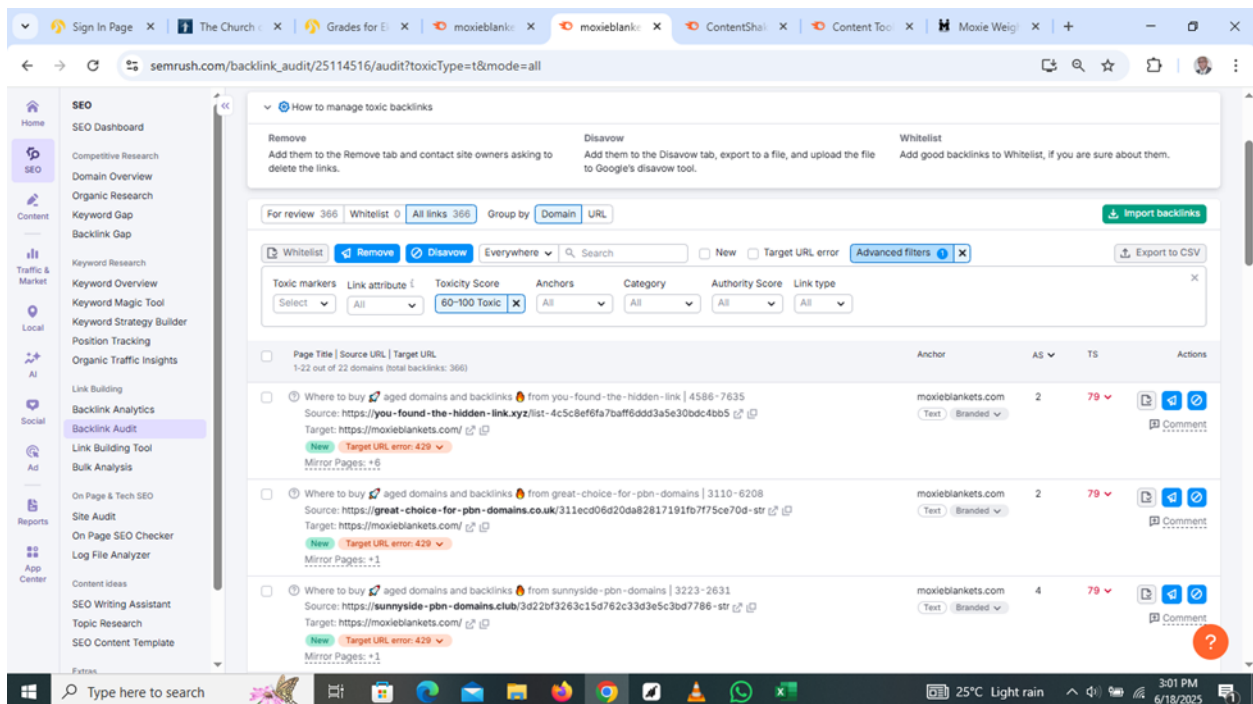
Screenshot 7: Backlink Analytics Overview



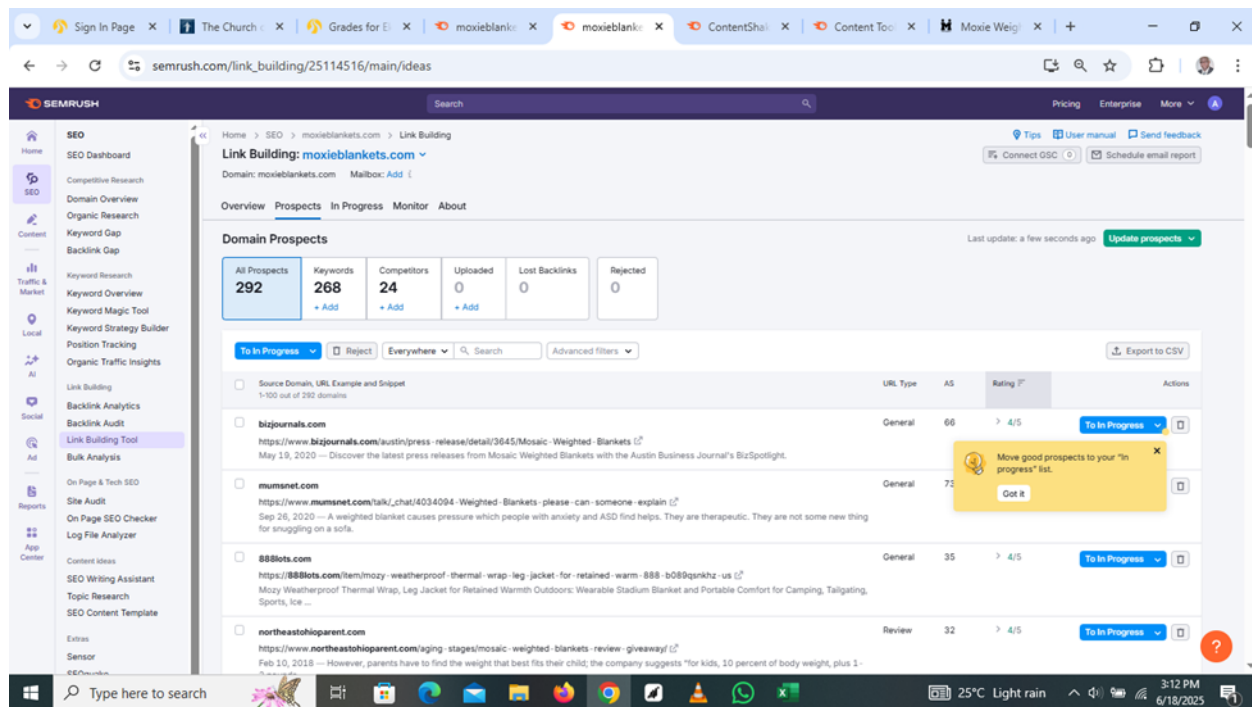
Screenshot 8: Backlink Audit Overview



Screenshot 9: Backlink Audit Toxicity Score



Screenshot 10: Link Building



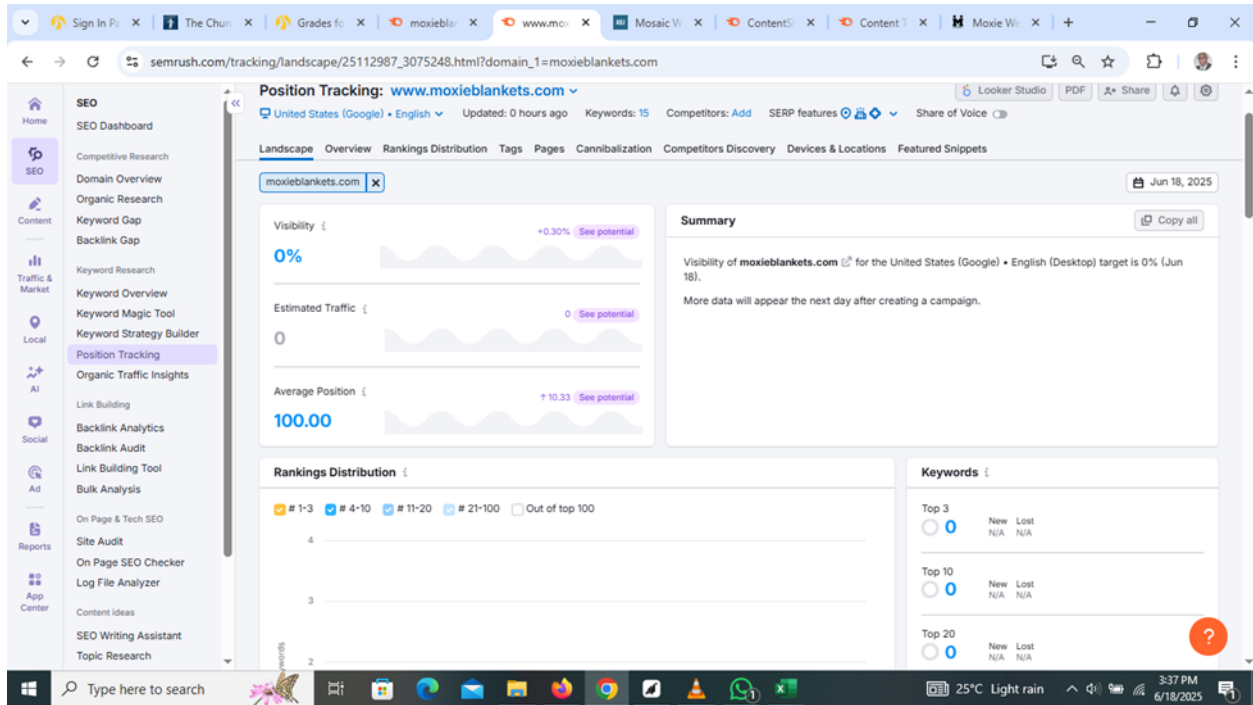
4. Keyword Visibility & Position Tracking

This section evaluates the performance of tracked keywords and how they rank in SERPs over time.

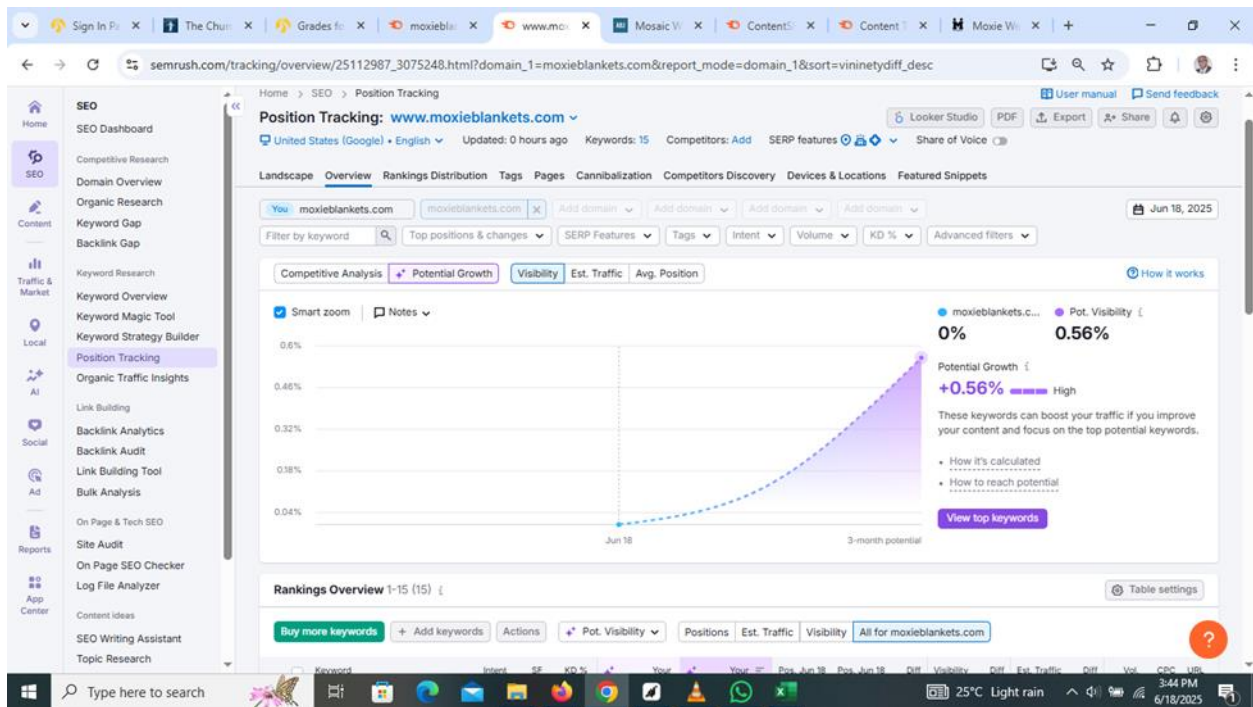
Key Insights:

- Moderate visibility with fluctuations indicating inconsistent SEO traction.
- Opportunities to climb rankings by focusing on low-hanging keyword opportunities and improving content relevance.
- Recommendation: Prioritize keywords with high intent and achievable competition levels.

Screenshot 11: Position Tracking



Screenshot 12: Position Tracking – Visibility



Recommendations & Next Steps

Based on the findings, here are the prioritized action items:

1. **Resolve Technical SEO Errors:** Conduct monthly site audits and fix critical issues affecting performance and crawlability.
2. **Enhance On-Page Optimization:** Implement keyword-rich content, optimize meta tags, and ensure content relevance.
3. **Clean Up Toxic Backlinks:** Disavow low-quality or harmful links and strengthen domain authority through reputable backlink campaigns.
4. **Track & Improve Keyword Strategy:** Expand and refine the keyword list to capture higher intent queries and monitor position tracking regularly.

Conclusion

The current SEO performance reflects a website with strong potential but facing foundational and strategic gaps. By addressing technical and content-related deficiencies and reinforcing backlink strategies, Moxie Blankets Revive Website can significantly enhance its digital footprint, brand authority, and conversion potential.