

Search Engine optimization: Screenshots from Technical SEO Auditing of a Productivity/Time-Management Application Website

SEO Elements Analysis

PA: 13 6 links DA: 3 Spam Score: 7% Spam score is in a safe range but can be worked on

On-Page Elements General Attributes Link Metrics Markup Http Status

Tag/Location	Content	# of Characters
URL	https://[redacted].com/	20
Page Title	Name hidden grow your plant Improper Brand Title; not optimized with keywords	34 Good character length. Within optimal range.
Meta Description	Not found Missing description; Bad user experience; Lower click-through rate.	--
Meta Keywords		--
H1	Focus. Boom, Bad keyword choices. Broad category words that do nothing for keyword matching and SEO rankings.	12
H2	Stop distractions without punishing yourself • Stop asking "what did I do today?" • Schedule focus sessions • Take care of yourself • Create better habits • Get a nudge when you need it • Budget your time • Get a clear picture of your day • New dark theme • Collect all the plants • Loved by the most	318

Non optimized H1 and H2

PA: 13 6 links DA: 3 Spam Score: 7%

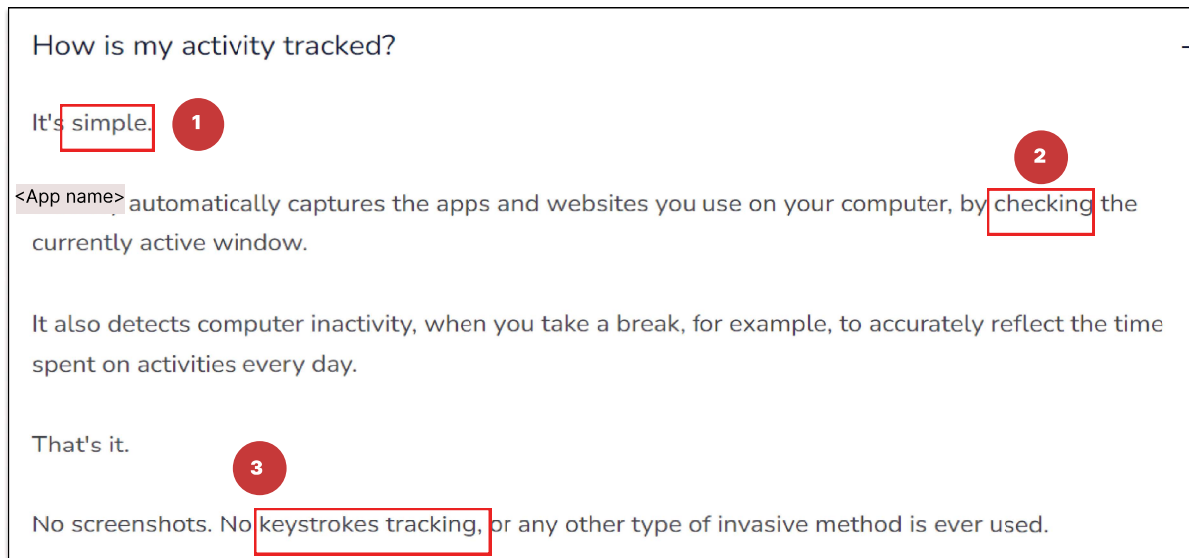
On-Page Elements General Attributes Link Metrics Markup Http Status

Tag/Location	Content
Meta Robots	Not found robot.txt file missing. Important for web-crawling
Rel="canonical"	Not found
Page Load Time	1.078 seconds
Google Cache URL	https://google.com/search?q=cache:https://timeivy.com/

Website Content Analysis: Auditing the content quality of a Productivity/Time-Management Application Website

Rewriting suggestions for Website content

A screenshot from FAQ-Style bullets on Website's Homepage



Scope for improvement

1

The user didn't ask if the tracking mechanism is **hard or simple**.

If the question was "**How does the app work?**", it could be led with "It's simple.. let me quickly explain."

But the user doesn't want to work on the app for you.

They only seek the answer to "Am I being watched?".

Let's try to answer the question's intent more simply and practically.

Suggestion: Start on the right foot and follow with how you would explain to a young learner or a random man on the street without knowing their background.

2

"we check your currently active window" leaves a loose-end.

What do you mean "check"? **what do you check my window for?** what are you looking?

Correct answer? **Time**. (simple! Say it quick.)

The question is not exactly answered if this one word is not clarified right at the start.

Let's reword and uncomplicate.

Let's tell them "we are only checking how much of your screen time is actually wasted by mindless scrolling in order to tell you what apps you need to mindfully spend time on."

3

I think 'keystrokes tracking' shouldn't be used.

The only right way to make a product for "everyone" is to say it in the most simple way.

Keystroke tracking can be replaced with Mouse-Clicking simply because it takes away nothing by replacing the jargon here. We don't want to come across as snobs.

We know what we know best only if we know the best way to explain it.

Here's what I would write..

How is my activity tracked?

When you check-in to a hotel, the system at reception notes down your check-in and check-out time, right? That's it! That is all the 'tracking' that's involved here.

Our tool sits on your screen like a watchdog to pen down only your time of entry and exit out of the apps that you use and only because it wants to report that information back to you (not any third party, whatsoever). No screenshots, no mouse-click monitoring and no invasion of your browsing privacy.

Because

Clients of a productivity app, besides the self-disciplined lot, are PEOPLE WHO CANNOT FOCUS. By writing unclear and loose-end answers, you lose them mid-sentence. Instead of having to dig out the answer, they need that it's served and quick.

About Client: A website that collaborates with mental health practitioners to offer counselling sessions to make mental health therapy more accessible.

Homepage CTA Section:

Find your therapist

Did a friend guide you to us or was it the algorithm? We're glad both ways!
Explore before you decide how to move from here on.

Watch introduction videos to shortlist any 3 life coaches for a free one-on-one talk
before choosing the one.

I'd like a walk through my options

Gift your friend Therapy

Please smile because we need to take a picture for "The Book of Heroes".
Your friend is lucky for having someone not look for another picture-frame.

Step 1: Pick a fit

☒ My friend is looking to start and
I want her exploration to be
care-free.

☐ My friend already uses this app.
I'd like to help her pay.

Step 2: Pick no. of sessions

Select no. of sessions ▼

+ 3 free trials from our team

0.00 \$

Step 3: Include a message: (Optional)

Happy Birthday! Coffee's on you ;) |

Wrap my gift.

Sign Up for our Newsletter

Life doesn't come with a manual, so our professionals help people navigate through it in
more ways than one.

Tell us your email and we'll send you front seat access to virtual seminars, open-talks
on mental health and weekly letters.

I like free stuff

Homepage CTA Section:

Ready to launch?

If you're ready to let our team take the leash, we'd love to meet and talk goals.

Choose a plan

Want to Probe us first?

It's okay to want the best for your brand and be apprehensive with the trust this takes.
Get a free analysis and let us show what our team can bring for you.

I want one free Analysis

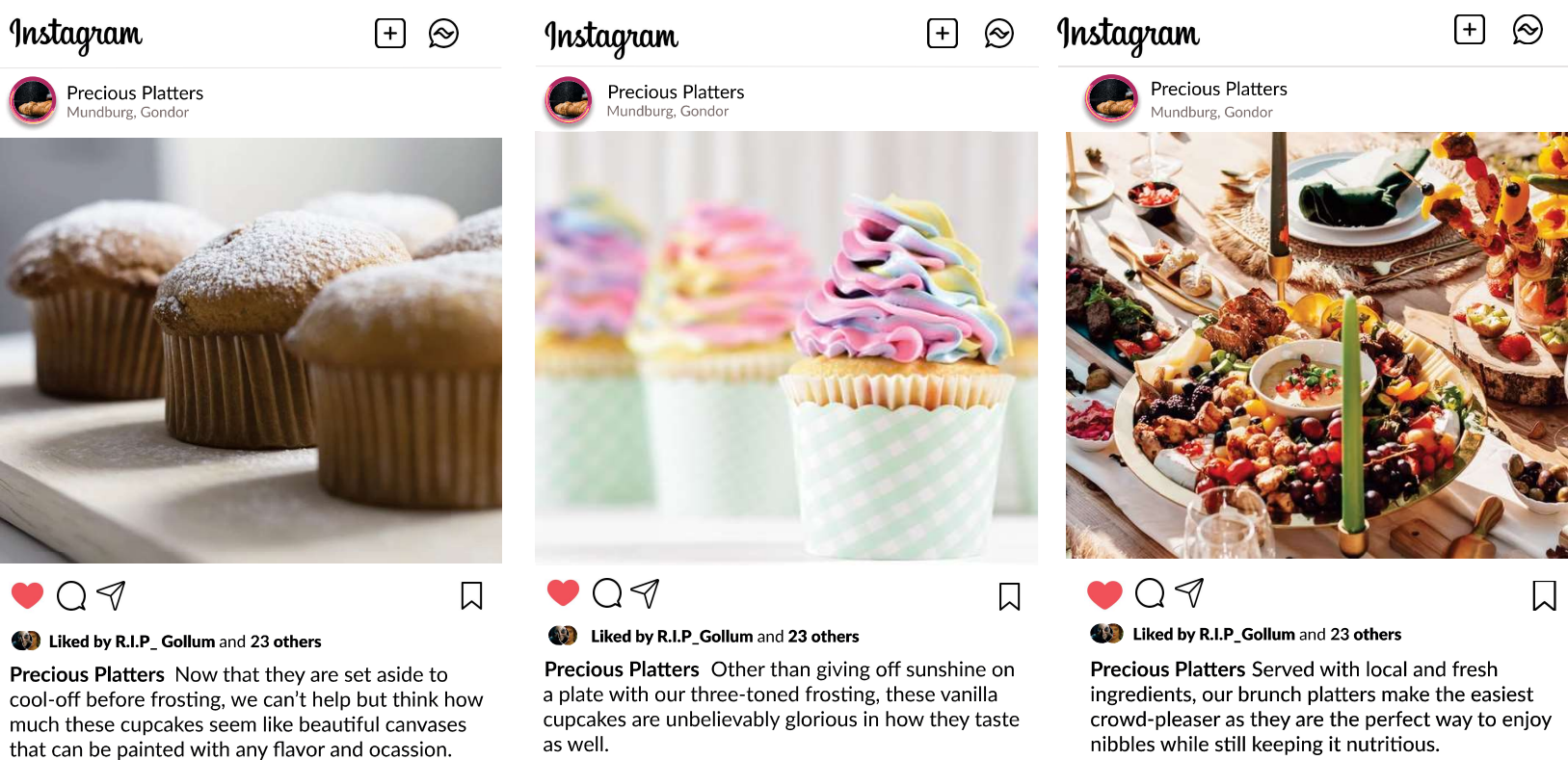
Need a 101?

Chat for a jargon-free consultation on how to start your brand growth journey,
Just let us know where to reach you.

Ping me!

About Client: A small bakery owner who wanted to showcase everyday orders through 'casual yet elegant' captions.


Social Media Posts



Sample Work by Barkha Pandey

 Precious Platters
Mundburg, Gondor








 Liked by R.I.P._Gollum and 23 others

Precious Platters Because weekends are a great time to indulge in snacks and quality evenings with the family, our medium charcuterie is perfect for a family of 8-10 with a little bit of everything you could ask for.

 Precious Platters
Mundburg, Gondor







 Liked by R.I.P._Gollum and 23 others

Precious Platters Strawberry sponge cake with cream cheese filling for celebrating a special day or just the fact that this classic flavor is now available in a handy, go-to jar.

 Precious Platters
Mundburg, Gondor







 Liked by R.I.P._Gollum and 23 others

Precious Platters A moist vanilla cake layered with fresh raspberry filling and accented with beautiful flowers on top for our customer to celebrate a special birthday milestone.

Brand Summary/Description



ThinCrust
Media

Thin crust Media

Advertising services to steer brands in a world where web-identity dictates first impressions

Marketing services • 3.6 M Followers

+ Follow

Contact Us

More

Home About Posts Jobs People

About

Specialized in **PPC, Google Ad Management, e-commerce Marketing** and **Web Development**, we provide extensive digital marketing services to businesses that desire to elevate their 'cyberself'.

Through a seasoned team of virtual hands, we work to seed your brand's growth and scale its revenue. We take care of digital campaigns from their conception to every step of their execution and feedback. With utmost care of your current resources, We strategize for future expectations and goals to deliver **Paid Advertisement solutions** that are substantial and sustainable.

If you're looking for expertize and commitment to actualize your visions to rise above your contemporaries through organic growth, We'd love to connect and help!

Website

<http://www.thincrustmedia.com/>

Phone

(+00)-00000

Industry

Marketing Services

Company size

2 - 10 employees

Specialties

Google Ads, PPC Ads , Facebook Ads , Microsoft/Bing Ads , and Amazon PPC Ads, Web Design, Search Engine Optimization, Social Media Marketing, Content Writing, E-commerce Optimization, SEO, WordPress, Pay Per Click Management, Google Analytics Integration, Google Adwords, Ecommerce Optimization and Digital Marketing