

SEO Audit Report

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Table of Contents

3. WordPress Administration and Content Review Findings

5. WordPress Administration and Content Review Recommendations

8. Attachments

WordPress Administration and Content Review Findings

1. General Settings  
   1. Tagline not entered.
      1. Currently not in use is the <meta name=”description” content=””/> tag. This is used to help with a Google description of the website under the site title in listings.
   2. Time zone not entered.
      1. Google may flag this as inconsistent with actual office location.
   3. Default Post Category: Uncategorized
   4. Share Buttons
      1. There are no social share options displayed on posts on the live site.
2. GTmetrix Report for page speed scored an “F” letter grade.  
   1. The average total page size is 4.37MB, considered too large
      1. Images are being resized by HTML or CSS and file sizes are larger than needed.
      2. Many CSS and JS files are not currently compressed.
   2. Page load time is 3.7 seconds, considered relatively fast
   3. Test page without content found: http://innovation.ed.gov/2010/07/31/gallery-test/
3. MOZ Report for new website scored a 98 out of 100 on Domain Authority  
   1. Several inbound links from high domain authority web properties
   2. No spam on website found
4. MOZ Report for old website content is not available due to domain redirect.
5. CognitiveSEO Report for new website  
   1. Three broken pages found with referring links
      1. http://innovation.ed.gov/challenges/LowPerformingschools/show
      2. https://innovation.ed.gov/challenges/challengetoinnovate/show/
      3. http://innovation.ed.gov/my-portal/
         1. This specific page is very problematic as it has at least 29 referring domains linking to it.  
            http://explorer.cognitiveseo.com/?u=http://innovation.ed.gov&m=U\*#section/5
6. Google Analytics new website popular content.  
   1. Highest four visited pages on the website:
      1. http://innovation.ed.gov/2015-highest-rated-i3-applications/
      2. http://innovation.ed.gov/what-we-do/innovation/investing-in-innovation-i3/
      3. http://innovation.ed.gov/who-we-are/
      4. http://innovation.ed.gov/apply-for-a-grant/
7. Google Analytics old website popular content.  
   1. There are several pages with significant visitor traffic
   2. Visitors referred to these pages may not click through to the new website
8. Navigation and User Experience  
   1. “What We Do” mega menu offers too many options to end users.
9. Secure Socket Layers  
   1. New website does not have a secure connection.
   2. Google provides higher rankings to secure websites.

WordPress Administration and Content Review Recommendations

1. General Settings  
   1. Provide a Tagline for the website for further description.
      1. If not converted into a meta tag programmatically, add the <meta name=”description” content=”*further description or summary of the website”/>* tag. This is used to provide a Google description of the website under the site title in listings.
      2. Yoast SEO plugin provides this capability, on a page-by-page basis.
   2. Time zone not entered.
      1. Update to EST to align with Washington DC time zone.
      2. Can be done by Joe in WP Admin.
   3. Update categories to prevent “Uncategorized” content from appearing on the website.
      1. Does not appear to be a problem currently (no uncategorized posts).
      2. If this appears to be a problem in the future, create an “Innovation and Improvement” or alternative post category and set as default for future posts.
   4. Share Buttons
      1. Provide social share options on posts on the live site, not just pages.
2. Increase page speed ranking by decreasing average page sizes.  
   1. Decrease the homepage slider images from 1600 px wide to 711 px wide.
      1. While replacing images, name files to incorporate top searched keywords including:
         1. internship
         2. grants
         3. jobs
         4. arts integration
         5. i3
      2. Install plugin to provide GZip Compression
         1. GZip Ninja Speed is one option, others may work better based on the site: https://wordpress.org/plugins/gzip-ninja-speed-compression/
   2. Page load time will improve with decreased image sizes, site wide.
   3. Unpublish or remove this page: http://innovation.ed.gov/2010/07/31/gallery-test/
3. MOZ Report for new website scored a 98 out of 100 on Domain Authority  
   1. Given the .gov domain, authority is already very high.
   2. No need for spam cleanup.
4. MOZ Report for old website content is not available due to domain redirect.
5. CognitiveSEO Report for new website  
   1. Three broken pages found with referring links
      1. Remove: http://innovation.ed.gov/challenges/LowPerformingschools/show
         1. Implement a 301 redirect to relative content
      2. Remove: https://innovation.ed.gov/challenges/challengetoinnovate/show/
         1. Implement a 301 redirect to relative content
      3. Remove: http://innovation.ed.gov/my-portal/
         1. Implement a 301 redirect to the correct URL for the portal
   2. Resubmit new website sitemap to Google and Bing after pages are removed.
      1. Alternative includes URL submission for indexing here:
         1. <http://www.google.com/webmasters/tools/submit-url>
         2. [http://www.bing.com/toolbox/submit-site-url](1.%09http://www.bing.com/toolbox/submit-site-url)
      2. Yoast SEO plugin provides sitemap tools.
6. Google Analytics new website popular content.  
   1. Provide a clear direction to visitors for the most visited content on the website:
      1. http://innovation.ed.gov/2015-highest-rated-i3-applications/
      2. http://innovation.ed.gov/what-we-do/innovation/investing-in-innovation-i3/
      3. http://innovation.ed.gov/who-we-are/
      4. http://innovation.ed.gov/apply-for-a-grant/
   2. Ideas include:
      1. Linking images on homepage slideshow to relevant content
         1. Layer copy or call to actions over images
      2. Creating links or call to actions in sidebar to:
         1. Investing In i3 Innovation
         2. Who We Are
         3. Apply For A Grant
7. Google Analytics old website popular content.  
   1. Provide 301 redirects to the most commonly visited referral pages
   2. If possible, 301 redirects for all visited referral pages
8. Improve navigation user experience.  
   1. Reduce menu items to secondary listed items, remove third-level items.
   2. All third-level items are easily found on secondary pages.
9. Add secure socket layers “HTTPS” to domain.  
   1. Will add value according to Google’s algorithm.
   2. May not be feasible due to hosting configuration.
10. Manually add new website content (posts/pages) to Google and Bing after being published, especially for time-sensitive relevance :  
    1. www.google.com/webmasters/tools/submit-url
    2. www.bing.com/toolbox/submit-site-url

Attachments

GTmetrics Full Report and Recommendations

Analytics Results for most popular pages by referral, below.

|  |  |  |
| --- | --- | --- |
| **Page** | **Pageviews** | **Unique Pageviews** |
| /oii-news/use-technology-teaching-and-learning | 46,714 | 41,233 |
| /oii-news/competency-based-learning-or-personalized-learning | 19,198 | 15,849 |
| /about/offices/list/oii/nonpublic/statistics.html | 7,123 | 6,203 |
| /about/offices/list/oii/nonpublic/childcare.html | 6,681 | 5,629 |
| /about/offices/list/oii/nonpublic/erate.html | 5,597 | 4,936 |
| /about/offices/list/oii/nonpublic/louisiana.html | 4,968 | 4,294 |
| /about/offices/list/oii/nonpublic/faqgeneral.html?src=preview | 4,539 | 3,968 |
| /about/offices/list/oii/nonpublic/index.html | 4,161 | 3,025 |
| /about/offices/list/oii/nonpublic/regulation-map.html | 3,705 | 2,156 |
| /about/offices/list/oii/csp/index.html?exp=2 | 3,199 | 2,255 |
| /about/offices/list/oii/nonpublic/missouri.html | 3,069 | 2,598 |
| /about/offices/list/oii/nonpublic/pennsylvania.html | 3,035 | 2,599 |
| /about/offices/list/oii/nonpublic/idea1.html | 2,998 | 2,614 |
| /about/offices/list/oii/nonpublic/alabama.html | 2,680 | 2,226 |
| /about/offices/list/oii/nonpublic/westvirginia.html | 2,378 | 2,028 |
| /oii-news/increasing-educational-productivity | 2,371 | 1,958 |
| /about/offices/list/oii/nonpublic/minnesota.html | 2,239 | 1,932 |
| /about/offices/list/oii/csp/funding.html | 2,048 | 1,714 |
| /oii-news/teacher-compensation | 1,840 | 1,536 |
| /about/offices/list/oii/nonpublic/index.html?exp=5 | 1,729 | 1,281 |
| /about/offices/list/oii/about/definition.html | 1,708 | 1,588 |