

Search Engine Optimization

Report

[HTTPS://WWW.THEWEBSITECOMPANY.DIGITAL/](https://www.thewebsitecompany.digital/)



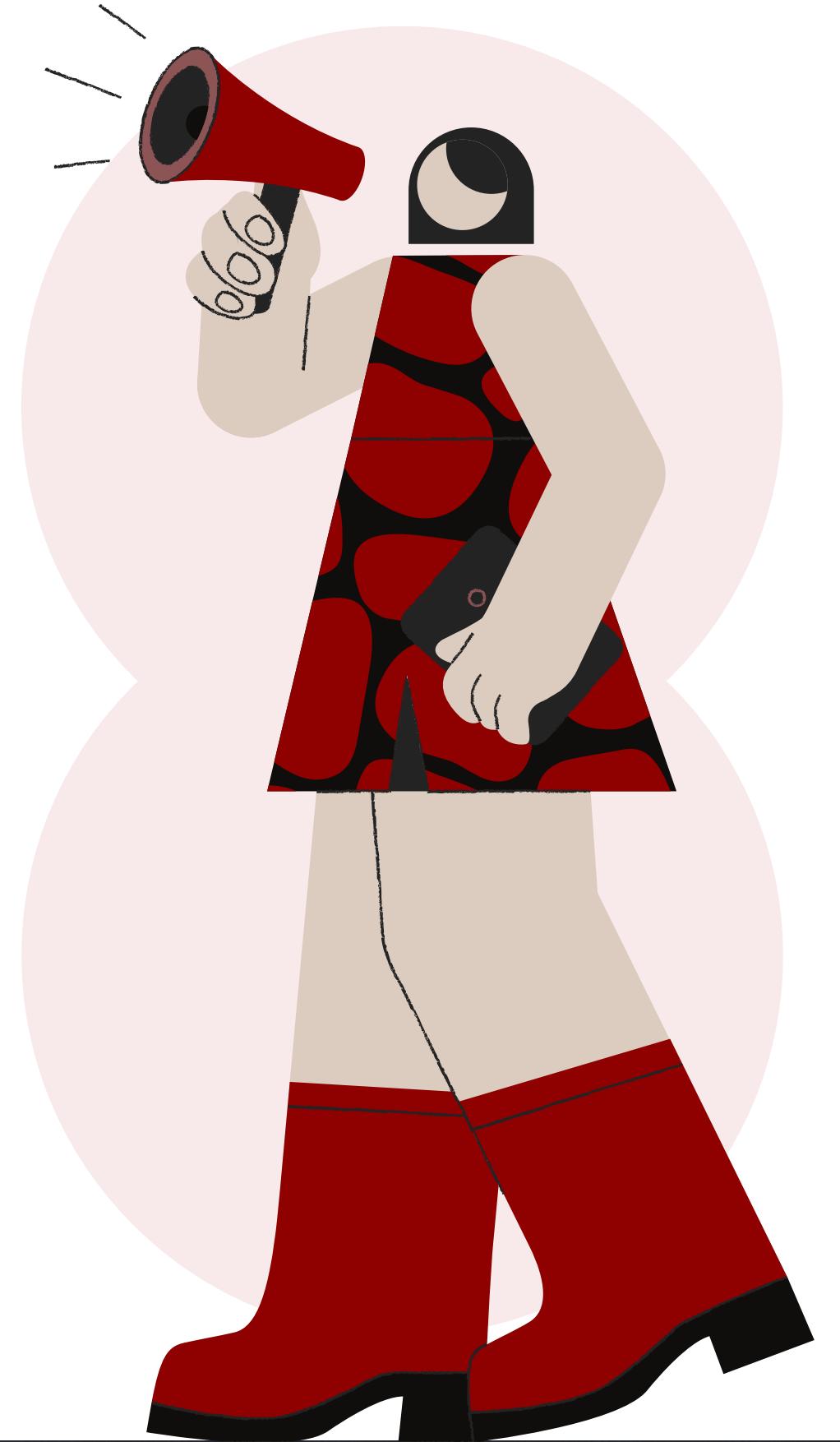
INSIGHTS AND HIGHLIGHTS FOR:

[HTTPS://WWW.THEWEBCOMPANY.DIGITAL/](https://www.thewebcompany.digital/)

Report Outline

- SEO basics
- On-page SEO
- Off-page SEO
- Technical SEO
- Strategy for

<https://www.thewebcompany.digital/>



SEO BASICS

Sitemap.xml

“

Sitemap.xml is already installed on the website. No errors detected and the sitemap doesn't need any changes.

Robots.txt

“

Robots.txt is already on the website.

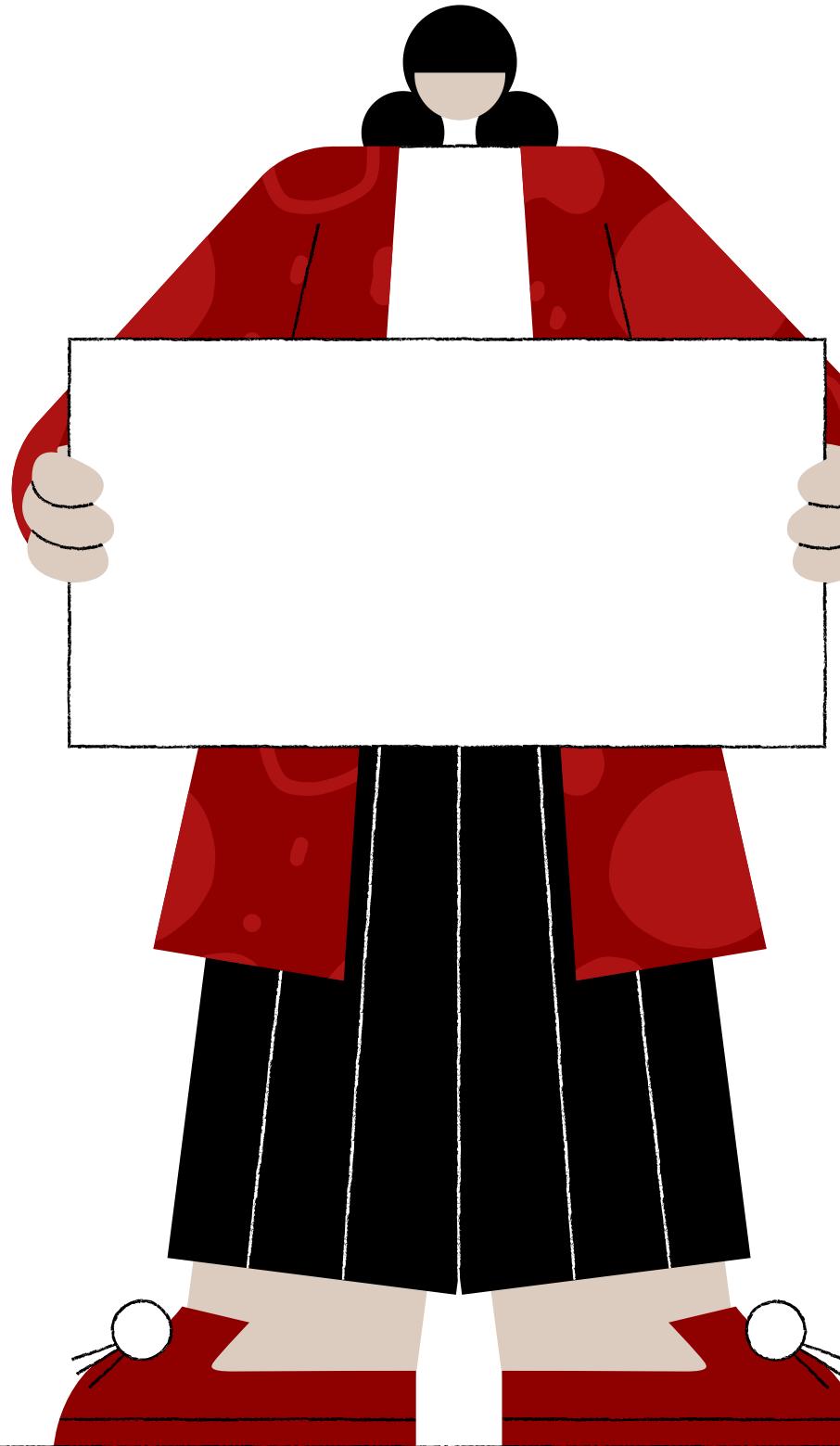
Indexed Pages

“

All pages that are present on the front-end and on the sitemap are indexed by google. You can check the indexed pages by typing:
`site:www.thewebcompany.digital`

ON-Page Audit

On-Page checklist:



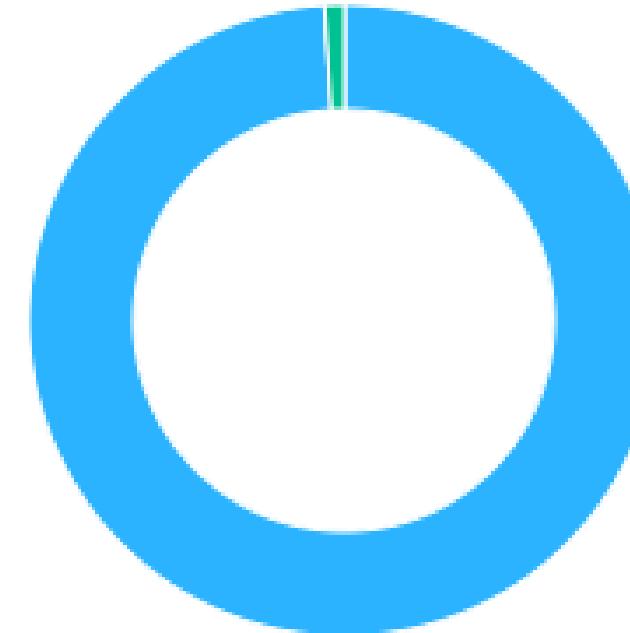
- ✓ Meta title
- ✓ Meta description
- ✓ H1 tag
- ✓ Sitemap.xml
- ✓ Robots.txt
- ✓ Image alt attributes
- ✗ Google analytics
- ✓ Canonical tags
- ✓ Schema markup

Off-Page analysis

Backlink Audit

Your backlink score is good but you have too many toxic links. You need to remove all toxic backlinks via Google Search Console and focus on making Backlinks on High DA-PA websites.

Backlinks by Link Type i



Text <small>i</small>	99.2%	710
Image <small>i</small>	0.8%	6
Frame <small>i</small>	0%	0
Form <small>i</small>	0%	0

High Take a close look at your most toxic backlinks

49

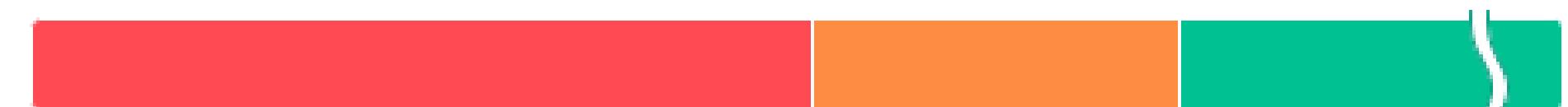
24.6% toxic

23

11.6% pot. toxic

127

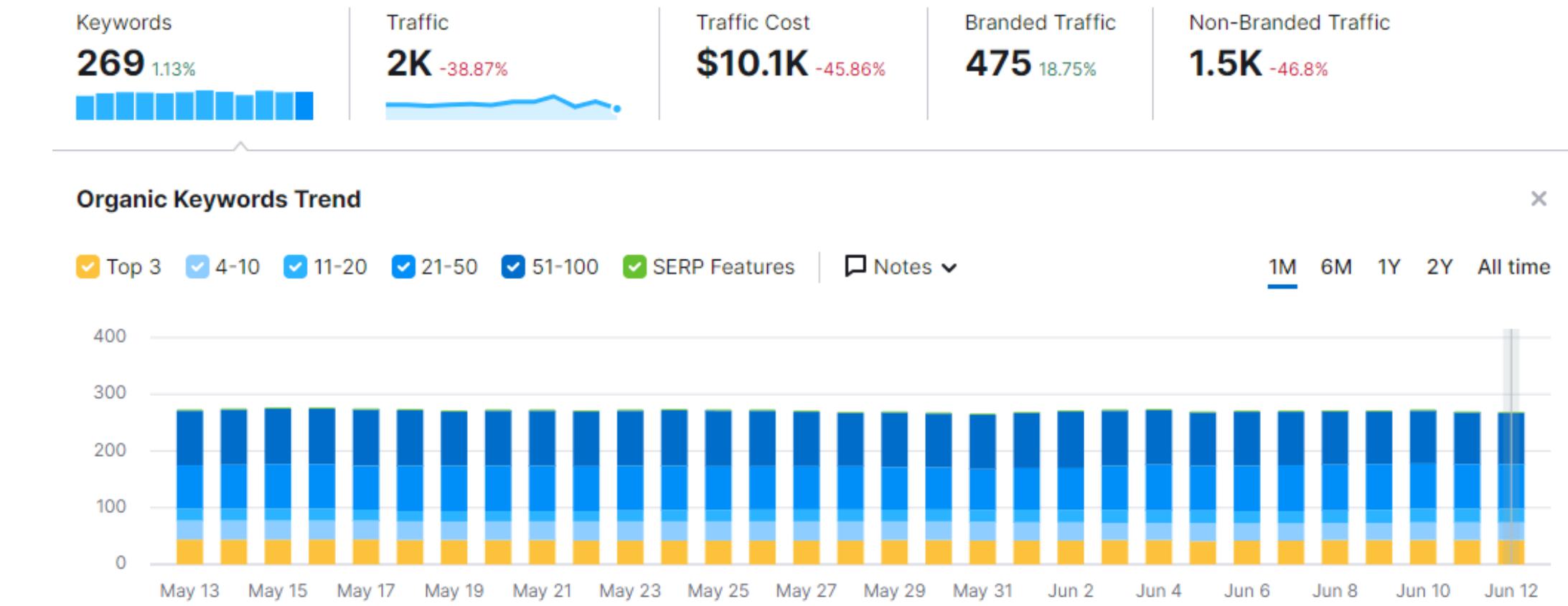
63.8% non-toxic



Technical SEO



Visibility and Position

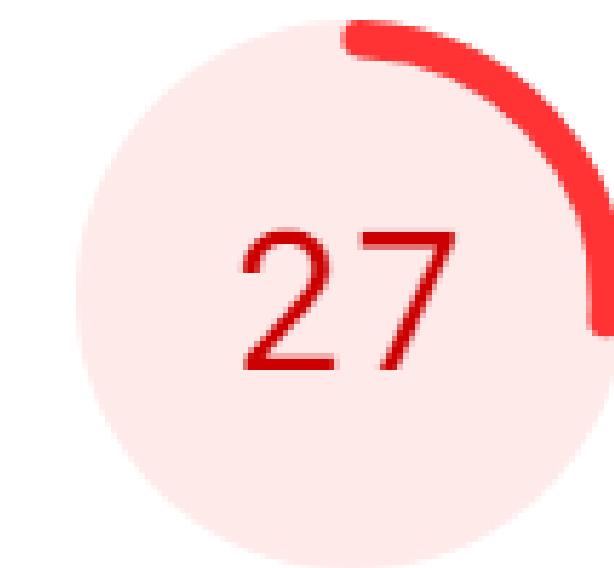


Page Speed Insights

Page Speed Performance on
Mobile and Desktop

Your page speed score is very low, you
need to optimize it. This happens mainly
because of the unminified javascript and
large sizes of media and files.

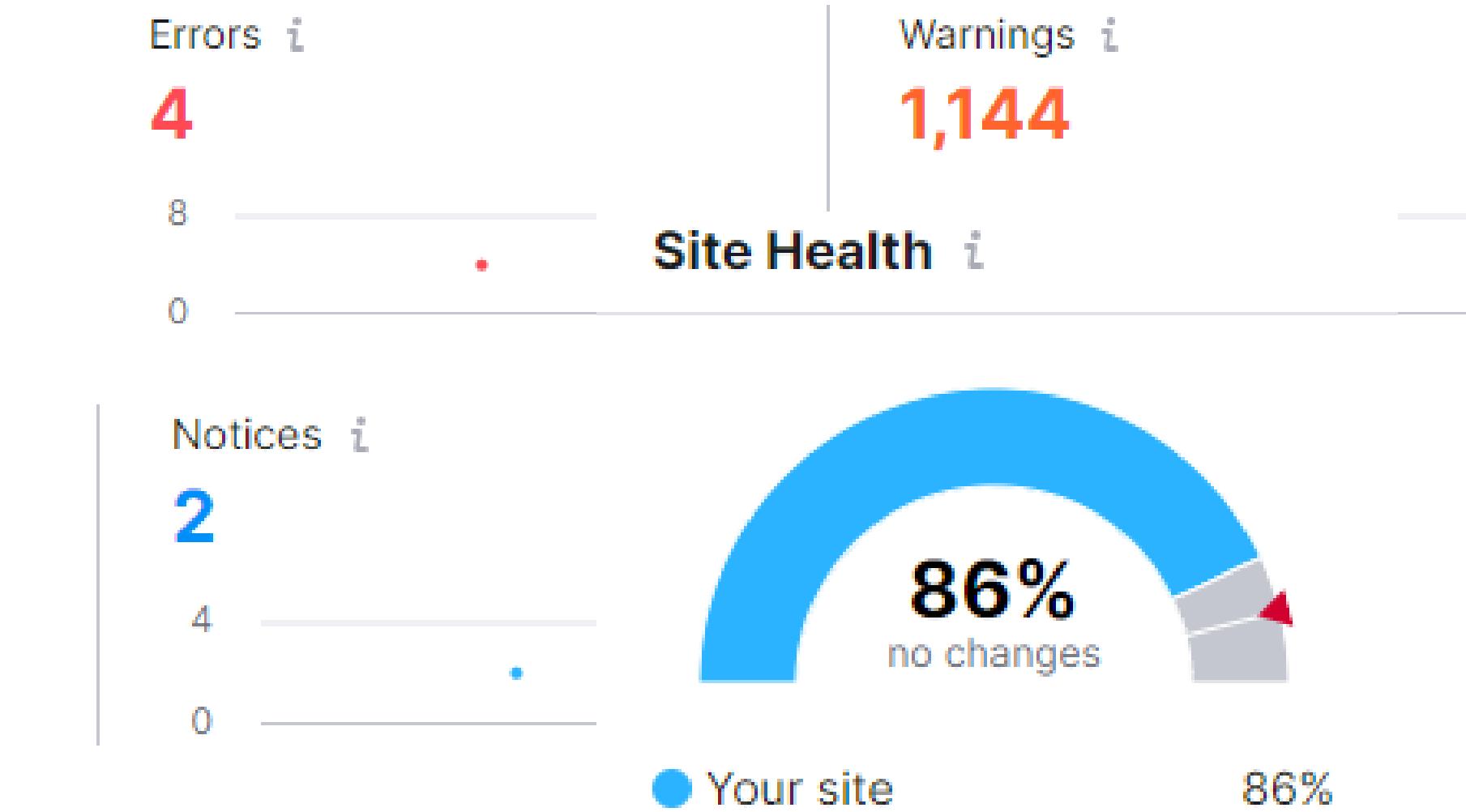
Mobile



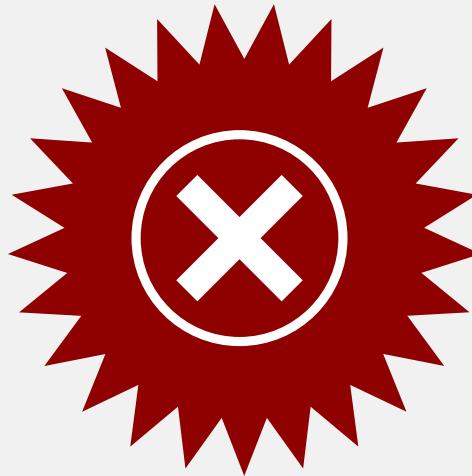
Desktop



Site Audit - Technical Issues



Conclusion



Errors

- Your 2 pages have same title tags
- Your 2 pages have same meta description



Warning

you have 7 warnings regarding uncompressed, uncached, and unminified JavaScript and CSS files, and one page doesn't have meta description.



Notices

- You have more than one H1 tag on 1 page
- 1 page has only one incoming internal link.

Insights

Needs On-page Optimiation

“

Your On-page is 70% Complete. You need to solve all the errors and issues on your website and you need to optimize your site's page speed, the Ideal score is 80% and above. Your website user experience is good and the links are easy to navigate.

My Suggestions

STRATEGIC PLAN

ON-PAGE

- Google analytics code is not properly set. for more information refer to this article
https://support.google.com/tagassistant/answer/3059154?ref_topic=2947092#missing_property
- You can include your keywords in your URL.

OFF-PAGE

- Your backlink quality is very low, there are more toxic links 10 is acceptable but you have 49 toxic links.
- Focus on high DA-PA sites for submissions
- Disavow toxic links via Google search console

My Suggestions

STRATEGIC PLAN

TECHNICAL SEO

- need to solve all the issues, warnings, and notices
- you have have 2k monthly visitors which is a good traffic but I will increase it.
- Page speed needs to be improved as it affects your rankings and user experience.

Thank You

I believe to provide best quality and services to the client with long term relationships.

Thanks for giving us opportunity to work with you and your organization.

