SEO Analysis: yepstr.com

Core Web Vitals were first introduced earlier this year, these matrices were aimed as an easy way to measure user experience provided by a site. Google even replaced page speed insights with Core Web Vitals in search console.
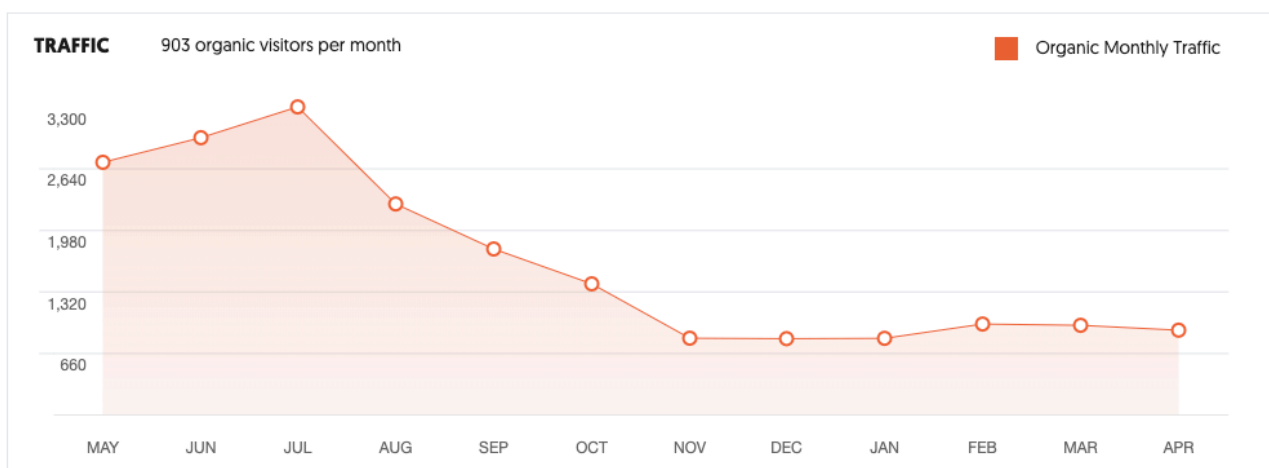Your website fails Largest Contentful Paint (LCP).
LCP should occur within 2.5 seconds of when the page first starts loading. yepstr.com takes 3+ seconds.
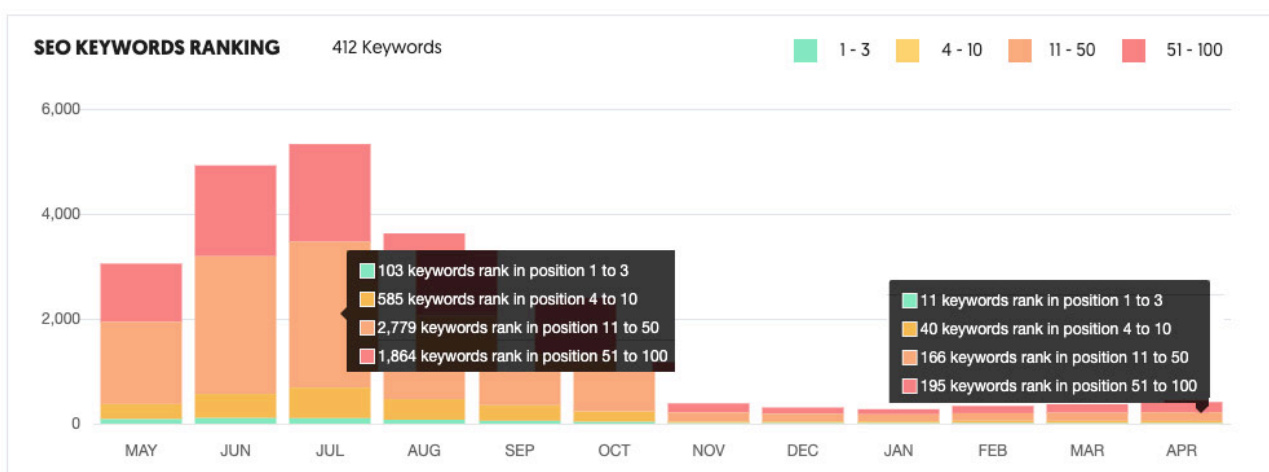
- There is no structure data present on your website. Proper use of structured data enhances SEO greatly.
- Images have missing alt text.
- No use of hreflang tags.
- No use of canonical tags.
- Sitemap is very basic, it contains no information about all the resources available your website like images. When you properly structure your sitemap, google would be able to index your images against relevant keywords, as well.
- 404 page is not designed correctly.
- Ratio of text to HTML code is 8.29%. A good text to HTML ratio is anywhere from 25 to 70 percent. This percentage refers to the visible text ratio, as opposed to HTML elements, image tags and other non-visible information. This ratio has no direct effect on SEO but you may notice that many high ranking websites in search results have good visible text. This has become especially apparent since search engines, such as Google, released the Panda update which placed importance on content-driven sites.
- Your are not using open-graph protocol.
- Your SSL certificate is about to expire, please update it before it expires.
- Your URLs are not formed correctly, this is one of the biggest factors that can effect your ranking. The details about fixing this is beyond the scope of this document.
- The use of h2 and h3 tags can be improved further to generate a more meaningful page structure for bots.
- According to Goggle lighthouse your scores for performance, accessibility, best practises and SEO stands at 8, 75, 79, 90 out of 100, respectively.

This shows that there is a big room for improvement especially in terms of performance. The ideal outcome should be a site scoring 100 across all matrices with support for PWA.

- Yepstr shows up in google search results for about 412 keyword and as the 1st result for some of them, but with very low traffic volume. You need a proper keyword research and more content so you can start ranking for more keywords with higher traffic volumes.

- Your organic traffic was 3,299 last July, but by November you had only 817 organic visitors. Last month you finished with 903 organic visitors. It would be interesting to find out why this happened and upon analysing this it would be possible to get these numbers up again. In July last year you had 103 keywords for which you were among top three pages in Google, as compared to only 11 last month.

A CHART TO SHOW THE ORGANIC TRAFFIC IN LAST 12 MONTHS

A CHART TO SHOW KEYWORD RANKING IN LAST 12 MONTHS