

SEO Analysis of jerichowriters.com by

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1. Blog/Keywords/Topics

After the first analysis of your site I would add more articles related to novice authors or independent writers, for example:

- How to write your first book independently
- How to publish your first book if you are not a writer
- How to promote your first book if you are not a writer
- How to promote your first book independently

Some other keywords would include grammar-related themes:

- How to correctly proofread my book
- How to proofread my book with software
- How to check readability in my book by myself
- How to fix grammar mistakes in my book for free

But personally, I would recommend you to write several non-ordinary, sarcastic articles like:

- "How to write a book, so that it will never be published"
- "How to write a book that will never become popular".

The sarcastic approach would make good usage of human curiosity, it will cause various emotions, which will lead to emotional feedback from a client to your company, it will also highlight a difference between your company and competitors — with it, you are proclaiming “We are different”. Why did I choose this particular topic for the article? The point is that I don't know your target audience, I don't have access to your Google Analytics, and I don't know which articles are best received by your audience. Because of the lack of this information, it is impossible to gather actually useful topics, so I have had to look for topics that will be interesting to a wide audience.

In general, the most effective way to find topics for the blog is to look at your Analytics and find the top 5 best-performing articles. Then, you just write a “sequel” to these articles — an updated version, a second part, a continuation, etc. This way, you don't need to “guess” the best topic for your blog — you already know it. AS you understand, I could not apply this extremely effective method, as I do not have access to your Google Analytics.

Notice that I used "Long-Tail Keywords" — I did not use keywords like "write a book", because these types of keywords are very expensive and, often, useless:

A single click may cost £20, so you will spend your monthly budget in one day if you use this kind of keyword. At the same time, the client may only be exploring this topic, so it doesn't mean that spending £20 on a single click will bring you a client.

On the contrary, "Long-Tail Keywords" are usually less expensive and effective at the same time, which is why I recommend them. I used the "Long-Tail Keywords" strategy for more than 7 years, and it always showed the best results.

2. Technical reference for an article

Purpose of text:

To attract new authors and writers to the main site, to offer the professional services of the company, to tell about the benefits of cooperation.

Theme: "How to write a book so that it would never become popular"

Word count: approximately 1500-2000 words

Target audience: Novice authors, beginners

The text should be written in a parodic and sarcastic way, a kind of guide from "error to error".

The article should expose typical mistakes and problems that novice authors face. For example: Unbelievable storylines, dull and obnoxious characters, problems with logical beginning and ending of texts, style, jokes, plot construction, perspective, improper language, empty rhetoric, no one needs descriptions, clichés, stereotypes -- as a result, an inability to sell your book.

To avoid all these mistakes, you can ask for the help of professionals with experience in teaching, editing, writing, and reviewing texts to give novice authors useful advice.

[At this point in the article, there should be a call-to-action block, "Get help from the experts now."]

... [specialists] will help you get out of the amateur field into the professional field, and learn how to write good texts that are interesting to potential readers and publishers. They can help you go from the amateur field to the professional field, to learn how to write good texts that are interesting to potential readers and publishers.

Next, should follow a unique selling proposition (the difference from competitors, the benefits of working with this particular company).

Also, it would be good to offer LEAD-magnet - some promotions or special offers, which you can get by following a link from this article.

SEO requirements and recommendations

The article should use these keywords:

- Most common mistakes that novice authors make
- Top errors of newbie writers
- Typical mistakes of novice writers
- The most common mistakes of beginners
- How to write good texts — tips
- How to avoid mistakes when writing texts
- How to write the best texts
- How to become a professional writer

Title: approximately 60 characters, should use the article's theme.

H1: about 90 chars, must include one of the keywords mentioned above, something like:
“Most common errors of novice authors and how to avoid them: how to become a better writer”

H2: Should rephrase H1, and it should be a bit longer — approximately 140 chars. If possible, include another keyword phrase and article's theme.

Meta description (snippet): Use couple keywords and rephrase them, at the end, you can mention the article's main theme in the end, for example:
... find out the most common mistakes... Follow our unique guide to FAIL your writer's career!

Do not use CTAs like “hire professional editors, we will help you” in H1, H2, Meta or Title. People will usually close the article if you use CTAs too soon, instead, it should be mentioned at the end of the article.

URL: Use the Title as a base, replace spaces with “-”, convert text to lowercase, for example:
“/how-to-write-a-book-so-that-it-would-never-become-popular/”

3. General recommendations

I see no sense in repeating my audit which I have sent you in Email — all technical issues I found need to be fixed. So, there are already 13 points on which we need to concentrate. But of course, some issues are more important than others, and we need to prioritize them accordingly. Below, you can find a list of issues, which, in my opinion, **hold a critical level of concern**.

	Address	Occurrences	Name
37	https://community.jerichowriters.com/page/view-persons-profile?id=131	1	Libby
38	https://community.jerichowriters.com/page/view-persons-profile?id=181	1	TonyL
39	https://community.jerichowriters.com/page/view-persons-profile?id=6198	1	AndyD
40	https://community.jerichowriters.com/page/view-persons-profile?id=4265	1	Caron
41	https://community.jerichowriters.com/page/view-post?id=142	1	Hello
42	https://community.jerichowriters.com/page/view-persons-profile?id=4358	1	Jo Oz
43	https://community.jerichowriters.com/page/item?id=16484	1	Error
44	https://community.jerichowriters.com/page/view-persons-profile?id=6375	1	patti
45	https://community.jerichowriters.com/page/view-persons-profile?id=5169	1	Rakan
46	https://community.jerichowriters.com/page/view-persons-profile?id=6440	1	Anita
47	https://community.jerichowriters.com/page/posts-home	1	Posts
48	https://community.jerichowriters.com/page/item?id=19842	1	Error
49	https://community.jerichowriters.com/page/item?id=3509	1	Error
50	https://community.jerichowriters.com/page/item?id=20173	1	Error
51	https://community.jerichowriters.com/page/item?id=19176	1	Error
52	https://community.jerichowriters.com/page/item?id=22795	1	Error
53	https://community.jerichowriters.com/page/item?id=19131	1	Error
54	https://community.jerichowriters.com/page/view-persons-profile?id=2494	1	Weens
55	https://community.jerichowriters.com/page/item?id=20206	1	Error
56	https://community.jerichowriters.com/page/item?id=22846	1	Error
57	https://community.jerichowriters.com/page/view-persons-profile?id=3728	1	Kelly
58	https://community.jerichowriters.com/page/item?id=20262	1	Error
59	https://community.jerichowriters.com/page/item?id=19319	1	Error
60	https://community.jerichowriters.com/page/view-persons-profile?id=2509	1	Jason
61	https://community.jerichowriters.com/page/item?id=19306	1	Error
62	https://community.jerichowriters.com/page/item?id=9503	1	Error
63	https://community.jerichowriters.com/page/view-persons-profile?id=4695	1	Chris
64	https://community.jerichowriters.com/page/view-persons-profile?id=4005	1	Eli R

6	https://jerichowriters.com/format/panels/	1	Panels – Jericho Writers
7	https://jerichowriters.com/masterclasses/	1	Videos – Jericho Writers
8	https://jerichowriters.com/our-services/agentmatch/search/	1	Search – Jericho Writers
9	https://jerichowriters.com/agent_tag/sports/	1	Sports – Jericho Writers
10	https://jerichowriters.com/events/	1	Events – Jericho Writers
11	https://jerichowriters.com/agent_tag/horror/	1	Horror – Jericho Writers
12	https://jerichowriters.com/editors/	1	Editors – Jericho Writers
13	https://jerichowriters.com/agent_tag/history/	1	History – Jericho Writers
14	https://jerichowriters.com/editors/jo-hall/	1	Jo Hall – Jericho Writers
15	https://jerichowriters.com/agent_tag/science/	1	Science – Jericho Writers
16	https://jerichowriters.com/agent_tag/fantasy/	1	Fantasy – Jericho Writers
17	https://jerichowriters.com/agent_tag/mystery/	1	Mystery – Jericho Writers
18	https://jerichowriters.com/join-us/	1	Join Us – Jericho Writers
19	https://jerichowriters.com/our-services/courses-mentoring/	1	Courses – Jericho Writers
20	https://jerichowriters.com/format/replays/	1	Replays – Jericho Writers
21	https://jerichowriters.com/our-services/121-support/mentoring-service/gwyn-gb/	1	Gwyn GB – Jericho Writers
22	https://jerichowriters.com/category/editing/	1	Editing – Jericho Writers
23	https://jerichowriters.com/format/keynotes/	1	Keynotes – Jericho Writers
24	https://jerichowriters.com/jericho-writers/about-us/	1	About Us – Jericho Writers
25	https://jerichowriters.com/skill-level/advanced/	1	Advanced – Jericho Writers
26	https://jerichowriters.com/agent_type/us-agent/	1	US Agent – Jericho Writers
27	https://jerichowriters.com/agent_tag/children/	1	Children – Jericho Writers
28	https://jerichowriters.com/agent_tag/religion/	1	Religion – Jericho Writers

Address	Meta-Description	Meta-Description Length
148 https://community.jerichowriters.com/page/joine...		0
149 https://community.jerichowriters.com/page/phot...		0
150 https://community.jerichowriters.com/page/cmts...		0
151 https://jerichowriters.com/our-services/agentmat...		0
152 https://community.jerichowriters.com/page/cmts...		0
153 https://community.jerichowriters.com/page/cmts...		0
154 https://community.jerichowriters.com/page/phot...		0
155 https://community.jerichowriters.com/page/cmts...		0
156 https://community.jerichowriters.com/page/post...		0
157 https://community.jerichowriters.com/page/cmts...		0
158 https://jerichowriters.com/our-services/agentmat...		0
159 https://community.jerichowriters.com/page/cmts...		0
160 https://community.jerichowriters.com/page/phot...		0
161 https://jerichowriters.com/our-services/agentmat...		0
162 https://community.jerichowriters.com/page/cmts...		0
163 https://community.jerichowriters.com/page/cmts...		0
164 https://jerichowriters.com/our-services/agentmat...		0
165 https://jerichowriters.com/our-services/agentmat...		0
166 https://community.jerichowriters.com/page/cmts...		0
167 https://community.jerichowriters.com/page/post...		0
168 https://community.jerichowriters.com/page/post...		0
169 https://jerichowriters.com/editors/anna-barrett-1/		0
170 https://community.jerichowriters.com/page/cmts...		0
171 https://jerichowriters.com/our-services/agentmat...		0
172 https://community.jerichowriters.com/page/cmts...		0
173 https://community.jerichowriters.com/page/files-...		0
174 https://community.jerichowriters.com/page/cmts...		0
175 https://community.jerichowriters.com/page/phot...		0

124 https://jerichowriters.com/our-services/agentmatch/literary-agency/wales-literary-agency/		0
125 https://jerichowriters.com/our-services/agentmatch/literary-agency/david-black-agency/		0
126 https://jerichowriters.com/pa-mentoring-page/		0
127 https://jerichowriters.com/our-services/agentmatch/literary-agent/t-s-ferguson/		0
128 https://jerichowriters.com/our-services/agentmatch/literary-agent/amy-tompkins/		0
129 https://jerichowriters.com/our-services/agentmatch/literary-agent/luke-janklow/		0
130 https://jerichowriters.com/our-services/agentmatch/literary-agent/sonia-land/		0
131 https://jerichowriters.com/our-services/agentmatch/literary-agency/frances-goldin-literary-agency/		0
132 https://jerichowriters.com/skill-level/intermediate/		0
133 https://jerichowriters.com/our-services/agentmatch/literary-agent/faith-hamlin/		0
134 https://jerichowriters.com/our-services/agentmatch/literary-agent/naomi-davis/		0
135 https://jerichowriters.com/jodi-taylors-path-to-publication/		0
136 https://jerichowriters.com/our-services/agentmatch/literary-agent/savannah-brooks/		0
137 https://jerichowriters.com/jericho-writers/about-us/		0
138 https://jerichowriters.com/our-services/agentmatch/literary-agency/barry-goldblatt-literary-llc/		0
139 https://jerichowriters.com/our-services/agentmatch/literary-agent/darryl-samaraweera/		0
140 https://jerichowriters.com/our-services/agentmatch/literary-agency/wells-arms-literary/		0
141 https://jerichowriters.com/our-services/agentmatch/literary-agent/kin-lionetti/		0
142 https://jerichowriters.com/our-services/agentmatch/literary-agent/lisa-fagan/		0
143 https://jerichowriters.com/agent_tag/nature/		0
144 https://jerichowriters.com/our-services/121-support/mentoring-service/annabel-pitcher/		0
145 https://jerichowriters.com/our-services/agentmatch/literary-agent/kristin-ostby/		0
146 https://jerichowriters.com/our-services/agentmatch/literary-agent/rowan-lawton/		0
147 https://jerichowriters.com/our-services/agentmatch/literary-agent/simon-targett/		0
148 https://jerichowriters.com/editors/cecile-shanahan/		0
149 https://jerichowriters.com/our-services/agentmatch/literary-agent/don-fehr/		0
150 https://jerichowriters.com/our-services/agentmatch/literary-agent/zoe-waldie/		0
151 https://jerichowriters.com/our-services/agentmatch/literary-agent/eugene-wipick/		0

First place in the list of priorities is shared between Meta description and Title:

- Errors in Title — **8122 (87%)** errors
- Errors in Meta — **7982 (86%)** errors

Both Title and Meta are the most influential tags in Content SEO — and sadly, they are incorrectly implemented on 87% of your website's pages. As you mentioned earlier, most of them are located in the community subdomain, but still, there are about 2200 URLs on the main website with these issues (about 25% of the main website). My recommendation is to fix these issues in the first place, as, currently, they are the most critical issue on your website.

The second place is shared between H1 and Sitemap:

- **6183** errors in the Sitemap file
- H1 (Level 1 heading) Elements issues — 5407 errors

These issues have a significant impact on your website's organic search, and especially, indexation. In my opinion, they need to be fixed as soon as possible, and the Sitemap file needs to be updated (and possibly, split into separate parts).

The third place consists of Image-related issues:

- Empty ALT text — **3200** errors
- Violation of image optimisation recommendations — **1099** images

It's very important to have meaningful ALT texts, and properly-optimized images — Google values websites that care about people with vision disabilities, and of course, fixing these issues will have a positive effect on your website's position. Also, your website has a lot of PNG images — 691 images, to be exact. PNG is a good format for images that require transparency, but it is a "loss-less" format, which means that Images saved in this format usually have large sizes. I would advise converting these images to WEBP format, compressing and resizing them properly: it will significantly improve the performance of your website.

Address	Content Type	Size	IMG
1 https://community.jerichowriters.com/s/bx_posts_photos/jcfbatb9wkepsmzg5zjwcaqddncy2r.jpg	image/jpeg	5.5 MB	
2 https://community.jerichowriters.com/s/bx_forum_photos/qimabmxpxw6jfyxzyjm8f23c6hvpwhs.jpg	image/jpeg	2.4 MB	
3 https://jerichowriters.com/wp-content/uploads/2021/08/krakenimages-8RXmc8pLX_J-unsplash.jpg	image/jpeg	2.1 MB	
4 https://jerichowriters.com/wp-content/uploads/2021/08/matt-bowden-GZc4fnQsaWQ-unsplash-scaled.jpg	image/jpeg	1.2 MB	
5 https://community.jerichowriters.com/s/bx_posts_photos/9eatim7mnum7348srn2kfmqyuv8qrck.jpg	image/jpeg	1.2 MB	
6 https://community.jerichowriters.com/s/bx_groups_pics_resized/da67fkhuwpxfauj5rez96zgf6jaasvp.jpg	image/jpeg	993.9 KB	
7 https://jerichowriters.com/wp-content/uploads/types-editing-letterbox-pencil-shavings.jpg	image/jpeg	871.8 KB	
8 https://jerichowriters.com/wp-content/uploads/types-editing-letterbox-pencil-shavings.jpg	image/jpeg	871.8 KB	
9 https://jerichowriters.com/wp-content/uploads/2021/09/joshua-coleman-4qosERsP-J0-unsplash-scaled.jpg	image/jpeg	805.2 KB	
10 https://community.jerichowriters.com/s/bx_forum_photos/gg1f2l2iazp3xipab8jccffygbyhky.jpg	image/jpeg	799.8 KB	
11 https://community.jerichowriters.com/s/bx_photos_media_resized/ttbiq7t5q4f2undpkbysvewdywbhv5.jpg	image/jpeg	713.0 KB	
12 https://community.jerichowriters.com/s/bx_posts_photos_resized/ndbrk9etcczmthkhakkneueysuk6dmu6.jpg	image/jpeg	709.9 KB	
13 https://community.jerichowriters.com/s/bx_posts_photos_resized/y2jqfkt4tmdt3bvasyctdrctcyvxnwtly.jpg	image/jpeg	705.9 KB	
14 https://community.jerichowriters.com/s/bx_posts_photos/r59cnqzrw5idkaerw5b6bxunfzqkrm.jpg	image/jpeg	683.1 KB	
15 https://community.jerichowriters.com/s/bx_events_pics_resized/a94ujwhryj3tu9fa4bzmknq2mnnkzxdhw.jpg	image/jpeg	682.3 KB	
16 https://community.jerichowriters.com/s/bx_forum_photos_resized/4d8r6pfzrmtcyrpidqjksuarj9bfjnb.jpg	image/jpeg	676.0 KB	
17 https://community.jerichowriters.com/s/bx_forum_photos_resized/vb5jxnfaibrh5fxgv82pngskbywdmbr.jpg	image/jpeg	676.0 KB	
18 https://community.jerichowriters.com/s/bx_posts_photos/7ynjc8ag85tc2lhvudg3mvaixpxnvz8.jpg	image/jpeg	668.9 KB	
19 https://jerichowriters.com/wp-content/uploads/2021/09/wilhelm-gunkel-6bibCUj3lfa-unsplash-scaled.jpg	image/jpeg	604.2 KB	
20 https://community.jerichowriters.com/s/bx_groups_pics_resized/mf4zpz6kmentecta3mgd872amikz2kae.jpg	image/jpeg	569.0 KB	
21 https://community.jerichowriters.com/s/bx_posts_photos_resized/yehss97amqckqvaavymupu7d2kwfykea.jpg	image/jpeg	565.4 KB	
22 https://jerichowriters.com/wp-content/uploads/perspectives.jpg	image/jpeg	556.1 KB	
23 https://jerichowriters.com/wp-content/uploads/2021/09/heroantivillanheaderimage.jpg	image/jpeg	551.6 KB	
24 https://community.jerichowriters.com/s/bx_persons_pictures_resized/wanzeh4d3nprnk5qvpwqcanpekwithn9.jpg	image/jpeg	497.6 KB	
25 https://community.jerichowriters.com/s/bx_posts_photos_resized/gvxngestclwix3lh3cq23a4tr56bkcc.jpg	image/jpeg	491.3 KB	
26 https://community.jerichowriters.com/s/bx_groups_pics_resized/abnitbgczsqcrydxnww8nq2pg3u6wvbw.jpg	image/jpeg	484.5 KB	
27 https://jerichowriters.com/wp-content/uploads/2021/09/bookcoverdesignheaderimage.jpg	image/jpeg	472.3 KB	
28 https://community.jerichowriters.com/s/bx_forum_photos/uww5fmgvuiw470w2mnmfimsr8hvv.jpg	image/jpeg	466.5 KB	

Of course, all other issues also need to be fixed, as, in total, they will significantly improve your website's position in organic search.

I understand that a lot of these issues are caused by the community subdomain, but still, you can't ignore them and say "it's the user-content subdomain, so we will not optimize it".

Google doesn't care if it's your business's or community's content — from Google's point of view, there are 8122 pages on your website which are incorrectly optimized, and this is a concern of critical degree.

I know that it's hard to SEO optimize user-created content, **yet it is possible.**

We can learn from the world's top companies which still optimize the user content, and do it very well.

A good example of a community-content website is Reddit — they have amazing SEO optimization of the users' posts and profiles, **and we should learn from their experience.**

In your letter, you said that you plan to migrate all pages from the community subdomain into the main domain.

In my professional opinion, **I strongly recommend you not to merge them until you have a good SEO optimization of community content.**

Because if you will merge the very badly optimized community subdomain into your core domain, from Google's point of view **your website will become "low-quality":**

you have a lot of almost-duplicate pages, with exactly the same Titles, and empty Metas. If you merge this into one domain, your website will experience a huge ranking reduction and it may be even classified as "spam" by Google.

In my opinion, before merging the domains, the community subdomain must be well optimized, so it **at least would not damage your main website.**

I examined your various community pages and found a lot of issues related to title and meta — the two most important tags in the whole SEO.

For example, this link literally has "_bx_events_page_title_joined_entries" as a title:

https://community.jerichowriters.com/page/joined-events?profile_id=393

All "joined-events" URLs have this issue, see screenshot:

https://community.jerichowriters.com/page/joined-events?profile_id=317	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=327	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=339	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=357	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=371	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=389	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=397	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=393	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=10307	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=10305	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=5364	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=5369	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=11609	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=4059	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=11675	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=11660	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=11666	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=7993	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=10325	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=6605	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=7959	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=10360	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=7911	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=205	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=227	1	_bx_events_page_title_joined_entries
https://community.jerichowriters.com/page/joined-events?profile_id=225	1	_bx_events_page_title_joined_entries

Also, I analyzed keywords on your website using special software and found that your website has 2780-3240 keywords, which is a very small semantic core compared to the size of your website. I would recommend expanding your Semantic Core to at least 5000-6000 keywords to meet the size of your website.

What I liked the most is how Structured Data is managed on your website — it's organized and implemented very well on 2714 pages. I can say that you are the best website in terms of Schema across all the websites I analyzed in the UK. Congratulations!

Analysis performed by Oleksii Shereta - SEO Specialist.