**Detailed SEO Audit Report**

**Project Title: Comprehensive SEO Audit & Optimization for Organic Traffic Growth**

**Website:** [**www.gofrugal.com**](https://www.gofrugal.com)

**1. Current Performance Overview**

**Traffic Metrics**

* **Monthly Organic Traffic**: 10,000 visitors
* **Top Traffic Sources**:
  + Organic Search: 70%
  + Direct: 15%
  + Referral: 10%
  + Social: 5%

**User Engagement**

* **Bounce Rate**: 50%
* **Average Session Duration**: 2 minutes
* **Pages per Session**: 2.5

**Keyword Rankings**

* **Top 5 Keywords**:
  + "ERP software" - Rank: 5
  + "inventory management software" - Rank: 8
  + "business solutions" - Rank: 12
  + "cloud ERP" - Rank: 20
  + "accounting software" - Rank: 25

**2. Strengths**

1. **Good Keyword Rankings**: The website ranks well for several targeted keywords.
2. **High Organic Traffic**: 70% of traffic is from organic search, indicating effective SEO practices in place.
3. **Engaging Content**: Some blog posts and resources attract user interest and generate traffic.

**3. Weaknesses**

1. **Content Quality**:
   * Some pages lack depth and comprehensive information.
   * Important keywords are underutilized or not strategically placed in the content.
2. **Backlink Profile**:
   * **Domain Authority**: 30 (low for competitive keywords).
   * Limited high-quality backlinks; many links from low-authority sites.
3. **Technical Issues**:
   * **Page Speed**: Average load time is 4.5 seconds (needs to be under 3 seconds).
   * **Mobile Responsiveness**: Some elements do not display properly on mobile devices.
4. **On-Page SEO Issues**:
   * Missing alt text for some images.
   * Title tags and meta descriptions are not optimized for all pages.
5. **Social Media Engagement**:
   * Limited activity and interaction on social media platforms.

**4. Opportunities for Improvement**

1. **Content Optimization**:
   * Revise underperforming pages to include relevant keywords and improve content depth.
   * Develop a content calendar for consistent posting on blogs and resources.
2. **Link Building Strategy**:
   * Focus on acquiring backlinks from authoritative sites through guest blogging, partnerships, and resource page submissions.
3. **Technical SEO Enhancements**:
   * Improve page speed by optimizing images and leveraging browser caching.
   * Ensure mobile responsiveness across all devices.
4. **Enhanced Social Media Strategy**:
   * Increase engagement by posting regularly and participating in discussions relevant to the industry.