**On-Page SEO Audit Report**

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

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

**1. Selected Pages for Audit**

1. **Homepage**: [www.gofrugal.com](https://www.gofrugal.com)
2. **Product Page**: www.gofrugal.com/products
3. **Blog Page**: www.gofrugal.com/blog

**2. Audit Checklist and Findings**

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| --- | --- | --- | --- |
| Criteria | Homepage | Product Page | Blog Page |
| Title Tag | Optimized with relevant keywords | Needs improvement (missing keyword) | Needs improvement (not concise) |
| Meta Description | Well-written, includes keywords | Lacks call-to-action | Too generic |
| Header Tags | H1: Present, H2s: Used correctly | H1: Present, H2s: Missing | H1: Present, H2s: Used correctly |
| Content Optimization | Good keyword density | Underutilized keywords | Needs more depth |
| Internal Linking | Good structure | Limited internal links | Needs more links to relevant posts |
| Image Optimization | Alt text present, sizes optimized | Alt text missing on several images | Alt text present, but not descriptive |
| URL Structure | Clean and descriptive | Clean, but can be more specific | Clean and descriptive |
| Mobile Responsiveness | Fully responsive | Fully responsive | Fully responsive |
| Page Speed | 4.5 seconds (needs improvement) | 5.0 seconds (needs improvement) | 4.2 seconds (needs improvement) |

**3. Detailed Findings**

**Homepage**

* **Strengths**: The homepage has a clear title and meta description, with appropriate header tags. Content is engaging and relevant.
* **Weaknesses**: Page speed is higher than recommended (ideally under 3 seconds). Consider optimizing images and minimizing HTTP requests.

**Product Page**

* **Strengths**: The page has a good structure and relevant content.
* **Weaknesses**: The title tag lacks a primary keyword, and several images do not have alt text. Internal linking is limited, which can hinder navigation and SEO.

**Blog Page**

* **Strengths**: The blog page effectively uses header tags and has a responsive design.
* **Weaknesses**: The meta description is too generic and lacks a compelling call to action. Content could benefit from more depth and internal links to related articles.