A drawing of a face

Description automatically generatedv_logo_reg_POS

**TECHNICAL SEO ITEMS COMPLETED FOR TERRA SEARCH PARTNERS AS OF 8/9/2021**

The following outlines the Technical SEO items Vitamin has completed for terrasearchpartners.com as of August 9th, 2021. Based on our findings, we have included recommendations on how to improve SEO in order to increase Terra’s ranking in search engines.

Organic search results account for 44.4% of visitors between the date of January 1st - June 30th, 2021 Non-Organic sources such as direct (51.5%), social (3.3%) and referral (0.8%) account for all other forms of traffic to the site. Within this time, Google has driven 38.77% of all traffic to terrasearchpartners.com.

**Google Search Console**

* Website ownership verification was confirmed  
  No further action is required
* Index coverage report was run

A small number of pages (2) were discovered to be erring, and therefore unreachable by Google, due to, we believe, maximum file sizes being reached. These issues have been resolved and a request to Google has been made to reindex these URLs.

* Mobile Usability test was run and is solid.

No further action is required

* Load time was checked and analyzed

Homepage scored 43/100 on mobile. Desktop score was 97/100.

Some opportunities for improvement relate to media assets, namely images. To improve performance, images should be properly sized and include explicit width and height attributes.

* Robots.txt file was checked and is up to date.
* Alternative (alt) text on images were reviewed and about 45 are missing.

Alt text should be added to all images as they can help generate better search rankings. Images that serve decorative purposes require at least an empty alt attribute.

* XML and HTML sitemaps were reviewed; no further action is necessary.