



ONSITE SEO REPORT

YOURSITE.com

...Reviewed SEO Health with Major SEO Tools...
...Resolved Technical Website Issues...
...Focused on Improving SEMRush Score...
...Increased Keyword Relevance...
...Made Suggestions to Further Enhance Results...

All information and statistics within this report were accurate at the time of analysis (April 9th**), and all recommendations have been provided based on a thorough analysis of your site and competition in accordance with my deep knowledge and experience in SEO strategies.*

FOCUS AREAS

These have been the core focus areas for the technical issue resolution / onsite SEO work completed for your website thus far.

It is important to note that these issues have been collated from several different auditing tools and crawlers designed to find the most critical issues holding you back from better search engine results.

-Meta title, tag rewrites with keywords
-Meta descriptions optimized and written with keywords -



- Headings optimized
- Image alt tag optimization
- Content optimization with keywords
- Site errors fixed, etc 404 errors
- Index issues fixed
- Robots.txt issues fixed
- Sitemap issues fixed

As these issues have been resolved we are now working with a website that is free of all major issues and has a much stronger potential to rank highly in Google and all major search engines.

Onsite SEO is only one piece of the puzzle and is not enough to rank you at the top of the search engines for your keywords. This is why the monthly off-site work is so important.

Offsite SEO builds your authority over time, and as you are competing for keywords that your competitors are also striving to rank for, a website free of errors is only the first step of an SEO campaign.

The next step in outranking competitors and building some invincibility at the top of Google requires consistent backlink building, authority building, and offsite work that tells the search engines that your site isn't just an error-free site, it is a website with a growing digital presence and authority.

Technical Resolutions

All issues above have been resolved as part of our onsite SEO commitment to you. Here are our work notes confirming the successful resolution of each issue:

Meta Title Optimization

We have gone through all of the website's meta titles, ensured everything is within a 60-character limit where possible, and increased keyword relevance, and positioning, for the best SEO potential.

Meta Description Optimization

We have reviewed all meta descriptions and have optimized them for your campaign keywords, ensured they are limited to a max character length of 160 char. where possible, and optimized for best SEO practice.

Pages have no meta description tags

Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant to users.

Every page of the website now has a meta description that is within the ideal length limits, keyword-focused, page orientated, and well-written.

SEO SUGGESTIONS

We always want to go above and beyond what is written on paper. We are constantly looking for additional areas that can be improved to help my **client's** SEO rankings, even if they are out of **the** scope of the campaign itself. This is where our suggestions come into play.

As we have been working extensively on your website, from the keyword selection to the onsite work, and now moving into the offsite work, we have had time to think about the most beneficial things that you can be working on



to enhance the Google rankings for your website.

These are the things in addition to your SEO campaign that I recommend you focus on to help the whole process along. If you are unsure about how to approach any of this, or would just like my assistance, please let me know.

Content

Firstly, I always recommend that content be the highlight of your strategy. Google loves content, and the more content you can create on your site, the more content Google will be able to crawl, index, and attribute to your results. Our ongoing monthly blog posts will help with this.

When writing content on your website or blog it is important not to get too bogged down in thinking about what Google is looking for in terms of keywords, article length, etc. I always recommend writing for your visitors, not for Google. Therefore, just write content naturally, and bulk up your pages, blogs, etc., with relevant and helpful content that adds value to your visitors. Google will recognize this, and you will be rewarded for it.

Please keep in mind that these are just some suggestions that I recommend you review; they are not a necessity for a successful campaign. The work and strategies that I am already focusing on should provide the anticipated results, even if you choose not to take these suggestions on board.

Add business hours to footer and contact page (if possible)

I noticed that you don't have any business hours mentioned in the footer or contact page of your website. I recommend adding these in because it not only shows your visitors when you are available and active, it is also helpful for Google as it shows you are providing essential information to your visitors.

Consider linking out to a couple of relevant websites.

Outbound links to related pages **are** a relevancy signal that helps Google figure out your page's topics. There have been numerous studies to show that creating relevant outbound links to sites like Wikipedia, Forbes or another authoritative resource **has** increased SEO potential, and I believe that this will work in your case too.

Increase the length of your page content.

Increasing the word count across your website where possible will help with your search rankings, but ensure it is relevant content that aids your visitors in getting more information from you. There have been a lot of case studies done that prove that a higher word count achieves better rankings in Google. Aim for 400 words per page.

Increase the keyword relevance throughout your content

I would recommend having a look over the content on each of your pages and seeing if you can subtly include some of your primary keywords in there to increase relevance. I have increased relevance through meta tags, heading tags, image tags, etc., but in terms of the actual content within the pages, there might be room to increase relevance.

Add your address to the footer of every page.

To increase your relevance for your local keywords, it is important that all pages have an address on them. I would recommend adding your address to the footer of every page to help with your local relevance.

Update your blog content regularly.

It is extremely helpful to ensure that your blog content is updated on a consistent regular basis. I would recommend striving for a new blog post on your site at least every week if that is possible. If that isn't viable, then once a fortnight or once a month at least. Whatever you commit to, please try to stick to it consistently over time.

FUTURE FOCUS AREAS

SEO is a long-term progression towards increased search engine exposure, and, therefore results. I believe it is one of the best marketing methods out there to bring in a steady stream of new leads seeking what you offer.



Once you are at the top of Google for your primary keywords you can expect a strong and consistent flow of traffic that usually converts much better than paid ads do. SEO works great because you aren't paying for every click to your website, and it is much easier to build a growing profit that way.

With your website free of critical issues, it is extremely important that Google sees the entire story. Google, unfortunately, doesn't just rank a website at the top of Google for being free of errors, it ranks websites that have a lot of positive activity, growing backlinks, and a lot of authority.

Our monthly SEO work helps to achieve this consistently. Therefore, your results should generally be getting better every single month.

I am now focusing primarily on the following activities on a consistent basis:

- Google Search Console management (increasing indexation, action Google suggestions, monitoring crawling rates, etc.)
- Content article writing (informative articles focused around **your** target keywords.)
- Posting content articles to blogs, article directories, and other places that Google respects.
- Building backlinks from published articles to pages of your website with keyword-focused anchor text increases your inbound link profile and quality. These are safe, effective, and **well-liked** backlinks that will increase your online trust and reputation.
- Monitoring and management of any toxic backlinks that could hurt your website.
- Consistent monitoring of Google Algorithm updates and adjusting our strategies accordingly.
- Monthly reporting with an overview of the content and backlinks created over the month.

I am consistently updating our strategy to align ourselves with Google, and this ensures I am providing the best and most effective SEO service I possibly can for your website, and you will begin to notice this over the coming months.

If you have any questions throughout the process or don't understand anything that I am doing, please reach out so that I can provide some clarification for you.