

# Website SEO Audit



Dear Client,

We're pleased to inform you that your Website SEO Audit for [mydomain.com](https://mydomain.com) is complete. Below is a list of action items that will guide your SEO efforts moving forward. The list is divided into three sections, the action item, solution, priority and time. This audit is specific to your website and SEO solutions:

- 1) Search Appearance
  - a. Site Links, Structured Data, & HTML Errors
- 2) Search Traffic
  - a. Search Analytics, Link to Your Site, & Internal Links
- 3) Mobile Usability
- 4) Google Index
  - a. Crawl Errors, Stats, Robots, Sitemaps, URL Parameters, & Security
- 5) URL Errors

# Specifics

Problem	Solution	Priority	Time
Meta titles are not optimized	Write click-through rate titles for all pages. Use keywords (if keywords are not optimized best is to have them optimized first, then start implementing this task)	High	2-5 hrs
Only a few pages have meta descriptions	Write meta descriptions for all pages based on the keywords (task can be done along with the above task)	High	2-5 hrs
Product descriptions are all compiled from Amazon store.	Rewrite product descriptions for all products in the website that are not on the amazon store. Use keywords to write the descriptions.	High	2-5 hrs
Some of the URLs are not properly created. For example: here <a href="https://mydomain.com/product/">https://mydomain.com/product/</a> URL should be <a href="https://mydomain.com/product/item-one">https://mydomain.com/product/item-one</a> . When there is no dash all words are being understood by Google as one word	<ol style="list-style-type: none"> <li>1. Change the taxonomies of the URLs for products so they will use dash when there is a space between the words.</li> <li>2. Change the following URLs: <a href="https://mydomain.com/product/">https://mydomain.com/product/</a></li> <li>3. <a href="https://mydomain.com/product/">https://mydomain.com/product/</a> <a href="https://mydomain.com/product/">https://mydomain.com/product/</a></li> <li>4. Redirect old URLs to new types by using 301.</li> </ol>	High	2-5 hrs
Useless H1 in all pages which is being read from	Remove h1 tag from top logo. <a href="#">See image #1 below</a>	High	<1 hr

the top logo [header]			
Useless H2 in all pages which is being read from the top logo [header]	Remove h2 tag from top logo. <a href="#">See image #2 below</a>	High	<1 hr
Homepage doesn't have content	Write few paragraphs about the company and what do they do, minimum 150 words. Be descriptive, use keywords and have valuable information and not just words to fill in the required word count.	High	<1 hr
There are noindex tags on the most important pages	Remove noindex tag from product-category, Shop page and product tag pages	High	<1 hr
HTTPS version of the website is missing in Google search console	Add HTTPS version to Google Search Console and start using only that version. The www version can be deleted.	Medium	<1 hr
54 pages have duplicate titles, those are mostly from product category and product tag pages	The issue will be resolved when the Product descriptions are rewritten as instructed in <a href="#">Row 3 above</a>	Medium	<1 hr
Fix the Site Structure	mydomain.com site structure should be: <a href="https://mydomain.com/">https://mydomain.com/</a> <a href="https://mydomain.com/shop/">https://mydomain.com/shop/</a> <a href="https://mydomain.com/shop/video/">https://mydomain.com/shop/video/</a>	Medium	2-5 hrs
After submitting HTTPS version to Google Search Console ( <a href="#">see Row 9 above</a> )	Submit all sitemaps to Google Search Console	Medium	<1 hr
Footer needs improvement	Add navigation menu to the footer	Medium	<1 hr
Images are not optimized and JSes are not compressed. Need to	Compress resources with gzip Optimize (format/compress) images	Medium	2-5 hrs

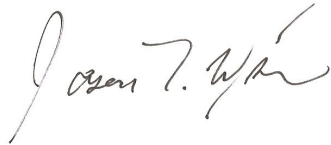
optimize images and compress files to improve load speed	<a href="#">View the detailed list below</a>		
Website speed for mobile is slow. For better speed you need to have accelerated mobile pages enabled	Install/Set up SearchAccelerated Mobile Pages	Medium	2-5 hrs
Not all pages have structured data	Make sure all pages have the structured data installed	Medium	2-5 hrs
Website is wrong in the structured data tool.	Change the website from non HTTP to HTTPS from structured data plugin: <pre>&lt;meta itemprop="url" content="http://mydomain.com" /&gt;&lt;/div&gt;&lt;/div&gt;</pre>	Medium	2-5 hrs
For security reasons need to remove version of the CMS from the website	Remove the below tags from all pages: <pre>&lt;meta name="generator" content="WordPress 4.7.3" /&gt; &lt;meta name="generator" content="WooCommerce 2.6.14" /&gt;</pre>	Medium	<1 hr
Final Suggestion	On the product pages write the product description and introduction. This will increase chances of ranking better. In this case content is really the king.	Low	<1 hr

# Conclusion

Thank you for allowing us the opportunity to partner with you and your business and share in your goal for growth. If you have any questions about the information or would like to discuss how you can use this resource, we would love to hear from you. Please address your correspondence to Jason at [info@wisersites.com](mailto:info@wisersites.com).

Thank you for trusting us with your business!

Jason T. Wiser

A handwritten signature in black ink that reads "Jason T. Wiser". The signature is fluid and cursive, with the first name "Jason" being the most prominent part.

Owner  
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