WEBSITE NAME

.com

Search Engine Optimization Analysis

SEO EXECUTIVE SUMMARY

websitename.com has significant room for improvement in terms of SEO Optimization. This prioritized list shows the key elements to optimize, from highest to lowest priority, for the three main areas of SEO; **Content, Indexing** and **Linking/Social**.

Top Content Action Items

Keyword Focus

The site as a whole doesn't have a core keyword focus given that it is still optimized for its old purpose. A new keyword focus should be implemented during the site re-design.

Title Tags

All Title tags are too long (over 65 characters), and all are duplicate tags. Each page should have a separate title tag, optimized for that page's content.

Meta Description Tags

Every page had the same tag. Not only will the Meta Description Tag need to be re-written per the site's new purpose, each page should have a unique tag.

Image Names and ALT Tags

There are 27 images on the site, 12 images were missing ALT tags, and 10 were over 100 kb. Relatively few images had descriptive, keyword focused file names.

Top Indexing Action Items

Page Exclusions – None

Page Load Speed
Improve page load speed by reducing page file size and number of requests.

Code Validation
Work to make the code valid to avoid browser and indexation issues.

Top Linking/Social Action Items

Linking Root Domains
Increase both the quantity and quality of linking root domains. Currently, all links are broken due to the URL change. Not only will they need to be fixed, the quality of links needs to be raised.

Inbound Followed Links
Work to build out more keyword rich anchor text links for non-branded keywords while also working to increase the overall quantity and quality of inbound links.

Simply start with #1 in each category and work your way down the list.

For each main on-site SEO topic, there are 3 sub sections: **Analysis, Recommendations** and **Guidelines**.

- The **Analysis** section details the findings from my analysis.
- The **Recommendations** section identifies my proposed action items.
- The **Guidelines** section gives specific instructions for implementing the changes.
-
- By implementing the changes that I have recommended, websitename.com will be well on its way to achieving more excellent rankings for its chosen keyword phrases.

KEYWORD FOCUS

Analysis

This section analyzes how well you've identified and targeted the keywords that people use to find your website. The site's content is currently optimized for its old purpose, and content will need to be optimized for its new purpose. Below is a chart with the keywords that I thought might be relevant to your site, selected per our discussion but also chosen from the marketing document you sent me. I also included keywords that your competitors appear to be targeting per the attached competitor analysis. As you will see, while many of your keywords are high traffic, which is good, they are also highly competitive.

 "Competition" is the difficulty in ranking for the word or term – with a higher percentage correlating to more difficulty. Global traffic is the average times per month that word or term is searched. Ideally, you want to target words with low competition and a lot of traffic.

Keyword	Competition	Global Traffic
oracle	high - 88.33	201,000
mystical	medium - 67.01	74,000
life	high - 89.40	673,000
purpose	med to high - 70.21	90,500
deck	high - 82.15	49,500
creative inspiration	high - 77.73	880
intuition	high - 85.61	74,000
spiritual	high - 90.68	60,500
New Age	high -73.64	12,100
motivational speaker	med to high - 73.58	4,400
personal growth	high - 75.77	3,600
women's empowerment	low - 1.21%	16,370
enlightenment	high - 88.43	135,000
self-growth	3.54%	1600
inner wisdom	med to high - 63.73	320
guest speaker	med to high - 78.26	1,600
embracing change	3.75%	4,020
feminist speaker	no results	
women's speaker	no results	
women's spirituality	med - 63.80	110
divination	high - 83.63	27,100
pagan	high - 86.71	110,000
workshop leader	med - 65.80	10
trust yourself	high - 83.60	1,300
women's intuition	low - 44%	201
paganism	Med - 51%	11,500
spirituality	Med - 57%	12,000
gaia	Med to High - 65%	118,000
workshop	Med - 50%	13,000
keynote	74.71	33,100
unitarian universalist	low - 57.13	27,100
ritual	Med- 51%	30,300
pagan ritual	Low - 41%	100
guidance	82.94	40,500
self-empowerment	73.90	1,900
self-improvement	85.07	8,100
personal development	47	5,200

Recommendations

I recommend that an overarching keyword focus be identified and integrated throughout the site. I've high-lighted in green the keywords above that I think you could try to rank for – which isn't to say that the higher volume and higher difficulty words aren't worth including in your keyword strategy, simply that it's unlikely you'll be able to appear on the first page of search results for them. The number of pages needing to be optimized will correlate to the number of keywords for which websitename.com would like to rank.

To adhere to the guidelines distributed by the search engines, ideally a unique page should exist for every root keyword term for which the website wishes to rank. If there is a keyword for which you would like to rank for which you aren't now ranking, and a page does not currently exist targeting that keyword (or that could be tweaked to target that keyword and close variations), a new page should be created.

For example;

If websitename wishes to rank for "workshops" then there should be a page titled "workshops." It should include keywords such as "embracing change," "self-growth"or "purpose" in the page's text.

Unfortunately, there is not a high search volume for many of the keywords which I thought fit with what you're offering. This does not mean that we should not optimize for those keywords but that creating demand may need to be more of a focus of the marketing plan. We also may need to brainstorm additional keywords to analyze.

Guidelines

It is absolutely critical to a site's ranking success to perform SEO-centric keyword research and to establish a core, site-wide keyword focus. A site should be built to target relevant, searched for keywords throughout the site. Without this it becomes extremely difficult if not impossible to rank for competitive, non-branded terms. Ideally keyword research should be incorporated into the development of a website at its earliest stages.

At the moment your main page has a scattered focus – with discussion of Gaia, music, your book, a mini biography and more. As we've discussed, you're going to be rebuilding the site so I don't want to spend too much time analyzing the current content but rather make recommendations for the new site. When writing your new homepage it will be important to create a cohesive message.

The major search engines have clearly stated that each page on a site needs to have one main topic. The best way to achieve this is to assign one relevant keyword with good search volume to each page on a site, and then write the content of that page to focus on that keyword and other closely related terms.

URL STRUCTURE

Analysis

I found the URL structure to be excellent, as no pages had URLs that exceeded 100 characters in length. However, many URLs need to use hyphens to separate elements of the page name rather than underscores. For example:

URL

Recommendations

Ideally, no URL should be longer than 100 characters in length. Keep this in mind during the site rebuild. That said, keep in mind that this is far from a critical issue, and could safely be ignored.

Guidelines

A site's URL structure is extremely important to both users and search engines. Poor URL structure can hurt rankings, prevent pages from being indexed and lower your click-through-rate (CTR).

It is extremely important that URLs be readable, user friendly, and that they contain the keyword of the page. Always separate keywords with dashes, not underscores. If relevant, a geo-qualifier (such as Madison, WI) should also be included. URL file names should always be written in lowercase letters.

URLs should also be relatively short, with 100 characters in length being the current SEO best practice. While longer URLs aren't necessarily bad, the shorter the URL the less likely that URL is to truncate in search results and the more likely it is to have a positive impact on SERP click-through-rates.

If query parameters are necessary for analytics or paid advertising reasons, make sure to use Google and Bing Webmaster Tools to tell search spiders to ignore those parameters from an indexing perspective. It won't impact your tracking, but will prevent any indexing issues related to parameters from occurring. Make sure that parameter pages are not linked to internally.

TITLE TAGS

Analysis
All of the pages on the website had Title tags that exceeded Google's truncation limit, and all pages duplicated the same title.

The current title tag on all pages is "EXAMPLE"

Because each page uses the same Title tag, search engine spiders are likely to think that each page contains the same content and they will not crawl all the pages in the site. This, in turn, means they will not return results to searches from each site page.

Obviously, the Title tags were a part of the theme of no site-wide keyword focus. They are also one of the easiest changes to make. The home page Title tag is one of the most important places on a site for keywords to be used.

As an example, the homepage Title Tag for your highest traffic competitor is "Colette Baron-Reid | Intuition, Insight, Influence."

Overall Recommendations
I recommend that optimized Title tags be re-written for each page that has an overly long or otherwise un-optimized Title tag. I particularly recommend writing a new home page Title tag.

Guidelines
After the URL, the second most important place on a page to have the keyword is the Title tag. The Title tag is the first description of the page that search engine users will read, and it is extremely important to both users and search engines that it contain the keyword they are searching for. This will not only help to improve rankings, but can significantly improve your click-through-rate as well.

A proper Title tag will:

- Be 15-65 characters in length (50-65 is ideal).*
- Be unique to that page (don't use the same title tag on multiple pages).
- Use the keyword of that page twice if space permits (once at the start, followed by separator such as a colon, hyphen, or pipe, and then once again in a call to action). If the character limit prevents the use of the keyword twice, use it once in a good call to action, with the keyword as close to the beginning of the Title tag as possible.

* While you may hear some SEOs say to limit Titles to 70 characters, it's a misconception. Google is actually using a pixel width limit, not a character limit. Title tags appear in 12pt Arial font by default, with searched for keywords bolded, and Google has a pixel width limit of 520 pixels.

Using 65 characters as your Title character limit will avoid truncation in the vast majority of cases.

You can see if a Title will truncate by doing the following: simply use Excel, set column width to 520px, set columns to wrap text, and font to Arial 12pt. Type in your Title, and bold the main keyword. If the line breaks, your Title tag will truncate. (You can also **use this tool** to check.)

One example of a proper title tag structure might be:

<title>Entrepreneur Dena Landon's Digital Marketing Blog | Content Writer</title>

Specific Recommendations

Depending upon how you decide to re-write and focus your site, below are a list of suggested title tags that could be used;

For the homepage – Example | Keyword, Keyword, Keyword

For the "workshops" page – Example| Self-Empowerment, Intuition and Divination Workshops

For the "Blog" page – Example | Blog | Finding purpose and divination

You'll notice that I used a mix of keywords in the title tags. This is to avoid looking 'spammy' to google but to still indicate the general sphere to which your website belongs.

META DESCRIPTION TAGS

Analysis

While none of the site's pages were missing Meta description tags, every page on the site has the same Meta description tag. The current Meta description tag is;

"EXAMPLE."

At 239 characters, this is far longer than the recommended 160 character maximum.

Overall Recommendations

I recommend that unique, keyword and user targeted Meta description tags be re-written for each page that has a duplicate tag, or that is currently missing a description (every page on the site). Every page on a site should have a unique, keyword optimized Meta description tag.

Guidelines

While Meta description tags are not a factor in the ranking algorithm, they are used as the description searchers will see in the search engine results. Having the keyword used properly in the Meta description tags can increase the likelihood that users will click on the link to the page if the keyword usage matches their search query.

Meta descriptions should adhere to the following guidelines:

- Be unique and relevant to that page.
- Be written as descriptive ad text, with a call to action.
- No more than 160 characters in length including spaces and punctuation (140–150 is ideal), but no less than 51 characters (Google considers 50 characters or less to be too short).
- Contain 1–2 complete sentences with correct punctuation, and no more than 5 commas.
- Use the keyword once per sentence, as close to the start of each sentence as possible.

A proper Meta description tag might be:

```
<meta name="description" content="EXAMPLE"/>
```

META KEYWORDS

Analysis & Recommendations

This tag is used on websitename on 17 pages. The Meta keywords are as follows;

earth, spirituality, song, ritual, writing, pagan, paganism, unitarian universalist, gaia, madison, wisconsin, sustainable, dance, workshop, keynote

Guidelines

All major search engines have clearly stated that Meta Keywords tags no longer have any SEO value. The best practice is to simply not use this tag at all. Misuse of this tag, such as keyword stuffing, could potentially have a negative impact on a site's ability to rank. Therefore, it is suggested that the Meta keywords be removed. See the section "Keyword Focus" above for more on keywords and how they should be used on the site.

HEADING TAGS

Analysis

All of the site's pages currently have H1 tags. The tags used are as follows;

Honoring Gaia through Writing (used four times)

Workshops, Retreats and Keynotes – Plus Ceremonies and Worship Services

My Writings

Honoring Gaia through Song

– Chants for the Queen of Heaven –

Honoring Gaia through Stories

Contact Me

Calendar

Biography

The tags being used are not keyword-centric for the site's current purpose and should not be duplicated on multiple pages.

Only 2 pages on the site make use of H2 tags, which are;

"Fothcoming bool: The Dragon with a Thousand Faces: Retelling the Heroic Myth." (typo is on the site)

INTRODUCTORY REFLECTIONS (all caps on the site).

Overall Recommendations

All of the H1 tags will need to be re-written for the site's new purpose. You should consider adding H2 tags to the pages that are missing them, and you should make sure that heading tags in general are using keywords more effectively where relevant.

Guidelines

Search engines weight text for SEO value based on text size and position on the page. Heading tags are supposed to be larger than the other text on the page, and should appear prominently on the page, thus the added benefit of having the keyword in the heading tags.

Every page should have an H1 tag, as search engines look to the H1 to help determine the topic of a page. It should be the first thing in the body text of the page, and should appear prominently.

H1 tags should never contain images or logos, only text. The keyword of a page needs to be used in the H1 tag, and in at least half of the total heading tags on a page, if more than one heading tag is present.

From a usability perspective, paragraphs should never be longer than 5 lines of text, and it is wise to break up a page every 2–3 paragraphs with a sub–heading in the form of an H tag (H2 or H3) or an image. Testing has shown that when users are faced with a large block of unbroken text, most either skim over the text or skip it altogether, so content needs to be divided into usable chunks.

It is important that the keyword of a page be used in the H1 tag, as close to the beginning of the H1 as possible. Ideally, there should be at least one additional H tag on each page that contains the keyword, for added SEO value. Heading tags are a nested element, and should be used in the correct order.

No H tag should be used of the preceding numerical tag has not been used (don't use an H2 if there is no H1, don't use an H5 if there is no H4, etc.).

Specific Recommendations
For the mainpage, a good H1 tag would be, "NAME, Teacher of Divination Techniques." An H2 tag could be, "Author of Book's Title."

For the page specifically related to the book, a suggested H1 tag would be, "Book's Name, a Collection of Divination Techniques for the Enlightened Woman." With an H2 tag of "Drawing creative inspiration and spiritual meaning from the world."

For the workshops page, try an H1 tag of, "Learn to trust your gut, rely on intuition and draw creative inspiration through guided workshops." An H2 tag could be, "Offering personal workshops since 1987."

CONTENT OVERVIEW

Analysis

Currently on websitename.com, the content situation is as follows:

Keyword Usage in Content

A wide variety of keywords are used across the various pieces of content on the site. There does not appear to be a core site keyword focus as relating to its new purpose, the site still contains optimized content for a number of old keywords (such as song, Gaia, and stories).

There also does not appear to be a main keyword per page focus. For example, on the main page there are keywords relating to creative vision, but also Gaia, stories, songs, and sacred play. It would be best to move those topics onto other pages in the site for which the site could try to rank (refer back to the Keyword Focus section of this audit). Essentially the site is attempting to do too much.

Content Amount/Quality

For the pages I looked at the amount of content in terms of word count was too dense. Almost every page had more word count than is recommended (see below). The content also tends to be too scattered for the purposes of supporting book sales and workshops. It is recommended that the pages relating to songs and music be eliminated entirely. This content can be incorporated into blog posts, if desired.

Content Growth

At the moment, new content is not added regularly. The pages were last updated on the following dates;

August 8, 2017

December 1, 2017

April 17, 2018

The site does not currently have a blog, which is a missed opportunity to add new content regularly. Some content is periodically updated, but the main focus should be on adding fresh content frequently.

Media to Text

While there are some images that contain text, 12 are missing ALT tags. When adding new images to the site, add ALT tags and optimize them correctly.

Recommendations

While more in-depth recommendations will be given in the content marketing plan, you might want to consider building out more top-level pages once an overarching keyword focus is identified, but for now the easiest action item to address would be to add a blog which is updated on a regular schedule.

Guidelines

One of the most important on-site SEO elements is text content, and search engines want to see a significant amount of **unique** text on each page. Under ideal circumstances I would recommend having 400-600 words of unique text per page, though most experts believe that the safe minimum is 300 words.

For usability reasons, no page should ever be longer than 800 words (with the exception of blog posts). This content needs to contain the relevant keywords for the page. Having unique, keyword rich text on a page can help to improve search engine rankings significantly.

Duplicate content is viewed as a big negative. It can hurt rankings, and it can also prevent a page from ranking. Search engines want to see unique content on a site, and can penalize a site for using duplicate content. Using flash or images in place of text is considered a big negative. While search engines like a variety of media, **it must not take the place of text**. Consider using Flash replacement text, like **SIFR.**

INTERNAL LINKING
& ANCHOR TEXT

Analysis

Here is what I found for the amount of internal linking throughout the site.

On the main page there are five internal links.

On the calendar page there is one internal link.

On the workshops page there is one internal link.

On the music page there are fourteen internal links.

On the writings page there are seven internal links.

On the bio page there are two internal links.

On the contact page there are no internal links.

Internal navigation is using a mix of relative URLs (/) and absolute URLs (http://www.websitename.com/). This can sometimes cause indexing issues, and is not advised. Only absolute URLs should be used for internal linking. (The Home link is the only relative that I found.) Your web designer should know the difference.

Overall Recommendations

I recommend that absolute URLs be used internally, not relative URLs. I also recommend that the total number of links on each page be kept to fewer than 100 links per page to stay in-line with SEO best practices.

Also, minimize instances of external linking from within the site. If site-wide links must be used, we recommend implementing NoFollow tags on all such links. This would be if you link externally to an organization where you're speaking or an event where you're holding a workshop. You want to get links back to your site, linking too much externally can leak authority.

Guidelines

It is very important to cross link within the pages of one's site using keyword rich anchor text, though you should do so sparingly. Pages of similar topic should cross link to each other using they keywords of those pages in the anchor text. I recommend 2-3 keyword rich internal links on any given page. Adding a blog will make this much easier, as you can link to your workshops page from a blog post talking about your latest workshop.

In addition to linking from within the text of a page, keyword relevant anchor text should be used in the main navigation elements. Where space prevents the use of a relevant keyword for the page being linked to in the navigation, it is important to include the **title** element in the anchor tag, as follows:

<div align="center">

****Home****

</div>

The same goes for links outside of websitename.com. Approximately 15–30% of all inbound links from blogs, forums, press releases, or any other external link building should include the keyword of the page being linked to in the anchor text of the link (or a close variation).

Reasons to use absolute URLS' are covered in this blog post; https://moz.com/blog/relative-vs-absolute-urls-whiteboard-friday

IMAGE NAMES & ALT TAGS

Analysis

While many of the main images throughout the site had ALT tags, my crawl of the site found 12 images that were missing ALT tags. Also, relatively few of the images found on the site had descriptive, keyword rich image names.

WEBSITE NAME MISSING ALT TEXT

http://www.worldyouroracle.com/images/dragon_ornater_texture_a-opt.jpg

Overall Recommendations

I recommend that ALT tags be written for each image on websitename.com (including design elements like borders, buttons, etc.) that currently doesn't have ALT tags. Keywords should be used in ALT tags wherever relevant.

If possible, I would also recommend that image names be changed to contain more keywords and descriptive words, as needed. Many images are currently well named, but some are not. When image names are changed, a 301 redirect should be created pointing the old image URL to the new one.

New images are needed to support the site's new purpose. These could be images from workshops, book-signings, and images specifically relating to different divinatory techniques taught in your book.

Guidelines

For the benefit of search engines, code compliance, and visually impaired users, every image MUST have an ALT tag. The ALT tag should accurately describe the image, and should contain a keyword relevant to websitename.com (but only if the keyword is relevant to the image as well).

Image file names should be descriptive words, not numbers or query strings. They should accurately describe the image, and if relevant should also use the keyword. If an image is used as a link, then the ALT tag functions in place of anchor text. A linked image should follow this structure:

****

By ensuring that all images are properly named and tagged, you will not only increase the SEO value of those images, but you will increase the likelihood of receiving referral traffic from image search results.

Also, for code compliance reasons, all images should also specify a height and width in the image tag.

Specific Recommendations

When deciding which images to use on the new site, I would recommend selecting images that will support the keyword focus. For example; the cover of your book, pictures taken during workshops or ceremonies that you have led, or yourself with a happy participant. The pictures currently being used on the site do not support a cohesive keyword strategy.

For the purposes of demonstration I went to your Instagram and selected the following pictures;

First image – yourself holding your book

```
<a href="http://www.websitename.com/"><img src="http://www.websitename.com/images/author-name-book.jpg" alt="author-name-holding-her-book-the-title of book" /></a>
```

Second image – original artwork

```
<a href="http://www.websitename.com/"><img src="http://www.websitename.com/images/woman-scrying-pond-painting.jpg" alt="author-name-holding-her-book-book-title" /></a>
```

Given that these images supported the purpose of selling your book but did not support the purpose of selling workshops I also went to your Facebook page. Again, I found no pictures from a workshop or ceremony. While I'll address this further in the content marketing plan this is a quick and easy fix that should be addressed immediately. I did find some pictures from a book-signing, which could have the following ALT tag;

```
<a href="http://www.websitename.com/"><img src="http://www.websitename.com/images/author-name-book-signing.jpg" alt="author-name—with-participants-at-a-book-signing" /></a>
```

This should give you an idea of how pictures related to a workshop would be correctly tagged with keywords such as 'workshop,' 'women,' 'unitarian universalist," etc.

NOFOLLOW ANCHOR TAGS

Analysis
NoFollow tags are not being used throughout the site, and are not currently needed.

Recommendations
No action is required at this time, though you might want to consider adding NoFollow tags to blog comments if you enable them.

Guidelines
Google measures how different pages link together, and assigns a weight to those links based on traffic, relevancy, age, size, content, and hundreds of other components.

When pages that Google deems relevant link to other pages, some of that "Link Juice" flows through that link to the site being linked to. A "followed" link is essentially endorsing the page being linked to.

Enter the **rel="nofollow"** tag. Google introduced this tag to help preserve the relevancy of PageRank, which was being hurt by blog and forum comment spammers. When the tag **rel="nofollow"** is used in an anchor tag (link), Google will usually pass 50–100% less "link juice" to the page being linked to. Using this tag is like saying, "this page is nice, but we don't really endorse it."

NoFollow tags should be used on blog comments, site-wide external links, and on any internal links pointing to low quality or otherwise user-worthless pages.

INDEXING OVERVIEW

Page Exclusions

Page Load Speed

Code Validation

INDEXING OPTIMIZATION ANALYSIS

Often, I find large variances in the pages that each search engine decides to keep in their index for their users. This is usually a symptom of one large or several small indexing problems. Websites with smaller variances of pages indexed between the search engines have very few if any indexing problems.

For websitename.com Google and Bing have no URLs indexed. This indicates that your site has not yet been crawled, which is to be expected given the newness of the URL. However, my crawl found xxx static, index-able, non-parameterized URLs reachable by a link-to-link crawl.

The proceeding recommendations will reduce the confusion of pages available to the search engines and help in the maintenance of the website once it has been crawled. Every page indexed enables the domain to rank for search terms contained on those pages, which means an additional point of entry. This is why it is important to keep track of how many pages there are and how many are indexed.

PAGE EXCLUSIONS

Analysis

No robots.txt file was found. Page level Meta robots tags such as the NoODP and NoYDir tags were not present and used correctly.

Recommendations

When building the new website, have your web designer create a robots.txt file. This file will tell google and other search engines which pages you want them to crawl and index.

Guidelines

Effectively covering the function of the robots.txt file here isn't possible. To learn more about robots.txt best practices, simply visit this page: **http://www.robotstxt.org/ robotstxt.html**

If you ever have a page that you don't want Google to index, but that has links you do want Google to crawl, at that time you would need to implement a page level **Meta Robots tag.** Page level Meta robots NoIndex tags would be particularly useful on any page of your site that you would not want a searcher to enter on, such as a thank you pages, privacy policy pages or T&C pages.

PAGE INCLUSIONS

Analysis

Page inclusions consist primarily of creating an XML sitemap and submitting it through your **Google** and **Bing** Webmaster Tools accounts. I did not find a current XML sitemap on the site that is updated regularly.

Recommendations

When rebuilding your website, have your web designer build an XML sitemap.

Guidelines

An XML sitemap should be created for every website, and should be updated and re-submitted whenever changes are made to the site. Additional information about XML sitemaps can be found here:

http://www.google.com/support/webmasters/bin/answer.py?answer=156184

URL REDIRECTS

Analysis

There are no URL redirects on the site.

Recommendations

No changes are needed at this time, just something to be careful of when rebuilding the site.

Guidelines

Unless a redirect is truly temporary (such as for a time sensitive promotion), 302 redirects should never be used. 302 redirects don't pass any link value, and are essentially a dead end for SEO. In almost every scenario where a redirect is needed, a 301 redirect should be used.

Any page that changes URLs or is deleted needs a 301 permanent redirect to tell search engines and users that the page has moved/is gone. There should never be more than one URL path to a page. You can learn more about redirects here: **http://www.seomoz.org/learn-seo/redirection**

DUPLICATE CONTENT

Analysis

I did not find any instances of duplicate content on your site. I did not find any coding issues present that could create potential duplicate content problems that were not already addressed correctly.

Recommendations

No changes are needed at this time. When building the new website it will be important to not duplicate content throughout the site.

Guidelines

Search engines really don't like duplicate content, as it leads to a poor user experience and other content quality issues. If you have duplicate content, you need to do everything you can to eliminate it.

There are 4 main options for addressing duplicate content:

1. Fix the URL structure of the site to eliminate accidental duplicate content coming from URL issues, per the recommendations in the URL Redirects section and this section.
2. Re-write all duplicate text content to make it unique.
3. 301 redirect the duplicate content to one canonical page/site, if it is in your control.
4. Implement the rel="canonical" tag to identify the original source/root page to search engines.

You specify the **canonical version of the URL** using a tag in the head section of the page as follows:

<link rel="canonical" href="http://www.websitename.com/"/>

- You can use the tag on pages within a single site (sub-domains and subfolders are fine), or across domains (saying content on your site is identical to content on another site).
- You can use relative or absolute links, but the search engines recommend absolute links.
- This tag will operate in a similar way to a 301 redirect for all URLs that display the page with this tag.
- Links to all URLs will be consolidated to the one specified as canonical.
- Search engines will consider this URL a "strong hint" as to the one to crawl and index.

The search engines use this as a hint, not as a directive, (Google calls it a "suggestion that we honor strongly") but are more likely to use it if the URLs use best practices, such as:

- The content rendered for each URL is very similar or exact
- The canonical URL is the shortest version
- The URL uses easy to understand parameter patterns if any (such as using ? and %)

Additional information regarding duplicate content from Google's point-of-view can be found here:

http://www.google.com/support/webmasters/bin/answer.py?answer=66359

Google makes a pretty serious effort to find duplicate content and keep it out of its index, so this is not something to take lightly.

BROKEN LINKS

Analysis
My crawl of the site identified no error pages that would need to be 301 (permanently) redirected to the most appropriate page. This is excellent! When rebuilding the new site, just make sure that your web designer runs the site through a broken link checker to make sure that none are generated in the site rebuild.

Recommendations
Should your web designer find or create any broken links, below is the protocol on how to handle them.

Implement a 301 redirect for every 404 page, pointing to the most appropriate live URL. In the future, whenever any changes are made to the URL of a page that has previously been live, you will need to implement a 301 redirect pointing the old URL to the new URL. You will also need to change all internal links on the site that point to the old URL to point to the correct new URL.

Also, regularly monitor Google and Bing Webmaster Tools for crawl errors (broken pages and other site errors) and assign someone to create 301 redirects for any broken pages that are found.

Guidelines
Because Google and other search engines crawl the web link-to-link, broken links can cause SEO problems for a website. When Google is crawling a site and hits a broken link, the crawler immediately leaves the site. If Google encounters too many broken links on a site it may deem that site a poor user experience, which can cause a reduced crawl rate/depth, and both indexing and ranking problems.

Unfortunately, broken links can also happen due to someone outside of your site linking in incorrectly. While these types of broken links can't be avoided, they can be easily fixed with a 301 redirect.

To avoid both user and search engine problems, you should routinely check Google and Bing Webmaster Tools for crawl errors, and run a tool like **XENU Link Sleuth** or **Screaming Frog** on your site to make sure there are no crawlable broken links.

If broken links are found, you need to implement a 301 redirect per the guidelines in the URL Redirect section. You can also use your Google Webmaster Tools account to check for broken links that Google has found on your site.

CODE VALIDATION

Analysis

I ran the home page through the W3C Validation Tool, and this was what I saw:
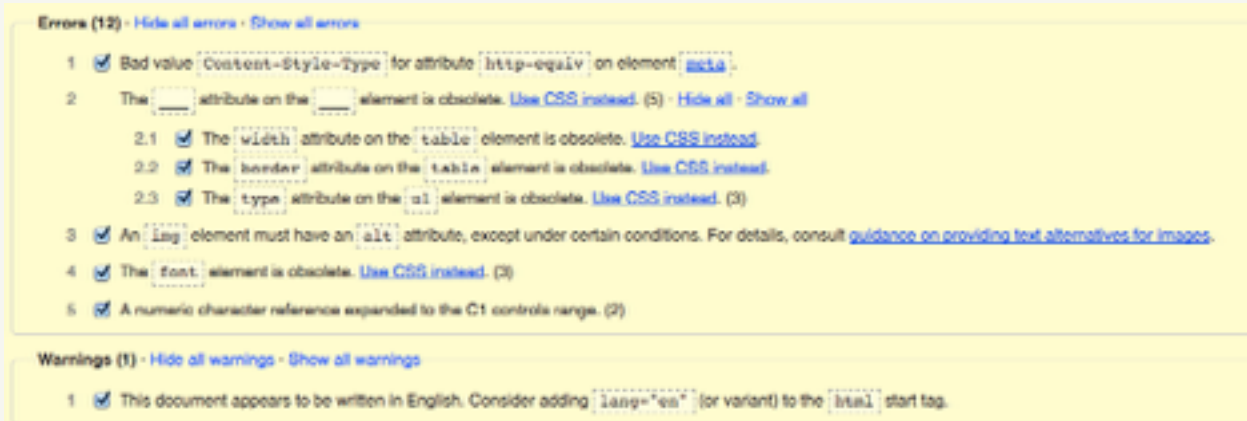
Errors are fairly common, while 12 errors and 1 warning is low, and means your site is unlikely to have much trouble on certain browsers, if these errors grow they could potentially pose a problem to search engine spiders.

Recommendations

While it isn't strictly necessary, you would ideally want to make whatever code changes you need to make to ensure sure all pages on the site validate at 100% via the following validator to err on the side of caution.

In addition to validation via W3.org, you will want to test the site on all major browser types to make sure that there are no cross–browser compatibility issues (you can do this with **Adobe's Browser Lab tool).**

Guidelines

The W3C markup validator service can be found at this location **http:// validator.w3.org/.**

Because there are so many programming languages and so many ways to accomplish any one thing using each language search engines rely on certain rules in which they read the content of the website.

Having code that adheres to these rules removes and helps to minimize errors when parsing or separating the code from the content of any one page.

Search engines such as Google have openly stated that W3C standards are what they suggest when making the code easy to understand for them. I typically only test the home page of the website, because many issues can be easily fixed across the entire website using just its page templates.

PAGE LOAD SPEED

Analysis

When I scanned your site using Pingdom Tools, I found the following:

Deleted screenshot

While a page load speed of 1.02 seconds is considered quite fast, this speed should be monitored as you add images and more content to the site. Webmaster Tools or Google Analytics can provide a more accurate page load speed. If the page load speed rose to be in the 3-5 seconds rage, that is below average, and would be slow enough that it is almost certainly **impacting your conversions,** especially on mobile devices.

14 requests is a reasonable number, as the number of items loading is a key factor in load speed. I recommend that no page call in more than 30–40 times, preferably fewer if possible. In addition, a page size of 960.3kB is slightly high. I recommend that page size be kept to 500kb or less to avoid load speed issues. This is something to keep in mind with your web developer.

Recommendations

In order to continue to maintain a page load speed below Google's recommended page load speed of 1.4 seconds or less I would recommend leveraging browser caching, CSS Sprites for images where possible, and reducing the image file sizes as much as possible for images that can't be spirited (different file types, removing unnecessary color channels, etc.).

I would also recommend reducing the total number of CSS and JavaScript files by combining them into fewer files, and minimizing the file sizes by using compression and minification where feasible.

You might also see benefits by using a **content delivery network (CDN)** for your images.

W3 Total Cache is an excellent Wordpress plug-in that can help with page load speed issues, and a simple CDN can be set-up via Amazon AWS for very little money. You can learn how to do this **here.**

Guidelines

On April 9th, 2010, **page load speed officially became a part of the Google search ranking algorithm.** For usability reasons, best practices dictate that a web page should load within 1–2 seconds on a typical DSL connection. However, according to Google Webmaster Tools data a load time of 1.4 seconds is the threshold between a fast page and a slow page. That means, ideally, that every page on your website should load in 1.4 seconds or less, to receive the maximum SEO benefit for fast loading pages.

Google gathers page load time data through actual user experience data collected with the Google search toolbar, and may also be combining that with data collected as Google crawls a website. As such, page load speed in terms of the ranking algorithm is being measured using the total load time for a page, exactly as a user would experience it.

One of the best resources for tips and tricks for lowering page load speed is **http:// developer.yahoo.com/performance/rules.html** , and one of the best tools for testing your site is **http://tools.pingdom.com/fpt/** (unless you have Google Webmaster Tools configured, in which case that is the best possible source of page load speed data).

INBOUND FOLLOWED LINKS

Analysis

One of the single most important elements of the Google ranking algorithm has to do with the quantity and quality of external inbound links. As far as I know, roughly half of the ranking algorithm is tied directly to traditional links. Google also looks at the anchor text, surrounding text, page topic and linking site topic as signals regarding what keywords a website should rank for.

When I analyzed websitename.com using SEOmoz's Open Site Explorer (one of the best link indices available), I found that it currently has 1 external links pointing in to the site. This is far behind many of the ranking competitors in your space.

Because SEOmoz found so few inbound links, I also went to smallseotools.com, where I found 46 backlinks. Unfortunately, many of these were low-quality spam sites and URL directories that have no value and those links will actually have to be disavowed because they hurt your site's credibility.

As a comparison, competitor had 46 total back links, second competitor had 112 backlinks (many of which came from her own Facebook page), and third competitor had 100+

There is currently no anchor text coming in. The current best practice is to have 15-30% of your overall link profile coming from exact or near match anchor text links (having less than 15% has been shown to correlate with lower quality sites).

Recommendations

Building a stronger back link profile will be key for websitename.com to rank higher in searches. At a minimum, your Facebook page, Instagram, Twitter and youtube channel must have links back to the site. While I will discuss it further in the content marketing plan, blog posts that link back to your website should be shared across all social media channels. Guest blog posts on sites such as Elephant Journal and elsewhere must contain links to both your website and any social media that they are willing to include in your bio.

When I goggled I found the some of the guest blog posts that you have written on other sites;

List of links deleted

These all contain links back to the old URL, or no links at all, which explains why SEOMoz's tool found so few links. It will be important to email the editor with whom you work at the site and ask for the URL to be updated. At the moment, your current site is not getting the benefit of those links and the 'borrowed' authority, so to speak, of those sites. This is low-hanging fruit, a quick fix which will help the site immensely.

I recommend making an effort to build additional anchor text rich links to balance out the link profile and to target sought after keywords. What do I mean by this? A bio on a website that contains a keyword phrase that you're targeting, such as "women's workshops," or "divination techniques," or "divination for feminists." A guest blog post whose title, and thus the link, contains keywords. I don't recommend creating too many keyword focused anchor text links (15-30% of the total is a very safe number), as over-optimization of anchor text can result in ranking penalties.

Because the site does not currently have a central keyword focus, additional keyword research and strategy sessions will be needed to determine which types of anchor text should be targeted.

Guidelines

Google, and all search engines for that matter, look at links as a signal as to how legitimate a website is. One of the key ranking factors is inbound links, and Google looks at those for the following:

- Quantity – The total number of links coming in. At the moment you have one link, fixing the URL references elsewhere on the web will immediately help the site.

- Trust/Quality – Which sites links are coming from, and where on those sites the links appear. Is a highly-regarded site linking to your site on their main page? Then they must think highly of you. Google bumps your site up in search results.

- Authority – The online authority of the linking website. You can 'borrow' authority if your links are coming from highly regarded sites in your field.

- Topical Relevancy – How relevant the website and the page linking to you are to your website.

- Anchor Text – The text of the link pointing to you. They also look at the text immediately surrounding a link for topical clues.

- Velocity/Trajectory – The rate at which new links are created/found. Consistency is key. This is why a guest blog spot, regularly posting once a week, could be valuable.

Generally the more links the merrier, though there are exceptions to that rule. One of the best resources available to better understand the value of links is this page:

http://www.seomoz.org/article/the-professional-guide-to-link-building-2011

LINKING ROOT DOMAINS

Analysis

When I scanned websitename.com using SEOmoz's Open Site Explorer (one of the best link indices available), and I found 1 linking root domains pointing in, that of womenofwisdom.org.

This is a too low number of linking root domains when compared to the average site, and too low when compared to many of the competitor sites whose topics overlap with websitename.com.

Overall Recommendations

I recommend working to significantly increase the number of linking root domains.

There should be an emphasis on domain diversity (getting links from many different domains) and domain authority (a mix of high and medium quality sites). The creation of link worthy content, guest blog posts, and high profile press mentions should be a key focus.

Guidelines and Specific Recommendations

The very best links come from trusted domains (sites like the New York Times, Wall Street Journal, Wired, Inc., Huffington Post, Wikipedia, etc.). The more links you can get from authoritative websites, the better, and guest blog posts and press mentions are a great way to get those links.

Specifics related to guest blog posts will be discussed more in-depth in the content marketing plan, however, below is a list of current sites, some you've mentioned to me, and target sites and their domain authority. Domain authority (DA) is ranked 0–100, with 100 being the best.

Elephant Journal – 68.25 (medium–high)

Thrive Global – 62.81 (medium–high)

Feminism and Religion – 45.57 (medium–low)

magoism.net – 28.68 (low)

pagansquare.com – 20.79 (low)

bust.com – 65.49 (medium–high)

http://www.patheos.com/library/unitarian–universalism – 80.75

beaconbroadside.com – 50.07 (medium)

https://blog.sivanaspirit.com/ – 38.78 (low)

As of right now, some of the inbound links which you will get back when the URL is corrected come from sites with low domain authority. I would suggest a stronger focus on getting links from sites with higher DA and turning down opportunities from lower DA. While it is always flattering to be asked to contribute, your time is limited and should be spent on activities that have higher value.

One of the things that Google looks at and factors into the algorithm is domain diversity. Essentially, the concept is that 10 links from 10 domains would be more valuable as a ranking factor than 10 links form one domain.

From an SEO perspective, you usually want to see a domain diversity of no less than 10% (i.e. 100 links from 10 domains), though higher is usually better. All other factors being equal, the site with the larger number of linking root domains would almost always rank higher. That said, in the case of extremely high quality sites an acceptable domain diversity could be as little as 2%.

Again, this link building guide is a fantastic resource if you want to learn more about the subject: **http://www.seomoz.org/article/the-professional-guide-to-link-building-2011**

AUTHORITY & TRUST

Analysis

Currently, the best metrics available to measure Authority and Trust are from SEOmoz, and are known as Domain Authority, mozRank and mozTrust. When I scanned websitename.com, I found:

The site has low domain authority of 6 because the URL is brand new.

The Domain Authority is on a 100 point scale, with any site above 40 being considered a fairly good quality site, and sites above 70 being considered truly high quality. mozRank and mozTrust are very similar to Google's PageRank, and serve to measure the distance of your site from trusted and authoritative websites.

Because the site currently has low authority search engines will not be likely to return it high in search results even when optimized for keywords. Getting those links on Elephant Journal fixed is important, but after that point a strong focus should be on seeking out link opportunities from sites with high domain authority.

Recommendations

By further increasing the number of high-quality inbound links, and especially the number of high-quality linking root domains, the trust and authority of websitename.com will continue to increase. By focusing link building efforts on ever higher quality websites these metrics will increase faster than they would with links from average or low sites.

Guidelines

Pages earn mozRank based on the number and quality of other pages linking to them. The higher the quality of the incoming links, the higher the mozRank. mozTrust is determined by calculating link "distance" between a given page and a seeded trust source on the Internet, such as .edu and .gov pages.

A great article about Link Trust and Authority can be found here: **http://www.orangesoda.com/blog/how-your-trustauthority-affects-your-rankings/**

SOCIAL MEDIA
MENTIONS & VISIBILITY

Analysis

There are no links to social media channels on the site's main page, contact me page, or any other page on the website. This is a quick and easy fix that should be implemented immediately. Visitors to your site are not going to take the time to go up to their search bar and type in your name + twitter, etc., which is what I had to do to find your social media. There are many easy to install plug-in's available.

Recommendations

I recommend having a main menu bar with the icons for Twitter, Instagram, Facebook and Youtube directly under the navigation toolbar at top. This should be repeated on every page on the site. More specific recommendations as to increasing your social media presence will be addressed in the content marketing plan, but of primary importance is linking on the website.

Guidelines

When someone links to a website from their website, Google sees that as an endorsement, and that endorsement increases a website's ability to rank well. Social signals have a similar effect.

When someone tweets or shares a link to your website, that is seen as an endorsement much like a link. The "trust and authority" of the person who sent that link is treated just like trust and authority for a website, and is based on the authority of the social user. To make the most out of social, the key is to:

1. Make it easy for people to share your content socially, by integrating sharing features throughout your website, blog posts, etc. When you add a blog to the site make sure that it has 'share' buttons for Facebook and Twitter.

2. And to create content that is worthy of sharing, and then reaching out to people in that space via social channels to ask for feedback about said content.

For more info, check this out: **http://www.seomoz.org/blog/the-social-media-marketers-seo-checklist**

CONCLUSION

Overall, I found that the SEO situation on websitename.com is greatly in need of improvement, particularly in regards to on-site SEO. That said, since you are rebuilding the site you will be able to incorporate these recommendations in the site rebuild. It's also worth noting that none of your competitors are doing a great job in SEO optimization, either, so competing with them will be less of a challenge. By working to fix the issues identified in this audit, you'll be able to achieve higher rankings for more keywords, and for more competitive keywords as well.

List of Supporting Documents

Competitor Keyword Research
A list of all the targeted keywords I found that were relevant to your space, with estimated search volume.

Website Name Site Crawl Report
I crawled the site link-to-link, just like a search engine spider, and this report shows every page that we found and the SEO data associated with each page.