



synergy

# Acme Rocket-Powered, Inc.

<http://theacmecorporation.com/>

**Initial Site Audit Report**  
12/11/2019

## Table of Contents

<b>Indexing and Crawlability</b> .....	3
Index Status.....	3
HTTP/HTTPs Versions.....	3
WWW and non-WWW Versions.....	3
<b>Technical SEO</b> .....	4
Google Analytics.....	4
Google Search Console.....	4
Mobile Friendly Check.....	5
Page Load Speed.....	5
4xx Status Code .....	6
XML Sitemap .....	6
HTML Sitemap.....	6
Robots Exclusion Protocol (Robots.txt) .....	7
<b>On-Page SEO</b> .....	8
URL Structure.....	8
Ranking Keywords.....	8
Focus Terms for Keyword Group .....	9
Headings .....	9
Homepage Content .....	10
Meta Title .....	11
Meta Description.....	11
Internal Links.....	12
Dofollow External Links.....	12
Image Alt Text.....	12
<b>Off-page SEO</b> .....	13
Backlink count.....	13
Anchors cloud .....	14
<b>Summary</b> .....	15
Critical.....	15
Caution Areas .....	15
Looking Good.....	16
<b>Recommendations</b> .....	17
Website Optimization .....	17
Organic SEO.....	17

# Indexing and Crawlability

## Index Status

Using *site:domain.com* protocol, we checked for the number of indexed pages in Google.com.



The site has 350 pages indexed by Google.

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## HTTP/HTTPS Versions

If the HTTP and HTTPS versions of your website are not set properly, both can get indexed by search engines and cause duplicate content issues that may undermine your website rankings.



Not good! The website currently loads content over an unsecured connection (HTTP).

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## WWW and non-WWW Versions

Usually, websites are available with and without "www" in the domain name. This issue is quite common, and people link to either or both www and non-www versions. Fixing this will help you prevent search engines from indexing two versions of a website.



Good job! WWW and non-WWW versions on your website are already fixed.

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# Technical SEO

## Google Analytics

Google Analytics (GA) tracks and reports website traffic. Integrating GA insights in our report will provide real-time, key website performance metrics like visitors, devices used in visiting your website (mobile or desktop), where users are geographically located, and from which traffic source they came from (paid ads or organic). The data will also be included in the monthly Executive Summary Report.



Installed and we have been given full access to your Google Analytics account.

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## Google Search Console

Giving us full access to your Google Search Console (previously Google Webmaster Tools) will allow us to check whether your website has broken links, penalties, malware warning, crawl errors, or if it requires action to resolve issues.



Installed, but we need to be given full access to your Google Search Console account.

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## Mobile Friendly Check

Google's mobile-first algorithm update ensures that mobile-friendly websites are ranked well than those that aren't. This search engine update now uses the website's mobile version, and not its desktop version, for its indexing, crawling, and ranking system.



Not good! The page appears not mobile-friendly. Your mobile users may have difficulty reading your page and finding the necessary information and would likely abandon the website.

## Page Load Speed

Websites with fast loading speeds can increase user engagement across the entire website. A website with slow loading response will generate high bounce rates and low conversions.

Scale: 90-100 (fast) | 50-89 (average) | 0-49 (slow)

Mobile



7.5 Seconds (Loading time on 4G: **Slow**)

Desktop



Not good! Your site's speed loads slowly on both mobile and desktop. To further improve the mobile and desktop speed of your website, check the recommendations below.

### Possible Optimization

- Eliminate render-blocking resources
- Serve images in next-gen formats
- Efficiently encode images
- Remove unused CSS
- Reduce server response times (TTFB)

## 4xx Status Code

4xx errors often point to a problem on a website. For example, if you have a broken link on a page, and visitors click it, they may see a 4xx error. It's important to regularly monitor these errors and investigate their causes, because they may have negative impact and lower site authority in users' eyes.



Not good! We detected 115 pages that are not available to users, this will negatively affect traffic if not resolved immediately.

## XML Sitemap

An XML sitemap is an XML file containing all the pages on your website to make it easily crawled by search engines. Creating and submitting the sitemap to Google Search Console allows search engine bots to crawl the website in a more effective manner.



We found no XML sitemap installed. Create your XML sitemap page and submit to Google Search Console.

## HTML Sitemap

Although not a must, an HTML sitemap helps users see the site structure easily and navigate it efficiently.



We found no HTML sitemap installed. Create an HTML sitemap and include this as well to your footer links.

## Robots Exclusion Protocol (Robots.txt)

If you have files, directories, or pages that you do not want indexed by crawlers, you can use a robots.txt file to define where the robots should not go. It is important, however, to make sure that you do not accidentally block the crawler from visiting your website.

### To exclude directories from your site, the syntax should be:

User-agent: \*  
Disallow: /[Folder you want excluded]

Sitemap:  
http://domain.com/sitemap.xml

### To allow all robots complete access, the syntax should be:

User-agent: \*  
Disallow:

Sitemap: http://domain.com/sitemap.xml



#### <http://theacmecorporation.com/robots.txt>

Congratulations! We found no issues on the installed robots.txt using our tester, but we cannot verify this since we need access to your Google Search Console account. Test your robots.txt with the Google Search Console robots.txt Tester and/or submit your robots.txt on Google Search Console.

# On-Page SEO

## URL Structure

URLs that contain dynamic characters like "?", "\_" and parameters are not user friendly, and they are not descriptive and are harder to memorize. To increase your pages' chances to rank, it's best to set dynamic URLs up so that they would be descriptive and include keywords, not just numbers in the parameters.

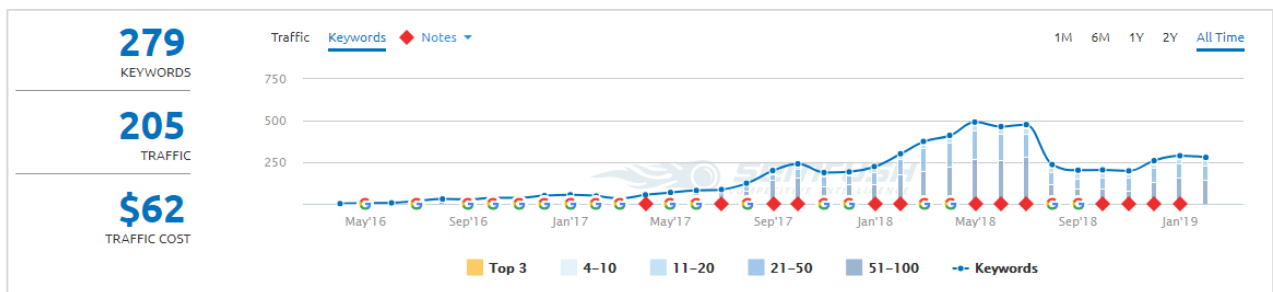


Dynamic URLs were found on your website. Check the top 10 links below to see if you can fix them.

1	http://theacmecorporation.com/?p=3346
2	http://theacmecorporation.com/?p=9987
3	http://theacmecorporation.com/?p=9879
4	http://theacmecorporation.com/?p=3489
5	http://theacmecorporation.com/?p=7542
6	http://theacmecorporation.com/?p=7824
7	http://theacmecorporation.com/?p=9654
8	http://theacmecorporation.com/?p=4563
9	http://theacmecorporation.com/?p=8997
10	http://theacmecorporation.com/?p=7894

## Ranking Keywords

Currently, the site is ranking for 279 organic keywords.





## Focus Terms for Keyword Group

Below are the terms that can be explored for keyword groups and variations.

	Term
1	Smoke Screen Bomb
2	Hen Grenade
3	Rocket-Powered Roller Skates
4	Explosive Tennis Balls
5	Detonator
6	Giant Rubber Band
7	Do-It-Yourself Tornado Kit
8	Tornado Seeds
9	Water Pistol
10	Iron Pellets

## Headings

Your pages should include HTML headings (H1-H6) to properly differentiate between content titles, subheadings and body copy.

H1 tag is your “headline tag”. Make sure it is unique from your Meta title and include the page’s primary keyword. It is appropriate to use only one h1 title per page, then you can use h2-h6 headers more frequently.

Tag	Heading
H1	THE ACME CORPORATION
H1	Acme Products
H1	Acme Rocket-Powered



Not good. Currently, there are 3 H1 tags found on your page.


H2	H3	H4	H5	H6
10	8	8	6	3

## Homepage Content

Having optimized content on the website can help your site rank better for relevant queries.


Google considers content as one of the most important ranking factors. Creating better and longer content than the competitors can help the site gain more ranking visibility on the search results page.

Aside from text content, other content formats such as videos and images can help the site rank better.

URL	http://theacmecorporation.com/
Text / HTML Ratio	27.02%
	Not bad! However, the content found on the Homepage needs to be improved. Add more words to the existing web copy and add variations of the keywords.

## Meta Title


Meta title is a strong relevancy signal for search engines because it tells them what the page is about. The most effective page titles are about 10-70 characters long, including spaces.

URL	http://theacmecorporation.com/
Char.	Meta Title
20	The Acme Corporation
	Your meta title could be further optimized. Add variation of keyword on the meta title.

## Meta Description

Although Meta descriptions don't have direct influence on rankings, they are still important while they form the snippet people see in search results. Therefore, it should "sell" the webpage to the searcher and encourage click through.

For optimum effectiveness, Meta descriptions should be 160-220 characters long.

URL	http://theacmecorporation.com/
Char.	Meta Description
0	None
	Not good! Your page is missing meta description element.

## Internal Links

Internal links are links that go from one page on a domain to a different page on the same domain. It helps establish information hierarchy for the given website.



There are 69 internal links found on your website using our crawler. But we need to be given full access to your search Console account so we can check the accurate number of internal links.

## Dofollow External Links

Dofollow external links are followed by search engines and pass page authority. If you link extensively to irrelevant or low-quality sites, search engines may conclude your site sells links and participates in other link schemes, and it can get penalized.



There are 84 external links found on your website using our crawler. But we need to be given full access to your search Console account so we can check the accurate number of external links.

## Image Alt Text

ALT tags provide a text alternative to an image. The most important function of an ALT tag is to explain to a blind user what an image is displaying. Search engine crawlers also use ALT tags to decipher what an image is or what it is representing.



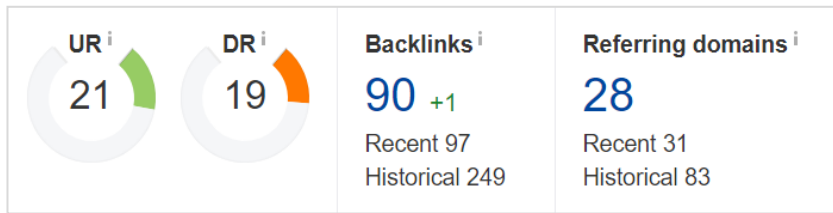
Alt text attributes are found on all images.

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# Off-page SEO

## Backlink count







There are 90 links found on your website from 28 referring domains. Google provides one credit for each domain link irrespective of the number of pages. Backlinks are considered as 'votes of approval' from external sites, therefore the goal of effective off-page SEO is to optimize the number of domains linking in.



Backlink portfolio is small. There's a need to build more links to make the website gain more authority on the web.

## Anchors cloud

The brand name and the naked URL must dominate the anchors cloud. Once these are visible, it should target terms that are relevant to its business.











Anchors	Referring domains
more @ theacmecorporation.com	42 19% 
http://theacmecorporation.com/	29 13% 
theacmecorporation.com	23 11% 
the acme corporation	10 5% 
Acme Rocket-Powered, Inc.	8 4% 
<a>no text</a>	3 1% 








Not good! The brand and/or domain name must dominate the anchors cloud distribution in order to rank other relevant keywords.



# Summary

## Critical





	The website currently loads content over an unsecured connection (HTTP).
	The page appears not mobile-friendly.
	Your site's speed loads slowly on both mobile and desktop.
	We detected 115 pages that are not available to users, this will negatively affect traffic if not resolved immediately.
	We found no XML sitemap installed.
	We found no HTML sitemap installed.
	There are 3 H1 tags found on your page.
	Your page is missing meta description element.
	Backlink portfolio is small.
	The brand and/or domain name must dominate the anchors cloud distribution in order to rank other relevant keywords.

## Caution Areas

	Google Search Console is installed, but we need to be given full access to your Google Search Console account.
	We found no issues on the installed robots.txt using our tester, but we cannot verify this since we need access to your Google Search Console account.
	Dynamic URLs were found on your website.
	The content found on the Homepage needs to be improved.
	Your meta title could be further optimized.

	There are 69 internal links found on your website using our crawler. But we need to be given full access to your search Console account so we can check the accurate number of internal links.
	There are 84 external links found on your website using our crawler. But we need to be given full access to your search Console account so we can check the accurate number of external links.

## Looking Good

	The site has 350 pages indexed by Google.
	WWW and non-WWW versions on your website are already fixed.
	Google Analytics is installed and we have been given full access to your Google Analytics account.
	Alt text attributes are found on all images.



# Recommendations

## Website Optimization

The items on this sheet are critical to making the website function the best way it can. Fixing these is a crucial first step to its success. We recommend fixing all the items on this report as soon as possible.

## Organic SEO

Running an organic Search Engine Optimization campaign will increase the website's visibility and traffic consistently. It will also maintain high Google rankings over a long period of time. We recommend starting a campaign immediately.