



HPE Sample  
SEO Audit

# To Succeed

With any web based strategy it is vital that your foundation is rock solid. And your foundation is of course your website.

Google has extremely high expectations when it comes to technical compliance and has a large number of elements that must be absolutely correct.

There are more than 200 ranking factors and Google makes changes to the algorithm that evaluates billions of webpages and sorts them into order more than 500 times every year.

But there is more to it than just how algorithms analyse your efforts. You must also look closely at user experience – the customer journey.

Do you have the human factors right?



# Webmaster Tools

## Crawl errors

- DNS – Good
- Server connectivity – Good
- Robots.txt fetch – Good
- Desktop not found errors – 7
- Soft 404 errors 2

Google will look at a website that has a large number of Not Found pages as not giving a good User Experience. In your case there are 7 which isn't a problem. This will be easy to tidy up.

## Search queries

In the past 28 days 15,376 impressions led to 1,673 clicks.

You obviously have high brand recognition as nearly all of your top 50 search terms include '████████'.

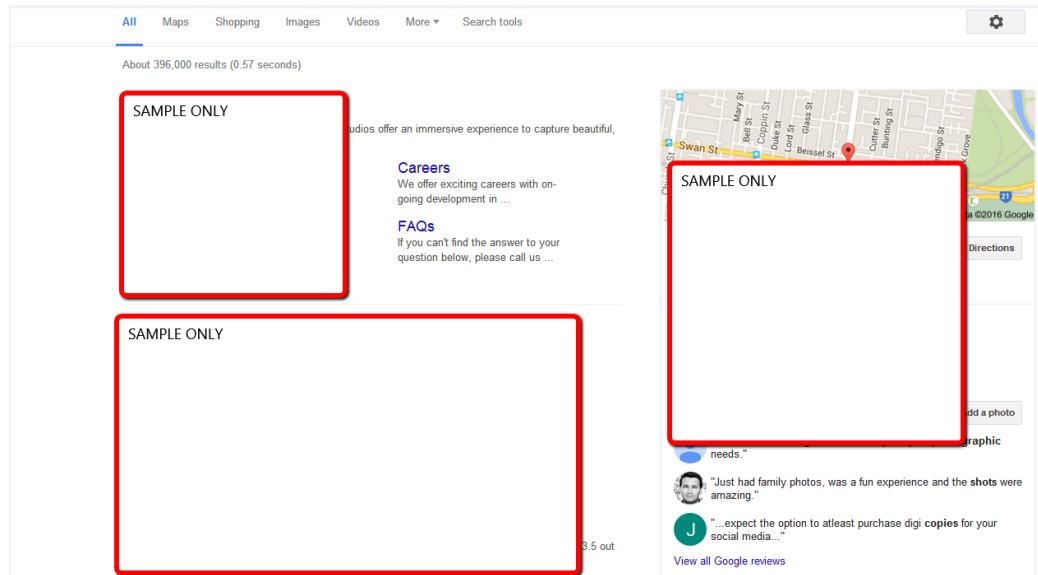
There isn't much traffic coming from non-branded search. For example, the first of these search terms in your top terms is 'family photography' but it only accounted for 2 visits.

So there is a big opportunity for picking up more visits from service related searches.

Here are the top 10 terms:

- ██████████ portraits
- ██████████ photography
- ██████████
- ██████████ Claremont
- ██████████ studios
- ██████████ photography Brisbane
- ██████████ portraits
- ██████████ portraits prices
- ██████████ Melbourne
- ██████████ photography Claremont

Looking at search results for your branded search, there is a Knowledge Graph result on the right and your website is ranking number 1 which is good and to be expected.



There are 7 reviews which stand out and immediately boost credibility.

The Google Business Listing could be further enhanced if you log in and add images, and also encourage more reviews. This will hopefully improve click through rates.

Developing a local SEO strategy will also be beneficial as the map results get high positions for location based searches.

## Structured data

Structured data helps Google understand the content on your site which can be used to display rich snippets in search results.

Your site is using structured data for product snippets and there are no errors which is great.

## HTML improvements

Webmaster Tools isn't detecting any pages that have duplicate titles or descriptions or ones that are too long. Great stuff.

## Links to your site

Webmaster Tools identifies 1,018 links to your website.

They are coming from a useful range of websites, with a number of fashion related sites, charities, directory links and business links.

The biggest linkers are yellowpages.com.au and panda.org.au

Links play an important part in improving your website's ranking in search results so it would be worthwhile to create a strategy for obtaining more into the future.

You could consider leveraging existing business contacts and developing a content strategy that will lead to links building naturally. I will take a more in-depth look at your links in the link profile section.

## Manual actions

There are no manual actions taken against the website.

## Security issues

No malware or security issues.

## International targeting

Your domain is currently associated with Australia which is optimal.



# Index status

Indexed pages = 177

Google sees sites that offer a lot of pages, content, engagement and traffic as being larger brands.

The content must give value. You can't simply create pages for the sake of it. A good approach is to answer questions that potential customers might have and to generally be helpful.

Your niche has lots of potential topics, and looking at your blog content, you are already producing diverse content which is great.

I will talk a bit more about your content in the content strategy and blog sections.

# Robots.txt tester

The robots.txt on your website is readable and is fine. It blocks the admin login and other functional pages from being indexed.

# Pagespeed insights

Desktop speed is on the slow side at 58/100.

Mobile speed is extremely slow at 16/100.

It is important for your website to be as fast as possible both for user experience and search rankings (Google takes it into account). And mobile optimisation is about much more than being mobile friendly according to Google's test. Speed is a very important issue as is usability and intuitive navigation.

There are a number of actions that can be taken to improve both desktop and mobile speed – here are the main ones:

- Optimise images
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Reduce server response time



- Leverage browser caching
- Enable compression
- Minify JavaScript, CSS and HTML

Mobile gets a 96% pass for User Experience but there is one recommendation.

Size content to viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally. [Size the page content to the viewport](#) to provide a better user experience.

The page content is 457 CSS pixels wide, but the viewport is only 411 CSS pixels wide. The following elements fall outside the viewport:

- The element `<i class="fa fa-chevron-right">` falls outside the viewport.

# SEO analysis

## Image optimisation

I had a look at a range of images on the homepage and other pages.

There are some cases where alt tags are missing, particularly the banner images, but in most cases they are being used.

These are important tags to let search engines know what the images are about and to assist the visually impaired.

However, they can also be optimised for keywords which can lead to SEO benefits and images appearing in search results. This is where there needs to be improvement.

I didn't see any alt tags that were appropriately optimised. Most had names such as 'father and son' or 'cats and dogs' – these descriptions won't lead to any SEO benefits. Better use of the tags would be for example, 'Father and Son Photographic Portraits'.

The quality of the images is obviously great!

# Heading tags

An H1 tag is supposed to back up the main title and explain exactly what the site or webpage is about while answering the most common reason people will be arriving at a site.

After looking at the use of the H1 and other heading tags on the main pages of the website, it seems they aren't being used in a consistent manner.

The homepage doesn't have an H1 tag at all. There are two H2 tags but these simply say "Celebrating families every day" and "Home".

Obviously, this doesn't orientate readers and as with the alt tags, it won't offer any SEO benefits.

Some of the other pages have multiple H1 tags, but there should only be one used per page.

Other pages have overly simple H1 tags eg 'Illustrations' or 'Our People'.

Moving forward, heading tags need to be used optimally across the website whenever new content is added.

Thought needs to be put into focusing the H tags around keyword targets or themes for each page.

# Metadata

This important area of the website also needs some attention.

After reviewing the Page titles and descriptions across the website, it seems they haven't been given much attention and they aren't targeted for keywords that potential customers are likely to be searching for.

The homepage metadata:

██████ | ***Celebrate Your Family – Photography***

██████'s awarding winning family photography studios offer an immersive experience to capture beautiful, personalised images to celebrate your stories.

Both the title and description are of a suitable length which is good (this goes for other pages I looked at), However, imagine how the





above would look in a page of Google search results. The title isn't a natural sentence that is easy to absorb, and it doesn't really say exactly what your business does.

The description is better, but people won't even read that if the title doesn't capture.

Also, you need to know what keywords your customers use. If they are looking for 'Portrait photography studios Victoria' for example a page that was location specific could be something like:

**Photography Studios Victoria | [REDACTED]**

That way you will start to capture more traffic from search engines where people don't already know your brand.

It is interesting to look at search behaviour and much of it is either very general searches where people are relying on Google to recognise their location or they are adding in the city where they live. There are a number of very good opportunities in your niche.

Across the website the titles need more targeting.

The descriptions are generally quite good but could be improved with the addition of calls to action, e.g. Learn more here, View our etc.

One other area of concern is the fact that all your service links; family portraits, couples portraits, pet photography and so on, all point to the same page that has the following Metadata:

**The [REDACTED] Experience - [REDACTED]**

*[REDACTED] has ensures every customer touch point goes beyond expectations so our product transcends photography and delivers a totally immersive experience.*

Typo aside, this title and description isn't unique to each service because they all share the same page.

Whilst this might work from an IT functionality point of view, it has the effect of hiding your services from potential customers – they all need their own page, with a unique keyword target and unique metadata that is optimised to rank in search results for that target phrase.

This definitely needs to be remedied.

Lastly, I looked at the blog posts and found that they are well optimised for keyword targets and have useful metadata in most cases.

To sum up, the main pages of your website don't look like they have been given the attention they deserve when it comes to metadata. There is obviously some expertise in-house because the Yoast SEO plugin has been used effectively on the blog pages, so this needs to be applied to the main pages also.

Each page needs to have a unique keyword target that is totally relevant to page content and the content will need to be structured so that intent and solution are both clear.

## Targeting

As mentioned above, it looks as if there has been an attempt to target keywords on blog posts but not with the core website service pages or other pages.

This is likely to be part of the reason for little keyword related traffic coming through to your website.

Every website needs a targeting strategy to identify top search queries and then optimise pages to start picking up organic traffic from these searches.

However, keyword research needs to be thorough and there needs to be an understanding of how to optimise webpages in a way that won't be seen by Google as manipulative..

Every single page should have a clear and unique target.

There are some very useful numbers of monthly searches in your business niche, so by targeting the right phrases you will be more likely to enjoy better search rankings and the corresponding traffic.

## Open Graph Tags

Open Graph Tags tell social media sites which image, title and description to use. This is very important for click-through-rates and for visual appeal.

The website has Open Graph Tags on all pages which is great, and the selected images on the blog posts are of great quality.

Twitter Cards have also been activated but need to be adjusted to "summary plus large image".



## URL audit

A good URL should not feature special characters, capital letters, underscores or long extensions.

That way, they are nice and clean for crawling by search engines.

Full marks in this area!

## Analytics

In the last 30 days there have been 7,448 visits to the website from 4,871 users. The average visit duration is 00:02:29 and on average people visit 6.93 pages per session. The bounce rate – the number of visitors that leave from the first page – is 56.86% which is around the average.

About 43% of users are on desktops or laptops, with 57% on mobile phones and tablets. This is a very strong number for mobile users which also adds to the need for better pagespeed.

Your traffic is coming from a nice range of sources, with organic search traffic the main source at 54% of visits. However, Analytics also confirms that this traffic is mostly from branded searches containing '██████' in the search term.

Your paid traffic (4.6%) shows that there are many non-branded search terms that could be bringing in customers organically, if you target them and achieve good search engine rankings. As an example, “family portrait photography studio” accounted for 86 visits to your site last month alone. There is real potential here.

Your other traffic sources were; 27% direct, 10% referral, 3.6% social.

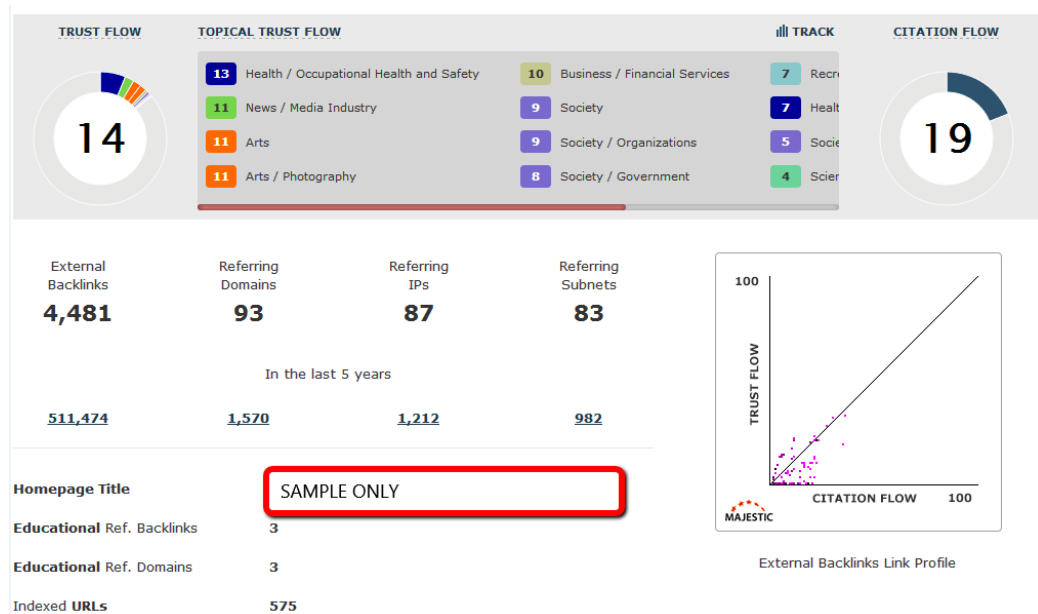
Your most popular pages have a nice strong showing for the Contact page at number 2 after home so this is positive as well.

There appears to be some “ghost-spam” which will be affecting your stats. This is quite common and you don't seem to have a whole lot of visits of this kind, but it needs to be addressed to ensure accurate reporting into the future. We can add a hostname filter to block these bot visits.



# Link profile

Using the Majestic Site Explorer we can get a lot more information on the health a website's backlink profile.



Your Trust Flow and Citation Flow sit at 14 and 19 out of 100.

Given that you have links from 93 different websites, some of them high quality .edu domains, these trust figures are lower than expected.

Digging deeper, there is something a bit disturbing going on with the anchor text of your links. Most of them are normal but there are significant numbers of links coming in with the anchor text of 'scammer' 'viagra' 'dishonest' and 'junk'. These links are coming from multiple domains.

It looks like someone has deliberately tried to undermine your website rankings by tagging your website in pingbacks to a large number of less than savoury websites. But they have also managed to get these pingbacks from directories like Yellow pages as well.

These are showing up in the historic index so relate to some time ago. It is definitely malicious.

My first step would be to go to Google Search Forum and see if I can get the attention of someone from Google to have a look and confirm that they are ignoring these bad links as they say they usually do.

One positive is that these bad links are not showing up in Google Search Console which may mean that they have already identified the malicious nature of these links and are already ignoring them.

Best to check to make sure though.

Disappointing that people would behave like this.

# Content and social

## Social signals

The Facebook page has 9,510 Likes, there are regular posts but not the kind of content that generates much engagement. You are getting a few likes but there is very little in the way of comments. Very few posts are sending people to the website.

Twitter has 273 followers and little engagement.

Instagram has 881 followers and not much engagement either.

There are also 260 followers on LinkedIn.

The bulk of the website visits from Social Media are from Facebook.

Social media strategy could be a lot more effective with some planning around the right content and strategy for each platform.

## Content strategy

There is an active blog on the website, but it is under the name 'News' and a main navigation that is not in the usual layout that users would expect.

The content of the blog posts and the range of topics is inspiring, relevant and well executed, however the keyword targeting needs work if business results are going to be obtained.



Research needs to be carried out to determine keywords that people would use when looking for your services, then blog posts can be written with those keywords as targets.

Also, the posts need 'calls to action' at the bottom so that these interested readers can convert into customers. Links during the post to appropriate pages would be useful as well.

The other pages of the website, as already discussed, should ideally be reconfigured so that each main service has its own page, with in-depth content and optimised keyword targets.

The design obviously showcases your images well, but there is the risk of confusing visitors when the navigation is non-standard, and in my opinion, the large images, sidebar menu, light background colour for the main menu, and separate footer menu, all combine to make the website quite difficult to navigate.

The blog posts are also quite confusing because of the large image and many tiles that sit above the actual post – the content remains hidden until you scroll quite a long way down. People are not patient when it comes to reading content. If they can't see it immediately, most will leave.

Lastly, if I arrived at the homepage, as someone who isn't familiar with your brand, it would take a while to figure out what your company does.

Consideration could be given to making this more obvious, with more self-explanatory terms being used on the main menus, and moving your services from the footer to the main menu.

It is really important to make user experience as intuitive and friction-free as possible. You need to answer the visitor's question as soon as they hit the site. What are they looking for? How can you help them? What should they do next?

This may seem like a lot to work on, but there is a great foundation of content and imagery, and I think some information architecture and back end changes could really increase website traffic and conversion rates.

Once that is sorted out, a content strategy with targeted blog posts will really start to pay off. The content must be unique and it must adhere to an overall strategy that is going to grow your brand presence and add to your reputation.



# Blog strategy

A blog is the most powerful way to build an audience and to build site authority.

As a business tool, blogs and search are made for each other.

Let's say you publish one comprehensive post on your website per week. In 12 months you have 52 new pages addressing topics that your market is interested in and if you are publishing comprehensive posts this means more than 50,000 words on your site in this period.

This will assist in elevating you above your competition.

There are some SEO requirements and social features for an effective blog.

SEO requirements are:

- Ability to edit SEO titles and meta descriptions for each post
- Post heading has an H1 tag
- Sub-headings available in H2 and H3
- Ability to add alt tags to images
- Editable permalink
- Friendly URLs
- Blog list page headings are H2s
- Ability to noindex archives and subpages of archives
- XML sitemap

Social requirements:

- Open Graph Tags
- Twitter Cards
- Contemporary social media share buttons on posts
- Social media icons on homepage and blog sidebar or footer

From my review, many of the above elements are already in place, however there were a few issues with the execution of metadata, headings, alt tags and optimisation/targeting. This needs to be addressed before a business blog can effectively generate business results.

Also, the approach needs to be more targeted around themes that are closely related to your services. The wider interest content such as 'top 10 breakfast spots' is also worthwhile, but honing in on keywords related to your core offerings will prove fruitful.

On top of that, once you've identified great topics, you need to ensure you create substantial posts that are well written and have high quality images (from what I've seen this is generally the case already).

This is what gets results and is also the minimum standard. Without these elements, blogging is simply a waste of time.

Website speed will also need to be improved for a blogging strategy to be effective. I was often waiting for pages to load – this would frustrate users and chances are they may hit the back button and leave.

And definitely address the blog post being well below the fold when you arrive at the page.

## Social proof

This has become a very important element. You must demonstrate trustworthiness and authority when a visitor first arrives at your website.

Notice how most of the major websites around the web will have either how many people use the product or which major companies use it or where major media companies are talking about the product or service? And these are usually highly visible on the homepage.

And short, credible testimonials are also right up front.

Having visible testimonials, numbers of customers served, number of years in operation, media mentions and other examples of social proof are important trust factors.

Some people will make a decision to contact you purely on these demonstrations of trust and reliability.

Your website has some great examples of testimonials and the use of customer's logos. This is great but it isn't uniform across the website. Adding them in the same place for each service page would make them more obvious.

The blog posts about customers are also well done and a great way to prove your credibility.

There is an issue with some third party sites with poor reviews. [REDACTED] has done a good job of answering some of these poor





reviews but it still does not look great for people searching on your brand name.

You can counter this a little by asking satisfied customers to review on these sites.

## Summary

The website looks lovely with excellent images and nice use of font and whitespace. Everything about it says “quality” and the way products and teams are presented is very smart.

A great start has been made with content and most elements are looking good.

However, there are a number of improvements that can be made from a technical and strategic perspective.

The website looks very “agency” and sometimes the creative gets in the way of the practical.

And when it comes to visitor behaviour, practical and intuitive is what they are looking for.

There is obviously a concern that someone has maliciously tried to damage your business with negative SEO so investigation of this issue should be a priority to ensure this is not hurting your rankings going forward.

And if this needs repairing it can be a time consuming process. Unfortunately, it is almost impossible to track who has done this.

Pagespeed issues can often be handled by your developer but with some themes specialist input may be required. We have worked with a local specialist who has achieved big improvements where developers have run out of options.

Here are the recommendations from this report:

### **Technical**

- Redirect Not Found errors
- Fix pagespeed issues particularly on mobile
- Correct heading tag issues
- Adjust Twitter Cards
- Add hostname filter to analytics
- Investigate malicious links and take action if needed

### **Strategic**

- Improve use of alt tags
- Create individual service pages
- Develop local SEO strategy with Google my Business
- Improve heading tag content
- Improve metadata
- Improve targeting
- Develop content strategy
- Make recommendations on navigation and menu names
- Develop blog strategy
- Improve use of social proof

There is nothing we can't fix here. Most of the report is very positive and most recommendations are around improving performance rather than corrections.

However, there are a couple of areas of concern that should be addressed sooner rather than later.

Once we have the technical aspects working how they should and we have an effective strategy we will see very real improvement in your web results and in your business and revenue results.





## Mike Morgan

Director – High Profile Enterprises Ltd

Phone: +647 312 4868

Mobile: +64 21 303 118

Email: [mike@highprofileenterprises.com](mailto:mike@highprofileenterprises.com)

[www.highprofileenterprises.com](http://www.highprofileenterprises.com)

