

K.M. Wade

Research | Content | Copy | Strategy



*Win more sales and generate sustainable
business growth with marketing assets
for every stage of your sales funnel*

SEO Audit

Prepared by Kelly Wade

**May 2020
Milestone 1
redacted.com**

**Length = 185 pages
Cost = \$400 (AUD)**

Please note, this report may seem long, but that's because it contains lots of (sometimes long) lists of URLs that have errors/issues. This may seem overwhelming, but by working through the report one part at a time, you'll find it's structured in away that makes it easy to improve your SEO over time.

Executive summary

Redacted provides valuable information about the autism spectrum written by autistic people. The majority of its traffic comes from unpaid promotion of articles on social media. I have prepared this report to help you increase the number of people who visit your site from search engines.

Your site's technical SEO is pretty good, but there are plenty of areas for improvement. In particular, the site is very slow. There are several actions you can take to speed it up which can help with your search traffic and, more importantly, will provide a better experience to your target visitors.

A major factor that reduces your search traffic is the fact that search engines view your site as particularly unauthoritative. Increasing your authority (domain score) is very doable, but it's a slow process. I have provided recommendations for this but be aware this will be a long-term project for your site.

Another factor that significantly reduces your organic search traffic is a lack of backlinks. Links from other sites to yours are very useful because they drive traffic to your site and they boost authority. Plus they send more information to search engines about when you should show up in search results.

Your site ranks for a reasonable number of organic keywords, but these aren't generating much search traffic (and in most cases you're not ranking well for those keywords). Optimising key pieces of content and all content going forward will help you take advantage of the keywords you've already won and give you a kind of shortcut to more organic search traffic.

While your social traffic is much better than your organic search traffic, there is still plenty of room for improvement and I have also provided recommendations for improving this.

All in all, your search traffic situation is poor but you've got some decent foundations that will make boosting it easier. As a not-for-profit, your main limiting factor is going to be your budget. As such, the following recommendations are prioritised in such a way as to give you the most long-term benefits for the lowest expense. This means it will take longer for you

to reach your organic search traffic goals, but your goals will be more achievable this way.

Recommendations

At the end of each section of this report, I have listed one or more recommendations for ways you can improve your organic search traffic. Rather than reproduce them here in the order they're included in the report, I've included them here in order of priority (and I have combined those that are similar as well). In prioritising the recommendations, I've weighed up the benefits of doing the action, the ease with which you can accomplish the task yourself and the financial costs. As such, the highest ranked recommendations won't necessarily be the ones that will make the biggest impact on your search traffic.

Where your budget is limited, I highly recommend prioritising the top recommendations. Once your budget has been expended, you can select the lower budget options I've provided or defer the recommendation til a later date.

In the case of actions that should be completed by your web developer, you may want to assign them to your expert all at once.

Before you make any changes to your website, make sure you do a backup.

1. Set SMART goals for each aspect of your SEO including:
 - a) Your technical SEO
 - b) Site speed
 - c) Keywords
 - d) Organic traffic
 - e) Social performance
 - f) Backlinks
 - g) Domain score
2. Add your Yoast-generated sitemaps to Google Search Console. You can do this yourself (see the 'Additional information' section of this report).
3. Update your author bios to more clearly state why your authors are 'qualified' to write about autism — without losing the engaging qualities of the existing bios. (That doesn't mean they need formal qualifications, but it does mean spelling out why their insights are valu-

able.) You may be able to do this yourself or you might prefer to work with an expert SEO writer.

4. Remove any pages on your site that are no longer needed. You can do this yourself.
5. Combine any pages that aim to fulfil the same purpose. You can do this yourself.
6. Remove any website plugins that don't provide value to your website visitors. You can most likely do this yourself.
7. Remove any other features or elements that don't provide value to your target audience. You may be able to do this yourself. If not, outsource this to a technical expert such as your web developer.
8. Fix all broken links and incorrect hyperlinks that are causing 404 errors. You can do this yourself using the information from <https://www.brokenlinkcheck.com>
9. Update your 404 page so it clearly states that an error has occurred. It can still provide valuable information or link to pages you want visitors to view. You can do this yourself.
10. Make a list of all the media files on your site and the page/s they're attached to. For images and videos, also include the size they're displayed at, in pixels. If any media files are not in use, delete them. If there are multiple copies of any files, update the pages that use them so they all use the same one and delete the excess versions. You can do this yourself.
11. If any of the media files are being displayed at a size that's smaller than the file size, resize them. Then compress all the remaining media files. You can do this yourself.
12. When you re-upload the files, make sure each has a meaningful name, not a string of numbers or other gibberish. You can do this yourself.
13. Determine whether any of your pages should not be showing up in search results. Block these from search bots. A technical expert, such as your web developer, should do this if you're doing it manually. The Yoast SEO plugin can enable you to do this yourself.
14. Create a set of templates and standard operating procedures that will enable your writers to create SEO-friendly content going forward. (The results you get using these are unlikely to be as good as you would get if you outsourced optimisation to an SEO expert, but they'll enable you to get decent results — certainly better than what you're getting now.) These resources should be developed by an SEO expert in close consultation with you so that these resources exactly meet the needs of your writers. These resources should cover:
 - a) How to come up with a topic.

- b) How to choose SEO keywords.
 - c) How to structure content for search engines (and keep it pleasing for humans too).
 - d) How to structure and implement SEO titles.
 - e) How to structure and implement meta descriptions.
 - f) How to structure and implement slugs.
 - g) How to assign categories and tags.
 - h) How to optimise images and other media.
 - i) How to create correct hyperlinks and a process for checking them.
 - j) How to update and maintain your sitemaps.
 - k) A process for maintaining your SSL certificate.
 - l) A process for blocking search bots when needed.
 - m) How to structure promotional social media posts (non-paid ones).
 - n) How to create a content and promotion calendar.
 - o) How to encourage backlinks.
15. Create a list of the main keywords that you want your site to rank for. Map them to your existing web pages in terms of which keywords are highly relevant to the content of the pages. You can do this using your new templates and standard operating procedures.
16. Do an SEO analysis for every keyword on your list so you can prioritise them based on the likely return. You can do this yourself using your new templates and standard operating procedures. It is quite time consuming though, so no one would blame you for outsourcing the task to an SEO expert. Your analysis should cover the following:
- a) Monthly search volume (the average number of people searching for content relating to the keyword each month)
 - b) SEO difficulty (how difficult it is to achieve good rankings for the keyword)
 - c) Paid difficulty (how difficult it is to generate traffic using paid ads targeting that keyword)
 - d) Cost per click (how much the average advertiser pays per click on an ad targeting that keyword — together with the paid difficulty, this provides a measure of how valuable the keyword is)
 - e) Average number of backlinks pointing to the top performing pages
 - f) Average domain score of the top performing pages
17. Choose the top 20 existing pages that you want to optimise for improved search rankings and optimise them. You'll get the best results, and have examples to follow, if you outsource this to an SEO expert. If your budget doesn't allow this, you can do this using your new templates and standard operating procedures.

18. Optimise the 10 pages that attract the most organic traffic to your site (if they weren't included in the above step). You can do this yourself using your new templates and standard operating procedures.
19. Choose the top 20 SEO keywords that you want your site to rank for. If you haven't already used them all for the previous recommendations, develop a plan for optimising existing and/or future content for those keywords. You could do this yourself, but I strongly recommend working with a strategist. This will give you the best results for these most important keywords and it will give you something to model your future strategies on.
20. Review all paginated pages and assess whether they really need to be paginated. Could all the content be reasonably displayed on a single page? If pagination is unnecessary, remove it. You can review the pages yourself. You'll likely need the help of your technical expert to remove pagination.
21. For any pages that do need pagination, implement the best practices outlined in the pagination section of this report. Your technical expert should do this.
22. Choose a primary SEO keyword for each remaining page. You can also choose one or more secondary keywords for each page — the longer the content, the more likely it'll be that you'll be able to choose secondary SEO keywords. You'll get the best results and save a lot of time if you outsource this to an SEO expert, but you can do this yourself using your new templates and standard operating procedures.
23. Write a single, unique, engaging, accurate, optimised title tag of between about 30 and 65 characters for every page remaining on your list. You can do this yourself using your new templates and standard operating procedures.
24. Write a single, unique, engaging, accurate, optimised meta description that's less than about 165 characters for every page remaining on your list. You can do this yourself using your new templates and standard operating procedures.
25. Write an accurate, optimised alt tag for every image on your site. You can do this yourself using your new templates and standard operating procedures.
26. Optimise any remaining pages that have less than 300 words of content. You can do this yourself using your new templates and standard operating procedures.
27. Estimate how many backlinks you'll need to secure each of your keywords given your domain score — starting with your top 20 keywords and the keywords associated with the top pieces of content

that you fully optimised as part of the previous recommendations. You can do this using your new templates and standard operating procedures.

28. Develop a backlink plan to cover those top keywords. You can do this yourself using your new templates and standard operating procedures.
29. Develop a broader domain score improvement plan that includes guest posting on other sites. You'll get the best results if you outsource this to an experienced strategist.
30. Create an integrated content strategy to guide your content creation, promotion efforts and backlink outreach over the next 12 months. You may be able to do this yourself, but you'll get the best results if you prepare this in close collaboration with a content strategist.
31. Choose and implement a plugin that will cache your site. You may be able to do this yourself or you might prefer to consult your technical expert.
32. Implement a CDN (content delivery network) service to speed up delivery of your site's content. You'll likely need to outsource this to your technical expert.
33. Review your web hosting package and the server your site is being run on and assess whether these meet your current and projected needs. Find one that's a better fit if they don't. You can do this yourself, but you may be more comfortable seeking the advice of your technical expert.
34. Have a technical expert review the speed opportunities and speed diagnostics sections of this report and weigh up which actions you want them to take based on the potential speed gains vs. the cost and other implications. Pay particular attention to items that will help speed up your site on mobile devices as mobile devices are becoming the primary browsing tool and Google and other search engines are paying more attention to mobile speed as a result. At a minimum, you should aim to get your speed index down to less than 3s. Ideally, your time to interactive should be 3s or less as well. Your technical expert will need to do the implementation part of this but you can weigh up the potential speed gains and costs etc.
35. Optimise your permalink settings. You can do this yourself, though you may want to consult an SEO and/or technical expert for advice on the best structure. Once that's done, update your internal hyperlinks. You can do this yourself. And implement 301 redirects from the old URLs to the new ones — especially for pages that have back-

links pointing to them and for pages that are ranking in relevant search results. A technical expert will need to do this.

How K. M. Wade can help

Our marketing specialist, Kelly Wade, can work with you to produce bespoke:

- + Templates and standard operating procedures for producing reader-first, SEO-friendly, conversion-driven content such as blog posts, articles and informational web pages
- + Reader-first, conversion-driven, SEO-friendly web copy (such as homepages and informational web pages) and content (such as blog posts and articles)
- + Strategies and plans (such as for content, backlinks, keywords, domain score improvement, promotion etc.)

As discussed, you can view approximate pricing for these services here: [redacted](#). This link also includes the standard K. M. Wade contract in case you would like to review it.

Note that this is not a full proposal as we have not done a full briefing, so some sections are blank. This is an estimate only and so it cannot be signed at this time — it is intended to provide pricing guidance only.

In addition to these items, Kelly can also do other SEO tasks like SEO keyword analysis.

For technical operations, we recommend working with the web developer who created your site, if possible. If you created your site yourself, or cannot work with the web developer who created your site, we can put you in touch with technical experts that can help.

If you need help compressing or resizing your images, Kelly can help or we can put you in touch with a graphic designer that can help.

Using this report

Thus far, I have summarised the key findings of the SEO audit I conducted on your website. On the following pages, you'll find:

- + The detailed results of your audit
- + Explanations of what those results mean and why they're important
- + My recommendations for how to fix each identified issue (if required)

Because some of the lists of affected pages are quite long, this report may seem overwhelmingly long. As I noted at the beginning of the report, this shouldn't deter you from improving your site's SEO. Many of the issues can be fixed quite quickly and there's no pressure to fix all the identified issues immediately.

In the above section of this report, I've suggested an order of activities that will maximise your results while minimising your costs. You might therefore wish to read each section of this report in detail only when you're ready to tackle each recommendation. Or you might choose to read over the report once in full and then go back to read each section again when you're ready to tackle it.

The choice is yours.

Providing feedback

I always strive to provide the best possible service, and I sincerely hope you find this report useful, easy to understand and easy to use.

If you have any feedback, complaints or compliments, please don't hesitate to send them through to me in whichever way works for you (e.g. [email](#), [SMS](#), [phone call](#) etc. or via the links below — if you want to send anonymous feedback, you can do so [on my website](#)). Anything you choose to tell me about your experience with this report will help me improve my service and I will be very grateful for any positive comments or constructive criticism.

Contents

Here's what's included in this document:

1. Introduction
2. SEO overview
3. Error identification and recommendations
4. Speed analysis and recommendations
5. AMP analysis and recommendations
6. Keyword analysis and recommendations
7. Organic traffic analysis and recommendations
8. Social performance analysis and recommendations
9. Backlinks analysis and recommendations
10. Domain score analysis and recommendations
11. Broader traffic overview
12. Additional information and recommendations
13. The end!

Introduction

This copy deck contains an initial SEO audit of 1000 pages on your site. The purpose of this report is to provide an analysis of your current website so you can better optimise it to attract more organic (unpaid) search traffic.

Author details

This content was written by Kelly Wade, a marketing specialist based near Canberra, Australia. Kelly specialises in helping businesses win more sales and generate sustainable growth by crafting strategic marketing assets for the entire sales funnel.



If you would like to get in touch with Kelly, her contact details are as follows:

Email: kelly@kmwade.com
Phone: [+61 439 367 421](tel:+61439367421)
Website: kmwade.com

She can also be contacted via an online call (using Zoom, Skype, Google Hangouts etc.)

Introduction to SEO

SEO stands for search engine optimisation and it is the process of:

1. Optimising websites and content so visitors get the best experience;
and
2. Helping search engines find web content and understand its value.

The aim is to get content to show up as early as possible in search results for search terms that are related to the content. And the initial benefit is more traffic that's more relevant. The flow-on effect, when marketing is done well, is increased sales (or other desired actions/outcomes like more petition signatures, donations or people helped).

As an example of what SEO does, if you write an article about fluffy kittens, you could use SEO best practice to encourage Google to show your article at the top of the results it displays when someone does a search for 'fluffy kittens'. You might also want your article to show up for related search phrases like 'cute kittens', 'adorable kittens' and 'cute pets'.

When people talk about SEO, they'll often use terms like 'rank' and SERPs. Showing up as early as possible = 'ranking highly', 'ranking well' or even 'ranking number 1'. Search results = search engine results pages = SERPs.

What are SEO keywords?

SEO has two facets:

- + Optimising the site
- + Optimising each piece of content

When you optimise a piece of content, you're optimising it so it ranks well for particular SEO keywords. So whenever you see anything related to SEO, you can be sure you'll see something about SEO keywords.

So what are SEO keywords?

SEO keywords are single words, or more often, short phrases that people type into a search engine when they're looking for a solution to their problem (even if that problem is 'I'm bored and need some funny dog videos to entertain me'). So you could also think of SEO keywords as search phrases.

In the kitten example, the SEO keywords would be:

- + fluffy kittens
- + cute kittens
- + adorable kittens
- + cute pets

We call them SEO keywords because part of search engine optimisation is taking search terms and optimising content so it's more likely to rank well for those terms. So they're the key words the piece of content needs to be optimised with.

How SEO works

Broadly speaking, SEO works by improving search rankings. The flow-on effect of this is:

1. More search users visit the optimised website. And those people are also more likely to be from the brand's target market (so are more likely to want to make a purchase).
2. More visitors have the opportunity to view high-converting sales messages.
3. More visitors buy at least one product or service from the brand, or they click on at least one affiliate link or sponsored ad. (Or the equivalent if the ultimate goal isn't sales.)

This is accomplished in two quite distinct ways.

Off-page SEO

The *website optimisation* part (often called 'off-page SEO') is all about making a website easy to use. It involves laying out and linking pages in a logical way that makes it easy for people to find the information they need. This also makes it easier for search engines to find pages and figure out how they're related.

Off-page SEO also involves optimising things like code and image sizes so websites load quickly. Given that [the majority of web browsing is now done on mobile devices](#), off-page SEO includes ensuring websites are mobile friendly too. And encouraging backlinks is another important off-page SEO tactic.

Off-page SEO works because Google and other search engines aim to deliver solutions that provide the best experience to their users. These search engines know their users will get frustrated if they have to wait too long for a page to load or if a website is hard to navigate. So when someone does an internet search, search engines prefer to populate their search results with pieces of content that will offer the best experience to those users.

So by optimising websites so it's easy for visitors to get the information they're looking for, off-page SEO encourages high search rankings which can ultimately increase sales.

Backlinks serve a similar purpose in that they tell search engines which websites deal with similar topics. The quality of a website's backlinks also gives search engines one way to measure the credibility of a website. So, when a website has lots of quality backlinks, search engines will be more likely to prioritise showing the website's content for relevant SEO keywords.

On-page SEO

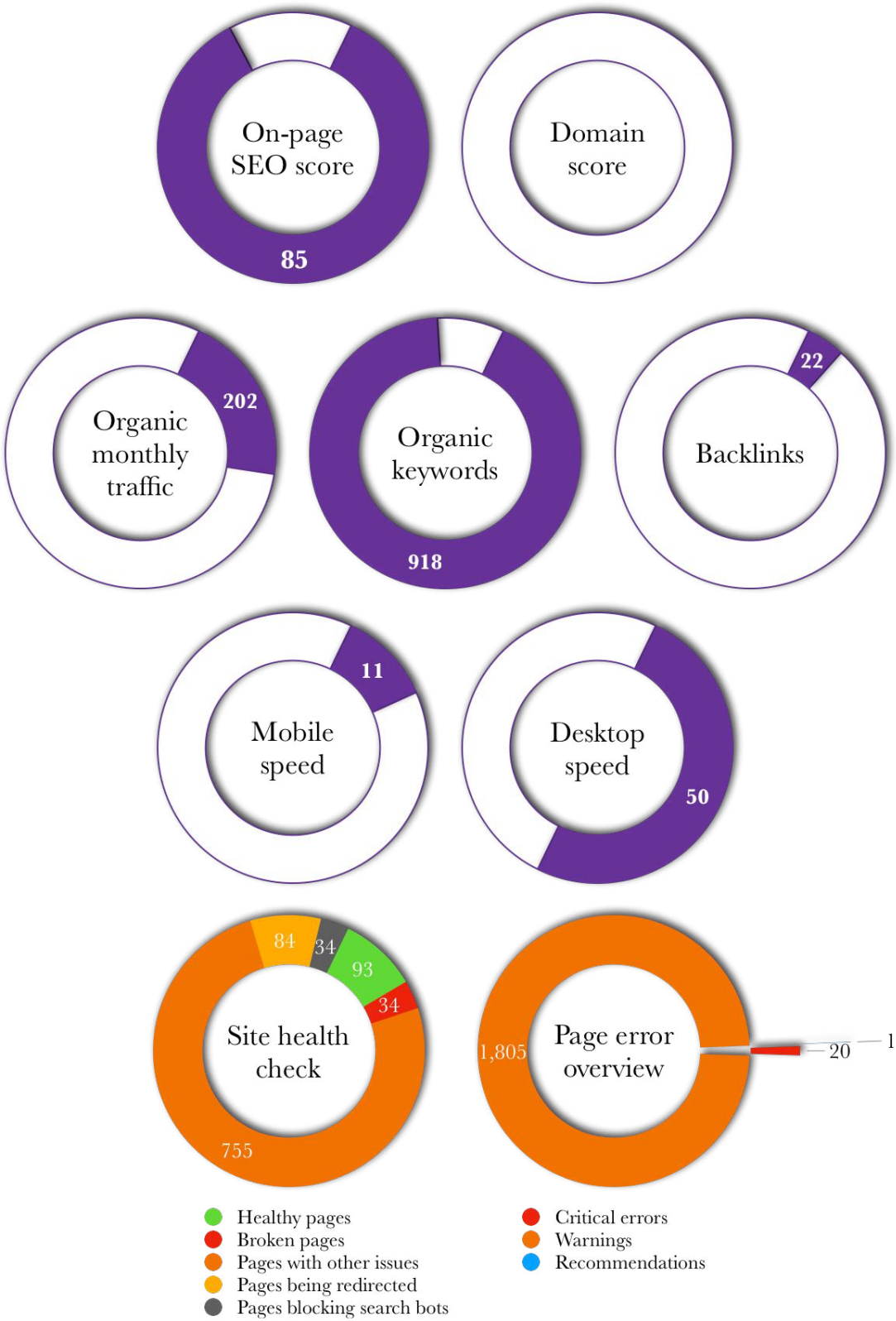
The *content optimisation* part of SEO — what we call 'on-page' SEO — is about making sure search engines understand the value of a piece of content so they know when it's in their best interest to show that content in their search results. In the simplest terms, on-page SEO works by strategically placing SEO keywords throughout a piece of content so search engines understand that the content focuses on those search terms.

Certain aspects of on-page SEO also aim to increase the number of people who will click on the content's search listing (the number of people who click on a listing relevant to the number of people who view it is called the 'click-through rate'). When lots of people click on a search listing, it tells the search engine that its users feel the content will solve their problems better than the other pieces of content that are displayed and so the search engine will be more likely to show that piece of content more prominently when other users search for the same term.

So, just as off-page SEO improves search rankings, leading to increased sales, so too does on-page SEO — it's just that the mechanism is slightly different.

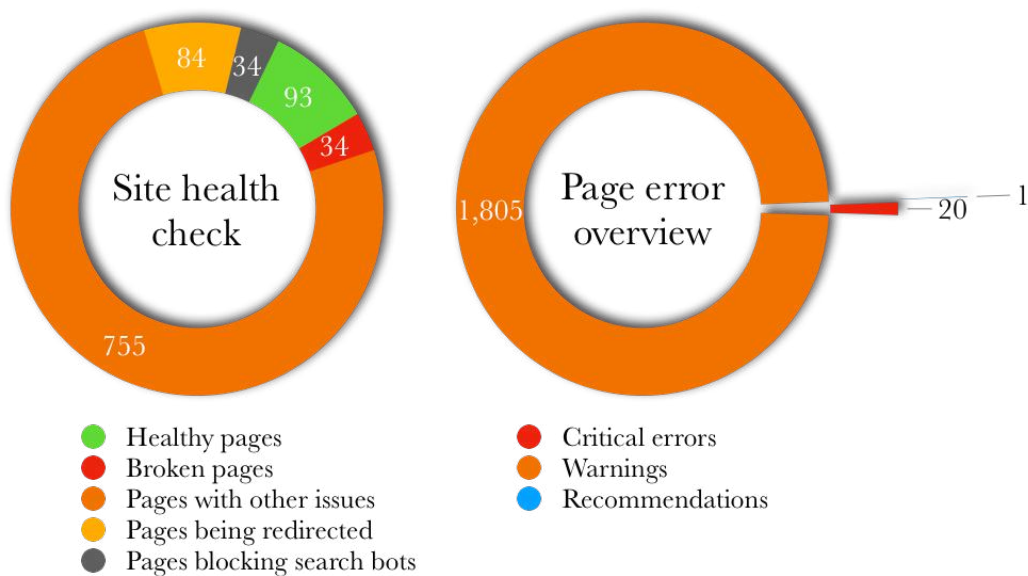
If you'd like to know more about SEO, [here's the rest of my introductory article on the topic](#).

SEO overview



SEO Details

Error identification and recommendations



Error overview

Critical errors breakdown

Error	Number of errors	Difficulty	SEO impact
Low word count	7	Moderate	High
Duplicate meta descriptions	8	Moderate	High
Duplicate title tags	3	Moderate	High
Long loading time	2	Hard	High
No sitemap.xml	0	Moderate	High
Valid SSL certificate	0	Moderate	High
Blocked meta tag robots or X-Robots-Tag HTTP header	0	Moderate	High
Using Flash	0	Moderate	High
More than one title tag	0	Easy	High
No title tag	0	Easy	High

Warnings breakdown

Issues analysed	Number of issues	Difficulty	SEO impact
No meta description	843	Moderate	Medium
4XX status code	34	Moderate	Medium
URL is too long	7	Easy	Medium
URL is poorly formatted for SEO	150	Easy	Medium
Title tag is too long	230	Easy	Medium
Title tag is too short	41	Easy	Medium
No H1 heading	0	Easy	Medium
gzip or deflate compression disabled	0	Hard	Medium
Duplicate meta description tags	0	Easy	Medium

Recommendations breakdown

Issues analysed	Number of issues	Difficulty	SEO impact
SSL certificate about to expire	1	Easy	Low
No doctype declared	0	Moderate	Low
Character encoding not declared	0	Moderate	Low
Temporary redirect	0	Moderate	Low

Error details

Pages with a low word count

Why low word count is important

The more words on a page, the easier it is for Google and other search engines to understand what that page is about. If there aren't enough words on a page, search engines may have so much trouble understanding what that page is about that they can't rank it for any keywords.

If your page can't be ranked, it will not show up in any search results for any keywords, let alone the keywords you're trying to target.

If you want a page to show up in search results, it's best to have 300 or more words on that page. But you may not want all your pages to show up in search results — or you may not care whether some of your pages show up.

For example, you may not want to actively stop search engines from indexing your contact page and showing it in search results. But you might not particularly care whether it does show up or not.

What you can do about pages with a low word count

Fixing this SEO issue doesn't require any particular technical skills. All you need to do is add more text to the page.

The average web page that shows up in the first non-paid search result (on Google) is currently 2200 words long. That does not mean that all your pages need to be that long if you want them to rank well.

Some topics will need longer content and some will need less. Your content should only ever be as long as it needs to be in order to properly solve the problem/s that prompted your visitors to visit the page.

Usually, the more difficult a keyword is to rank for, the longer the piece of content will need to be if you want it to rank for that keyword.

If you want a page to show up at the top of the search results for particular keywords, you'll need to optimise all the content with those keywords in mind (regardless of how long the content is).

Who should fix low word count errors?

A talented SEO content writer or copywriter can optimise your web pages for specific keywords — content writers produce blog posts and other articles (content); copywriters produce landing pages, product descriptions, homepages and other types of pages that are designed to get visitors to take a particular action (copy).

Excellent writers may be able to produce acceptable blog posts and other content with a good quality SEO template and associated guidance. Optimising copy for search engines is more complicated, therefore I highly recommend having all SEO copy written by an accomplished SEO copywriter.

Low word count page list

Here is a list of the pages (URLs) on your site that have a low word count — their word count is **highlighted**.

1 <https://Redacted.com/author/alexfno/> **194**

2 <https://Redacted.com/author/erinphillips84/> **196**

3 <https://Redacted.com/author/iamnolanperry/> **192**

4 <https://Redacted.com/author/itsmetraceyp/> **194**

5 <https://Redacted.com/author/neura20/> **198**

6 <https://Redacted.com/author/therpwrites/> **192**

7 <https://Redacted.com/contact/> **191**

There is no need to lengthen the contact page as it generally doesn't need to rank for any particular keywords. Whether you should lengthen the author pages depends on what your goal for those pages is.

Recommendations — pages with a low word count

1. Remove any pages that are no longer needed.
2. Of the remaining pages, decide which ones you want to have rank well in search results. For each of those pages, select a primary keyword and one or more secondary keywords, if relevant, and then op-

timise the page for those keywords, ensuring the final word count is at least 300 words.

3. Create a template and standard operating procedure that include directions for creating sufficiently long content.

Title tag errors

Why title tags are important

A page's title tag is the piece of text that shows up in search results as the title of the page. This piece of text has two roles:

1. It tells search engines what a piece of content is primarily about.
2. It makes the page stand out in the search results so the target audience is more likely to be drawn to the search listing for that page and to believe the page is going to provide the information or solution they're looking for.

What happens if there is a title tag error?

If a page doesn't have a title tag

1. Search engines will have trouble figuring out which search queries they should display the page for. The page will be unlikely to rank for any keywords and if it does manage to rank for a keyword, it won't rank well.
2. If the page does show up in search results, the search engine will select a piece of text that it thinks represents the page. It's unlikely that this piece of text will be very good at convincing searchers to click on the search listing and take a look at the page.

Pages without a title tag are unlikely to get much search traffic at all.

If multiple pages have the same title tag

If two or more pieces of content on your site have the same title tag:

1. Search engines will have trouble figuring out which page they should show for each search query. And instead of competing against other websites to rank for particular keywords, you'll be competing against other websites and your own pages. You'll likely also end up ranking for fewer keywords.
2. Searchers will think all the pages are the same.

If a single page has multiple title tags

If a page on your site has two or more title tags, search engines will have trouble figuring out what your page is about and which search queries are relevant to the page. As a result, the page will be much less likely to rank well for any keywords and you'll get far less search traffic to that page.

If a title tag is too long

If a title tag is too long, search engines will truncate the title when it's displayed in search results. This looks bad for searchers and means vital parts of your message may not be displayed. This can drastically reduce the number of people who click through to your content which in turn harms your search rankings.

If a title tag is too short

If a title tag is too short, you're missing a valuable opportunity to include more SEO keywords or include a call-to-action or other useful feature that can increase the number of people clicking on your search listing. Furthermore, if your title tag is less than 30 characters long, search engines will find it more difficult to understand what your content is about and so you're far less likely to achieve a good ranking for that content.

What you can do to resolve title tag errors

You should make sure each page on your site has a title tag and that it's unique. Each title tag should:

- + Be somewhere between about 30 and 65 characters (the exact amount depends on the width of the characters used)
- + Include the primary SEO keyword as early as possible in the title
- + Accurately describe what the page is about and what benefit the reader will get from clicking through to the page
- + Be engaging

Who should fix title tag errors?

A page's title tag is a piece of code. However, most platforms make it easy to add and modify the title tag without having to know how to write the piece of code. So chances are, you'll be able to fix most title tag errors in-house.

If you've ended up with more than one title tag on a page, you may need a technical expert to help you remove all but the tag you want.

An in-house writer may be able to write acceptable title tags if they have a template and standard operating procedure to guide them and they understand at least the basics of SEO. Depending on your setup, your platform may be able to tell you whether your title tags will be truncated (e.g. Yoast SEO is a useful WordPress plugin that tells you this and more). You can also use this browser-based tool regardless of the platform you're using: <https://seomofo.com/snippet-optimizer.html>.

You'll get the best results if an SEO copywriter writes your title tags as they can optimise the title tags for:

1. Better search rankings; and
2. Better click-through rates (so more people who see the search results will click on the entries and visit the page)

Pages that don't have a title tag

Congratulations! All your pages have a title tag.

Pages that have the same title tag as another page

The following three pages all have this title tag: 'Directory of Specialists Diagnosing Autism (ASD) in Adults » Redacted'

1. <https://Redacted.com/2015/01/12/a-paginated-post/>
2. <https://Redacted.com/2019/04/12/specialists-diagnosing-asd-in-adults/>
3. <https://Redacted.com/diagnosticians/>

It may be worth considering whether these pages should have unique title tags or whether one or more of the pages should be removed. It may be that only one of these pages is actually required.

Pages that have more than one title tag

Congratulations! None of your pages have more than one title tag.

Pages that have overly long title tags

Below are the **URLs** and **titles** of the pages that have overly long title tags

- 1 <https://Redacted.com/> **Redacted » Information about the autism spectrum from autistic people**

This section has been truncated to reduce the size of the sample.

Pages with title tags that are too short

Below are the **URLs** and **titles** of the pages that have overly short title tags

1 <https://Redacted.com/2015/01/12/media-embeds/>
Media Embeds » Redacted

This section has been truncated to reduce the size of the sample.

Recommendations — pages with title tag errors

1. Remove any pages that are no longer needed.
2. Combine any pages that have the same purpose.
3. Having done that, determine which of the remaining pages you want to have ranking in search results. For each of those pages, select a primary keyword and one or more secondary keywords, if relevant, and then optimise the pages for those keywords, ensuring each page has a single, unique, SEO-friendly title.
4. If there are any pages remaining that have a title tag error, ensure those pages have a single, unique, engaging, accurate title tag of between about 30 and 65 characters. If you know what the primary SEO keyword for the page is, include it in the title.
5. Create a template and standard operating procedure that include directions for creating SEO-friendly title tags.

Meta description errors

Why meta descriptions are important

A page's meta description is the piece of text that shows up search results as the description of the page (under the page title). This piece of text has two roles:

1. It tells search engines what a piece of content is primarily about.
2. It tells searchers why the piece of content answers their search query and why they should click through to that page rather than any of the other items in the search results.

If a web page doesn't have a meta description

1. Search engines will have trouble figuring out which search queries it should display the page for. The page will be unlikely to rank for any keywords and if it does manage to rank for a keyword, it won't rank well.
2. If the page does show up in search results, the search engine will select a piece of text that it thinks represents the page. It's unlikely that this piece of text will be very good at convincing searchers to click on the search listing and take a look at the page.

Pages without a meta description are unlikely to get much search traffic at all.

If two or more pieces of content on your site have the same meta description

1. Search engines will have trouble figuring out which page they should show for each search query. And instead of competing against other websites to rank for particular keywords, you'll be competing against other websites and your own pages. You'll likely also end up ranking for fewer keywords.
2. Searchers will think all the pages are the same or offer the same content.

If a single page has multiple meta description tags

If a page on your site has two or more meta descriptions, search engines will have trouble figuring out what your page is about and which search queries are relevant to the page. As a result, the page will be much less likely to rank well for any keywords and you'll get far less search traffic to that page.

What you can do about meta description errors

You should make sure each page on your site has a unique meta description. Each description should:

- + Be about 156 characters or less (the exact amount depends on the width of the characters used)
- + Include the primary, and potentially some secondary, SEO keywords in the right places
- + Accurately describe what the page is about and why the reader should click through to read it

Who should fix no meta description errors?

A page's meta description is specified using a piece of code. Most platforms make it easy to add and modify meta descriptions without having to know how to write the piece of code. So chances are, you'll be able to add a meta description yourself.

An in-house writer may be able to write acceptable meta descriptions if they have a template and standard operating procedure to guide them and they understand at least the basics of SEO. Depending on your setup, your platform may be able to tell you whether your meta descriptions are the right size (e.g. Yoast SEO is a useful WordPress plugin that tells you this and more). You can also use this browser-based tool regardless of the platform you're using: <https://seomofo.com/snippet-optimizer.html>.

You'll get the best results if an SEO copywriter writes your meta descriptions as they can optimise your meta descriptions:

1. For better search rankings; and
2. For better click-through rates (so more people who see the search results will click on the entries and visit the page)

Pages that don't have a meta description

The following pages don't have a meta description:

1. <https://Redacted.com/2015/01/09/i-dont-have-a-featured-image/>

This section has been truncated to reduce the size of the sample.

Pages that have the same meta description as another page

The following pages all have this meta description: "Redacted"

1. <https://Redacted.com/about/>
2. <https://Redacted.com/about/authors/>
3. <https://Redacted.com/choosing-a-therapist/>
4. <https://Redacted.com/contact/>
5. <https://Redacted.com/diagnosticians/>
6. <https://Redacted.com/donate/>
7. <https://Redacted.com/faqs/>
8. <https://Redacted.com/glossary/>

Note: This meta description also seems to include a reference to an old brand name.

Pages that have more than one meta description

Congratulations! None of your pages have more than one meta description.

Recommendations — pages with meta description errors

Your average click-through-rate on Google is **4.1%** which isn't too bad for a site like yours. But given how specialised your content is, meta description improvements could make a huge difference to your click-through-rate and thus to organic search your traffic.

1. Remove any pages that are no longer needed.
2. Combine any pages that have the same purpose.
3. Having done that, determine which of the remaining pages you want to have ranking in search results. For each of those pages, select a primary keyword and one or more secondary keywords, if relevant, and then optimise the pages for those keywords, ensuring each page has a single, unique, SEO-friendly meta description.
4. If there are any remaining pages with a meta description error, ensure those pages have a single, unique, engaging, accurate meta description that's less than about 165 characters. If you know what the primary SEO keyword for the page is, include it in the meta description. If you know what any of the secondary keywords for the page are, try to include one or more of them in the description as well.
5. Create a template and standard operating procedure that include directions for creating SEO-friendly meta descriptions.

Pages with a long loading time

Why a fast loading time is important

We humans are impatient. If a page loads too slowly, your visitors probably won't hang around waiting. Unless they think they can only get the information they're looking for on that page, they'll just go looking for the info somewhere else — so they'll probably go to one of your competitors.

Google and other search engines know this too. So they also adjust their rankings based on how fast or slow a page loads. If your pages load too slowly, they won't show up as high in the search engine search results and less people will see them and therefore you'll have fewer visitors to your page.

What you can do about pages with a long loading time

Fixing long loading times can be a long and complicated process. You will be able to do some things yourself but you may need the services of a technical expert to fix other issues.

Long load times could be caused by any of these issues (more details are in the speed errors part of this report):

- + Cluttered, messy HTML code — a technical expert would need to look at this
- + Large photos and other types of files — there are lots of easy-to-use, free tools that can help you compress images and other files yourself (it's also a good idea to size photos and other images according to how big you want them to display on your page)
- + Unnecessary plugins — you can review the plugins you have installed on your site and determine whether you actually need them all
- + Unnecessary features and elements — you can review your pages and decide whether there are any things on there that just look pretty or add minor functionality and don't really do a lot to enhance your users' experiences; you may be able to remove unnecessary ones yourself or you might need a technical expert to do it for you
- + Caching — using software that will cache your pages can dramatically speed up your page speeds and you may be able to choose and implement an appropriate solution yourself or you might need to get the help of a technical expert
- + Your server — web servers are not all created equal so it would be worth reviewing your server to assess whether it's meeting your needs; you can do this yourself or you might like to consult a technical expert who can advise you on the best server and host for your needs and upgrade your server for you if necessary

List of pages that have a long loading time

Here is a list of the pages (URLS) on your site that have a long loading time — their loading time (in ms) is **highlighted**.

1 <https://Redacted.com/2018/11/30/hozier-monomania-monsters-melville-literature-layers-movement/> **4144**

2 <https://Redacted.com/category/justice/ableism/harmful-advocacy/> **3612**

Recommendations — pages with a long loading time

1. Make a list of all the images and other media on the affected pages. Include the dimensions that they're displayed in, where relevant. Ensure all media provides value to your target audience. Remove any items that don't meet that criteria.
2. For all remaining items that have a visual size, resize them if they're larger than the display dimensions.
3. Compress all items that remain on the list.
4. Make a list of the other features and elements on the affected pages. Ensure all items provide value to your target audience. Remove all that don't meet that criteria. (You may need technical assistance with this.)
5. Create a standard operating procedure that includes directions for creating SEO-friendly images.

Pages that returned a 4XX status code

Why returning a 4XX status code is an issue

4XX status codes are generated for specific pages when website visitors aren't able to access the page in question. These errors are annoying for website visitors and they also negatively affect search rankings, if indirectly.

What you can do about pages that returned a 4XX status code

To resolve an issue with a 4XX status code, you need to know what code is being returned and the cause behind it.

404 not found error

A 404 error is returned if the page can't be found. These are typically caused by broken URLs. The four most common causes of broken URLs are:

1. When you delete a page
2. When you change the slug (last part) of a page's URL or any other part of the URL
3. When someone else deletes a page or changes its URL on another website that you're linking to (that returns a 404 error from the page you're linking to but it still provides a bad experience to your users)

4. When you create a hyperlink pointing to the wrong URL (e.g. you include a ‘typo’)

If the URL has been changed, you can fix the issue by updating all your links to that page with the new URL. You can do this yourself. If other people are linking to the old URL (you have backlinks to old URLs), you might also like to create a 301 redirect to the new URL so visitors following those backlinks don’t get a 404 error.

If the page has been deleted, either remove the link or create a 301 redirect that points to the most relevant piece of content on your site.

If you’ve created a hyperlink to a URL that doesn’t exist, you just need to find and correct the hyperlinks.

Some platforms automatically create 301 redirects when you change a URL. If you need to create them, you’ll probably need a technical expert to do this for you.

403 forbidden error

A 403 forbidden error occurs when someone tries to access a page that they don’t have permission to access. If the average website visitor is supposed to be able to access a page that issues a 403 error, you’ll need to update the permissions for that page so it can be accessed. Depending on your set up and level of skills, you may be able to do this yourself or you may need a technical expert.

400 bad request error

A 400 bad request error occurs when there’s an issue with the URL. Check that the URL is correct and doesn’t contain unsuitable characters or capital letters.

401 unauthorised error

A 401 unauthorised error occurs when a page can only be accessed with a username and password. If you want to stop the error being issued, you have two options:

- +If you want every website visitor to be able to access the page, remove the page’s authentication process.
- +If you only want this page to be accessed by logged-in users, you’ll need to keep the authentication process the same and update your robots.txt file so that search engine robots don’t crawl the page and

display it in their search results (and therefore searchers don't get disappointed when they click through to a page they can't access).

You might need a technical expert to do both of these things

A list of pages that returned a 4XX status code

The following pages (URLs) returned a 4XX status code — the error code is **highlighted**

1 <https://Redacted.com/2018/09/10/the-journey-begins/www.Redacted.com> **404**

This list has been truncated to reduce the size of the sample

All of these URLs are improperly formatted. My suspicion is that someone has made a mistake when creating internal hyperlinks.

Recommendations — pages that return a 4XX status code

1. You have a custom 404 error page. It looks like a real article on your page which is great for providing information to your website visitors, but it's a bit confusing because it's not immediately obvious that the page is an error page. I recommend updating the error page to at least say it's an error page.
2. Find where the improperly formatted URLs are hyperlinked and correct the hyperlinks. You can find the locations using this free tool: <https://www.brokenlinkcheck.com>. This tool also identifies broken hyperlinks on your site and I recommend you fix those as well — either by correcting the hyperlinked URL, changing the hyperlinked URL to a different piece of content or removing the hyperlink (depending on the reason why the link is broken).
3. Create a standard operating procedure that includes directions for checking hyperlinks.

Pages with URL errors

Why your page URLs are important

Several aspects of URL formatting are ranking factors that affect how well your content will rank in search results. Important factors include:

- +Length (the shorter the better but URLs should definitely be shorter than 120 characters)

- +How relevant the words in the URL are to the content of the page
- +The presence of symbols and underscores (these should be avoided)
- +Inclusion of session IDs
- +Excessive number of sub-folders
- +How easy it is for users to tell what a page is about from the URL
- +Whether there are capital letters in the URL (some servers will treat capitals and lower-case letters as the same, but others will treat URLs with capital letters as being distinct from the lower-case equivalents and will display a 404 error whenever the cases aren't exactly right — so for the best user experience and search rankings, do not put any capital letters in your URLs)

Why overly long URLs are an issue

Ideally, each page on your site should rank for one or more broad search queries (SEO keywords). Each page may also rank for long-tail phrases that have more words in them and are, therefore, more specific.

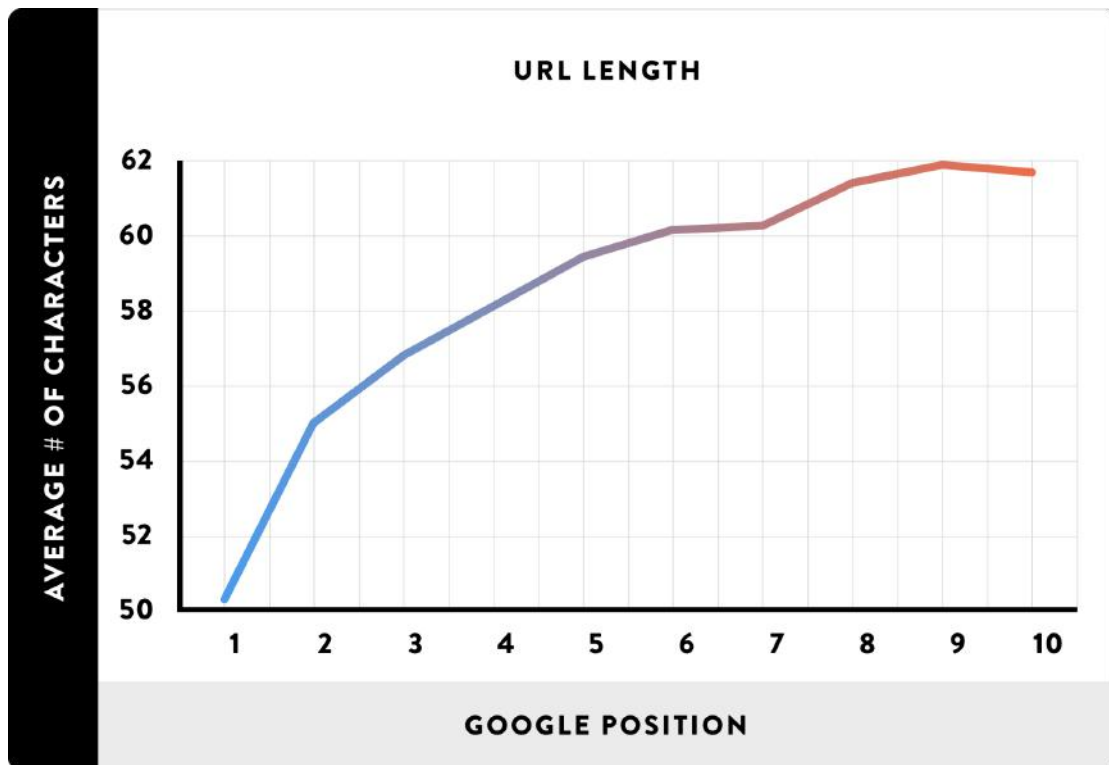
It's often harder to rank for broader terms. This is because there are more people performing searches related to those terms and so many more websites are publishing content that targets those keywords — therefore there is more competition for those terms. The more words in a search query, the more specific it is and therefore the lower the number of people searching for that specific phrase. Because those long-tail phrases are less popular with searchers, there's also less competition to rank for them. Long-tail SEO keywords are therefore usually easier to rank for.

The longer your URLs, the more likely it is that Google and other search engines will think your page is only relevant for specific long-tail search queries. When that happens, search engines tend to only rank those pages for the long-tail keywords as opposed to also ranking them for the related broader keywords.

Why poorly formatted URLs are an issue

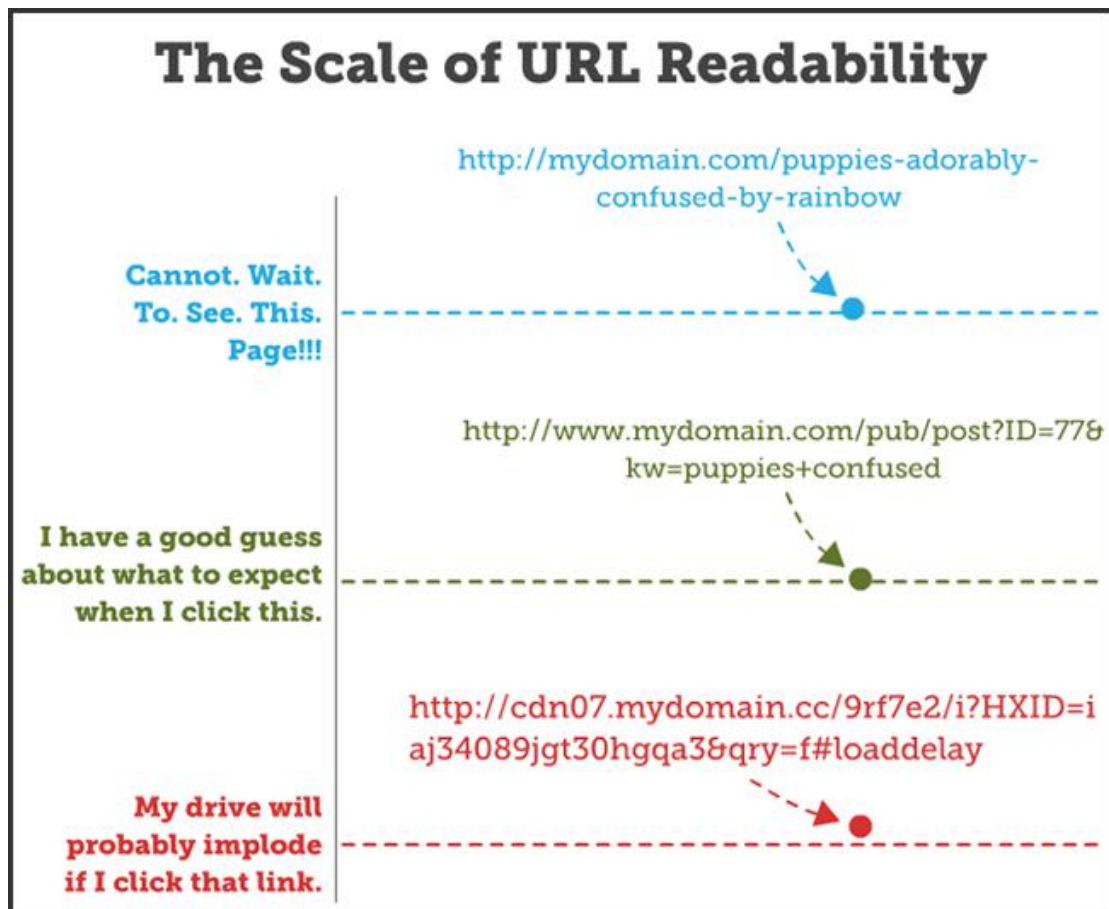
If your URLs have issues related to any of the above ranking factors, your content won't rank as well as it could in search results and you'll get less search traffic as a result.

For example, here's how URL length affects your chances of ranking well in search results.



Credit: Neil Patel

And here's an example of why URL readability is important.



Credit: Moz

And here's which characters you can safely use in a URL and which ones need special treatment and should therefore be avoided.

Classification	Included characters	Encoding required?
Safe characters	Alphanumerics [0-9a-zA-Z], special characters \$-_.+!*'(), and reserved characters used for their reserved purposes (e.g., question mark used to denote a query string)	NO
ASCII Control characters	Includes the ISO-8859-1 (ISO-Latin) character ranges 00-1F hex (0-31 decimal) and 7F (127 decimal.)	YES
Non-ASCII characters	Includes the entire "top half" of the ISO-Latin set 80-FF hex (128-255 decimal.)	YES
Reserved characters	\$ & + , / : ; = ? @ (not including blank space)	YES*
Unsafe characters	Includes the blank/empty space and " < > # % { } \ ^ ~ [] `	YES

Credit: Moz

What you can do to resolve URL errors

To avoid limiting which keywords you rank for, you should keep all your URLs to 120 characters or less. But the shorter your URLs are, the better.

If you can keep your URLs to five words or less, you'll find it easier to achieve good search rankings on Google and other search engines.

Different parts of a URL are populated in distinct ways. Here's an example URL to illustrate the different pieces.

`https://blog.domainname.com/blog-category/blog-title/`

1. First is the protocol which is either `http://` or `https://` — `https://` is the secure version and is best for your users and your SEO.
2. In this example, there is a sub-domain which is 'blog'. Not all websites have a sub-domain.
3. Then comes the domain name which is 'domainname' in this example.

4. Then comes the domain extension which is ‘.com’ in this example. .com is generally the most trusted option so is best for SEO.
5. In this example, there is a folder which is called ‘blog-category’. Not all URLs will have a folder. Some will have more than one.
6. Then the last bit is called the slug. In this example it’s ‘blog-title’. By default, the slug will be whatever the name of the page is.

Once you’ve set up your website, you can’t change the domain name or extension. You can change your folder names but doing so means having to implement redirects and a few other bits and pieces. If your website structure is really bad though, it may be worth it.

The easiest thing to change is the slug. Most platforms make it really easy to change the slug before you publish a piece of content, or you can change it after publication provided you implement a 301 redirect to ensure no one gets directed to the old URL.

The best thing to do is to implement an SEO-friendly slug-naming convention for all future pieces of content on your site. If long URLs are having a significant negative impact on your search rankings and traffic, however, you might choose to change some existing URLs.

URL best practices

- + Make sure you’re using https rather than http (this may require the help of a technical expert)
- + Keep URLs as short as possible by developing a simple folder structure (in consultation with an SEO expert) and keeping slugs as short as possible
 - > Don’t include ‘stop words’ like ‘a’, ‘an’, ‘and’, ‘the’ etc. in your slugs
- + Only use safe characters and do not include any capital letters in your URLs
- + Include at least half of your primary SEO keyword in the slug if possible
- + Keep the URLs readable and relevant to the content of your page

As an example, I published a blog post call ‘SEO strategy — The hierarchy of SEO techniques and needs for better SEO ROI’. The slug I chose was ‘wades-hierarch-SEO-needs’ and it’s published in the ‘writing-for-business’ category of my blog. So, the URL for that blog post is <https://kmwade.com/writing-for-business/wades-hierarchy-seo-needs/>

In the future, I plan on re-naming that blog post category as it's too long and could include a better keyword.

Who should fix URLs issues?

Your writers can fix existing URL slugs if you decide there's enough value in doing so. I recommend you modify the slugs of all the pages that have really long URLs. You may need to have a technical expert implement 301 redirects from the old URLs to the new ones so you don't lose any existing traffic (e.g. from social media shares) and so you don't have to start from scratch when it comes to search engine rankings.

I recommend using a template and standard operating procedure that enables you to develop your own SEO-friendly slugs for all future content.

If you want to change your folder structure, you'll only ever want to do this once, so I highly recommend consulting an SEO expert for advice and you may want a technical expert to actually implement the changes for you.

List of URLs that are too long

The following URLs are too long:

1. <https://Redacted.com/2018/11/24/aspie-mishaps-and-misunderstandings-examined-at-work-do-i-really-have-to-be-that-literal-and-direct-with-you/>
2. <https://Redacted.com/2019/12/09/review-echo-millers-the-insiders-club-the-book-you-need-to-get-for-everyone-on-your-list-this-holiday-season/>
3. <https://Redacted.com/2020/01/06/the-rampant-dehumanization-of-autistic-people/?fbclid=IwAR1p3JlAbxNvZLVNpUWW8gOqq-OwXih2pbX2t8YULq43191nbmT6XEUZBf58>
4. <https://Redacted.com/2020/01/14/where-does-the-mistreatment-of-penny-bracken-and-her-family-fit-into-the-broader-picture-of-mis-treatment-of-autistics-in-the-uk/>
5. <https://Redacted.com/2020/02/09/introducing-our-golden-moment-an-inaugural-coming-out-day-on-april-1st-2020-for-the-autis-tic-neurodivergent-community/>
6. <https://Redacted.com/2020/02/13/presentation-de-redinstead-et-ourgoldenmoment-les-autistes-revendiquent-l-actualite-les-1er-et-2-avril-2020/>

7. <https://Redacted.com/2020/03/12/the-netherlands-institutionalizes-autistic-boy-for-2-years-without-parental-consent-bring-him-home-now-givemartinback/>

A list of poorly formatted URLs

Below are the URLs that are likely to be negatively impacting on the search rankings of their respective pages.

1. <https://Redacted.com/2015/01/12/a-paginated-post/>

this list has been truncated to reduce the size of the sample

Recommendations — pages with URL errors

1. Review the lists of pages with URL errors and determine whether you want any of them to rank well in search results. For those pages, create an SEO-friendly slug and have a technical expert create a 301 redirect from the old URL to the new URL.
2. Many of the URL errors you have can be fixed by changing the WordPress permalink settings for your site to create an SEO-friendly URL structure. This will ensure future URLs are SEO-friendly, but it will also update existing URLs, which would break links to the previous URLs. If you decide to do this, it would be best if you got a technical expert to implement 301 redirects from the old URLs to the new ones and if you, over time, update all your internal hyperlinks.

The alternative would be to update all your internal links as soon as possible (which would be a big job) and only create 301 redirects for the URLs that have backlinks pointing at them and those that are already ranking for relevant search terms.

Pages with potential pagination issues

What pagination is

Pagination is when you split a single page into multiple pages. Typically you'll link them with buttons that enable easy movement between the pages.

This is commonly done for long comment strings.

How pagination can negatively impact your search rankings

There are several ways pagination can negatively impact your search rankings if you don't do pagination in an SEO-friendly way.

1. **Duplicate content.** If you have a 'view all' page that collates all the items from several paginated pages, search engines will recognise the presence of duplicate content. This can also happen if you create a page=1 in addition to the 'root' page (which is the very first page in the series of paginated pages).

Now, Google very rarely penalises duplicate content (except when it's clearly done for nefarious reasons). But duplicate content does mean you're competing against yourself for search rankings, it takes up crawl budget (see below) and there are a few other ways it can negatively impact on search rankings and traffic, so it's best to avoid it where possible.



John Mueller is a Google Webmaster and an authoritative source of information on the Google ranking algorithm

2. **Thin content.** Pagination will result in search engines viewing your content as 'thin content' (content that provides little value) if you split an article or photo gallery into multiple pages where each page has only a small amount of content on it. This will negatively affect things like your domain authority and can therefore impact on the search rankings of your entire site.

3. **Diluted ranking signals.** When you link to other pages on your site, and when others link to your content, this sends a signal to search engines that your content has value and is relevant to specific search queries. When you split content via pagination, the value you get from those ranking signals is diluted across all the pages in the series.

Given pages that rank higher in search results get disproportionately higher click-through rates (and thus disproportionately larger volumes of search traffic), splitting ranking signals can have a huge impact on your search rankings and search traffic. Plus, now that Google only shows a single page from any given site in the search results for a given query, the negative impact of pagination is magnified.

As an example, it's much better to have a single page rank in position one of the search results than it is to split that page into three and have the first one rank in position three (and have none of the others show up in the search results).

Of course, there are many situations where pagination is necessary if you want to provide the optimal experience for your users. So the key message is to paginate with care — creating the minimum number of pages.

4. **Increased use of crawl budget.** This is getting pretty technical, but basically, search engines allot a 'crawl budget' that controls the number of pages they'll crawl and index on a site within a given timeframe. (The faster a bot can crawl your site, the more pages it can index within your crawl budget.)

If you allow search engines to crawl paginated pages, that will take up some of your crawl budget. For smaller sites, this isn't really an issue (unless you also have lots of redirects in place). But for larger sites, your crawl budget may be better spent elsewhere.

Best practices for managing pagination

Crawlable Anchor Links

Some of this is quite technical so you may need a technical expert to help you with this.

- + Whenever you link to paginated pages, use links that search engines can crawl. This means your links need to have href attributes attached to them (the code should look like ``) and the links can't be loaded using JavaScript.
- + Indicate how paginated pages are related using `rel="next"` and `rel="prev"` link attributes.
- + Use self-referencing `rel="canonical"` tags rather than pointing the `rel="canonical"` tag to the root page.
- + If the URL has additional parameters, include them in the `rel="prev"` / `rel="next"` links, but not in the `rel="canonical"`

Avoid duplicated page titles and meta descriptions and ranking competition among paginated pages

While Google and other search engines aren't going to penalise you for having duplicate SEO particulars for paginated pages, you can increase the chances of the root page being the one that shows up in search results by doing the following:

- + Include the page number in the SEO titles — e.g. Results Page 2..., Results Page 3..., etc (don't worry if this makes the title too long)
- + Include the page number in the meta description (again, don't worry if this makes the meta description too long)
- + Include additional, SEO-friendly on-page text on the root page

If you want to go even further, you can fully optimise your root page and not optimise the subsequent paginated pages (for instance by not optimising the first heading and not optimising the filename, URL and alt tag of your images). I personally don't recommend taking this approach because it provides a less-than-ideal experience for website visitors. For example, if someone using a screen reader visits a paginated page, I'd want them to be able to get value from the images via the alt text. I wouldn't want to exclude them just because I didn't want my paginated pages to compete with the root page.

Keep paginated pages out of your XML sitemaps

- + Only include the root pages in your XML sitemaps
- + Make sure you have well-optimised XML sitemaps to make sure pages linked via pagination can be still be indexed
- + Use a robots.txt **disallow** to tell search engines that you don't want them to crawl and index paginated pages

Handle Pagination Parameters in Google Search Console

- + Run pagination via a parameter rather than a static URL — for example use `domain.com/category?page=2` and not `domain.com/category/page-2`
- + Make sure a 404 HTTP status code is in place for any paginated page that no longer exists
- + Setup your Google Search Console so the relevant parameter is set to ‘Paginates’ — that way you can easily tell Google to crawl or not crawl paginated pages based on how you want your crawl budget used at any given time
- + Don’t map paginated page content to fragment identifiers (#)

Common pagination mistakes

1. **Ignoring the problem.** Google believes its bot is smart enough to find the relevant pages on your site through links and so doesn’t need any explicit directions for paginated pages. However, directing crawl bots to index and display only the relevant content from your site will always help with your ranking. In addition, Google is not the only search engine, so it’s still important to provide pagination information for other search engines.
2. **Having a ‘View All’ page.** Some people try to overcome some of the disadvantages of pagination by consolidating all the paginated content in a single ‘view all’ page and then point the canonical tag for the paginated pages at the ‘view all’ page. The information above outlines why this isn’t a good idea. But in addition, if you can provide a good experience to your users with a ‘View all’ page, then why are you pagination the page at all?
3. **Canonicalising to Page 1.** Another common mistake is to point the `rel="canonical"` from all the paginated pages to the root page. But this practice can confuse search engine bots and affect the indexing of other pages that are not even in the paginated series.
4. **Noindex.** Some people try to prevent pagination issues by implementing robots **noindex** tags on all but the root page. The problem with this approach is that [search engines may decide to treat all the links on those noindex pages as ‘nofollow’ links](#) and subsequently de-index the targets of those links. (Note robots disallow and noindex are distinct tags.)

So for instance, if you have an ecommerce category page that has thousands of products on it, you would paginate it to provide a better user experience. If you put noindex tags on every paginated page, search engines may decide to treat the links to the products on all but

the root page as ‘nofollow’ links. The eventual result can be that search engines remove all those products from their indices! This is definitely not what you want.

5. **Infinite scrolling / Load more.** Infinite scroll is a newer way of handling pagination where pre-fetched content is made visible on a page when the user scrolls down. The ‘load more’ method is similar except that the additional content is made visible when a user presses a ‘load more’ or ‘view more’ button.

The problem with this method is that crawl bots can't perform human behaviours like scrolling down or clicking a button, so they can't crawl any content that isn't initially visible on the page. If you implement this approach, you should create an equivalent paginated series of pages that is SEO-friendly because of the presence of crawlable anchor links with href attributes (see above).

You could also implement a ‘pushState’ for actions that resemble a click, scrolling or turning a page. Google's John Mueller created a demo of this if you want to [see the approach in action](#).

There may also be other ways around the issue. For instance, the theme and plugins I use on my website were sometimes causing issues that prevented parts of my paginated blog post series from loading. I couldn't automate an infinite scroll setup and a paginated setup at the same time and I didn't want to have to keep them updated manually. So I implemented infinite scroll to give the best user experience, and at the same time, I made sure all my blog posts have at least one tag and I made sure the tag archives are indexable. This serves a similar purpose to the equivalent paginated series.

6. **Discouraging or blocking paginated crawling.** Some people will prevent pagination issues by blocking search bots from being able to crawl anything but the root page. This can be done by adding nofollow attributes to all the links that point to paginated pages (this is messy and hard to maintain — note this is very different to applying a robots nofollow tag to each paginated page), using a robots.txt disallow (this is cleaner but a technical person needs to implement it) or, as noted above, setting the paginated page parameter in Google Search Console to ‘paginates’ and for Google to crawl ‘no URLs’ (this is a more flexible option but has to be done for each search engine independently and some search engines don't have this option).

The problem with this method is that if you don't also have a well-optimised XML sitemap that covers all the pages that are linked to from the paginated series (e.g. all the products in the previous e-commerce example), search engines may not crawl the downstream destination content (e.g. the products). Link equity and other ranking signals from the root page also won't pass to the destination content even if you do have a good sitemap.

This approach may be necessary though if you need to conserve your crawl budget.

Pages on your site that may be affected by pagination

1. <https://Redacted.com/2020/01/01/gelotophobia-and-autism/>

This list has been truncated to reduce the size of the sample.

Recommendations — pages that may be affected by pagination

1. Review all paginated pages and assess whether they really need to be paginated. Could all the content be reasonably displayed on a single page? If pagination is unnecessary, remove it.
2. For any pages that do need pagination, implement the best practices outlined in the pagination section of this report. For the size of your site, it's not necessary for you to block crawling of your paginated pages provided you improve your site speed (see the site speed section of this report).

Pages without an H1 heading

Why an H1 heading is important

Search engines prefer content that is properly structured. A proper structure also helps them correctly figure out what a page is all about.

The H1 heading is the title that's visible on a page (as opposed to the title tag that shows up in search results). It is the most important heading tag.

What you can do about pages that don't have an H1 heading

Every page on your site should have a single H1 tag and the heading should contain the primary SEO keyword and potentially one or more secondary keywords.

Who should fix pages with a no H1 heading error?

If you're uploading your content to your website, you should be able to add and modify H1 headings. If for some reason you're unable to add an H1 heading to a page, ask a technical expert for help.

A list of pages that don't have an H1 heading

Congratulations! None of your pages are missing an H1 heading.

Images without alt text

What alt text is

Alt text is a phrase that's attached to an image or other media that describes that piece of media.

Why alt text is important

There are three main reasons why alt text is important.

1. Screen readers (devices that transform text into audio speech for those with visual impairments) can't interpret images and many other kinds of media so they read out the alt text instead. Without alt text, people using screen readers can't benefit from the media you've added to your pages.
2. If an image or other media on your site doesn't load for some reason, the browser will display the alt text instead. This means your visitors can still benefit from the media even if it isn't displayed.
3. Search engines can't interpret images and other non-text media very easily. Alt text, along with the file name, allows search engines to understand non-text media so they can display them in search results and so they can better understand what pages are about and the value they provide.

What you can do about images that don't have alt text

Correcting this issue is a matter of adding a small piece of code to each image called an 'alt tag'. Most platforms make it easy to add alt text without having to modify the code, however.

Who should add image alt text?

You should be able to add image alt text yourself. If your platform doesn't provide an easy way to add alt text, you'll likely need a technical expert to do it for you.

List of image that don't have alt text

The following images are missing the alt text tag:

1. <https://i2.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2729.jpg?fit=1600%2C1067&ssl=1>
2. <https://i1.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2723.jpg?fit=3000%2C1500&ssl=1>
3. <https://i0.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2720.png?fit=945%2C385&ssl=1>
4. <https://i1.wp.com/Redacted.com/wp-content/uploads/2020/04/Safe-and-inclusive.jpg?fit=3000%2C1500&ssl=1>
5. <https://i0.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2673.jpg?fit=2000%2C1000&ssl=1>
6. <https://i1.wp.com/Redacted.com/wp-content/uploads/2020/04/AED-0.0.1.png?fit=1721%2C900&ssl=1>
7. <https://i2.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2729.jpg?resize=945%2C385&ssl=1>
8. <https://i1.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2723.jpg?resize=945%2C385&ssl=1>
9. <https://i0.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2720.png?resize=945%2C385&ssl=1>
10. <https://i1.wp.com/Redacted.com/wp-content/uploads/2020/04/Safe-and-inclusive.jpg?resize=945%2C385&ssl=1>
11. <https://i0.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2673.jpg?resize=945%2C385&ssl=1>
12. <https://i1.wp.com/Redacted.com/wp-content/uploads/2020/04/AED-0.0.1.png?resize=945%2C385&ssl=1>
13. <https://i2.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2595.jpg?resize=945%2C385&ssl=1>

14. <https://i2.wp.com/Redacted.com/wp-content/uploads/2020/04/remove-this1.jpg?resize=945%2C385&ssl=1>
15. <https://i2.wp.com/Redacted.com/wp-content/uploads/2020/04/img/2546.jpg?resize=945%2C385&ssl=1>
16. <https://www.paypal.com/EN/US/i/scr/pixel.gif>

Recommendations — images without alt text

1. Make sure all your images and other media files have a meaningful filename and alt text. Optimise these for humans and your SEO keywords where appropriate.

Pages that don't have a doctype and/or character encoding declared

What these declarations are

A doctype declaration tells the web browser about the HTML or XHTML being used on the website.

Character encoding tells the browser what kinds of characters need to be displayed on the web page.

Why these declarations are important

A doctype declaration helps your page load more quickly and without any errors. If you don't declare a doctype, your pages may load more slowly and/or your HTML might not load properly meaning your page might not display properly.

If your pages don't have character encoding declared, your pages may not load properly either

If this happens, your search rankings will most likely be negatively affected. The extent to which they're affected will depend on how badly your website visitors are affected by the issues.

What you can do about these errors

Make sure every page on your site has a doctype declaration in the source code (before the tag at the top of the page).

For the character encoding, you might use the meta char set attribute [] or you could declare the character encoding in the charset parameter e.g. [`Content-Type:text/html; charset=utf-8`]

Who should add the doctype declaration to your pages?

If you're using a platform like WordPress, Shopify or Wix, each of your pages will have a doctype and charset declared by default and you'll only have to add these declarations if someone manually removes them.

If your platform doesn't add these declarations for you, you'll probably need a technical expert to add or to show you how you can do it yourself.

A list of pages that don't have a doctype declaration

Congratulations! None of your pages are missing the doctype declaration.

A list of pages that don't have a character encoding declared

Congratulations! None of your pages are missing a character encoding declaration.

Redirect issues

What redirects are

Redirects are pieces of code that forward website visitors (and search engines) from one web page to another. There are permanent and temporary redirects.

301 redirects

301 redirects are permanent redirections. You should use this kind of redirect if you need to permanently redirect traffic from one URL to another. Examples of when you might do this include when you:

- +Rename a slug
- +Delete a page
- +Merge websites
- +Change domain names
- +Move content to a sub-domain

301 redirects pass around 95-99% of the page authority from the old web page to the new one.

302 redirects

302 redirects are temporary redirections. You should use this kind of redirect if you need to temporarily redirect visitors from one web page to another. This can be useful if you're doing testing and you don't want the original page to be removed from search engines.

302 redirects don't pass page authority to the new URL unless they've been in place for more than six months. If you need your redirect in place for that long, chances are you probably need to permanently redirect the URL and you should use a 301 redirect.

303 redirects

303 redirects are temporary redirections that send website visitors to a different page when they hit the 'back' button on their browser. This kind of redirect is useful if you only want website visitors to be able to submit a form once.

In this instance, the website visitor fills in the form, hits 'submit' and then if they press the 'back' button, instead of being taken to the form again, they're taken to a different page — it might say something like 'Thanks for submitting your form. If you made a mistake, you can edit your responses [here](#).'

307 redirects

307 redirects are temporary redirections similar to 302 redirects (if you want to get technical, they're the HTTP 1.1 equivalent of a 302 redirect). Experts still aren't sure how search engines handle 307 redirects so it's better to use a 302 redirect.

308 redirects

308 redirects are permanent redirections. They're equivalent to the 301 redirect but in the newer HTTP protocol. As with 307 redirects, it's unclear how search engines handle 308 redirects, so for the best search rankings, you're better off using 301 redirects.

Why redirects can be an issue

If you use the wrong kind of redirect, it can negatively affect your search rankings. The bigger issue though is if you have chains of redirects or circular redirects.

If you redirect your website visitors to a URL that already has a redirect applied to it, it takes longer for your site to load so it provides a bad experience for your visitors. If you have a series of redirects in place that all lead to pages that are redirected, so that visitors eventually go back to the start, none of the pages will ever load. This obviously provides a terrible experience to your website visitors.

What you can do about redirects

It's a good idea to keep a list of redirects on your site so you never accidentally create a redirect to a page that already has a redirect in place.

I also recommend reviewing all your existing redirects so you can ensure they're the correct type. In particular, if any of your 302, 303 or 307 redirects are actually permanent, you'll get better search rankings if you replace those redirects with 301 redirects.

Who should implement redirects and fix redirect issues?

If you need to add, remove or change a redirect, you'll likely need a technical expert to do it for you.

A list of pages with redirects

None of your pages have redirects at the moment. You might like to keep the above information handy in case you need to add a redirect in the future.

Sitemap.xml issue

Congratulations! Your site has a sitemap. I've included information about this below so you know why it's important to maintain your sitemap and how to do so.

Why a sitemap is important

Sitemap.xml files make it easier for search engines to crawl (explore) your website, ensuring it's crawled properly, quickly and more efficiently.

This helps your pages rank more quickly and it can help search engines better index your site. It also enables search engines to more quickly discover updates to your pages, which means they affect your rankings sooner.

What you can do if your site doesn't have a sitemap

All you need to do is create an xml file that lists all the pages on your site as well as a few other bits of information about them. Then you need to register the file with search engines, especially Google.

Yoast SEO is a fantastic plugin you can install on a WordPress sites that will automatically create Sitemaps. Then you just have to tell Google Search Console where to find the sitemaps (Yoast provides great instructions for that).

If you're not using WordPress, or you don't want to use Yoast SEO, Neil Patel has some great instructions you can follow here: neilpatel.com/blog/xml-sitemap/.

Who should create and register your sitemaps?

You can do this yourself following the above instructions or you can ask a technical expert to do it for you.

No SSL certificate or SSL certificate is about to expire warning

Why an SSL certificate is important

An SSL certificate provides two main benefits. It:

- + Proves the identity of your website so visitors know the site they're visiting isn't a malicious site masquerading as your site
- + Enables information being transferred between your website and your visitors' computers to be encrypted so it cannot be read by anyone else — for example, this protects login and credit card information

When an SSL certificate is in use, a website's protocol can be switched from HTTP to HTTPS.

Having an SSL certificate is part of providing a good experience for your website visitors, but it's also directly important for SEO. Websites

that have an SSL certificate and use the HTTPS protocol are prioritised by search engines in their search rankings so you'll get better search rankings and more search traffic if you correctly implement these security technologies.

If your SSL certificate isn't correctly configured or has expired, website visitors may be shown a warning message and they may decide to go to a competitor's website instead of yours.

What you can do if your website doesn't have an SSL certificate, if it has expired or if it's about to expire

You can get a free SSL certificate from letsencrypt.org and their site provides some instructions for how to install their certificates. Alternatively, your hosting provider may be able to request and setup an SSL certificate for you.

Alternative, you could get a technical expert to set up an SSL certificate for you.

Whichever way you choose, you should have a plan in place to ensure your certificate is always renewed before it expires.

Your SSL status and recommendation

Congratulations, you have an SSL certificate in place. I recommend you check you have a process in place so that it's always renewed before the expiry date.

Pages that have blocked meta tag robots or x-robots-tag HTTP header

What the x-robots-tag is

An x-robots-tag tells search engines which content you want to appear in search results.

Why this is important

There may be some instances where you don't want certain web pages to show up in search results. For instance, if you have content that's only accessible to visitors with a password, it may annoy searchers if they see your page in the search results but then find they can't access it without a

login. Therefore, to avoid irritating potential customers, you may decide you don't want password-protected content to be shown in search results.

On the other hand, if you want pages to show up in search results, you don't want to accidentally block search engine bots from crawling those pages.

What you can do

1. Make sure no pages you want indexed are accidentally being blocked from search bots.
2. Make sure that pages you don't want indexed are being blocked from search bots.

Who should check this?

You can determine which pages you want to be indexed and which ones you don't want to be indexed.

You may need a technical expert to check your x-robots-tag to ensure it's blocking only those pages that you want blocked.

Pages being blocked from search bots by an x-robots-tag

None of your pages are being blocked from search bots by an x-robots-tag

Recommendation — x-robots-tag

I recommend you review your list of web pages and determine whether there are any that you don't want to have indexed by search engines. If there are, get a technical expert to add an x-robots-tag to block those pages.

Pages that use flash

What flash is

Adobe Flash is used to create animations and some kinds of applications. It used to be really popular but has fallen out of favour because flash multimedia can't be viewed or used on mobile devices.

Why you shouldn't have flash multimedia on your site

Because flash multimedia can't be used on mobile devices, it slows sites down and it can't be properly crawled and indexed by search bots, it reduces the chance of a page ranking well.

What you can do

If you have flash multimedia on your site, I strongly recommend you remove it. If it provides important benefits to your website visitors, I recommend you develop an alternative.

Who should do this?

This report tells you whether you have any flash multimedia on your site. If you do, you may be able to remove it yourself without breaking anything else on your site.

If you're in any doubt, however, ask for help from a technical expert.

If you want to develop an alternative, you'll probably need the help of an expert although the type of expert you need will depend on the kind of flash multimedia you have.

Pages that have flash

Congratulations! None of your pages have flash multimedia.

Pages that have gzip or deflate compression disabled

What gzip compression is

Depending on your site's content, there is the potential for gzip compression to reduce the size of files sent from your website to a visitor's computer by up to 70-90%.

Why compression is important

Site speed is vital if you want to rank well in search results and provide a good experience for your website visitors. And the smaller the files your website uses, the faster it will be.

What you can do

Make sure gzip compression is enabled on your website's server.

Who should do this?

You'll likely need a technical expert to check whether your server has gzip compression enabled. In particular, you'll probably need a technical expert to run tests to see if the functionality is doing its job properly.

Pages that have gzip compression disabled.

Congratulations! None of your pages have compression disabled.

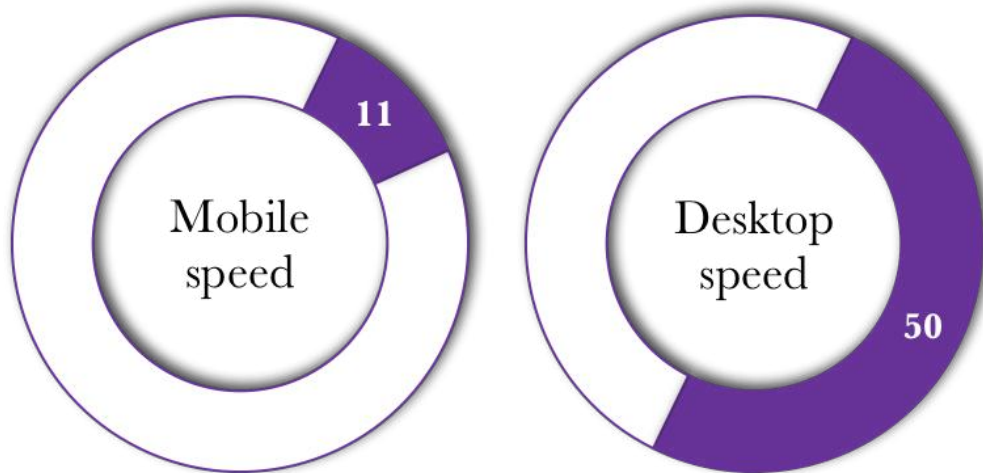
Recommendations — other

1. Set SMART goals for your technical and on-page SEO activities.

SMART goals are:

- +S — specific, sensible, significant and simple
- +M — measurable, meaningful and motivating
- +A — achievable and agreed
- +R — relevant, resourced and results-based
- +T — time-bound and timely

Speed analysis and recommendations



Speed overview

As previously stated, we humans are impatient. If a page loads too slowly, your visitors probably won't hang around waiting. Unless they think they can only get the information they're looking for on that page, they'll just go looking for the info somewhere else — so they'll probably go to one of your competitors.

Google and other search engines know this too. So they also adjust their rankings based on how fast or slow a page loads. If your pages load too slowly, they won't show up as high in the search engine search results and less people will see them and therefore you'll have fewer visitors to your page.

If one or two pages on your site are slow, that's less of an issue than if your entire site is slow.

Sites with a ranking of:

- + 0-49 are considered poor
- + 50-89 are considered ok
- + 90-100 are considered good

Speed details

Your website is very slow on mobile devices with an average score of about 11/100. It is better on desktop devices, with an average score of about 50/100, but still pretty poor.

Below is a breakdown of how long it takes for your homepage to load to various stages.

Speed insights

Speed measure	Mobile	Desktop	What this means
First contentful paint	7s 300ms	2s 200ms	The time it takes for the first piece of text or image to be 'painted'
Speed index	9s 300ms	2s 800ms	How quickly the contents of a page become visible
Time to interactive	13s 900ms	3s 500ms	The time it takes for the content to become fully useable
First meaningful paint	7s 300ms	2s 200ms	The time it takes for the most important content on a page to become visible
First CPU idle	10s 800ms	2s 200ms	The time it takes for the page to be able to handle input
Max potential first input delay	550ms	70ms	The time it takes for the page to respond to a user action

Speed opportunities

Here are some suggestions as to things you can do to help your page load faster. You will likely need a technical expert to implement many or even all of the suggestions. As such, I have provided only a brief explanation of the issues along with links to Google help files that provide further

details. *This information comes directly from Google but I can provide a less technical explanation if required.*

1. Eliminate render-blocking resources — this could save about 6.89 s of loading time

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

[Learn more.](#)

There are a number of WordPress plugins that can help you [inline critical assets](#) or [defer less important resources](#). Beware that optimisations provided by these plugins may break features of your theme or plugins, so you will likely need to make code changes.

2. Remove unused CSS — this could save about 1.5 s of loading time

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)

Consider reducing, or switching, the number of [WordPress plugins](#) loading unused CSS in your page. To identify plugins that are adding extraneous CSS, try running [code coverage](#) in Chrome DevTools. You can identify the theme/plugin responsible from the URL of the stylesheet. Look out for plugins that have many stylesheets in the list which have a lot of red in code coverage. A plugin should only enqueue a stylesheet if it is actually used on the page.

3. Defer offscreen images — this could save about 0.6 s of loading time

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn more.](#)

Install a [lazy-load WordPress](#) plugin that provides the ability to defer any offscreen images, or switch to a theme that provides that functionality. Also consider using [the AMP plugin](#).

4. Serve images in next-gen formats — this could save 0.3 s of loading time

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more](#).

Consider using a [plugin](#) or service that will automatically convert your uploaded images to the optimal format

5. Properly size images — this could save 0.15 s of loading time

Serve images that are appropriately sized to save mobile/cellular data and improve load time. [Learn more](#).

Upload images directly through the [media library](#) to ensure that the required image sizes are available, and then insert them from the media library or use the image widget to ensure the optimal image sizes are used (including those for the responsive breakpoints). Avoid using 'Full Size' images unless the dimensions are adequate for their usage. [Learn More](#).

Speed diagnostics

Here is a list of things that are negatively impacting on your site speed. You will likely need a technical expert to implement many or even all of the suggestions. As such, I have provided only a brief explanation of the issues along with links to Google help files that provide further details.

This information comes directly from Google but I can provide a less technical explanation if required.

1. Ensure text remains visible during webfont load

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more](#).

2. Reduce the impact of third-party code — Third-party code blocked the main thread for 950 ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn](#)

[more](#).

3. Minimize main-thread work — 8.4 s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

[Learn more](#)

4. Avoid an excessive DOM size — 1,999 elements

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows. [Learn more](#).

5. Serve static assets with an efficient cache policy — 15 resources found

A long cache lifetime can speed up repeat visits to your page. [Learn more](#).

Read about [Browser Caching in WordPress](#).

6. Reduce JavaScript execution time — 2.4 s

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this.

[Learn more](#).

7. Avoid chaining critical requests — 91 chains found

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load. [Learn more](#).

8. Keep request counts low and transfer sizes small — 140 requests — 1,297 KB

To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more](#).

Things you're doing right

Keep up the good work with these:

1. Minify CSS
2. Minify JavaScript
3. Efficiently encode images
4. Enable text compression
5. Preconnect to required origins
6. Server response times are low (TTFB) — Root document took 290 ms
7. Avoid multiple page redirects
8. Preload key requests
9. Use video formats for animated content
10. Avoids enormous network payloads — Total size was 1,297 KB

Recommendations — site speed

1. Make a list of the plugins you have installed on your site. Review the purpose of each plugin and decide whether they're really necessary. Remove any that aren't. It would also be worth doing some research to see whether there are any plugins that could take the place of two or more of your existing necessary plugins.
2. Open your media library and look for any duplicate media. Where there are multiple copies of a file, choose one version and implement it on the relevant pages then delete the unnecessary copies.
3. Check that all images are the correct dimensions for what they're being used for. (For instance, if you need a 200x200 pixel headshot for an author bio, make sure the headshot photo is 200x200 pixels not 1000x1000 pixels.) If any aren't, use one of the many free tools available to resize them.
4. Make sure all media on your site is compressed. Here is a free tool that's great for compressing .jpg images (<https://compressjpeg.com>) and that tool also has links to similar tools for .png and .pdf files.
5. Create templates and standard operating procedures that include directions for creating SEO-friendly images and other media.

6. Make a list of all the features and elements in use on your site. Ensure all items provide value to your target audience. Remove all that don't meet that criteria. (You may need technical assistance with this.)
7. Choose a plugin that will cache your site and implement it. You may be able to do this yourself or you might prefer to get technical assistance.
8. Implement a CDN (content delivery network) service to speed up delivery of your site's content.
9. Review your web hosting package and the server your site is being run on. Assess whether it meets your current and projected needs. If it doesn't, find one that does. (You may wish to consult a technical expert for advice on this.)
10. Have a technical expert review the speed opportunities and speed diagnostics sections of this report and weigh up which actions you want them to take based on the potential speed gains vs. the cost and other implications. Pay particular attention to items that will help speed up your site on mobile devices as mobile devices are becoming the primary browsing tool and Google and other search engines are paying more attention to mobile speed as a result. At a minimum, you should aim to get your speed index down to less than 3s. Ideally, your time to interactive should be 3s or less as well.

AMP analysis and recommendations

What AMP is

AMP stands for accelerated mobile page and AMP pages are light-weight versions of your normal web pages designed to provide a better experience for those website visitors that visit your site on a mobile device. A little lightning bolt symbol is displayed next to AMP listings in mobile search results so searchers can differentiate them from listings for normal pages.

Google's AMP project has not been fully developed so there's a fair amount of flux in terms of requirements, however, AMP is rumoured to be a ranking factor.

It's important to note that AMP pages can sometimes provide a less-than-optimal user experience.

AMP warnings

Pages with a smaller than recommended image size

- + <https://Redacted.com/2019/01/24/aspergers-and-hate-groups/amp/>
- + <https://Redacted.com/2018/09/23/allism-spectrum-disorders-a-parody/amp/>

Pages with an error in the required structure data

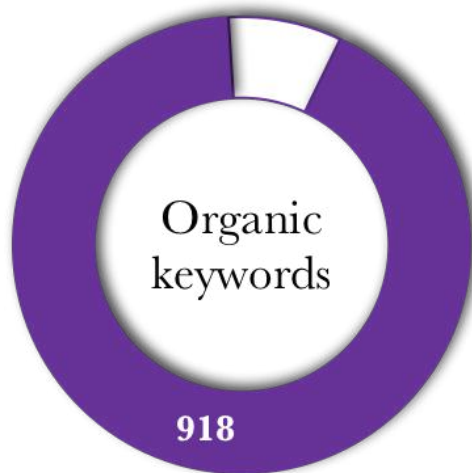
+ <https://Redacted.com/2015/01/09/i-dont-have-a-featured-image/amp/>

I suspect this is a test page which should not be indexed by search engines

Recommendations — AMP errors and warnings

+ Your site doesn't have any AMP errors — only warnings. Warnings won't impact on your search rankings at the moment but there's a chance the issues will be upgraded to errors in the future at which point it is likely they will impact on search rankings. My advice is to monitor this in Google Search Console and only take action to eliminate the warnings if they become errors.

Keyword analysis and recommendations



Keyword overview

When someone does an internet search, the search engine looks at the text they enter into the search bar (the search query) and picks out the keywords that the search relates to. It then looks through its database of web pages that relate to those keywords and displays them in the search results, listing them in order of most relevant to least relevant. If a page from your website is listed in a search engine's database as being relevant to a particular keyword, we say you 'rank' for that keyword.

The keywords that your web pages rank for are called 'organic keywords'.

You will rank for slightly different organic keywords in each country.

The traffic your website attracts from people who click on your website when it shows up on search results is called 'organic traffic'.

Keyword details

Your website ranks for 918 organic keywords which is reasonable for a website with similar qualities to yours. Most of your organic traffic comes from people in the US. Australia is your second highest source of organic traffic.

Given the number of pages on your site, your website should ideally be ranking for many more keywords.

Of greater concern, however, is that you're not attracting much search traffic from the keywords you rank for, especially given some of your organic keywords do attract significant monthly search volumes.

Here is a summary of the estimated average monthly traffic you attract from US searches that involve your top 10 organic keywords.

Top organic keywords — for your top country						
No	Keyword	Volume	Position	EST.Visits	URL	SEO Difficulty
5	transgender signs	1300	8	26	http://neuroclastic.com/2019/09/09/10-signs-i-was-transgender-but-didnt-know-it/	20
50	echologia	70	2	11	http://neuroclastic.com/glossary/echologia/	31
55	aba dog training	50	2	8	http://neuroclastic.com/2019/03/27/is-aba-really-dog-training-for-children-a-professional-dog-trainer-weighs-in/	21
9	house rules jodi picoult	880	11	2	http://neuroclastic.com/2019/08/06/actuallyautistic-review-of-house-rules-by-jodi-picoult/	26
4	signs of transgender	1300	14	1	http://neuroclastic.com/2019/09/09/10-signs-i-was-transgender-but-didnt-know-it/	15
43	dbt autism	70	8	1	http://neuroclastic.com/2019/08/23/dialectical-behavioral-therapy-autism-an-empowering-set-of-skills/	23
52	jodi picoult autism	50	7	1	http://neuroclastic.com/2019/08/06/actuallyautistic-review-of-house-rules-by-jodi-picoult/	40
56	aba therapy abuse	50	7	1	http://neuroclastic.com/2019/03/28/invisible-abuse-aba-and-the-things-only-autistic-people-can-see/	21
67	aspergers sudden break up	50	7	1	http://neuroclastic.com/2019/04/22/aspergers-neurotypical-relationship/	7
74	autistic wolf	50	7	1	http://neuroclastic.com/author/tacytraversotribecom/	19

A list of the top 250 keywords that your website ranks for (in the US) is available here: [redacted](#)

The columns from left to right in the summary table above are:

1. **No.** — The organic keyword's number from the top 250 list (so you can find them more easily in that spreadsheet if needed)
2. **Keyword** — The organic keyword
3. **Volume** — The average number of people that perform an internet search (via Google, the most popular search engine) for a search query related to the keyword in a given month

4. **Position** — The position your URL shows up in, on average, when someone does a search for the keyword (1 is the first non-paid search listing)
5. **EST. Visits** — An estimation of the number of people who visit your web page by clicking on the listing in Google search results (this doesn't include people who visit the page from social media, by typing the URL into the search bar or by clicking on a link to it on your website or someone else's website — as a result, this value will almost always be less than the number of visits recorded for the page in Google Analytics and other similar tools)
6. **URL** — The URL of the page on your site that ranks for the keyword
7. **SEO difficulty** — A measure, out of 100, of how difficult it is to rank for that keyword (where 1 is the easiest and 100 is the most difficult)

You can request additional reports that cover extra countries.

Recommendations — Keywords

1. Create a list of the main keywords that you want your site to rank for. Then map those keywords to your existing web pages in terms of which keywords are highly relevant to the content of the pages. You can then optimise each page for those keywords at any time. And you can use the remaining keywords as guidance for future content topics.
2. Do a keyword SEO analysis to determine what your best keyword opportunities are for future pieces of content as well as the best opportunities for optimising existing content. Look at search volume (the number of people searching for the keyword), SEO difficulty (how difficult it is to achieve good rankings for the keyword), paid difficulty (how difficult it is to generate traffic using paid ads targeting that keyword), and cost per click (how much the average advertiser pays per click on an ad targeting that keyword — this provides a measure of how valuable the keyword is). — This can be quite time consuming and complicated so you may choose to outsource this to an SEO expert.

3. Pick out the top 20 keywords you want your site to rank for. Develop a plan for optimising existing content and future content for those keywords. — You may choose to outsource this task to a marketing strategist so you know your efforts will be concentrated on the highest return tasks.

Organic traffic analysis and recommendations



Organic traffic overview

Organic traffic is a measure of the average number of people who visit your website in any given month by clicking on one of your pages in Google search results. This value doesn't include people who visit the page from social media, by typing the URL into the search bar or by clicking on a link to it on your website or someone else's website. As a result, this value will almost always be less than the number of visits recorded for the page in Google Analytics and other similar tools.

Search engine optimisation (SEO) aims to increase the organic traffic to a page and/or website.

Organic traffic details

You have an overall monthly organic traffic of 202 which is fairly low for a website with similar qualities to yours. Most of your organic traffic

comes from people in the **US**. **Australia** is your second highest source of organic traffic.

Below is a list of the top 10 pages on your site in terms of attracting the most organic traffic (using **US** traffic figures).

Redacted

A list of the top 100 pages on your website in order of how much organic traffic they attract (in the **US**) is available here: [redacted](#)

The columns from left to right in the summary table above are:

1. **No.** — The page's ranking in terms of how much traffic it attracts (1 is the most traffic)
2. **Title** — The page's title
3. **URL** — The page's URL
4. **EST. Visits** — An estimation of the number of people who visit your web page by clicking on the listing in Google search results (this doesn't include people who visit the page from social media, by typing the URL into the search bar or by clicking on a link to it on your website or someone else's website — as a result, this value will almost always be less than the number of visits recorded for the page in Google Analytics and other similar tools)
5. **Backlinks** — The number of links on other sites that point to the page
6. **Facebook shares** — The number of times the page was shared on Facebook
7. **Pinterest shares** — The number of times the page was shared on Pinterest

You can request additional reports that cover extra countries.

Recommendations — Organic traffic

1. Set a SMART goal for your organic traffic.
2. Make a list of the keywords that are relevant to the 10 pages that attract the most organic traffic to your site.
3. Create templates and standard operating procedures that detail how to create SEO-friendly content that will maximise the organic search

traffic your future content can attract. I highly recommend outsourcing this to an expert so you can maximise the results you get from your content without having to hire an SEO expert for every piece of content. The expert would need plenty of input from your team to ensure you get guidelines that work perfectly for your unique situation.

4. Optimise the top 10 traffic-attracting pages for search engines. You can either do this yourself using the templates and standard operating procedures or you can outsource this to a professional SEO writer so you have examples your team of writers can follow.

Social performance analysis and recommendations

Social performance overview

Content that ranks well in search results isn't necessarily popular on social media and vice versa. Content that is popular on social media can garner more social media shares, which drives more traffic to your website and also enables you to reach a broader, potentially more targeted audience. It also enables you to reach people who might benefit from the information you're sharing even though they might not be actively searching for the information you're sharing.

Social engagement details

Below is a summary of how your website's most popular pages on social media (based on total social shares) perform on each of four social platforms.

Your content currently performs much better on social media than it does in search engines. Having said that, you only have a minimal number of pieces of content that have performed well on social media in terms of social media **engagement**.

Redacted

You can request a separate social media performance report for additional insights.

You could drastically improve your performance on social media by consistently and regularly promoting your content with social posts that convey the value your target audience will receive if they consume your content.

Recommendations — social performance

1. Set a SMART goal for your social performance.
2. Analyse your content that performs well on social media and the posts you've used to promote that content. Identify any commonalities that you can use to improve your social media performance.
3. Create templates and standard operating procedures that will help you create high-performing content and social posts to promote that content. You may prefer to prepare this in close collaboration with an expert.
4. Create an integrated content strategy to guide your content creation and promotion efforts over the next 12 months. You may prefer to prepare this in close collaboration with a content strategist.

Backlink analysis and recommendations



Backlinks overview

Backlinks are links from other websites (referring domains) that point to your website. Backlinks are important because they:

- + Drive traffic to your website
- + Give information to search engines about how trustworthy and valuable your content is (if you have lots of backlinks from authoritative websites, search engines will believe your site is more authoritative; if you have lots of backlinks from unauthoritative sites, search engines will distrust your content)
- + Help your content rank higher in search results

Backlinks details

You have a total of 22 current backlinks from 4 referring domains. This is very low and will be harming your ability to rank for your desired keywords.

Most of your backlinks are from websites with a high domain score, so that is at least a step in the right direction.

Below is a list of your top recently seen backlinks (with duplicate backlinks not shown).

Redacted

A full list of all the recent backlinks to your site, including backlinks from the same domain (which are counted as duplicate backlinks and contribute to the overall backlink count) as well as backlinks from the same page (only the first of which is included in the backlink count) can be found here:[redacted](#).

The columns from left to right in the summary table above are:

1. **No.** — The backlink's ranking, where 1 is the most help in improving your domain authority
2. **Source page title** — The of the page where the backlink originates
3. **Source URL** — The URL of the page where the backlink originates
4. **Target URL** — The page on your site that the backlink points to
5. **Domain score** — The domain score of the website where the backlink originates
6. **Page score** — This is similar to the domain score except that it's a measure of the authoritativeness of the page where the backlink originates
7. **Anchor backlink** — The text that the hyperlink of the backlink is attached to (the text you actually see on screen)
8. **First seen** — The date when the backlink was first detected
9. **Last seen** — The last date the backlink has been seen

Recommendations — backlinks

1. Combine your lists of keywords from the top 10 traffic-attracting pages and the keywords you want to target. Research the average number of backlinks (and associated domain scores) the top performing pages for each of those keywords have. You may wish to outsource this to an SEO specialist.

2. Estimate how many backlinks you need, given your domain score, for each keyword. From that, estimate how many backlinks you need for each piece of content.
3. Develop a plan for securing those target numbers of high-quality backlinks.

Domain score analysis and recommendations



Domain score overview

A domain score is calculated using a wide variety of factors. It is a measure of the overall SEO strength of a website.

The higher the domain score, the more search engines view the website as authoritative and the higher the website's content will be ranked in search results.

The most reliable ways to increase domain score are to:

1. Encourage backlinks from websites with a high domain score.
2. Publish high-quality content that serves the needs of your target market.
3. Make it clear that content has been produced by knowledgeable people. High-quality author biographies contribute to this as do links to authoritative sources of information.
4. Craft SEO particulars (SEO title, meta description and slug) that encourage more people that view search listings to click through to consume the content.

Domain score details

Your website has a domain score of 0/100. This is the lowest possible domain score and it will be harming your ability to rank for relevant SEO keywords.

Recommendations — domain score

1. Set a SMART goal for how much you want to improve your domain score in a given period of time.
2. Implement the recommendations for winning more backlinks as this will have a significant flow-on effect and boost your domain score.
3. Develop a broader plan for achieving your domain score goal. You may wish to consult a strategist in order to develop an effective plan.
4. Update your author bios to more clearly state why your authors are ‘qualified’ to write about autism. That doesn’t mean they need formal qualifications, but it does mean spelling out why their insights are valuable.
5. Organise some guest posts (on other sites) to boost your website’s authority.

Broader traffic overview

With the exception of the social performance section, so far this report has focussed on your search traffic from Google. The reason for this is that it's the most popular search engine (so the majority of organic search traffic comes from Google) and Google data is the most widely available and most accurate (when data directly from the search engine isn't available).

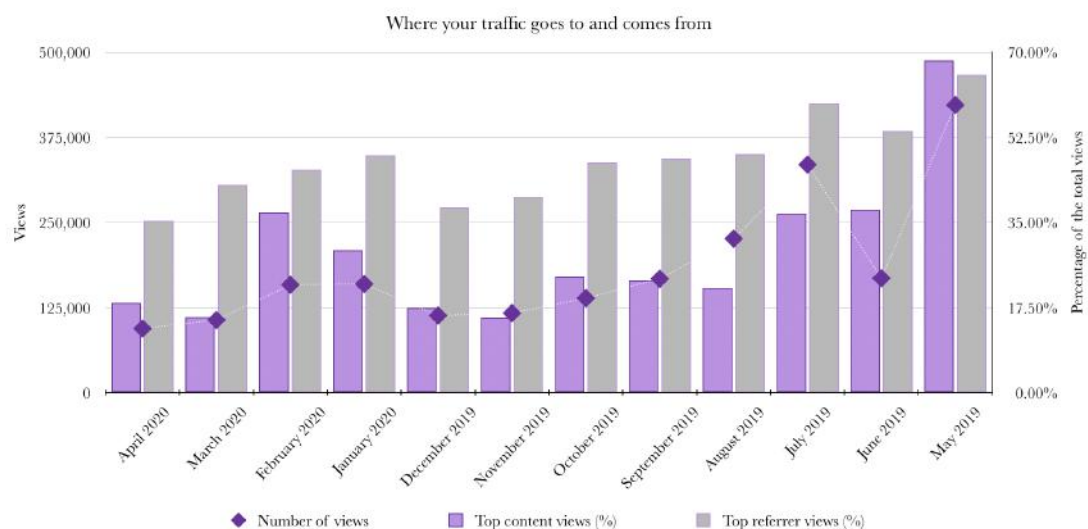
It is useful to take a broader look at traffic too though to get a sense of how you're performing in other areas. There is also always the chance that your target audience is an outlier and that Google isn't their primary search engine.

Below is a summary of your traffic as reported by Jetpack.

I have not separated out the organic search traffic component because Jetpack is very susceptible to a variety of bots and thus that data is notoriously inaccurate. As a result of this, it's important to also take your total number of visitors and visits with a grain of salt.

Bearing that in mind, there are a few trends we can take away from this information.

Redacted



1. Facebook is an effective promotional platform for Redacted. Your Facebook audience is engaged and if you regularly promote your

content on Facebook (through non-paid, ‘normal’ posts) you should continue to generate a steady stream of traffic to your site.

2. The top piece of content on your site consistently gets a huge proportion of your traffic. And it’s always the same piece of content (even on the months when your homepage got the most amount of traffic, your ‘it’s a spectrum doesn’t mean what you think was the second most popular page). This piece of content could do more work for you by, for instance, directing traffic to additional, related pieces of content on your site.
3. The popularity of your top piece of content, combined with the fact that the subsequent top pieces of content are different each month, indicates there are lots of opportunities for you to create more content that drives lots of traffic to your site and for you to promote existing content to generate more traffic.
4. When you compare this information with your social engagements data, we can make some very interesting observations. For instance, the top piece of content on your site, which drives so much of your traffic consistently each month, was not one of the top 10 pieces of content on your site in terms of social media engagements over the last year. In fact, when I ran a separate analysis just on that piece of content, I found no one had ‘engaged with’ that piece of content over the last year.
5. Another interesting observation is that you get far more engagements on Twitter than on Facebook, yet you consistently get more traffic from Facebook than from Twitter. This validates the oft-touted advice about not taking ‘likes’ too seriously as they’re not necessarily indicative of successful content. It also provides you with some information about the types of content that your audience will like, share and comment on on social media verses the type of content they value enough to visit your site for.
6. Your search traffic from Google is pretty low. Jetpack puts your total search traffic at around 3% of your overall traffic. Again this is quite low. It’s great that you get so much traffic from social media platforms. It’ll be even better when you boost your search traffic too :)
7. According to Jetpack, Google search traffic accounts for about 96% of your total organic (non-paid) search traffic. This confirms that your search engine optimisation efforts should be focussed, at least initially, on Google. This will help with other search engines as well, however, in the future, you may want to take steps to specifically target some other search engines (mostly by targeting keywords that are popular in those search engines, though there are some differences in terms of technical SEO as well). For instance, Bing is your second

highest source of search traffic so you might want to look at that platform in the future. (If you decide to do that, you'll need a specialised, Bing-focussed SEO audit).

In a month or so, it would be worthwhile comparing the traffic data from Google Search Console with Jetpack to see how accurate Jetpack's data actually is for your site.

I'm not going to deliver recommendations based on this information as this report is about optimisation for search traffic rather than about optimisation for social media, however, I'd love to see you combine your efforts to improve your search traffic with continued social media promotion.

Additional information and recommendations

Sitemaps

While your site has at least one sitemap, there's no way for me to tell when it was submitted and how up to date it is. An easy way to ensure Google always has access to the latest sitemaps is to add them in Google Search Console.

Mobile usability

Because mobile devices have smaller screens than desktops, small buttons and text and certain other features can make it difficult to view and use some webpages on mobile devices. However, the percentage of web use via mobile devices is hovering around the 50% mark and mobile usability is a key Google ranking factor. As a result, if you want to maintain or increase your search traffic, it's vital all your web pages provide a good experience on mobile devices.

Congratulations, all your web pages are currently rated as usable on mobile devices.

Structured data

Structured data is a fairly advanced SEO tool. Structure data is a piece of code that's formatted in a very specific way (Schema.org formatting is used for SEO structured data). This data provides additional information about a web page to search engines enabling them to enhance their search listings.

As an example, structured data can be used to enable search engines to display the average star rating of things like books and food recipes in their search listings. When search listings are augmented this way, they're called 'rich snippets'.

Search engines like Google won't always use structured data to create a rich snippet, but they will not create a rich snippet without structured data.

To be able to add structured data to a web page, you need to be able to edit the code of the specific page. The easiest way to do this for non-experts is to use one or more dedicated plugins.

Yoast SEO automatically implements basic structured data for all your posts and pages. It will also automatically implement structured data for FAQ pages and how-to articles if you use its special blocks. There are also additional plugins that provide more structured data options. The free ones provide very limited options but the paid ones can be quite expensive and are probably unnecessary for your site.

Recommendations — additional

1. As you are using the Yoast SEO plugin and you now have Google Search Console, I highly recommend you add the Yoast-generated Sitemaps to Google Search Console. If you're not sure how to do this, [here's how to enable and find Yoast sitemaps](#). Once you have the URLs of the sitemaps, you can [add them into Google Search Console](#).
2. If you decide to switch themes, substantially modify existing pages or add new pages, it's important you check your changes maintain the mobile usability of your site.
3. There is currently one 'unparsable structured data' error showing up on your site for an incorrect value type. This error is linked to <https://Redacted.com/2019/01/11/searching-for-identity/>. If you know how the structured data for that page was created, you could attempt to fix it but otherwise, I recommend leaving it for a while. This might get automatically fixed by a future plugin update and the error is unlikely to negatively impact on your search rankings — it will just prevent you getting a boost from a rich snippet.