



SEO Example AUDIT REPORT

DENTISTRY ON THE BAY





SEO AUDIT REPORT SUMMARY

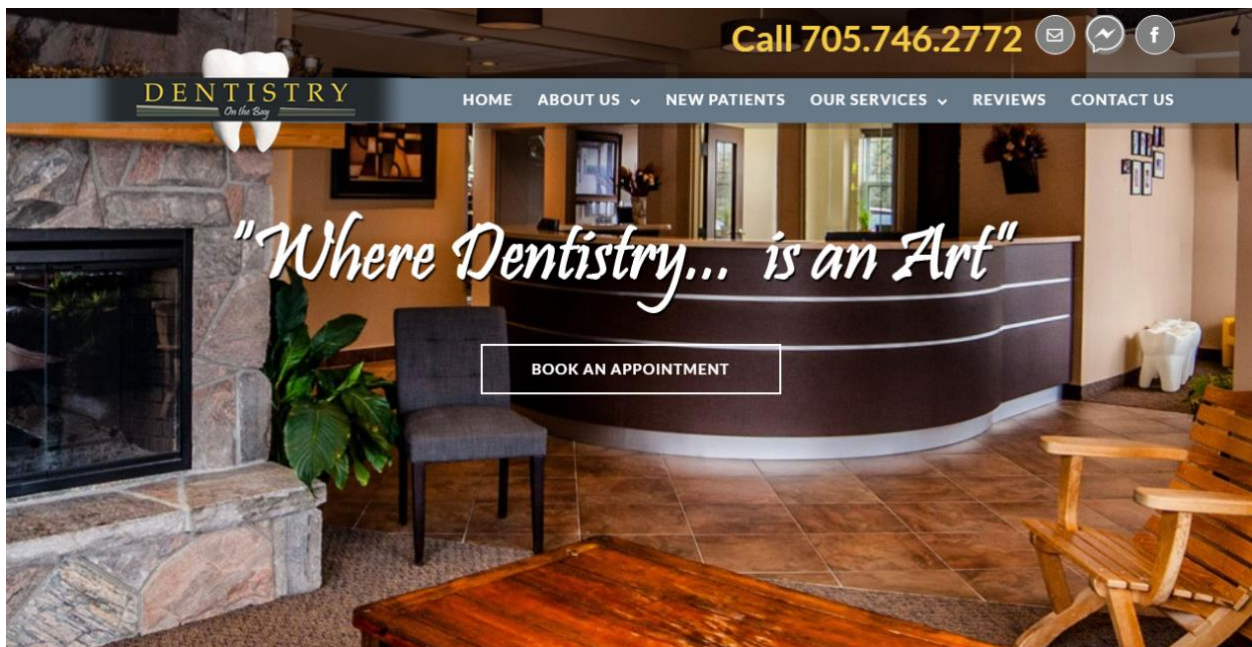
Below this is what a sample audit report will look like. We are providing you with this sample audit of Dentistry on the Bay as an example. Once you receive your own sample audit of your site you will be able to use this as a guide to understanding your own audit.

Dear Client,

We have conducted an analysis of your website and whether it is search engine optimization friendly. A conclusion has been provided in our report to improve your website.

This Report contains the following:

- On Page SEO Analysis
- Off Page SEO Analysis
- Keyword Research & Rankings
- Top Priority Keywords
- Final Remarks





● 1. ON PAGE SEO ANALYSIS

This section of the report provides analysis of on-page SEO aspects of your website and recommendations on how to improve it and positively impact your rankings.

What is On-Page SEO Analysis?

This on Page SEO practice is data that reflects optimizing individual web pages in order to run higher and earn more relevant traffic in search engines. This practice directly conducts and describes the structure of both the content and HTML source code of a page that is able to be optimized, compared to off page SEO which refers to links and other external sources. Part 1.1 to 1.6 of this report will refer to all optimized elements of your website that fall under the On-Page SEO Analysis report.

○



○ **TOTAL ISSUES: 253 ISSUES**

Here is the summary of On Page Analysis:

1.1 Visibility Issues: 12 issues

Website Visibility issue description -

Have you ever searched for something on a website just to find out that your browser has given you a 404-error code and now your 1st question is why does this website not work? Well this reason is because the page request cannot be found. Maybe the web designer has taken down that page or has not put it up. Any how to fix this your designer may do a page redirect to a different page on your website. Our audit catches this and makes sure that all redirects are done the right way thus allowing for Google's web crawlers to properly rank your page.

- 1-page error was detected
- 11 pages have redirects

Example of Page Redirects -

Have you ever searched for something on a website just to find out that your browser has given you a 404-error code and now your 1st question is why does this website not work? Well this reason is because the page request can not be found. Maybe the web designer has taken down that page or has not put it up. Any how to fix this your designer may do a page redirect to a different page on your website. Our audit catches this and makes sure that all redirects are done the right way thus for allowing for Googles web crawlers to properly rank your page.

<https://seo-hacker.com/when-is-redirection-bad-seo/>



- 0 pages were blocked by robots.txt

What is a Robots.txt File?

Website owners use the robots.txt file to give instructions about their site to web robots. This is good to be notified just incase a web designer didn't allow for some of your pages to be crawled.

1.2 Meta Issues: 58 issues

What are Meta issues?

Meta Tags are brief title descriptions on website pages. Meta tags don't appear on the page itself, but only in the pages code. Our audit helps catch duplicate page titles, how many pages are missing meta descriptions, whether the meta description is too short for a page or too long for a page and if any pages are missing a page title.

3 pages have a duplicate page title

- 15 pages are missing a Meta description
- 25 pages have a page title that is too short or too long
- 15 pages have a Meta description that is too short or too long
- 0 pages are missing a page title

1.3 Content Issues: 16 Issues

Why is low word count on a website page an issue?

Low word count relates to shallow or thin content. Google's web crawlers are made to look for content that has enough meat to it. These web crawlers are made to think if your page has a low word count this could be suspect for false or spam drawing website, because of the similar characteristics that a spam focused website be constructed as such.

- 16 pages have content with a **low word count**
- 0 pages have duplicate content issues

1.4 Internal Links Issues: 18 issues

Having good link structure does boost your SEO, everyone agrees that you should do whatever is best for google to determine if you have good link value. Down below you see that we audit for broken internal links, and external links. Anchor or ALT Text is a clickable text that visitors see.

- 1 internal link is broken
- 1 external link is broken
- 16 internal links are missing anchor or ALT text
- 0 internal links use rel="no follow"



1.5 Image issues: 149 issues

Same description comes here that our audits double check web design work and optimizes it accordingly. We do all the required stuff that Google would want us to do like provide Alt text per image, fix broken ones and provide missing title text.

Why we fix image issues -

Fixing image issues are important for a few reasons 1 reason being that you want your web pages that contain images to load properly and quickly, in order for this to happen you need to provide the missing ALT Text (ALT Text provides google with image description). Another reason you want to fix image issues is because google image search needs to know how to read the description of your image.

- 60 images are missing ALT text
- 8 images are broken
- 81 images are missing title text

1.6 Semantic issues: No real issue

What is Semantic SEO?

Semantic SEO can be described as a science for its ability to adapt your content for targeted topics, not just keywords, by including semantically related phrases.

Semantic topics that can be found on our audit are Schema.org microdata formats and amounts and specific pages without headers.

- 0 pages use Schema.org microdata
- 0 pages without headers were detected



● 2. OFF PAGE SEO ANALYSIS

This section of the report focuses on the links that are currently on your website and how many pages are indexed in the various search engines. So, what falls under this criterion you might ask. Well the factors that are connected to Off Page SEO Analysis are relevance, trustworthiness, and authority. Those factors bind together with linking to your website via a third-party reputable site. So now you might ask how does Off Page SEO Analysis get measured by Google compared to On page SEO. Well when studies have been done via SEO data it shows that Off Page SEO Analysis is measured above 50% of what goes into ranking your site.



Here is the summary of Off Page Analysis:

- **Indexed Pages in Google:** 84 pages in Google's index
- **Links to Website in Ahref's:** 424 links in Ahref's index
- **Referring Domains:** 424 links from 30 Domains
- **.EDU/.GOV Links in Ashraf's:** 0 .EDU/0 .GOV links in Ahref's index
- **Domain Age:** Domain was purchased on **25th July 2010**
- **MozRank:** MozRank is **2.30** out of **10**
- **Domain Authority:** Domain Authority is **18** out of **100**
- **Page Authority:** Page Authority is **23** out of **100**
- **Alexa Traffic Rank:** Alexa Traffic Rank is **0**
- **Social Sharing:** **Few** Social Shares at all
- **Home Page v/s Inner Pages:** **80%** Home Page, **20%** Inner Pages
- **Do-follow v/s No-follow:** **66%** Do-follow, **34%** No-follow
- **Text v/s Image Links:** **96%** Text Links, **04%** Image Links
- **Referring TLD's:** **16** .com, **0** .org, **0** .Net



- **Diversity:**

25%

3. KEYWORD RESEARCH & RANKING

Keyword research allows for many important things it allows for you to determine who your audience is, what exactly are they searching for and how many people are searching for it.

Some of the reasons for keyword research are Topical niche domination because of this it allows for you to incorporate your keyword search knowledge into your blog post, e-books, white papers, and infographics.

Keyword research helps understand your audience better by understanding the nuances of product descriptions and understand how your audience interprets descriptions of your product or service and not just your own understanding of it. This is done by knowing how the audience searches for information.

Important Terms:

- **n/a:** Not in top 10 pages of **Google Canada**
- **Monthly Searches:** Approximate Monthly Searches Made for This Keyword
- **Competition:** 0.71 to 1 = Extreme, 0.70 to 0.31 = Medium, 0.30 to 0 = Low



Keywords	Competition	Monthly Searches	Google Ranking
Parry Sound			
parry sound dentist	0.07	210	4
aesthetic dentistry parry sound	0.24	20	2
children dentistry parry sound	0.21	20	1
cosmetic dentistry parry sound	0.14	20	2
dental bridges parry sound	0.22	20	2
dental crowns parry sound	0.22	20	2
dental exams parry sound	0.17	20	4
dental filings parry sound	0.11	20	2
dental hygiene parry sound	0.22	20	5
dental implants parry sound	0.18	20	3
digital dental xtrays parry sound	0.21	20	1
emergency dentistry parry sound	0.24	20	4
invisalign parry sound	0.15	20	5
oral cancer screening parry sound	0.18	20	1
preventative dentistry parry sound	0.12	20	1
restorative dentistry parry sound	0.15	20	3
root canals parry sound	0.22	20	1
sedation dentistry parry sound	0.15	20	2
teeth crowns parry sound	0.14	20	4
tooth extraction parry sound	0.17	20	1
tooth whitening parry sound	0.11	20	1
wisdom teeth extraction parry sound	0.15	20	1
Nobel			
noble dental	0.3	70	n/a
nobel dental implants	0.57	30	n/a
aesthetic dentistry nobel	0.24	20	n/a
children dentistry nobel	0.21	20	n/a
cosmetic dentistry nobel	0.14	20	n/a
dental bridges nobel	0.17	20	n/a
dental crowns nobel	0.22	20	n/a
dental exams nobel	0.17	20	n/a
dental filings nobel	0.11	20	n/a
dental hygiene nobel	0.22	20	n/a
dental implants nobel	0.21	20	n/a
dentist nobel	0.22	20	n/a



Keywords	Competition	Monthly Searches	Google Ranking
digital dental xtrays nobel	0.21	20	n/a
emergency dentistry nobel	0.24	20	n/a
invisalign nobel	0.15	20	n/a
oral cancer screening nobel	0.18	20	n/a
preventative dentistry nobel	0.14	20	n/a
restorative dentistry nobel	0.15	20	n/a
root canals nobel	0.22	20	n/a
sedation dentistry nobel	0.12	20	n/a
teeth crowns nobel	0.12	20	n/a
tooth extraction nobel	0.18	20	n/a
tooth whitening nobel	0.11	20	n/a
wisdom teeth extraction nobel	0.14	20	n/a
Rosseau			
aesthetic dentistry rosseau	0.24	20	8
children dentistry rosseau	0.12	20	13
cosmetic dentistry rosseau	0.22	20	10
dental bridges rosseau	0.22	20	6
dental crowns rosseau	0.21	20	9
dental exams rosseau	0.22	20	10
dental filings rosseau	0.15	20	n/a
dental hygiene rosseau	0.24	20	10
dental implants rosseau	0.18	20	20
dentist rosseau	0.21	20	40
digital dental xtrays rosseau	0.14	20	n/a
emergency dentistry rosseau	0.11	20	8
invisalign rosseau	0.15	20	n/a
oral cancer screening rosseau	0.17	20	n/a
preventative dentistry rosseau	0.12	20	n/a
restorative dentistry rosseau	0.18	20	2
root canals rosseau	0.22	20	n/a
sedation dentistry rosseau	0.16	20	5
tooth extraction rosseau	0.17	20	24
tooth whitening rosseau	0.11	20	n/a
wisdom teeth extraction rosseau	0.21	20	n/a
teeth crowns rosseau	0.14	20	13
Muskoka			
muskoka dental	0.12	140	n/a
dentist in muskoka	0.57	30	n/a
aesthetic dentistry muskoka	0.22	20	n/a
children dentistry muskoka	0.22	20	n/a
cosmetic dentistry muskoka	0.21	20	45
dental bridges muskoka	0.17	20	n/a
dental crowns muskoka	0.17	20	n/a
dental exams muskoka	0.18	20	62
dental filings muskoka	0.24	20	n/a
dental hygiene muskoka	0.12	20	n/a



Keywords	Competition	Monthly Searches	Google Ranking
dental implants muskoka	0.15	20	n/a
digital dental xtrays muskoka	0.22	20	n/a
emergency dentistry muskoka	0.22	20	n/a
invisalign muskoka	0.11	20	43
oral cancer screening muskoka	0.15	20	n/a
preventative dentistry muskoka	0.21	20	52
restorative dentistry muskoka	0.11	20	38
root canals muskoka	0.12	20	n/a
sedation dentistry muskoka	0.12	20	31
teeth crowns muskoka	0.14	20	44
tooth extraction muskoka	0.18	20	n/a
tooth whitening muskoka	0.24	20	n/a
wisdom teeth extraction muskoka	0.13	20	n/a



4. TOP PRIORITY KEYWORDS

We don't come up with your keyword strategy for you we allow you to do this. However, we provide you with some structure around this framework. Once you check out your competition per key word or key word phrase then review the top organic links that show up and match it to your already available assets. The key question to ask yourself is do you have a content marketing asset that aligns with perceived intent in existing search engine results. Basically, is your content compelling enough compared to the existing content that is showing up for this search term.

Depending upon competition, searches and other preferences, here are the top priority keywords

1. Aesthetic Dentistry Parry Sound
2. Children Dentistry Parry Sound
3. Cosmetic Dentistry Parry Sound
4. Dental Bridges Parry Sound
5. Dental Crowns Parry Sound
6. Dental Exams Parry Sound
7. Cosmetic Dentistry Nobel
8. Dental Bridges Nobel
9. Dental Crowns Nobel
10. Dental Exams Nobel
11. Dental Filings Nobel
12. Aesthetic Dentistry Rosseau
13. Children Dentistry Rosseau
14. Cosmetic Dentistry Rosseau
15. Aesthetic Dentistry Muskoka
16. Children Dentistry Muskoka
17. Cosmetic Dentistry Muskoka
18. Dental Bridges Muskoka
19. Dental Crowns Muskoka
20. Dental Exams Muskoka
21. Dental Filings Muskoka



5. FINAL REMARKS

● The loading speed of websites has become an important ranking factor. Our latest audit revealed that the loading speed of this site needs improvement:

<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fdentistryonthebay.ca%2F&tab=desktop>

We recommend you improve your website loading speed at the earliest opportunity to boost your rankings and ensure the site remains user friendly. This can be done by:

- Enabling compression
- Leveraging browser caching
- Minifying JavaScript
- Deferring parsing of JavaScript
- Optimizing images

● For this example of showing you an audit, we have discovered around **253** On Page Errors including Visibility, Meta, Content, Links and Images. We recommend fixing these as soon as possible to help your rankings in real time.

● Each product or service specific page should have 1-2 targeted keywords that appear on the page within the Meta Tags including

- Title Tags
- Meta Description
- H1 Tags

Search engines focus a lot of attention on the keywords that appear in your Meta Tags, these are the guidelines that need to be followed for maximum impact:

- Title Tag < 70 Characters
- Meta Description < 160 Characters
- No Duplication of Title Tags & Meta Descriptions
- No Over-optimization of keywords

● Your site is static in terms of new content and Google loves new content. Sites that consistently add new content always rank better. One method you could use would be to add additional pages to your website - specifically around your various target customers, their problems, recommendations, industry trends or your various products.



Search engines love fresh content and by updating your website with unique content that your audience will enjoy you will not only be rewarded by the search engines, but this will make your website “stickier” for your target customers.

If you don't have a blog or content management system integrated into your website considers looking into wordpress.org. A second way to make the consistent addition of content easy is to add a blog or article into the site with at least 2 posts per month. This will help your rankings a lot and will assist you in engaging your viewers with new and interesting information.

● **424** real back-links. While analyzing your site, we found that some of the back-links you have are not in compliance with the latest Search Engine Algorithms any more. These links should be removed or disavowed as soon as possible to avoid any penalties. Additionally, we'd recommend you build more back-links in compliance with best practices like:

- Some Local Business Directories
- Some Area Business Directories if required
- Some Niche Directories
- Some Guest Posts
- Some EDU/GOV Links
- Some Free Blogs (Unique Content)
- Some Info-graphics Links
- Some Social Shares

These links should be built according to the best practices defined by Search Engines:

- 90% Non-Money Anchor Links + 10% Money Anchor Links
- Some Do-follow, Some No-follow
- 50% Linked to Homes Page + 50% Linked to Inner Pages
- Some Text Links, Some Image Links
- Should not be site-wide links
- Should not be from spammy/penalized sites
- Should be from sites with Good Domain and Page Authority
- Must be from relevant websites

If you have any other questions or would like more information regarding search engine optimization and other internet marketing strategies, please don't hesitate to reach out to me.