BESPOKE
VISIBILITY REPORT

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C

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49

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MAIN RECOMMENDATIONS

- Increase amount of optimised content
- Review Keyword Optimisation
- Review web page structures

TOP SEO ISSUES

We've reviewed the pages on your website and revealed the main issues you need to fix in order to achieve the maximum visibility and organic SEO traffic. Below you'll find the top issues that are hurting your visibility rankings.

Issue	Difficulty	Fix
Most of main pages have a low word count	Medium	• High impact on visibility, easy to fix
2 pages have duplicated title tags	Medium	• High impact on visibility, easy to fix
15 pages do not have a unoptimised page structure	Medium	• High impact on visibility, easy to fix
18 pages have un-optimised title tags	Medium	• Medium impact on visibility, easy to fix
6 pages with no meta description	Easy	• Medium impact on visibility, easy to fix

ON PAGE SEO

On-Page SEO is important to ensure Search Engines understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through adding regular consistent content for your identified keywords.

01

You have a title tag of optimal length (between 10 and 70 characters).

(meta title added in here)

Length : 56

02

Your page has a meta description of optimal length (between 70 and 320 characters).
(Meta description added here)

Length : **176**

03

Header Tag Usage

Your page has a 0 H1 Tag.
Your page has 0 H2 Tags.
Your page has 1 H3 Tag.
Your page has 1 H4 Tag.
Your page has 2 H5 Tags.
Your page has 10 H6 Tag.

ON PAGE SEO

On page SEO is critical to your online visibility.

Other issues facing your website currently are:

- Your main pages including your home page have a low amount of content.
- Your page's main keywords are not distributed well across the important HTML tags. Your page content should be focused around your researched keywords you wish to rank for. These keywords should also be distributed throughout tags such as the title, meta and header tags.
- You have images on your page that are missing Alt attributes. Alt attributes inform a Search Engines what an image is about, and help it rank in image search results.

Other positive factors facing your website are:

- Your website has SSL enabled.
- Your website appears to have a robots.txt file.Your website appears to have an XML sitemap.
- Your website is using an analytics tool.
- Your website has a xml sitemap.

Your On-Page SEO needs improvement

RANKINGS

This shows your top 5 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page. A full list will be provided with this report.

Keyword	Position	Searches (month)	Estimated Traffic
(keyword 1)	1	50	15
(keyword 2)	5	110	6
(keyword 3)	9	210	3
(keyword 4)	90	1000	1
(keyword 5)	91	880	1

Your website gains 49 website visitors a month from organic search traffic. Organic search traffic is traffic from SEO.
A full keyword ranking & position list is attached to this report.

LINKS

390 links in total from 47 Referring Domains

Links (both from other websites as well as the links within your own site) are important to SEO because there is a direct correlation between quality/quantity of links to your site and how much search traffic your site receives.

24% of your links are external links and are sending authority to other sites.

105 of your links are nofollow links, meaning authority is not being passed to those destination pages.

390 Backlinks. Full list attached to this report.

SOME of your link URLs need work to be SEO friendly (easily human or search engine readable).

04

USABILITY

Positive Usability Factors

Use of Mobile Viewports
- Your web pages specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Use of Favicon
Your page has specified a favicon.

Negative Usability Factors

Device Rendering

- Your web pages do not render well on different devices. It is important that your pages are optimised for mobile and tablet experiences. The majority of your web traffic can originate from these sources.

iFrames Used?
- Your web pages appears to be using iFrames.

Tap Target Sizing
- Some of the links or buttons on your web page may be too small for a user to easily tap on a touchscreen.

Legible Font Sizes
- There is some text on your page that is small and may not be legible enough for particular users.

Your Usability has some issues that need attention

PERFORMANCE

Your website performance has some issues and room there is room improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).
Green colour code is good, Amber is average and Red is poor.

Load Time

The time it takes for the page's main content to load. An ideal speed is LESS than 2.5 seconds.

Desktop Load time
Time: **2.4 second**

Mobile Load time
Time: 6.6 seconds

Interactivity

The time it takes for pages to respond to a visitor's click or button tap. An ideal speed is less than 100 milliseconds.

Desktop Interactivity
Milliseconds : **15**

Mobile Interactivity
Milliseconds: **1536**

Visual Stability

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

Desktop Visual Stability: **0,0**
Mobile Visual Stability: **0.0**

RECOMMENDATIONS

Our Top 3 essential recommendations from our findings in this report to increase your web visibility:

RECOMMENDATION 1	Review all pages with low word count. Is the content authoritative, does it add value to the user? Can you add more value with more words? Remember quality of quantity with content speak to user.
RECOMMENDATION 2	Review all your website page keyword optimisation. Ensure you understand how your audience are searching for you, your current organic search levels are low.
RECOMMENDATION 3	Review all web pages, ensure once keyword optimisation has been reviewed it is included in the key structural areas of your web pages. H1, H2, H3 follow this structure.

We are happy to discuss our recommendations with you and discuss our findings in the report.
Contact assistance@seoangel.co.uk to book your free 30 minute report consultation.

NEXT STEPS

Where do you go from here?

Visibility is essential for any business that has a web presence.

Your next steps will be based on your business and business needs.

01

Action or commitment

Review the report 3 or 4 times, digest the information and make a list of any points that are unclear or you are unsure about.

02

Action or commitment

Make an action plan of the issues or problems that you are able to fix yourself. Where you have the knowledge and experience.

03

Action or commitment

Book your 30 minute appointment with Andrea to discuss the report and discuss any points your are unclear or unsure about.