

# Project - SEO audit plan

Client: [REDACTED]

Domain: [REDACTED]



SEO expert: **Darko Stratijev** [REDACTED]

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What is the goal of an SEO plan?

The aim of the website is to enable all interested parties to quickly understand and get acquainted with the services offered by [REDACTED]. The goal is that users can easily navigate your website and that, through a good user interface and navigation, they are always focused on the right information given their search and priorities and will be motivated to ask for more information.

## KPI - How do we measure the success of the SEO plan?

The selected KPI (Key Performance Indicator) will be: *to improve the ranking of the website and visibility for those keywords that place it in the right search, well positioned; researched suggestions are below.*

## Site monetization

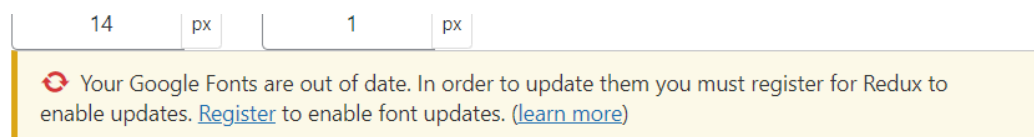
Direct monetization through this website is not the goal. The website is for informational purposes, helping to identify a connection with the visitor's needs and leading to a direct contact with an [REDACTED] representative. Monetization is done through other channels.

## Analysis of the current situation

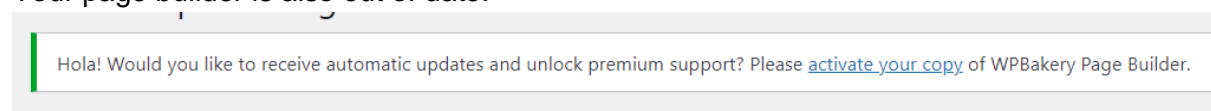
### Look

Website uses an **Ekko** theme in combination with WPBakery page builder. Well organized, flow is good, user friendly. Everything is nice & easy to read.

It looks like the Theme is not up to date and not licenced, so you don't have latest updates, like this one:



Your page builder is also out of date:



During this audit I used some files I had to fix permanently before you have bigger problems; this is a result of not having the proper license, mentioned above. The only real solution is to have an original & licensed WordPress Theme.

Copyright year in footer should be 2021.

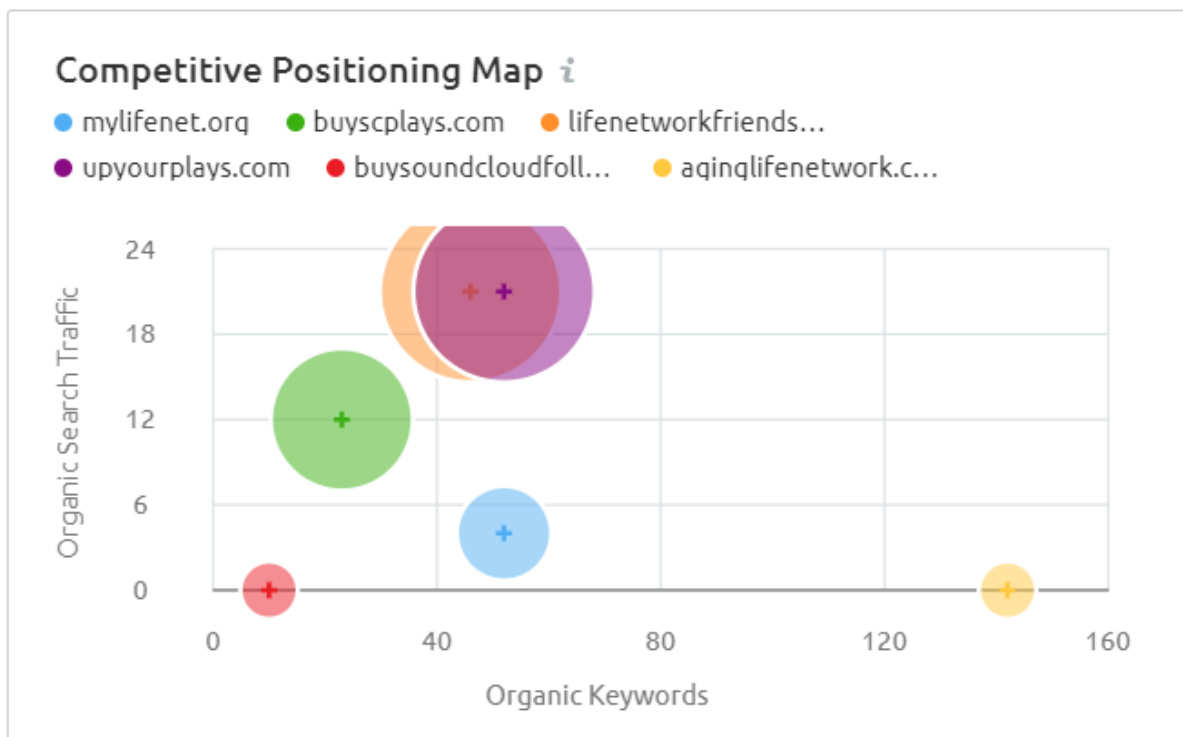
Mobile version has some issues and I'll talk more about that: Today, your Google ranking depends primarily on your site's mobile version and how it looks on mobile devices. That's because in recent years, Google's priority became mobile first. So, all rankings on your website are according to its mobile device appearance.

Two links in your menu point directly out of your website; that is not good for SEO because in that way you actually help the other urls to be stronger, sharing your SEO power with them.



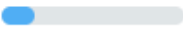

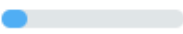

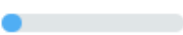

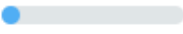

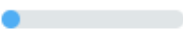
## Competition

For now, **analyzing the competitive keywords** for which you are ranking at the moment, your competition is:

- <https://mylifenet.org/>
- <http://buyscplays.com/> (expired)
- <http://www.lifenetworkfriends.com/>
- <https://upyourplays.com/>
- <https://buysoundcloudfollowers.org/>



**Main Organic Competitors (169)** ⓘ

Competitor	Com. Level 	Com. Keywords	SE Keywords
<a href="http://mylifenet.org">mylifenet.org</a> 		2	52
<a href="http://buyscplays.com">buyscplays.com</a> 		1	23
<a href="http://lifenetnetworkfriends.com">lifenetnetworkfriends.com</a> 		1	46
<a href="http://upyourplays.com">upyourplays.com</a> 		1	52
<a href="#">buysoundcloudfollowe...</a> 		1	10

[View details](#)

I know what you're going to say when you see this list - ***These are not my competitors.***

What you see here are your REAL competitors on the Internet, through Google's eyes, **based on your ranking**. If you don't like them, that means you are ranked for the **wrong keywords**.

This metric is calculated based on the number of keywords of each competitor and the number of common keywords of both competitors. If websites have a large number of common keywords shared with your site, they can be considered competitors.

The problem is here that I can not find any REAL competitor, a website with a large number of common keywords, as you are not ranked for real keywords, the ones you need and want.

## Organic Competitors 1 - 100 (169) *i*

Domain	Com. Level	C
<a href="#">mylifenet.org</a>	18%	
<a href="#">buyscplays.com</a>	13%	
<a href="#">lifenetnetworkfriends.com</a>	11%	
<a href="#">upyourplays.com</a>	10%	
<a href="#">buysoundcloudfollowers.org</a>	9%	
<a href="#">soundcloudfollowers.org</a>	9%	
<a href="#">mindfullifenetwork.org</a>	9%	
<a href="#">lifenetnetworkthrift.com</a>	9%	
<a href="#">elifenetnetwork.com</a>	8%	
<a href="#">livelivingnetwork.com</a>	8%	
<a href="#">consistentlifenetnetwork.org</a>	7%	

Those websites have nothing to do with yours, but based on your current SEO and ranking, this is how Google sees and compares you.

### That has to be changed.

The first step is to do a keyword research based on your real competition, and create **strategy & content following that research**. I believe the keyword research you reviewed with Andrea for your other business [REDACTED] has yielded that kind of strategy.

You should start a Blog section, with quality, relevant content. That will help your visibility on Google and will help build trust with potential customers through that expanded visibility. And this will bring you some backlinks which will also help a lot with your ranking. This is especially so as you are using WordPress which is primarily designed as a Blog platform.

I see that you have podcasts. Which is great (for clients). But that won't help for your ranking on Google because Google doesn't 'read' your recorded podcasts.

You have - **Episode Description**. A short one. And that is all you tell Google about your "content".

What you really need is **Episode Transcription**. That's the fastest way to push your website WAY UP on Google with no need to create new quality content. **You already have great content on your podcasts - so USE IT.**

Search Engines need text to know what you do, to know for which keywords to rank you. Google cannot hear what you talk about on your podcasts.

Is not cheap to transcribe such amounts of audio material, but is much much cheaper than creating new fresh blog posts.

But Google is not your audience.

I am a young man with hearing problems. I have big problems understanding podcasts, TV shows, and similar. So I watch only videos with subtitles, and don't listen to podcasts. But I do like them, so I follow a few which have transcriptions below the video.

Your audience is older people, And I am sure that a big percent of them have hearing problems. Have you considered how many customers you lose, because they are not able to hear what you said?

As you can see on facebook, Instagram, more & more videos have subtitles. Why? People cannot always listen, their phones are muted, if you have a video with subtitles you have a much wider audience. You will be seen if you cannot be heard.

So my advice, as a marketing and SEO expert is - USE WHAT YOU ALREADY HAVE:

Put transcriptions of your podcasts, below video, to help Google better understand you. And make your videos with subtitles so more people can understand you.

One nice example.

<https://www.kc> 

People can still listen, but they can also read if they prefer or have hearing problems, or simply are not able to listen to something because of the noise. And, of course, with this recommended change, Google has material to index your page. All that is not the case if you have only audio.

We offer such service, and if you are interested to give to Google something it can index and rank you for the right keywords, we can help you with that; please discuss it with Andrea.

Will you be ranked for desired keywords after that? Well that depends on the content inside of your podcasts.

I am not saying this should be your only way to attract people & Google. You still need new fresh content based on keyword research, you still need technically perfect websites to be ranked. But this will be a great first step, fastest way to make the biggest progress.

Let's go back to future blog posts.

Length of those texts depends on research for every single keyword. Before we start writing any text we do keyword research for that specific keyword, we also use various paid tools which analyze SERPS (search engine result pages), and tell us which keywords should be used in text, how many times, which questions we must answer, how long text should be, and a lot more.

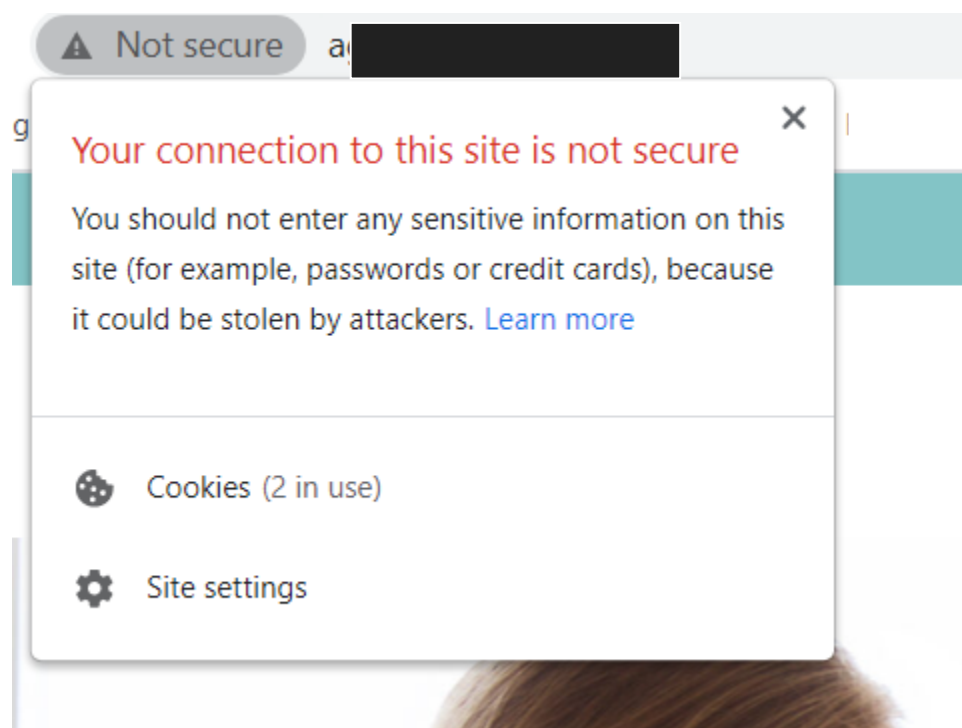
It is 2021, it is not just writing, or just having a nice website. Every single step must be based on some relevant data that will generate the visibility you need to connect with your audience.

Good blog posts will certainly have a big impact on improving visibility on Google. Also, quality texts always bring with them quality backlinks. And naturally created backlinks, without our initiative, and at the same time completely relevant, are what we strive for. This is a natural impact of having great content which gets shared, linked...

## SSL & URL rewriting

SSL certificate is not good, it expired. So, we don't have a secure connection here.

And I already informed you that is an urgent task to be fixed, but as I can see is not fixed yet.



**HTTPS (with the "S")** is confirmed as a Google ranking factor since 2014.

If a website doesn't have an SSL, that can negatively affect users who may leave your site, feeling at risk, (and increase the bounce rate); this gives a bad signal to Google that your content is irrelevant because a visitor leaves quickly. Which means that, in addition to the negative impression on the user, it also has a negative impact on SEO.




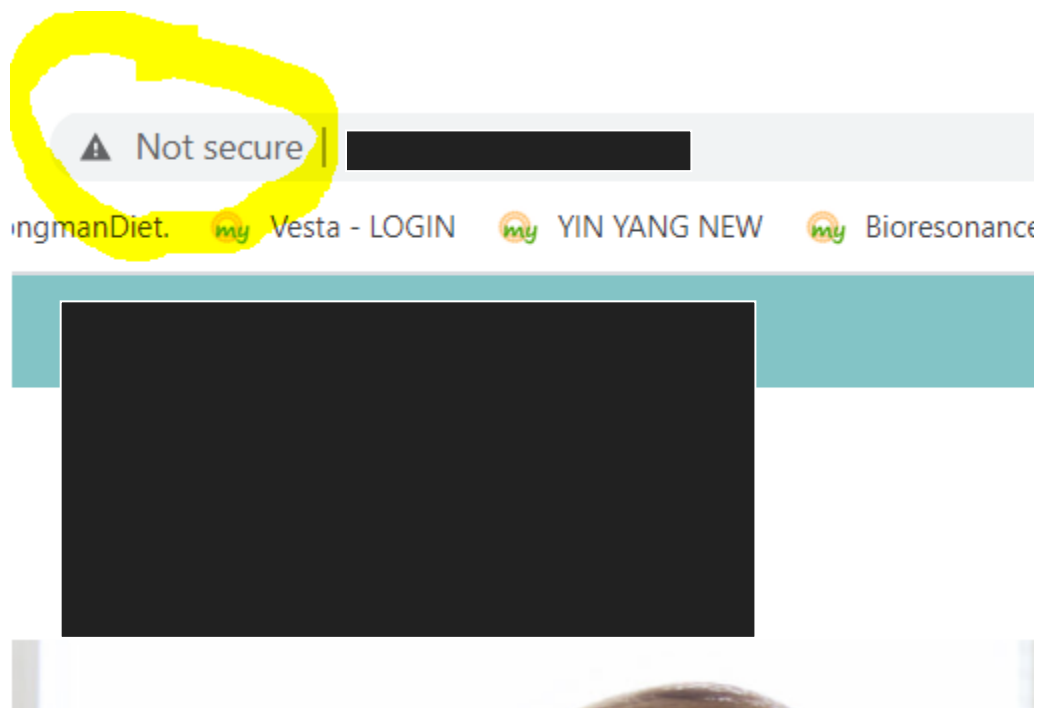
# Redirections

I cannot see if **https, http, www, non-www**, are properly set or not.

And that is because you don't have an SSL certificate, so your https versions of the website do not exist now.

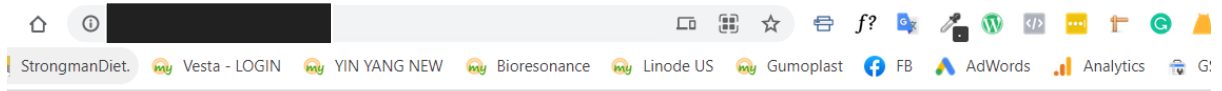
What am I trying to explain here? For example when you type in your browser

 you will see that your website works fine, just a little notification in the corner that 90% of people won't even see.



But what if some other website links to your website, and you have 8200 backlinks? Usually they will put a secure link on their website, like this one: ">https://a-

In that case the user will get this result:



## This site can't provide a secure connection

**[Redacted]** sent an invalid response.

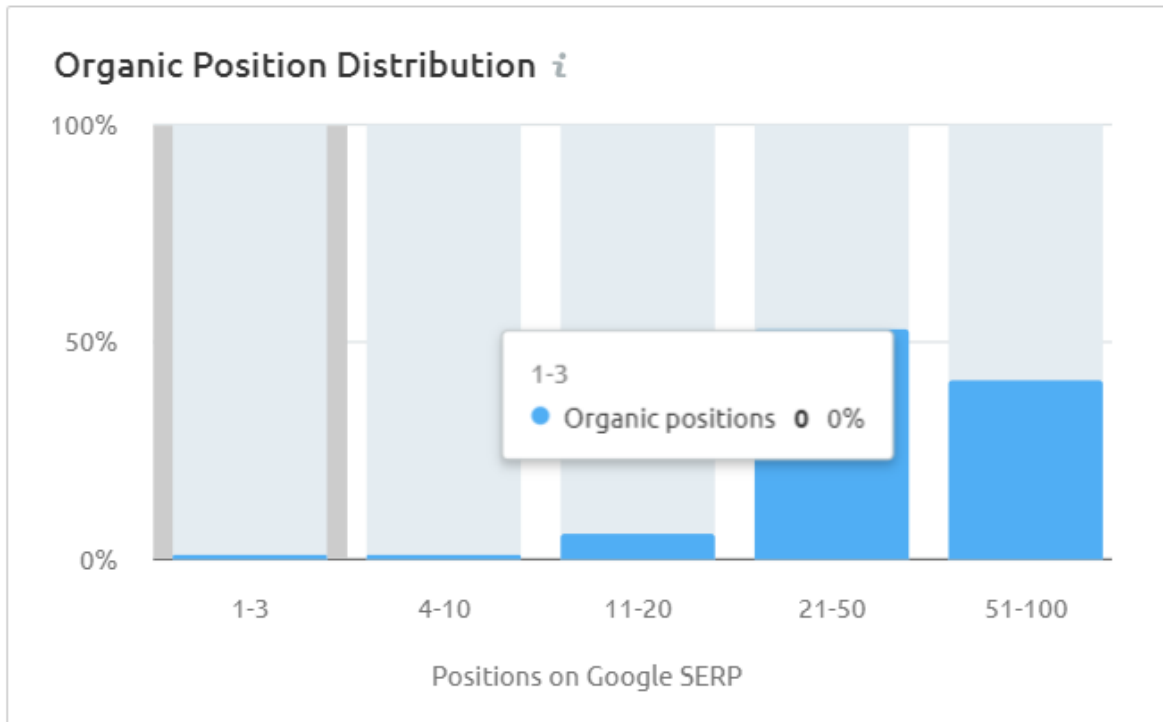
[Try running Windows Network Diagnostics.](#)

ERR\_SSL\_PROTOCOL\_ERROR

Reload

You have no idea how many visits you lose, or how many clients lose trust in your website. Even worse, new visitors, first time visitors will be disappointed, and never get back to your website again. And believe me Google thinks just like that, the same.

And this is how websites with 8200 backlinks have bad rankings and not a single keyword in TOP 10 results of Google.



## Mobile Usability

We don't yet have access to Google Search Console readings so I cannot see if we have registered Mobile Usability errors.

But it doesn't pass the Mobile-Friendly test.

Google bots can't properly load the full website on mobile.

Tested on: 30 Apr 2021 at 20:44

**Page is not mobile friendly**  
This page can be difficult to use on a mobile device

FIX YOUR WORDPRESS PAGE

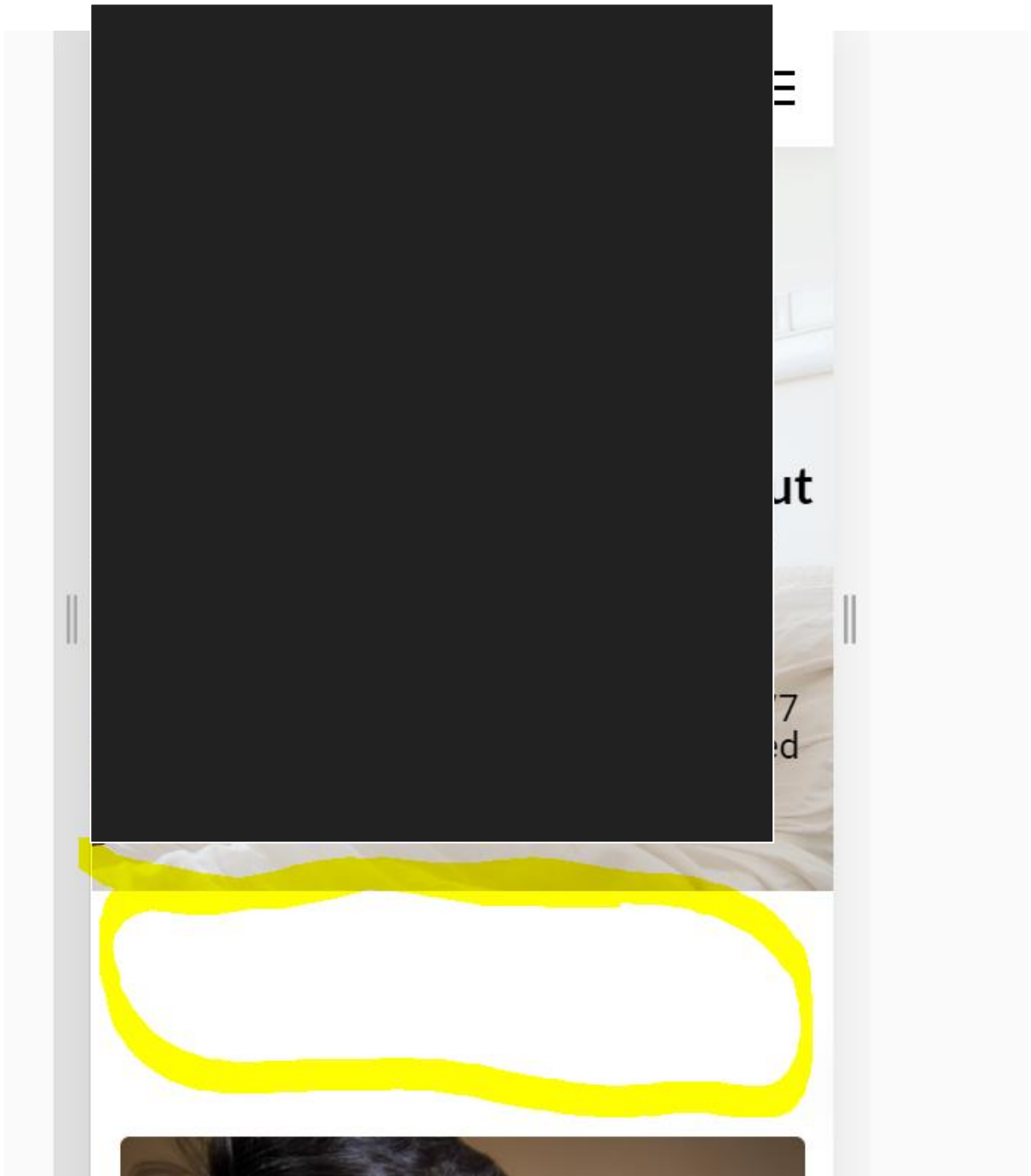
Fix the following 3 issues

- Content wider than screen
- Clickable elements too close together
- Text too small to read

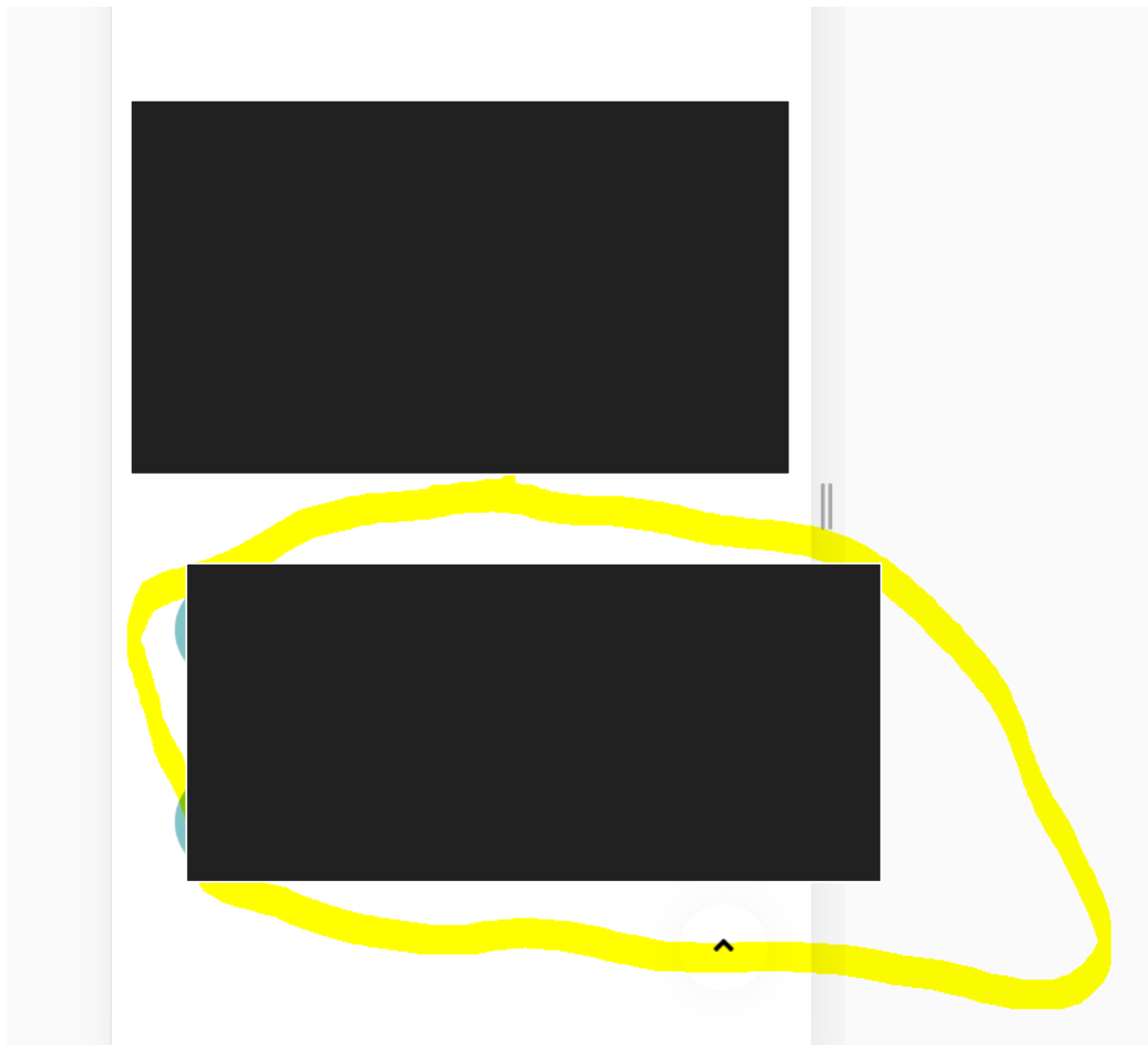
Rendered page

For some reason Google doesn't see it well, probably because of slow loading from your hosting. I can also see some visible problems.

Big space here.



Also, not well formatted (not responsive) buttons here.



And that is just on the Homepage, for sure you have some more visual problems elsewhere.

You (or your programmers) should fix every detail, and be sure every user has the same experience on your website, no matter which device s/he uses.

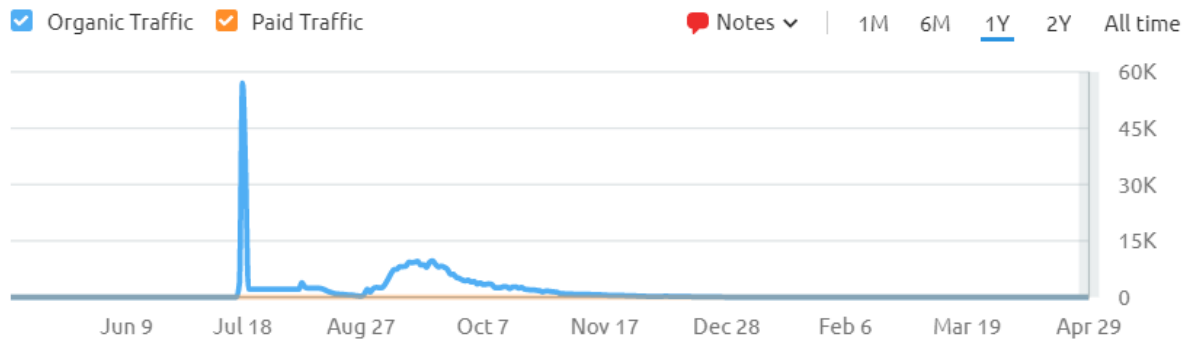
## Visibility

Something strange happened here with your visibility in the graph below. I cannot find a reason so far in the past, but as you can see in the graph your visibility dropped significantly.

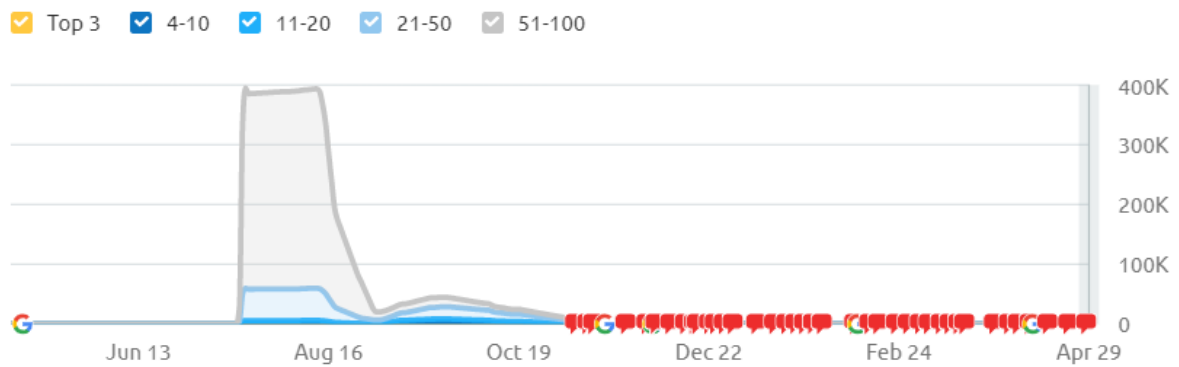
If you have an SEO professional who follows this every 2 or 3 days, and sees when such drops happen, s/he would urgently find and fix this. If a few months pass without attention, you'll never find what the problem was.

But it is not just checking; proper SEO steps should be done if you want your website to grow. First, you must implement all recommendations from this Audit.

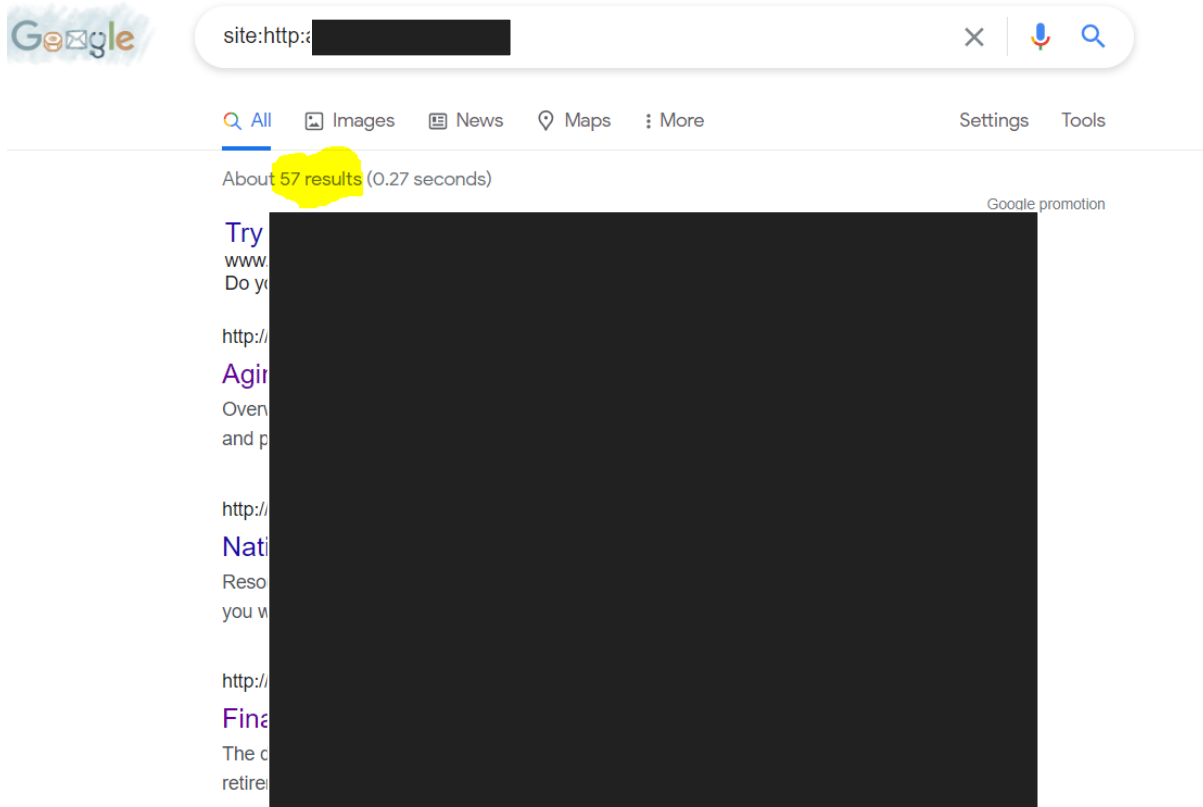
### Organic Traffic 1/month



### Organic Keywords 136



Google indexed **57 results** from your website, which you can see from the photo below.



It is a low number, but a real number, which means no fake links, or wrong indexations of some website parts. That means that Google cannot show more than 57 results from your websites as it indexed only 57 links.

With a bigger number you have more chances to appear in SERP. But that doesn't mean you need to create 100 pages; that's why we use Blog posts, wiki posts... Some websites just get great results through pictures, SEO for pictures. Some others don't want their pictures to be indexed. Depends on the business.

Some of the indexed content should be de-indexed, as they show some non-relevant content, and the page is not working (404 error), like this one.

[redacted] [k.com/mr8i0x89i/iframe-src.html](http://[redacted].k.com/mr8i0x89i/iframe-src.html)

I am completely confused about what is going on with your **/blog/** link, as instead of being your strongest weapon, that link has some redirections and points out of your website.

[redacted] [k.com/blog/](http://[redacted].k.com/blog/)



## REDIRECT PATH

**AYIMA**  
A digital search agency



[http://\[redacted\].k.com/blog/](http://[redacted].k.com/blog/)

301: Permanent redirect to [http://\[redacted\].k.com/blog-2/](http://[redacted].k.com/blog-2/)



[http://\[redacted\].k.com/blog-2/](http://[redacted].k.com/blog-2/)

301: Permanent redirect to [http://m7e.4b0.myftpupload.com/\[redacted\]](http://m7e.4b0.myftpupload.com/[redacted])



[http://m7e.4b0.myftpupload.com/\[redacted\]](http://m7e.4b0.myftpupload.com/[redacted])

200: HTTP/1.1 200 OK

You have a lot of work to do with breadcrumbs and descriptions, as these are not eye-catching results, which will encourage people to click. Here's an example:

[http://\[redacted\].k.com](http://[redacted].k.com) > Blog > Blog - All Topics ▾

**PODCAST:**

Episode Descrip

Spread More Liv

We have "blog" repeating twice, and that is not a blog, that is a podcast. And we have a too long page description here, which cannot be completely read by users.

Working on your Blog section will help get more indexed pages by Google.

Reviewing **Google Search Console** every day, you can monitor how Google sees it, if everything is ok, should something be fixed or deleted.

As mentioned earlier, you are ranked for 136 keywords. But none of them in a TOP 3 position, actually you are in position 4-10 for just 1 word, which is usually on the first page of Google Search (SERP - Search Engine Results Page)



### Top Organic Keywords (136) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic %
el	6	30	0.00	100.00
ac	45	170	0.39	0.00
go	61	40	0.00	0.00
h	41	50	0.00	0.00
sc	25	20	0.98	0.00

[View details](#)

**Only the first word gives you website traffic.** But the monthly search volume for those words is only 30, which is very, very low.

Second keyword “**██████████**” has a search volume of 170, that is 6x more. But that keyword is in position 45, **we need to work and push a page that ranks for that keyword to page 1 of Google.**

Third keyword - “google calendar iframe responsive” is a clear example of what happens when you have no SEO expert in your team, and when your website developer doesn't know his/her job well.

I am sure you didn't plan that this keyword will be your 3rd strongest. And I am sure you don't even need to be ranked for that keyword.

You need a little refocus, on more searched keywords. You need a strategy, and SEO supervisor on a daily basis to move on from this position. Right now you can only rely on referrals or other paid marketing channels.

SEO is a long term trip, and is better for you to start as soon as you can. If you wait for the new Google Update to be launched in May or June, it can be too late.

You cannot expect miracles, competition is big, but if you move with the right steps now, you will be in a good position for a year. It cannot be faster with Google, only slow and step by step, but right steps.

**Before moving with those right steps, all previously noted errors have to be fixed.**

Here are your best 10 keywords based on ranking (position on Google).

### Organic Search Positions 1 - 100 (136) ⓘ

<input type="checkbox"/>	Keyword	SERP Features	Pos. ↕	Diff. ↕	Traffic % ↕	Volume ↕
> <input type="checkbox"/>	<input type="checkbox"/> + elder life care network ▼		• → 6	new	100.00	30
> <input type="checkbox"/>	<input type="checkbox"/> + 25 free soundcloud plays ▼		11 → 11	0	< 0.01	20
> <input type="checkbox"/>	<input type="checkbox"/> + live soundcloud play count ▼		12 → 12	0	< 0.01	30
> <input type="checkbox"/>	<input type="checkbox"/> + 5700 xt red devil best buy ▼		14 → 14	0	< 0.01	70
> <input type="checkbox"/>	<input type="checkbox"/> + most liked song on soundcloud ▼		15 → 15	0	< 0.01	110
> <input type="checkbox"/>	<input type="checkbox"/> + life network ▼		16 → 16	0	< 0.01	480
> <input type="checkbox"/>	<input type="checkbox"/> + iframe alternative to load external page ▼		17 → 17	0	< 0.01	30
> <input type="checkbox"/>	<input type="checkbox"/> + change iframe src on button click ▼		17 → 17	0	< 0.01	70
> <input type="checkbox"/>	<input type="checkbox"/> + 20 soundcloud likes ▼		19 → 19	0	< 0.01	20
> <input type="checkbox"/>	<input type="checkbox"/> + 100 plays on soundcloud ▼		19 → 19	0	< 0.01	70
> <input type="checkbox"/>	<input type="checkbox"/> + is smgains legit ▼		19 → 19	0	< 0.01	30
> <input type="checkbox"/>	<input type="checkbox"/> + live life network ▼		20 → 20	0	< 0.01	40
> <input type="checkbox"/>	<input type="checkbox"/> + use soundcloudfollowers.org ▼		20 → 20	0	< 0.01	30
> <input type="checkbox"/>	<input type="checkbox"/> + how do soundcloud plays work ▼		20 → 20	0	< 0.01	20

I colored in yellow those keywords for which I think you shouldn't be ranked at all, you don't need them, and why you are ranked for those keywords calls for a deep, deep analysis.

Only the first one brings you traffic. And only "██████████" has some valuable search volume, but I am not sure if you even need the "██████████" keyword. Is good if you do.

But before I move on, I have to mention one thing. This next picture has your keyword rankings.

Keyword	SERP Features	Pos. <span>⬆️</span>	Diff. <span>⬆️</span>	Traffic % <span>⬆️</span>	Volume <span>⬆️</span>	KD% <span>⬆️</span>	CPC (USD) <span>⬆️</span>	URL	SERP
<a href="#">+ elder life care network</a>		6 → 6	new	100.00	30	53	0.00	[REDACTED]	
<a href="#">+ 25 free soundcloud plays</a>		11 → 11	0	< 0.01	20	44	0.00	y/mr8i0x89i/usa-... html	
<a href="#">+ live soundcloud play count</a>		12 → 12	0	< 0.01	30	73	0.00	y/mr8i0x89i/usa-... html	
<a href="#">+ 5700 xt red devil best buy</a>		14 → 14	0	< 0.01	70	76	0.00	y/mr8i0x89i/rade-... html	
<a href="#">+ most liked song on soundcloud</a>		15 → 15	0	< 0.01	110	79	0.00	y/mr8i0x89i/usa-... html	
<a href="#">+ life network</a>		16 → 16	0	< 0.01	480	58	1.94	y/	
<a href="#">+ iframe alternative to load external page</a>		17 → 17	0	< 0.01	30	70	0.00	y/mr8i0x89i/ifra-... html	
<a href="#">+ change iframe src on button click</a>		17 → 17	0	< 0.01	70	68	0.00	y/mr8i0x89i/ifra-... html	
<a href="#">+ 20 soundcloud likes</a>		19 → 19	0	< 0.01	20	52	0.00	y/mr8i0x89i/usa-... html	
<a href="#">+ 100 plays on soundcloud</a>		19 → 19	0	< 0.01	70	51	1.57	y/mr8i0x89i/usa-... html	
<a href="#">+ is smgains legit</a>		19 → 19	0	< 0.01	30	63	0.00	y/mr8i0x89i/usa-... html	
<a href="#">+ live life network</a>		20 → 20	0	< 0.01	40	57	0.00	y/	
<a href="#">+ use soundcloudfollowers org</a>		20 → 20	0	< 0.01	30	65	0.00	y/mr8i0x89i/usa-... html	
<a href="#">+ how do soundcloud plays work</a>		20 → 20	0	< 0.01	20	73	2.02	y/mr8i0x89i/usa-... html	

You've seen the keywords for which you have ranked, now I will show you which site pages are ranked:

URL	SERP
[REDACTED]	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/rade...html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]k.com/mr8i0x89i/ifra... html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/ifra... html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]
[REDACTED]k.com/mr8i0x89i/usa-... html	[REDACTED]

What we see here are links like:

[http://\[REDACTED\]k.com/mr8i0x89i/radeon-5700-xt-benchmarks.html](http://[REDACTED]k.com/mr8i0x89i/radeon-5700-xt-benchmarks.html)

[http://\[REDACTED\]k.com/mr8i0x89i/usa-soundcloud-plays.html](http://[REDACTED]k.com/mr8i0x89i/usa-soundcloud-plays.html)

[http://\[REDACTED\]k.com/mr8i0x89i/iframe-src.html](http://[REDACTED]k.com/mr8i0x89i/iframe-src.html)

And a lot more of them. Probably 90% of those 136 keywords.

**This means your website is INFECTED.**

Your website urgently has to be cleaned. All bad links have to be removed from Google.

**And you have to replace your web designer and hosting, ASAP.**

I have no idea who created the website, but probably that person used “cracked” plugins or Theme, and your website, and probably all other websites on your hosting account are also infected.

██████████ is known as very bad (and cheap), and as you can see, security is bad. They are only good for ██████████

We offer specialized servers for our clients, security is on MAX level. Such performance cannot be found for less than 4x our prices. And we include FREE SSL certificates to our clients, as security for your website and your users. This is what is most important.

Now, let's see which of those 136 keywords have some valuable search volume, (that means we need to use that keyword) and work more with it. But when I remove “infected” keywords, nothing is left.

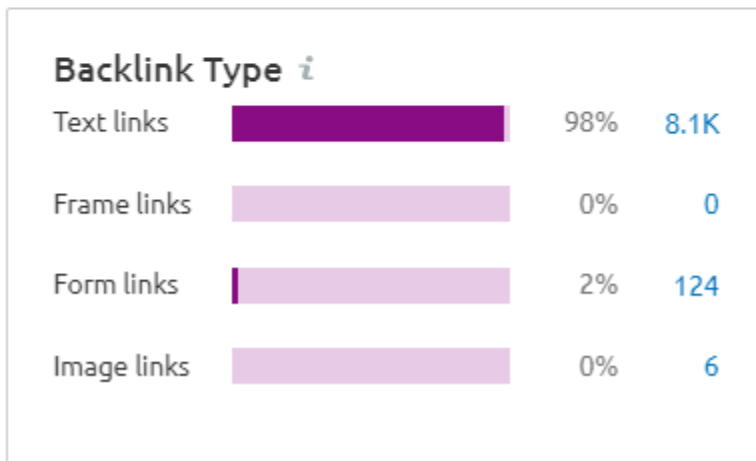
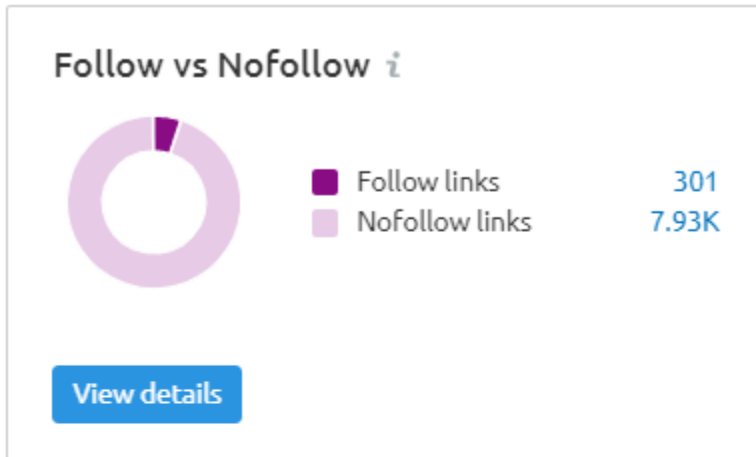
<input type="checkbox"/>	Keyword	SERP Features	Pos. ↕	Diff. ↕	Traffic % ↕	Volume ↕	K
> <input type="checkbox"/>	██████████	📍 🔗 ?	88 → 88	0	< 0.01	880	
> <input type="checkbox"/>	██████████	🔗 🗨 ? ★	84 → 84	0	< 0.01	880	
> <input type="checkbox"/>	██████████	📍 🔗 📄 ★	16 → 16	0	< 0.01	480	
> <input type="checkbox"/>	get soundcloud plays ▾	👑 🔗 ? ? ? 🔄 ±3	31 → 31	0	< 0.01	260	X
> <input type="checkbox"/>	5700 xt best buy ▾	🔗 ? ★ 🔄	33 → 33	0	< 0.01	210	X
> <input type="checkbox"/>	iframe srcdoc ▾	🔗 ? 🔄 ★	87 → 87	0	< 0.01	210	X
> <input type="checkbox"/>	cheap soundcloud plays ▾	🔗 ? 🔄 ★	82 → 82	0	< 0.01	210	X
> <input type="checkbox"/>	aging life care ▾	🔗 ? 🔄 🔄 📄	45 → 45	0	< 0.01	170	
> <input type="checkbox"/>	soundcloud paid promotion ▾	👑 🔗 ? 🔄 ★	69 → 69	0	< 0.01	170	X
> <input type="checkbox"/>	how to get more views on soundcloud ▾	👑 🔗 ? 🔄 ★	26 → 26	0	< 0.01	170	X
> <input type="checkbox"/>	buy soundcloud reposts ▾	? 📄 🔄 ★	77 → 77	0	< 0.01	170	X
> <input type="checkbox"/>	keep living ▾	🔗 📄 🔄 ★ 🔄	60 → 60	0	< 0.01	140	
> <input type="checkbox"/>	get more plays on soundcloud ▾	👑 🔗 ? 🔄 ★ 🔄	34 → 34	0	< 0.01	140	X

You should decide if the 2 keywords on top are good for your business, because, if they are, they have a good monthly search volume of 880.

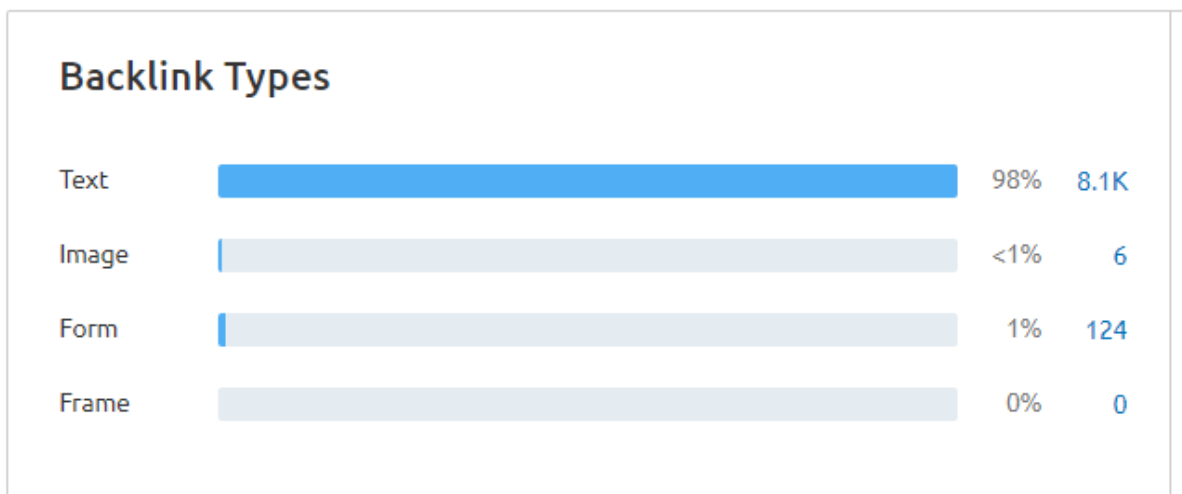
## Backlinks

You have 8200 backlinks from just 61 domains, which is a little strange.

And just 301 of them are do-follow links, which are valuable for you.



And most of them are text links.



As 95% of them (or more) are completely irrelevant, you should consider removing them using the disavow file & Google Search Console because they DO harm your ranking.

And this is the result of your **infection**. You have some malware which is making a big mess here. Because of that, 5x more jobs for developers to clean the website, 5x more jobs for SEO pros to clean fake links & backlinks.

Instead of starting to improve your website right now, you will spend 3 months fixing all this. Especially with Google. Google doesn't crawl your website every day, they do that once in a week, month, so the process is slow.

Good SEO can speed up things a little but can not make overnight miracles.

You cannot fix this alone, so I will show you just one example.

This is a good backlink, created by you or your team. Only bad thing is that it points to an unsecure version of the website (://http instead of ://https).

You can also see that link down has a 301 redirection, that is your mistake. With every redirection you make, you lose 30% of the link juice (power) of that link.

So instead of getting , for example 100 points from voiceamerica, you get 70.

51	<a href="#">www.voiceamerica.com/show/3973/a</a>	10	<a href="#">www.██████████.k.com/</a>	28	<a href="#">www.██████████.k.com/</a>
			Text		301

Let's move on. Those 2 are user generated by some hacker, spammer, or maybe competition.

"Nigger" and words I learned playing Overwatch   Top Shelf Gaming <a href="#">topshelfgaming.net/nigger-words-learned-playing-overwatch/</a>	20	117	Supportive Technology for Survivor <a href="#">██████████.k.com/supportive-technology-for-survivors-of-stroke/</a>	25 May'19
			Text Nofollow UGC	
Intersections of Gaming and Culture <a href="#">topshelfgaming.net/</a>	13	151	Supportive Technology for Survivor <a href="#">██████████.k.com/supportive-technology-for-survivors-of-stroke/</a>	8 Aug'20
			Text Nofollow UGC	
			Supportive Technology for Survivor <a href="#">██████████.k.com/supportive-technology-for-survivors-of-stroke/</a>	7 Aug'20
			Text Nofollow UGC	
			Supportive Technology for Survivor <a href="#">██████████.k.com/supportive-technology-for-survivors-of-stroke/</a>	21 May'19
			Text Nofollow UGC	

As you can see, completely irrelevant backlinks, and what is worse, to non-existent pages.

Why should you have a backlink from: <http://topshelfgaming.net/nigger-words-learned-playing-overwatch/>

pointing to:

<http://██████████.k.com/supportive-technology-for-survivors-of-stroke/>

Or this one. I am not sure if it is a scam or something created by you, but I can't understand it.

This link [https://\[REDACTED\]ac-page.com/top-ten-landing-page](https://[REDACTED]ac-page.com/top-ten-landing-page)

point to

[http://\[REDACTED\]k.com/category/how-to-article/](http://[REDACTED]k.com/category/how-to-article/)

A lot of work in front of you regarding your backlinks, I am sure a lot of them have “toxic” marks, and that must be removed. You can't actually remove them, but there is a way to **ask Google to not consider them.**

## Google Analytics

When I look at the code I cannot see that Google Analytics code is implemented anywhere. And I already mentioned in my email, something wrong was implemented and analytics doesn't work.

## Google Search Console

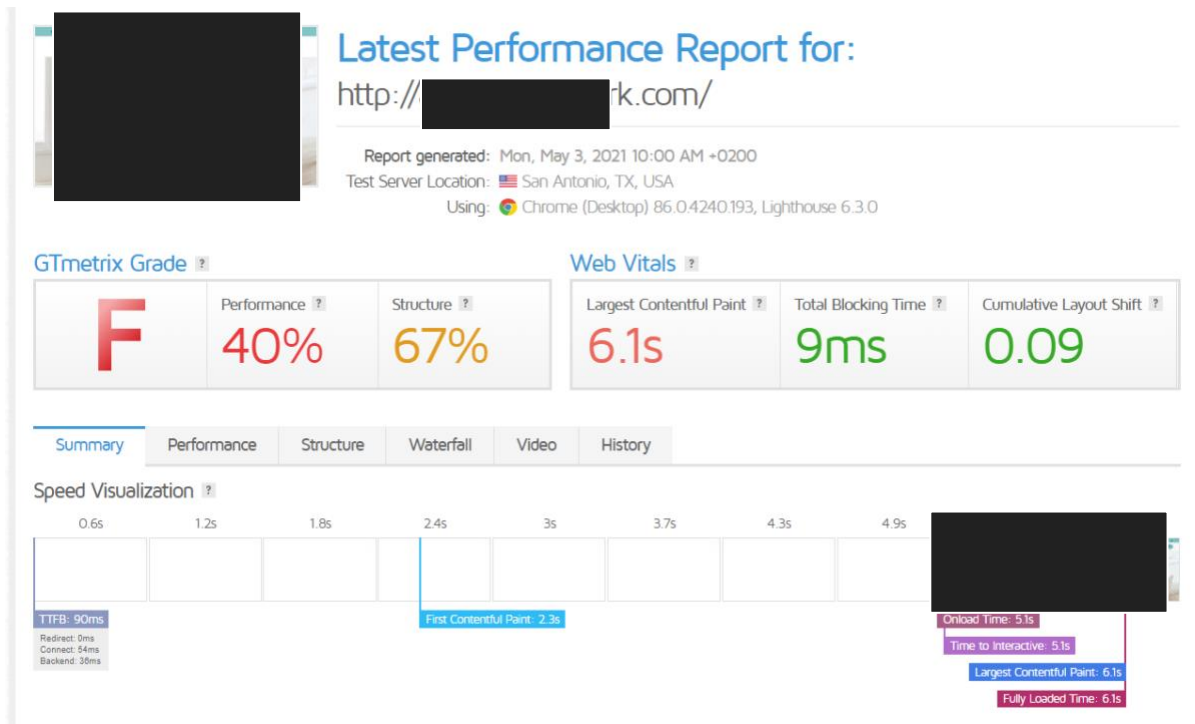
We have no access to that. The most important data about your website & how Google sees it are in the GSC so **please ensure it's in place.**

If you don't have it set, please do that ASAP, or we can do that for you. Every SEO work starts and finishes with data from Google Search Console. So consider this as an urgent task to be done. **GSC is the only way you can “communicate” with Google about your website.**

## Speed, loading & hosting

Your website is hosted on GoDaddy Hosting; depending on the type of Hosting package you have it can be described as good or bad. What I can see here are only metrics, and they are not good. Not that bad, but for sure it should be better. Nothing should be RED. As soon as you get more visits, much higher traffic, you would need some specialized solution such as dedicated hosting.





The Performance Score tells you how well your page performs from a user perspective.  
 The Structure Score tells you how well your page is built for optimal performance.

To be sure we have the right data, we used a few testing tools.

[View Test Log](#)

### Performance Results (Median Run - SpeedIndex)

	First Byte	Start Render	First Contentful Paint	Speed Index	Web Vitals			Document Complete			Fully Loaded			
					Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View ( <a href="#">Run 1</a> )	0.221s	8.200s	3.533s	8.267s	8.837s	0	0.000s	7.933s	78	3,433 KB	8.561s	79	3,456 KB	\$\$\$\$\$

[Plot Full Results](#)

I know Andrea reviewed this in her recent Google workshop: Google has established **Web Vitals** as the core metrics that you should focus on to deliver a fast website experience. Web Vitals are key metrics that impact your page's performance the most. These metrics include:  
**Largest Contentful Paint (LCP)**

How long it took for your largest content-element to display.

**Total Blocking Time (TBT)**

How much time was blocked by scripts during your page loading process.

**Cumulative Layout Shift (CLS)**

How much layout-shift your user experienced during the page load.

## Performance Metrics

The following metrics are generated using Lighthouse Performance data.

Metric details  OFF

First Contentful Paint ?	Much longer than recommended 2.4s	Time to Interactive ?	Much longer than recommended 5.1s
Speed Index ?	Much longer than recommended 5.5s	Total Blocking Time ?	Good - Nothing to do here 9ms
Largest Contentful Paint ?	Much longer than recommended 6.1s	Cumulative Layout Shift ?	Good - Nothing to do here 0.09

Full explanation of the score can be found here: <https://gtmetrix.com/blog/everything-you-need-to-know-about-the-new-gtmetrix-report-powered-by-lighthouse/#performance-score>

Before considering a better, specialized hosting solution, your website needs a lot of optimization. It has to be much faster, much cleaner code, with fewer possible external scripts.

## Page Details ?

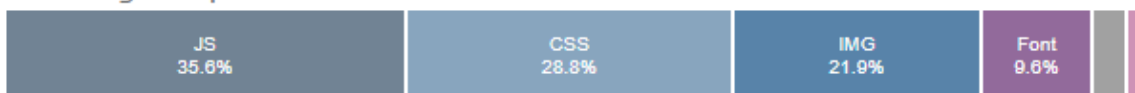
Your page content is broken down into the following:



### Total Page Size - 3.31MB



### Total Page Requests - 73



Legend: HTML (pink), JS (dark blue), CSS (light blue), IMG (blue), Video (dark blue), Font (purple), Other (grey).

You can see that your website needs an average 6.1 seconds to fully load all content; that is bad, not critical, bad bad. It should be faster. Nowadays people don't have patience, they leave websites after a few seconds if the page is not loaded.

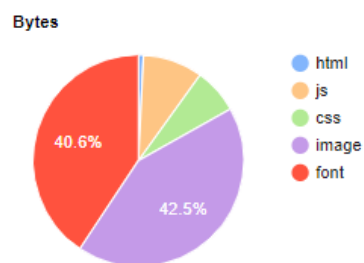
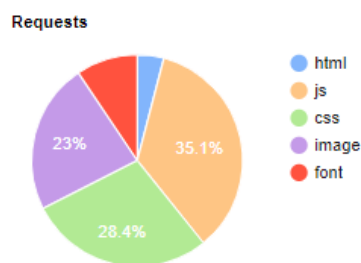
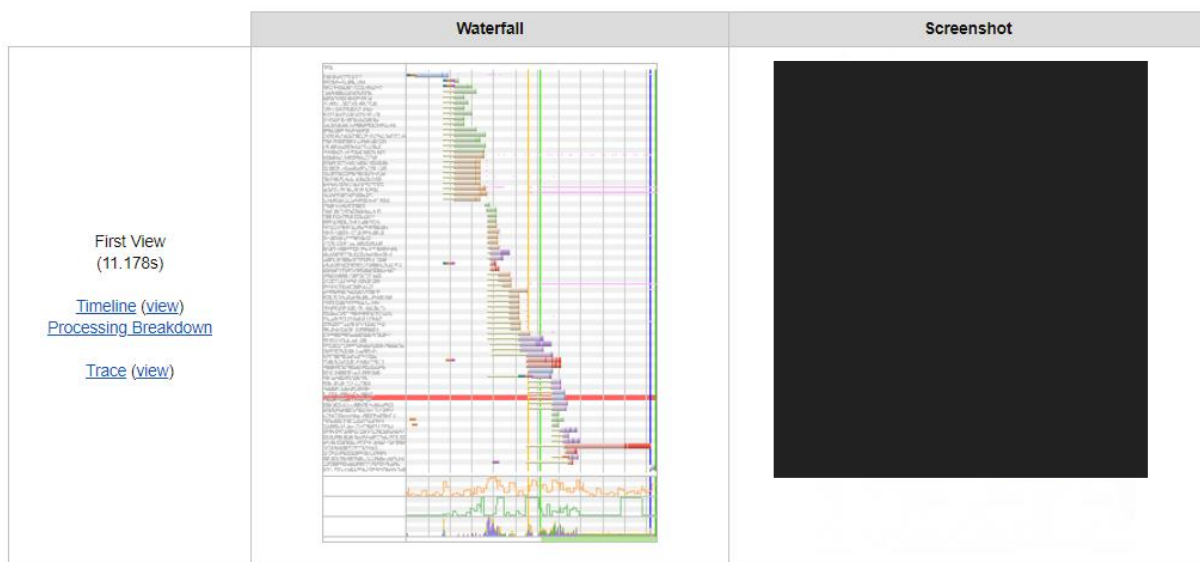
3.31mb is too much, the website should not be more than 1mb, max 2mb if hosting is good. I can see that 35.6% of content is JavaScript code; there is something external that has to be

optimized or removed because it is heavy. 1.37MB goes to images, they are maybe big or non-optimized. That is a problem especially on mobile.

You can see in your loading waterfall (*Waterfall Chart - A request-by-request visualization of the page load.*) visually how your website content is loaded by browsers. It's visible: we have some delay before even things start to load and that is directly related to slow hosting providers.

A lot of users just won't wait for your page to be loaded; they will leave if they see a blank screen after 2.3 sec. In Google Analytics tool, that is presented as Bounce rate. In your case, lower is better.

You can also see those red lines, that means something can not be loaded, and is blocking a page to be fully and nicely presented.



I have never seen that 40.6% of website "weight" are fonts, which is, strangely, quite a lot. Something wrong was done with fonts.

## PAGE SPEED INSIGHTS BY GOOGLE (OFFICIAL GOOGLE TOOL)

# Mobile - Google PageSpeed Insights



http://[redacted].k.com/



**Field Data** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

**Origin Summary** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.

## Lab Data



▲ First Contentful Paint	5.6 s	▲ Time to Interactive	15.8 s
▲ Speed Index	16.1 s	▲ Total Blocking Time	650 ms
▲ Largest Contentful Paint	17.9 s	■ Cumulative Layout Shift	0.202

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



19 is bad. As simple as that.

You can see that most mobile users don't see anything in the first few seconds or they don't wait for page to be loaded. The blank boxes below represent how the page is loaded and what users see, most of them, after they click the domain. So blank, blank...and it starts to be visible after a few seconds.



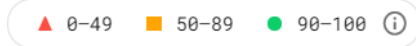
The list of recommendations by Google for fixes (the diagram below) is huge and all should be fixed ASAP. Not all of them can be perfect, but they must be much better.

Opportunity	Estimated Savings
▲ Preload key requests	14.73 s
▲ Serve images in next-gen formats	3.6 s
▲ Eliminate render-blocking resources	3.12 s
▲ Reduce initial server response time	1.92 s
▲ Remove unused CSS	1.5 s
■ Remove unused JavaScript	0.75 s
■ Minify JavaScript	0.29 s
■ Properly size images	0.15 s
■ Defer offscreen images	0.15 s
■ Minify CSS	0.15 s

## Desktop - Google PageSpeed Insights



http://[redacted].k.com/



**Field Data** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

**Origin Summary** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.



**Lab Data**



■ First Contentful Paint	1.2 s	● Time to Interactive	1.9 s
▲ Speed Index	3.5 s	● Total Blocking Time	40 ms
▲ Largest Contentful Paint	3.4 s	● Cumulative Layout Shift	0.074

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



Things are better on desktop devices. Mobile is always the worst, and usually desktop metrics are much better than mobile metrics.

Before any SEO work is done, a website has to be technically as good as can be, not to say perfect, and you have a lot of work to do here.

New hosting is recommended.

Hosting is like a ground where you will build your house. You build a house on a good and stable ground, with good foundations, not on sand. No matter how your website is good, if hosting is slow, your website will be slow.

I recommend migration to our servers, especially built just for our clients with best possible performances on the market, but with prices affordable to everyone.

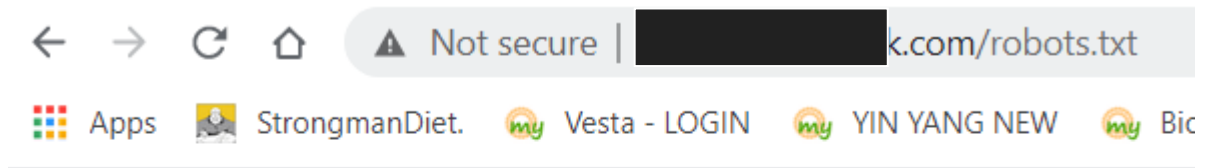
i

We don't have 100,000 websites on our servers like other hosting companies do, it is a reserved space just for our clients.

## Robots.txt

Robots.txt **does exist and is OK. Default condition.**

[http://\[REDACTED\].k.com/robots.txt](http://[REDACTED].k.com/robots.txt)



User-Agent: \*  
Disallow:

## .htaccess

It's one of the most crucial files which holds communications between your website and server.

*Looks fine.*

## html lang

This one is missing, this is how it should look.

```
<meta property="og:locale" content="en_US" />
```

**This helps Google understand the market for which this website was made.**

## Sitemaps

Sitemap is there, is working, BUT :)

[http://\[REDACTED\].k.com/wp-sitemap.xml](http://[REDACTED].k.com/wp-sitemap.xml)

# XML Sitemap

This XML Sitemap is generated by WordPress to make your content more visible for search engines.

[Learn more about XML sitemaps.](#)

Number of URLs in this XML Sitemap: 7.

URL
<a href="https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-posts-post-1.xml">https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-posts-post-1.xml</a>
<a href="https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-posts-page-1.xml">https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-posts-page-1.xml</a>
<a href="https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-posts-portfolio-1.xml">https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-posts-portfolio-1.xml</a>
<a href="https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-taxonomies-category-1.xml">https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-taxonomies-category-1.xml</a>
<a href="https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-taxonomies-post_tag-1.xml">https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-taxonomies-post_tag-1.xml</a>
<a href="https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-taxonomies-portfolio-category-1.xml">https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-taxonomies-portfolio-category-1.xml</a>
<a href="https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-users-1.xml">https://seureservercdn.net/166.62.107.20/m7e.4b0.myftpupload.com/wp-sitemap-users-1.xml</a>

I have no idea what kind of CDN [REDACTED] uses, but it is strange that your sitemap is not on your domain, and as you could see, it is confusing for Google too. One more negative point for [REDACTED] Hosting.

I cannot make a deeper sitemap analysis as a click on any of those links leads to a blank page, due to no SSL.





## This site can't provide a secure connection

**[REDACTED]**.k.com sent an invalid response.

[Try running Windows Network Diagnostics.](#)

ERR\_SSL\_PROTOCOL\_ERROR

Reload

**Here's a brief explanation of sitemaps:** There are a variety of search engine optimization tricks and tips that will help optimize a website, and one of those is sitemaps. Sometimes, the importance of sitemaps is greatly underestimated. As the name implies, a sitemap is a literal map of the website; that is, on one page you would show the structure of the site, the sections in it, the links between those, etc. Sitemaps make navigating the website easier, and when you have an updated sitemap for your website it is good not only for yourself but search engines as well. Sitemaps are a very important way for a website to communicate with a search engine. Robots (.txt) tells a search engine which part of the website to exclude for indexing, and the web sitemap tells these search engines where you'd like them to go.

# Structured Data - Snippets

The screenshot shows a search engine interface. At the top, there's a search bar with a URL starting with 'http://[redacted].k.com/'. Below the search bar, the text 'Test results' is displayed. A status bar indicates 'No loading issues' with a checkmark icon and a 'VIEW DETAILS' link. The main content area features a large message: 'Page not eligible for rich results known by this test'. To the right of this message is a large grey circle containing a white lowercase 'i'. Below the main message are three links: 'LEARN MORE ABOUT THE RICH RESULT TEST', 'VIEW RENDERED HTML', and 'LEARN ABOUT RICH RESULTS'. At the bottom, there's a section titled 'Additional resources' with two links: 'See reports for individual rich results on my site' and 'See gallery of search features'.

Page not eligible for rich results known by this test.

Structured data is a standardized format for providing information about a page and classifying that content on the page; for example, on a recipe page, what are the ingredients, the cooking time, the temperature, the calories, and so on.

Here is one example of a nice looking result with a rich snippet and without them.

## WITH

[www.pillsbury.com](http://www.pillsbury.com) › [recipes](#) › [perfect-apple-pie](#) ▼

### Perfect Apple Pie Recipe - Pillsbury.com



1. Heat oven to 425°F. Place 1 **pie** crust in ungreased 9-inch glass **pie** plate. · 2. In large bowl, gently mix filling ingredients; spoon into crust-lined **pie** plate. Top ...

★★★★★ Rating: 4.5 · 747 votes · 3 hr · 230 cal

## WITHOUT

[www.gourmettraveller.com.au](http://www.gourmettraveller.com.au) › [apple-pie-14211](#) ▼

### Apple pie recipe by pastry chef Catherine Adams | Gourmet ...



There are two components to a really great **apple pie**: the filling, made with fresh seasonal apples (I like a mix of tart and sweet), and of course the pastry.

1 hr 50 min

First result looks much nicer, has better chances to get a click from the user, and gives more data to the user.

More about structured data and how they are used. - <https://schema.org/>

[Rich Snippets: What Are They and How Do You Get Them?](#)

## Suggested changes for better visibility

Having enumerated most of the errors (of a technical nature) that have been observed, and that prevent all systems from functioning according to the rules, it is time to look at things from a logical point of view.

1. **As we have already mentioned, this site is extremely lacking in quality content** (textual); original, unique content that will set you apart from the majority in your field as an authority and thus give Google more material for indexing and SEO progress.

Without content, you must rely on paid traffic.

So first use your podcasts to transcribe them and create indexable content for Google, after that start with blogging.

2. Your crawl map shows that link juice is good & properly shared. You have some pages which are “red”, no-index marked, but nothing big.

Link juice is slang to describe and measure how much power a backlink passes onto another site and therefore strengthens it.

We also have internal link juice. For example, let's say every website has 100 points, depending on the website structure we choose how those points (power) are shared between our links.

You have good potential because no bigger changes are needed in website structure. **So just focus on fixing errors from above, and create more quality content, and you can expect good results.**

What I can suggest is that **you need some parent pages, everything goes up from Homepage**, and if you look at the second graph all those pages have the same value. By adding some parent pages you will give more “strength” to some pages, some will have less. As an example, these 2 pages are valued the same:

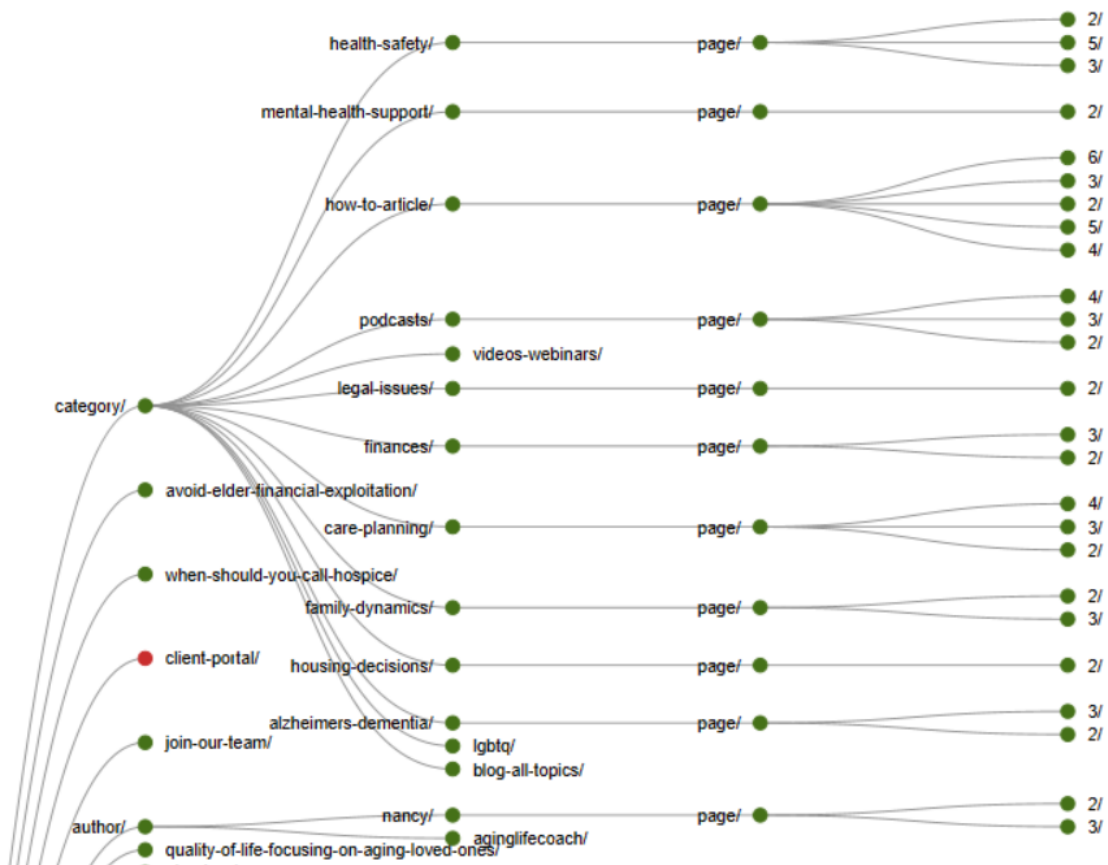
<http://██████████rk.com/about-us/>

<http://██████████rk.com/is-your-mom-safe-in-assisted-living-during-covid-19-or-should-you-bring-her-home/>

“About us” page is much more important for SEO, and cannot be valued with some Lead Page.







3. 2 of your 131 pages miss a Page Title, 6 of them are duplicates, 9 of them have fewer than 30 characters, 48 of them are over 60 characters.

49 of them are over 554 pixels, one is below 200 pixels.

If people will understand the context of the page with a shorter title, so be it. You have been given 70 characters by Google to present your page on SERP, so do it. Get more clicks. But only if that makes sense.

Address	Occurrences	Title 1
1 http://[redacted]rk.com/	1	A
2 http://[redacted]rk.com/category/podcasts/	1	P
3 http://[redacted]rk.com/author/nancy/	1	N
4 http://[redacted]rk.com/about-us/	1	A
5 http://[redacted]rk.com/category/finances/	1	F
6 http://[redacted]rk.com/category/lgbtq/	1	L
7 http://[redacted]rk.com/tag/probate/	1	P
8 http://[redacted]rk.com/tag/home/	1	H
9 http://[redacted]rk.com/tag/aging/	1	A

4. **ALL your pages are missing meta description.** Meta description is very important because that is what potential clients will see in SERP, and decide whether to click on your page.

▼ Meta Description		
All	131	100%
Missing	131	100%

Yellow is a meta description.

http://[redacted].k.com › [redacted]-podcast ▼

[redacted] - VoiceAmerica

When families or friends are concerned about or trying to assist an aging loved one, they enter a world with a language of its own. | [redacted] on ...

http://[redacted].k.com › Blog ▼

Housing Decisions – [redacted]

[redacted] is a licensed clinical social worker, a certified care manager, a national master guardian and for more than 30 years a certified financial planner. She has ...

You must agree those are not proper descriptions of those links?!?

Meta description is what convinces people to click on your link instead of someone else's link. Use that to present yourself in the best way.

In this case, when you don't have it, Google automatically and randomly picks a text from your page.

Now you see the importance of the meta description, you can use that description much more smartly, and convince more people to click on your link when they search for that subject.

When more of them click, your page becomes stronger, Google sees that you are a relevant choice, and moves your position up in SERP.

But if they don't know what is on your page, why should they click?

5. **Meta keywords** - they are not crucial for SEO, but better to have them than don't. 100% of your website pages are missing meta keywords.

6. **H1 tag is an enormously important part of SEO. Three pages miss H1 tag. One of those 3 pages is your Homepage. That is a big problem.** You also have a lot of duplicate H2 tags. Some pages miss them.

It is crucial to properly use H tags. They have to be ordered H1, H2, H3... Only one H1 per page, and the order cannot be skipped.

▼ H1		
All	131	100%
Missing	3	2.29%
Duplicate	38	29.01%
Over 70 Characters	10	7.63%
Multiple	0	0%
▼ H2		
All	131	100%
Missing	52	39.69%
Duplicate	64	48.85%
Over 70 Characters	12	9.16%
Multiple	70	53.44%

7. **18 pages have very low content, less than enough to be properly indexed.**

	Address	Word Count
1	http://[redacted]rk.com/author/[redacted]	0
2	http://[redacted]rk.com/tag/probate/	131
3	http://[redacted]rk.com/category/legal-issues/page/2/	179
4	http://[redacted]rk.com/tag/legal-issues/	133
5	http://[redacted]rk.com/tag/home/	115
6	http://[redacted]rk.com/tag/healthy-aging/	163
7	http://[redacted]rk.com/tag/assisted-living/	175
8	http://[redacted]rk.com/what-to-do-when-you-cant-afford-care-but-you-cant-afford-not-t...	0

8. 30.144% of images have more than 100kb in size. **And 70 miss alt text. Alt text is how Google reads what is on your picture. Also use alt text for deaf people, so the browser reads for them what is on your picture.**

▼ Images		
All	73	100%
Over 100 KB	22	30.14%
Missing Alt Text	70	95.89%
Missing Alt Attribute	3	4.11%
Alt Text Over 100 Characters	0	0%

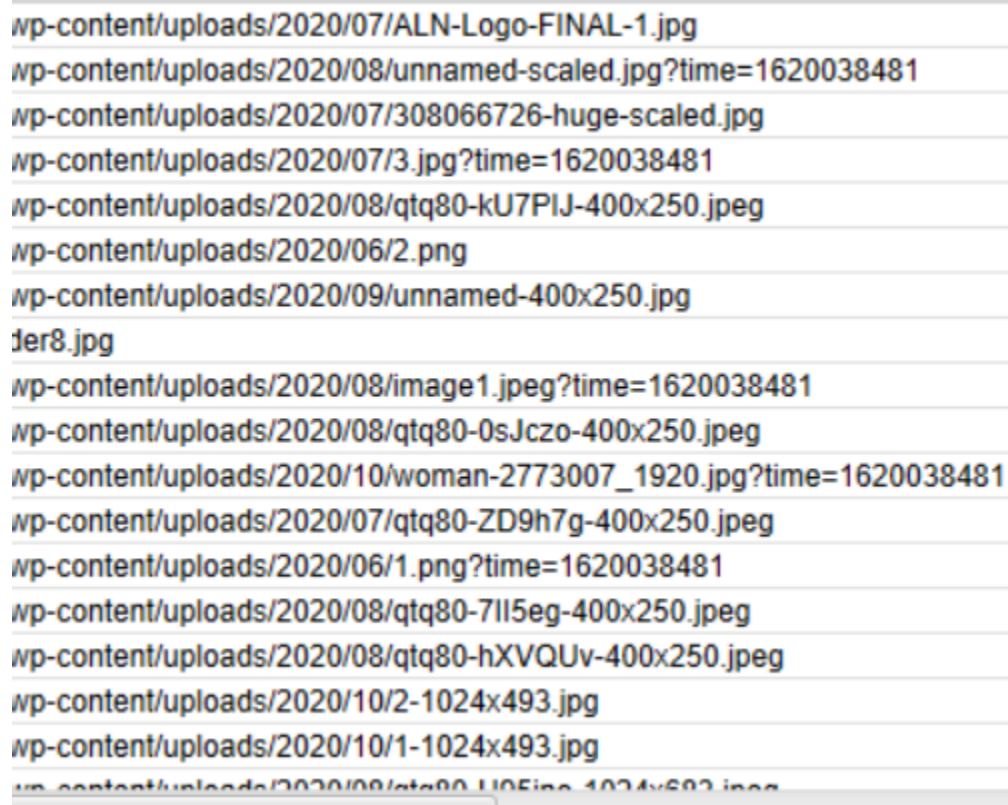


The one that has ALT text, usually has a bad one. **Also image names are wrong** or just automatically generated. If you are the Google bot what do you think is on this picture (you cannot see it, you can just read name and alt text)?

[https://secureservercdn.net/\[REDACTED\]/m7e.4b0.myftpupload.com/wp-content/uploads/2020/08/qtq80-0sJczo-400x250.jpeg](https://secureservercdn.net/[REDACTED]/m7e.4b0.myftpupload.com/wp-content/uploads/2020/08/qtq80-0sJczo-400x250.jpeg)

Google knows only what we tell it.

**Look at those image names.**



wp-content/uploads/2020/07/ALN-Logo-FINAL-1.jpg  
wp-content/uploads/2020/08/unnamed-scaled.jpg?time=1620038481  
wp-content/uploads/2020/07/308066726-huge-scaled.jpg  
wp-content/uploads/2020/07/3.jpg?time=1620038481  
wp-content/uploads/2020/08/qtq80-kU7PIJ-400x250.jpeg  
wp-content/uploads/2020/06/2.png  
wp-content/uploads/2020/09/unnamed-400x250.jpg  
der8.jpg  
wp-content/uploads/2020/08/image1.jpeg?time=1620038481  
wp-content/uploads/2020/08/qtq80-0sJczo-400x250.jpeg  
wp-content/uploads/2020/10/woman-2773007\_1920.jpg?time=1620038481  
wp-content/uploads/2020/07/qtq80-ZD9h7g-400x250.jpeg  
wp-content/uploads/2020/06/1.png?time=1620038481  
wp-content/uploads/2020/08/qtq80-7II5eg-400x250.jpeg  
wp-content/uploads/2020/08/qtq80-hXVQUv-400x250.jpeg  
wp-content/uploads/2020/10/2-1024x493.jpg  
wp-content/uploads/2020/10/1-1024x493.jpg  
wp-content/uploads/2020/08/qtq80-LI05ing-1024x693.jpg

9. **Follow & NO-Follow indexes** are set correctly. Should be careful when you start blogging. Because when you start to blog, there will be blog posts, categories, page 1 of the category, page 2. In that case we should set follow & no-follow properly for all that, which is more complicated than for pages. We also have to deal with canonical links. A few more things will appear when someone has blog posts on a website.

# Conclusion

There is a lot of work here that can be done. **From the technical part at first to fix all errors.**

After you fix all errors, that will be a completely different picture, and when Google properly indexes everything, it will give us guides through Google Search Console what your future steps should be.

Website has big potential, but the ranking is very low, with too many errors.

**Providing substantially more, relevant content is a must.** Shoot for long tail keywords. One good article can enrich you to the first page of Google for that long-tail keyword. Try more local content for the communities you serve.

But don't create blog posts just to have them. The sea is big, and there are a lot of fish in it, so only the big will survive. What do I want to say? **Create big posts.** You can find manuals on this subject. Research how the 10 best ranked blog posts on that subject are written, and write 2x better than them. Cover every single question that can be asked on that subject. You will see results very fast, but first fix technical errors.

**Page descriptions should be fixed urgently, that will bring higher CTR (Click through rate).**

SEO is a long term process. It has to be monitored, measured. And pushed with the right steps.

**Google Search Console is a must.** It is the only bridge between a site owner & Google. For that purpose we also have a few paid tools, but they are expensive. GSC is free, but you must use it carefully, and learn how to use it.

You must have goals, but real goals. Too many wrong steps led to this position, it is time for some right steps to be made.

**Before all, invest in implementing all advice from this Audit.** All this must be done if you plan to make your website a good representative of your business, which will bring you new clients naturally without any actions from you, like sharing links or posting on social networks.

Organic ranking is something that will bring you traffic for years. Through Andrea, we can advise you for both realistic goals and the best paths to achieve them.