SEO Audit report and SEO Strategy For

https://libertypowerwash.net/

SEO EXECUTIVE SUMMARY

https://libertypowerwash.net/ has scored 67% for overall SEO-ability. This is not good, and requires so much improvement. This prioritized list shows the key elements to optimized

On-page SEO issues

Keywords Research

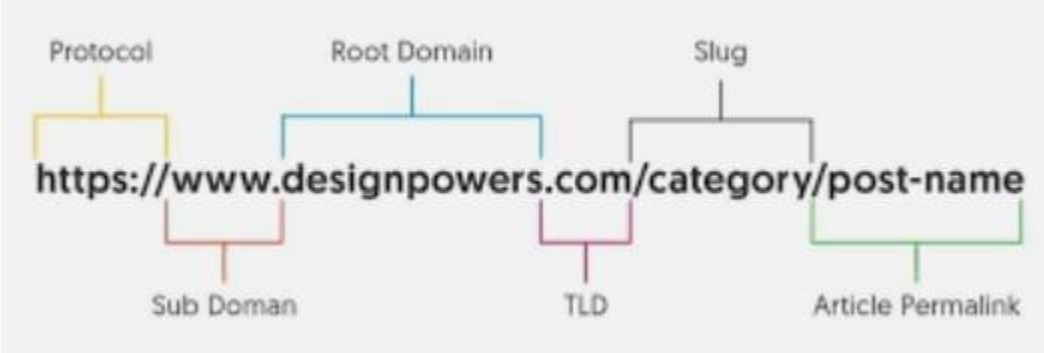


Your website lacks keywords. The website needs to be optimized with all the relevant keywords being searched on browsers

Importance of Keyword Research

Keyword research tells you exactly what your target customers are searching for. If you rely on online business, that's valuable information.
Optimizing for the right keywords can increase your organic visibility on relevant search engine results pages (SERPs).

URL Structure



There are no URLs that exceeded 100 characters or used uppercase letters and no pages with duplicate URLs. It makes the URL structure overall great and perfect

Recommendations

Ideally, no URL should be longer than 115 characters in length. If possible, create shorter URLs for any pages that exceed this limit (if you change a URL, 301 redirects will be necessary). The attached site crawl report will help you to identify the URLs in need of optimization. That said, keep in mind that this is far from a critical issue, and could safely be ignored.

Guidelines

A site's URL structure is extremely important to both users and search engines. Poor URL structure can hurt rankings, prevent pages from being indexed and lower your click-through-rate (CTR).
URLs should also be relatively short, with 115 characters in length being the current SEO best practice. While longer URLs aren't necessarily bad, the shorter the URL the less likely that URL is to truncate in search results and the more likely it is to have a positive impact on SERP click-through-rates

Images

We found that there are 363 images on your website

● 220 images are above the size of 100kb

Here are some examples;

HTTPS://LIBERTYPOWERWASH.NET/WP-CONTENT/UPLOADS/2022/06/IMG-GALLERY-LIBERTY-POWERWASHING-89.JPG

HTTPS://LIBERTYPOWERWASH.NET/WP-CONTENT/UPLOADS/2022/06/IMG-GALLERY-LIBERTY-POWERWASHING-46.JPG

HTTPS://LIBERTYPOWERWASH.NET/WP-CONTENT/UPLOADS/2022/06/IMG-GALLERY-LIBERTY-POWERWASHING-2-1.JPG

- 01 images are missing alt text

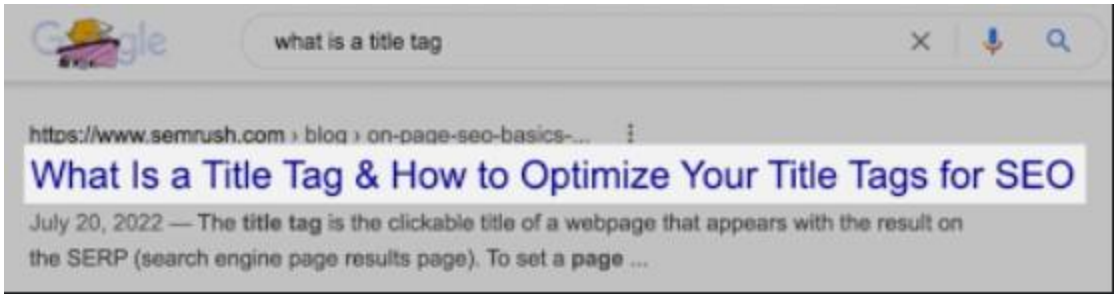
● Urls of images are not optimized. This is caused by when images were being uploaded on the site, they had random names set.

What will we do,

So we will be analyzing all images and their sizes, if needed we will compress and convert all images to webp format which is recommended by google.

Webp format is a browser friendly format which is instantly loaded on all standard browsers

Title tags



We found that there are 83 pages on your website which have title tags
- 15 pages have title tags over 60 characters
- 0 pages have title tags below 30 characters
- 02 pages have duplicate title tags
- 16 Over 561 pixels

Recommendations

Initially, we will use keywords in titles to make sure we start ranking
After the URL, the second most important place on a page to have the keyword is the Title tag. The Title tag is the first description of the page that search engine users will read, and it is extremely important to both users and search engines that it contains the keyword they are searching for.

This will not only help to improve rankings, but can significantly improve your click-through-rate as well.

A proper title tag will be

- Be 15-60 characters in length (50-60 is ideal).*
- Be unique to that page (don't use the same title tag on multiple pages).
- Use the keyword of that page twice if space permits (once at the start, followed by a separator such as a colon, hyphen, or pipe, and then once again in a call to action).

Meta Description



We found that there 83 pages on your website

- 01 pages are missing meta description
- 12 pages consist of meta description over the maximum limit of 155 characters
- 0 pages consist of meta description below the minimum limit of 70 characters
- 04 pages are using duplicate meta descriptions
- 08 Over 985 Pixels

We will need SEO optimized, keyword focused and manually written Meta descriptions for each page as all the pages are using google fetched Meta descriptions.

Recommendations

We recommend that unique, keyword and user-targeted Meta description tags should be written for each page that has two tags, or that is currently missing a description (every page on the site). Every page on a site should have a unique, keyword optimized Meta description tag

Guidelines

While Meta description tags are a factor in the ranking algorithm, they are also used as the description searchers will see in the search engine results.
Having the keyword used properly in the Meta description tags can increase the likelihood that users will click on the link to the page if the keyword usage matches their search query.

Meta descriptions should adhere to the following guidelines

- Be unique and relevant to that page.
- Be written as descriptive ad text, with a call to action.
- No more than 160 characters in length including spaces and punctuation (140-150 is ideal), but no less than 51 characters (Google considers 50 characters or less to be too Short).
- Contain 1-2 complete sentences with correct punctuation, and no more than 5 commas.
- Use the keyword once per sentence, as close to the start of each sentence as possible.

Heading Tags

We analyzed that;
There are 83 pages on your website

- 02 Some pages are missing H1 tags
- 26 pages are containing duplicate H1 tags
- 01 Pages have H1 tags over the maximum limit of 70 characters
- 0 pages are missing H2 tags
- 74 pages have duplicate H2 tags

Recommendations

Make sure that heading tags in general are unique & use keywords more effectively where relevant

Guidelines

Search engines weight text for SEO value based on text size and position on the page. Heading tags are supposed to be larger than the other text on the page, and should

Appear prominently on the page, thus the added benefit of having the keyword in the heading tags.
Every page should have an H1 tag, as search engines look to the H1 to help determine the topic of a page. It should be the first thing in the body text of the page, and should appear prominently.

Internal Linking:

There are 498 internal links on you website
I have gone through some pages where internal links are made
Your home page is the most important of all. You should consider internally linking your important and money pages from your home page to pass authority of pages.

Recommendations

I recommend you to link the website internally. Your homepage and Intro of each page is an important part so try to give links to other pages within your website to pass the authority of pages

Guidelines

Do not over do this practice. This can cause crawling issues as google and other bots have crawl budgets.

Outbound Links

We found that your website have 116 external links

Outbound links are links from your website to other websites. These links are also important. When your website is new on search engines, Google does not trust you as it trusts websites with high authority, age, and high ranking pages.

It doesn't matter if the site is general or Not relevant to your niche, The only thing which matters here is your link must point to a page relevant to the page you are giving the link from.

Note: These outbound links must be Dofollow and not more than 5 per page. We will find high authority websites and pages to give outbound links

Broken Links:

We found **04** broken links:

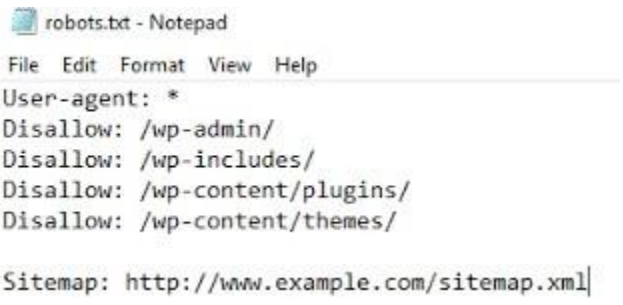
Links:

- https://libertypowerwa.wpengine.com/roof-cleaning//pages/wishlist
- https://libertypowerwa.wpengine.com/contact-us/
- https://libertypowerwa.wpengine.com/contact-us/
- https://libertypowerwa.wpengine.com/contact-us/

Technical SEO Checklist

Robots.txt File:

Robots.txt file is present, But Sitemap.xml is not exist

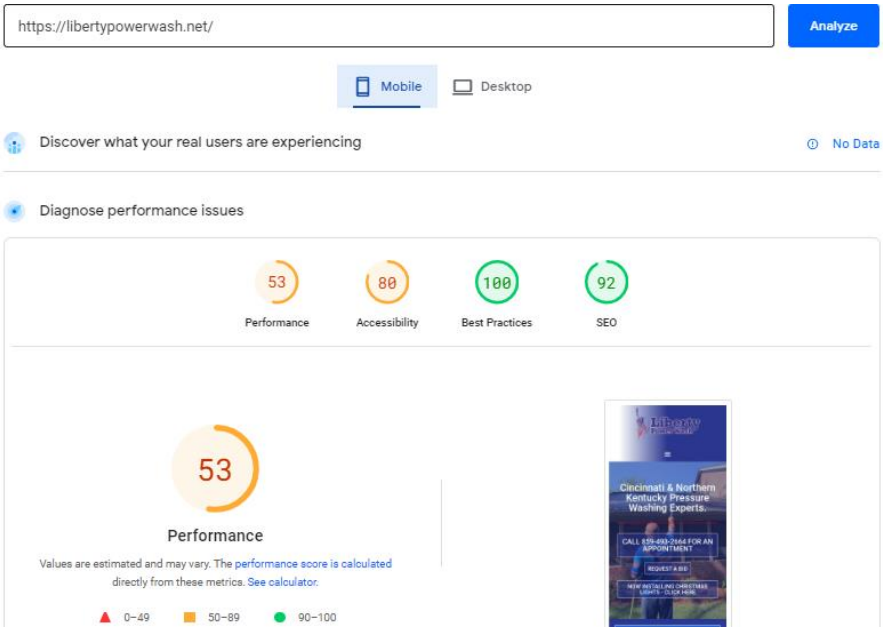


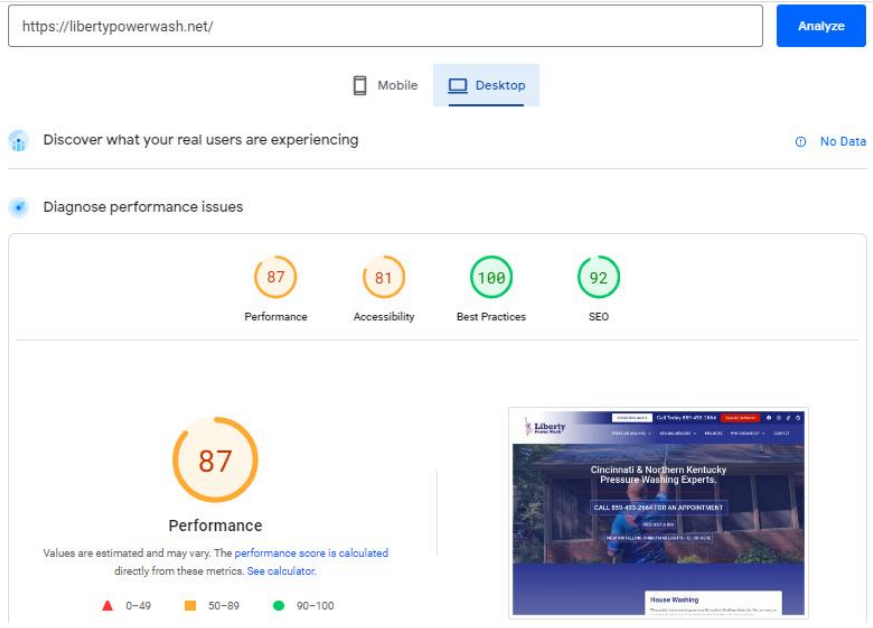
User-agent: *

- Disallow: /admin
- Disallow: /cart
- Disallow: /orders

We will add the following code to it to disallow sensitive content
Disallow: /wp-admin/
Disallow: /wp-includes/

Loading speed





We checked the loading speed of your website for both mobile and desktop
we analyzed;
● Performance
● Accessibility
● Best Practice
● SEO
So your website loading speed is good for desktop users but its poor for mobile users as you can see the above mentioned images

The following are impacting your website's speed negatively.

●Images not lazy loaded. When a webpage loads, it loads all the images on the page, including those that are not immediately visible to the user, such as images below the fold or those in a carousel. Deferring off screen images means that the images that are not visible on the initial screen load are not loaded immediately. Instead, they are loaded as the user scrolls down the page.
By deferring off screen images, the initial page load time is reduced, which can improve the overall user experience and help improve the page's speed score. Additionally, deferring off screen images can help reduce the amount of data that needs to be loaded, which can be especially helpful for mobile users or users with slow internet connections
● Oversized Images which I have already mentioned above in the images optimization section.
● Text takes time to load as Google Fonts are used in the website
● Unused CSS Files
● JavaScript

Plan

- Start With Keyword Research
- Create Keyword Groups
- Assign Keyword Groups to pages
- Develop Content for all pages
- SEO Optimize Content and Add it to the website
- Fix Speed Issues
- Full On-Page Optimization
- Add Social Media Accounts to website if possible
- Add Schema Markup
- Give Some Social Signals
- Start Creating Backlinks which will include
  - Directory Submission
  - Comment Backlinks
  - WEB2.0 Backlinks ○ Social Bookmarking