



Services Portfolio

SERVICESPORTFOLIO.ONLINE

DATE OF THE AUDIT

Initial SEO Audit Report

harfordmarketing.com

Table of Contents

01 Report Overview

02 SEO On-Page Health Check

03 Website Current Strength

04 Branding

05 SEO Off-Page Backlink Check

06 Competitor Analysis

07 SEO Action Plan & Campaign Goals

08 Conclusion

Report Overview

- We will help you in increasing your visibility on Google for those who are looking for your products and your brand.
- There are some on-page improvements, for example titles, meta descriptions and images, that need to be done. Each one is listed in this report with its current status.
- The backlink profile of the website is average. To improve it, we will create links through citations, articles, blogs and other high quality submissions that help increase traffic and brand awareness among users.
- We will take care of your online presence through your website and begin to increase your business and traffic as per your requirements.

To facilitate moving forward, we performed a detailed on-page audit of the website, including website analysis, competitor analysis and the other important aspects of SEO that we need to work on in order to rank well and grow the business. Upon investigation, it has been determined that both on-page and off-page aspects of the website require improvement. While checking the meta information present on the website, we found it is not properly optimized for the keywords that should be targeted. The full findings and the plan follow.



SECTION 02

SEO On-Page Health Check

INSIDE THIS SECTION

Canonicals & titles

Meta descriptions & images

Content & links

Sitemaps & indexing

Structure, schema & blog

Speed & SSL

Mobile & headers

SEO On-Site Status

- **Canonical Issues:** a canonical issue is generated when search engines crawl many URLs with duplicate or very similar content, and this can cause a number of SEO problems. Canonicalization is the process that helps control duplicate content.
- **Title Meta Tag:** the title tag is the main heading of the web page that suggests the page content. For SEO it should be keyword targeted and attractive enough to earn the click, because it is the first thing a searcher reads about you.
- **Authority Scores:** Domain Authority (DA) predicts how well the whole domain can rank, Page Authority (PA) does the same for a single page, and the Spam Score flags risky link patterns. Together they form the health snapshot of the site.

- Website language: **en**
- Domain Authority (DA): **35/100**
- Page Authority (PA): **30/100**
- Spam score: **1%**
- Favicon is available on the website.
- The canonical tags are **not properly optimized** on the website.
- **One page** is missing a meta title.
- The website does not have any duplicate meta titles.

SEO On-Site Status

- **Meta Description Tag:** the meta description is the summary of the web page shown under the title on Google. It should contain a call to action to attract visitors, because it works like your ad copy on the results page.
- **Image Optimization:** an important aspect of SEO. Every image should have good resolution with a small file size. When including an image, it is important to use an alt tag that provides information about the image and uses relevant keywords. Alt text is also what AI search tools read when they look at your pages.

- **Four pages** are missing meta descriptions.
- **Four pages** have duplicate meta descriptions.
- **29 images** are missing alt text on the website.
- Descriptions that exist are not written to earn the click: no calls to action, no differentiators.
- **What we will do:** write click-focused descriptions for every page and add alt text to all 29 images within month 1.

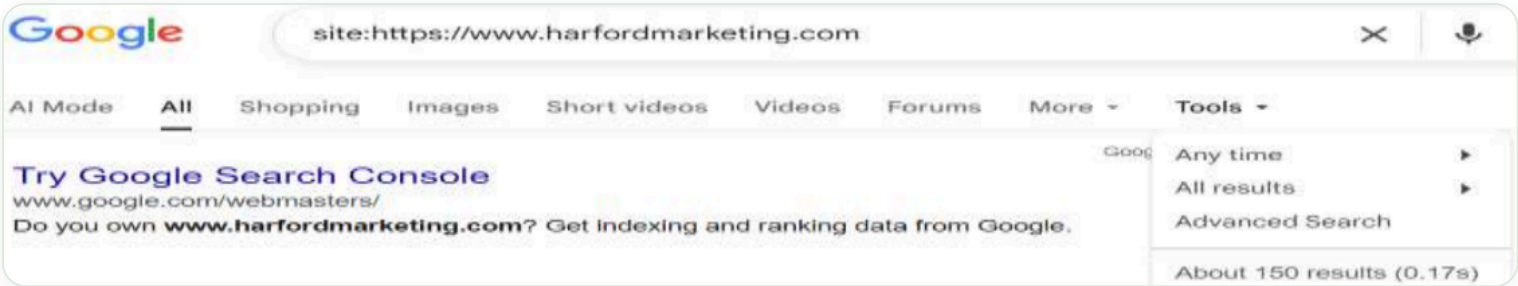
SEO On-Site Status

- **Word Count:** search engines like unique, informative and long content. Nowadays, word count is one of the most important aspects of SEO: thin pages struggle against detailed competitor pages.
- **URL Optimization:** URLs of the website and the sub-directories should be SEO friendly and keyword focused.
- **Link Structure:** link structure refers to internal and external linking. When it comes to SEO, internal linking and external linking to authority sites are required, because they pass authority between your pages.

- Homepage word count: **788**
- Code to text ratio: **0.58**
- URLs are **SEO-friendly**.
- Internal link structure is **optimized** on the website.
- Opportunity: expanding the homepage and key service pages beyond 1,000 words will strengthen relevance for the target keywords.

SEO On-Site Status

- **Robots.txt:** a text file that guides search engine bots on what to crawl and what to skip. It is optimized on this website.
- **XML & HTML Sitemap:** an XML sitemap enables search engine crawlers to scan the website and index its pages. XML sitemap is **available**.
- **Indexed Pages:** search engines index pages to their database, which affects ranking and visibility.



Screenshot: Google index check, about 150 results



Screenshot: Bing index check, about 181 results

192

TOTAL SCANNED PAGES

181

TOTAL INDEXABLE PAGES

150

GOOGLE INDEXED PAGES

181

BING INDEXED PAGES

SEO On-Site Status

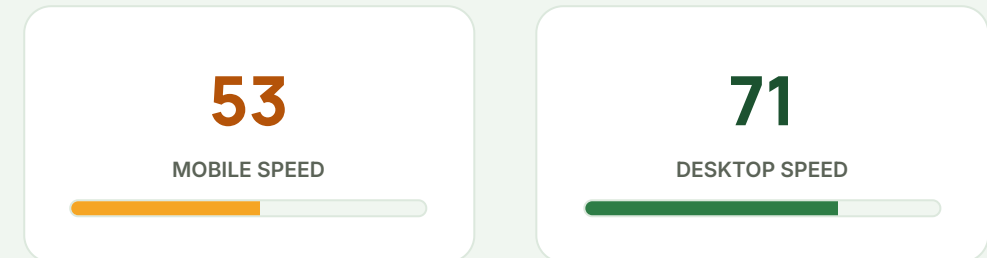
- **Website Structure:** a website should be designed to be responsive and user-friendly, providing a positive experience on both desktop and mobile devices.
- **Social Media Presence:** having social media connected to the website is essential for SEO and enhances the credibility of the brand.
- **Custom 404 Page:** from a user standpoint, a personalized 404 page encourages visitors to remain on the website.
- **Blog Page:** blogs are an effective way to increase website traffic by regularly sharing high quality, relevant content that resonates with the target audience.

- The website structure is **properly optimized**.
- The website is **connected to social media**.
- Schema markup is **not properly optimized**, which is important for enhancing functionality and overall effectiveness.
- The website has a **custom 404 error page**.
- The **blog section is available** on the website.
- The website does not have any broken links.
- 301 error URLs: **00** · 302 error URLs: **00** · 404 error URLs: **00**

SEO On-Site Status

- **SSL Certificate:** search engines consider website security important for ensuring user safety and protecting data, making it beneficial to have a secure website.
- **Page Speed Insights:** a tool developed by Google that provides information about a website's load time, including server response, page size and associated resources.
- **Minify JS and CSS, compress HTML:** compressing and minifying resource files is necessary to decrease website load times. Gzip compression is highly advisable to boost loading speed.

- The website has a **verified SSL certificate**.
- The page speed is **average** on both mobile and desktop versions.



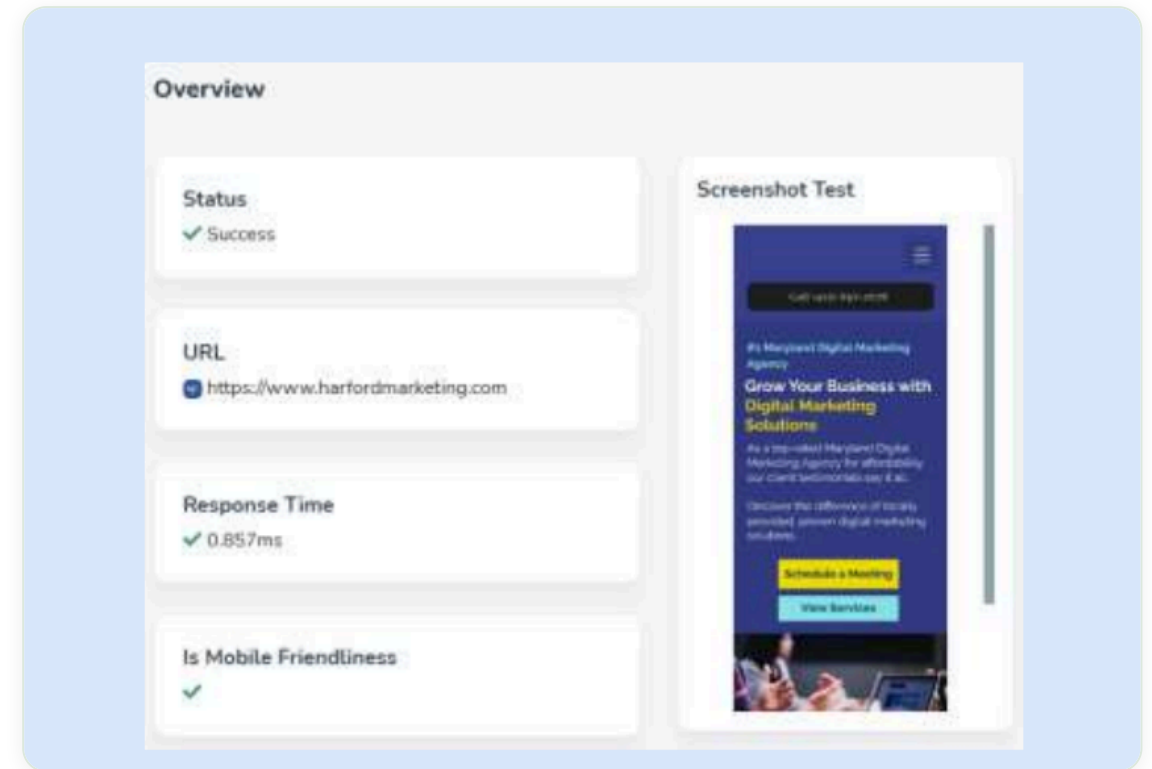
Data source: Google PageSpeed Insights

- **Action points:** reduce unused JavaScript, eliminate render-blocking resources, serve images in next-gen formats, defer off-screen images, reduce unused CSS, properly size and efficiently encode images.

SEO On-Site Status

- **Mobile Friendly Test:** a crucial tool in SEO as a large number of searches are conducted on mobile devices. This test assesses the usability of a website on mobile devices and is provided by Google.
- **Header Tags:** H1 to H6 heading tags are significant for a web page, as they communicate the content and keywords to search engines. It is essential to optimize these tags with the relevant keywords for maximum impact.

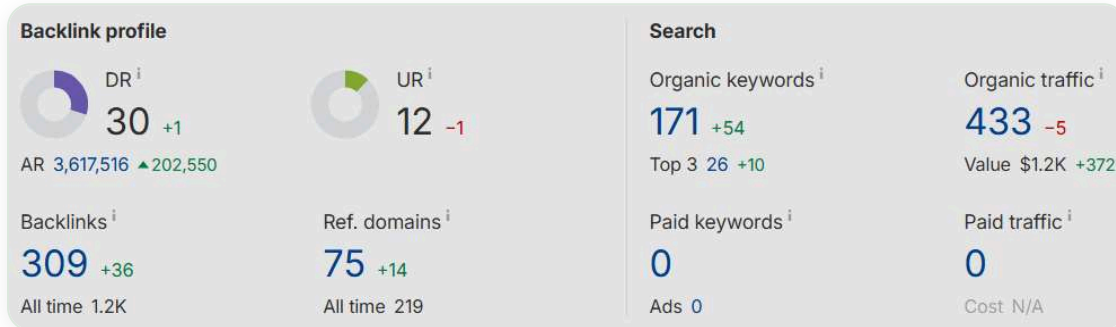
- **One page** is missing an H1 tag on the website.
- **Twelve pages** have duplicate H1 tags on the website.



Screenshot: Google Mobile-Friendly Test, status Success

Website Current Strength

The website currently has a Domain Rating (DR) of **30** and a URL Rating (UR) of **12**. It is visible for **171 keywords** and receives **433 organic traffic** per month.



Screenshot: Ahrefs, site overview

On-site SEO recommendations

- The meta titles need to be optimized.
- The meta descriptions need to be optimized.
- The H1 tags need optimization.
- The alt text for images needs to be optimized.
- The schema markup needs to be optimized.

Branding



Screenshot: live website, homepage

- In order to effectively manage the online reputation of a website, it is important to consider its branding.
- We regularly monitor the website's brand performance using **Google Analytics** and **Google Search Console**.
- After the first month, we track the performance of relevant, high-priority keywords in Search Console and focus on optimizing the website to increase traffic and sales.
- Brand mentions are built through citations so the name stays consistent across the web.



SECTION 05

SEO Off-Page Backlink Check

INSIDE THIS SECTION

DR & UR ratings

DA & PA ratings

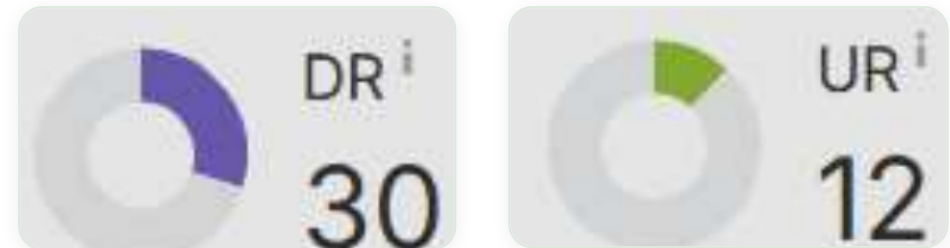
Trust Flow & Citation Flow

Backlink history

Competitor comparison

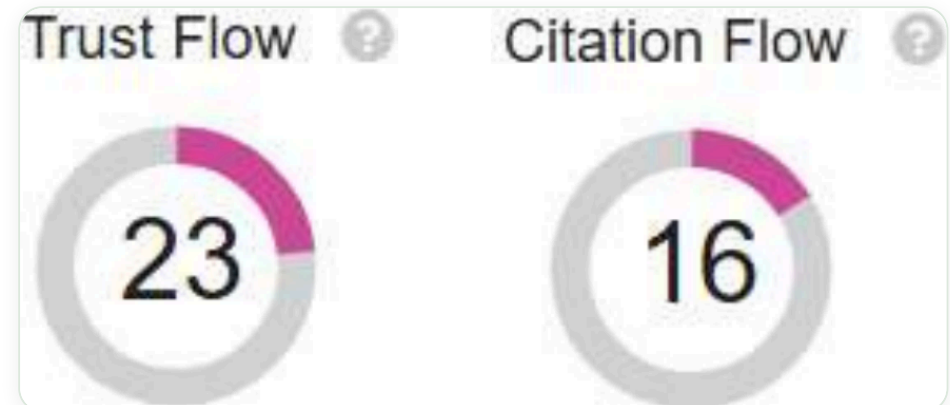
SEO URL / Page & Domain Ratings

- **Ahrefs factors:** the backlink status based on Ahrefs is **12/100 for UR rating** (URL Rating) and a **DR rating of 30/100** (Domain Rating).
- **Moz factors:** a **PA of 30/100** (page authority, the ranking potential of a page) and a **DA of 35/100** (domain authority, the ranking potential of the overall domain).
- **Majestic factors:** a **Trust Flow of 23/100** and **Citation Flow of 16/100** show the quality (trust) and volume (citation) of backlinks.



Ahrefs: Domain Rating

Ahrefs: URL Rating



Majestic: Trust Flow and Citation Flow

Backlink History & Anchors

- **Backlink history:** shows a total of **309 backlinks** from **75 referring domains**.
- **Organic footprint:** the website is ranking for **171 total organic keywords**, generating **433 monthly traffic**.
- **What we will do:** build a diverse, quality-screened mix of citations, articles, blogs, profiles and community placements, at a steady monthly pace, each one listed in your weekly report with its live URL.



Screenshot: Ahrefs, backlink profile

Competitor Analysis

Analysis	harfordmarketing.com	dragonflydm.com	arachnidworks.com
Domain Authority	35	25	18
Page Authority	30	41	35
Pages Indexed	181	161	701
Organic Keywords	171	139	129
Estd. Monthly Organic Traffic	433	898	1.4K
Total Backlinks	309	1.3K	41.5K
XML Sitemap / Robots.txt	Yes / Yes	Yes / Yes	Yes / Yes
Canonical Tag	No	Yes	Yes
Blog / Newsletter	Yes	Yes	Yes

The read: the site holds its own on authority but competitors win on traffic through content volume and backlinks. Both gaps are exactly what the campaign plan on the next page closes.

Detailed On-Page Campaign Plan

- Complete keyword mapping on the website.
- Suggest and create new pages on the website where needed.
- Start with the on-page issues shown in this report and rectify them in the first month.
- Review and update titles and meta descriptions for all pages, formatted and optimized for targeted keywords.
- Prioritize the optimization of targeted URLs, ensuring they are optimized with focused keywords.
- Optimize all images with appropriate alt tag attributes, sized and formatted correctly.

Our campaign goals

- Fix all on-page issues which affect ranking directly or indirectly.
- Execute the competitor analysis process and improve the website to compete with them.
- Improve the backlink profile to boost ranking and traffic.
- Improve branding through citations, and create and optimize branded keywords on Google and Bing.
- Improve ranking through off-page techniques and get targeted keywords into the top 10 for increasing traffic.

Conclusion - Report Overview

Area	Priority	Key Findings
Keyword Ranking	High	Overall keyword placement is not optimized. Needs improvement in content to rank for relevant keywords.
On-Site	High	Overall on-site is average. Needs improvements based on our recommendations in this report.
Off-Site	High	Need to create a strong backlink profile to boost rankings and enhance online visibility.
Reporting	Weekly / Monthly	We deliver the SEO report every Saturday and at month end: ranking report, work report and traffic report.

What happens next: approve the keyword list and work begins the same week. Visible activity from week 1, ranking movement inside the first 90 days, compounding growth after.



Services Portfolio
SERVICESPORTFOLIO.ONLINE

THANK YOU

Let's get you found.

REACH US

seoppc.client@gmail.com

UK +44 7349 829701

India +91 88243 35646

Replies within one business day