Website Audit

for:

www.yourwebsite.com

prepared by Digital Specialist:

Jogn Smith

Mob: 0400 000 000

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6th Feb 2019

Dear John,

This report provides an analysis of www.yourwebsite.com on the basis of factors that influence the performance and usability of the website. Generally speaking, we have found your website to be a healthy functioning website, with some great improvements made in recent months.

We have highlighted areas of improvement along with recommended actions. At the end of this report you'll find a glossary of terms and useful links to tools that you can use to monitor the website moving forward.

Unless otherwise cited, when this report quotes statistics, the period of time used for analysis is the last 90 days.

Sincerely,

John Smith
Lloyds Digital Specialist
Mobile: 0400 000 000

1. Performance

1.1 General Observations

The traffic received to your website over the past 90 days, represents a 230% increase to the 90 days prior that, increasing from 36,507 visitors to an incredible 124,049 visitors. Below shows the last 90 days of traffic (**blue** line) with the prior 90 days traffic (**orange** line).
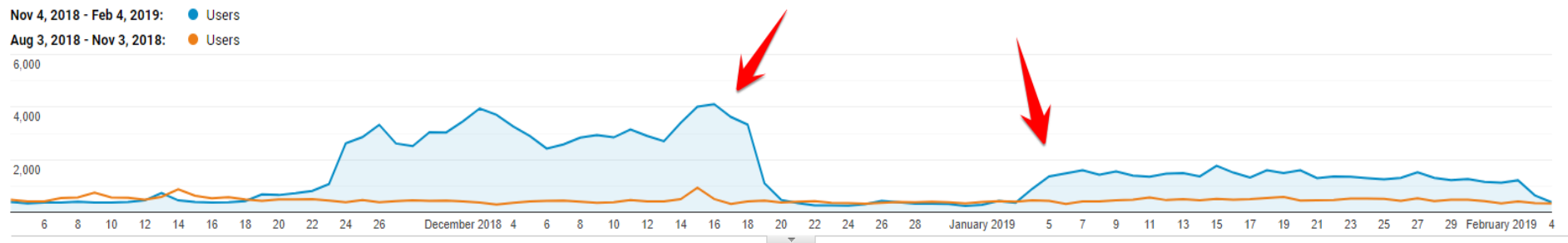
The user bounce rate over the last 90 days has significantly decreased, which is excellent. Improving by 73%.
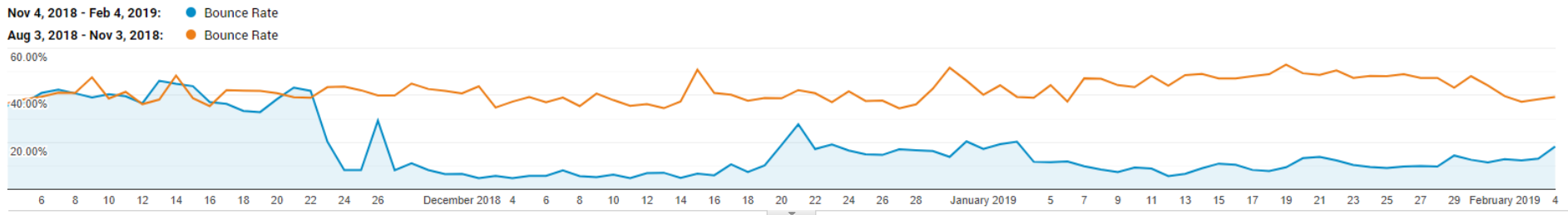
Comparing the 2018 calendar year (**blue** line) with the 2017 calendar year (**orange** line), shows some interesting insights. Prior to July 2017, minimal statistics were being recorded in Google Analytics. During 2017 the bounce rate remained high during Dec to Feb, whereas as of 22nd Nov 2018, the bounce rate dropped significantly, representing that some major positive updates to the website must have taken place.
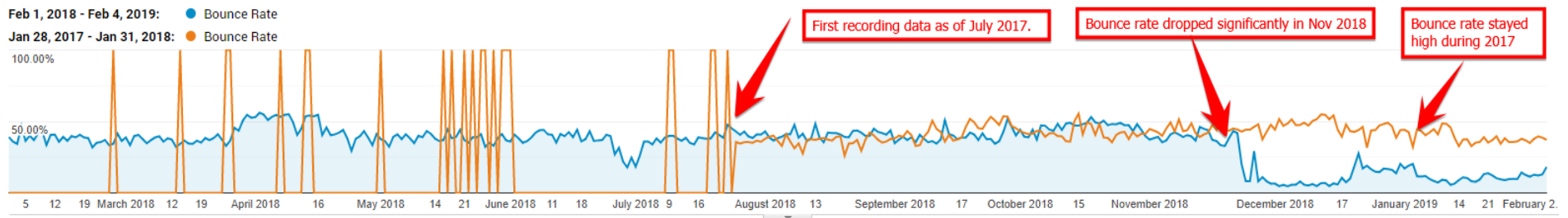
This demonstrates that you have responded to the desires of your visitors and have greatly improved the website.

We noticed that in Google Analytics, that Ecommerce tracking has not been set up.
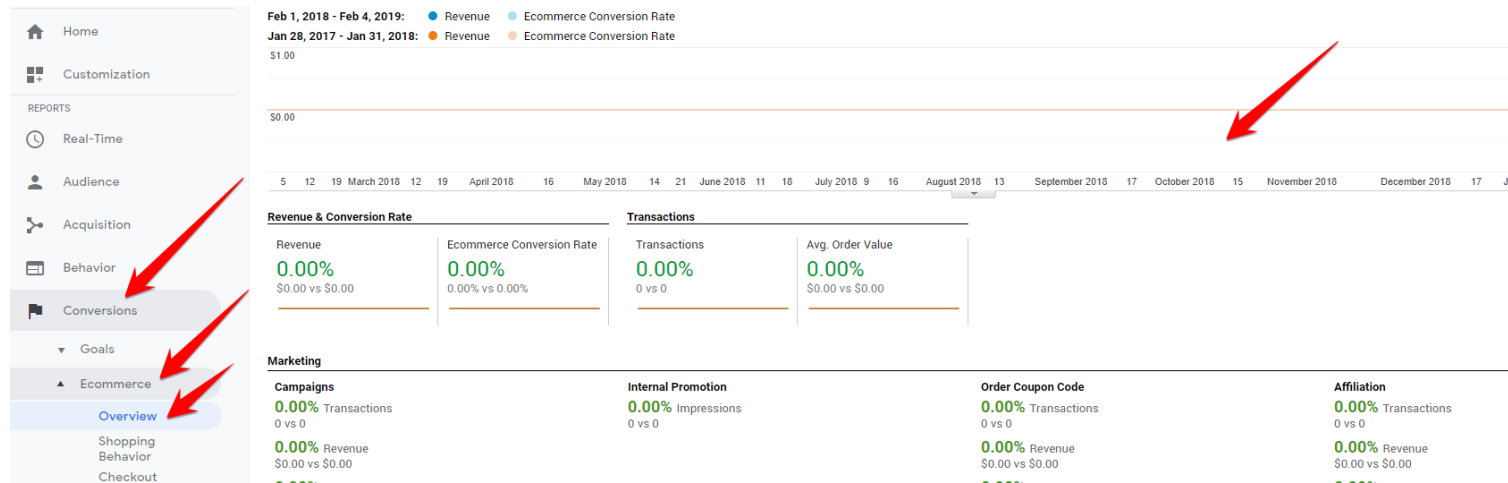
Recommendation:

We highly recommend that you set up Ecommerce tracking in Google Analytics. This will provide greater insights with which to improve your website further, such as :

- Ability to see which traffic sources, regions and demographics provide the best ROI
- Shopping Drop-off
- Checkout Behaviour
- Product and Sales Performance

To set up Ecommerce tracking visit https://support.google.com/analytics/answer/1009612?hl=en
You can also reach out to your Google representative for assistance if you have one.

1.2 Website Content

Top visited pages

Page	Pageviews ↓
	679,636 % of Total: 100.00% (679,636)
1. /product-category/europe/	**124,322** (18.29%)
2. /product-category/united-states/	**38,382** (5.65%)
3. /	**34,221** (5.04%)
4. /product-category/germany/	**29,398** (4.33%)
5. /product-category/japan/	**29,064** (4.28%)
6. /product-category/canada/	**21,746** (3.20%)
7. /product-category/united-states/combo-mats/	**20,991** (3.09%)
8. /shop-country/	**17,122** (2.52%)
9. /product-category/australia/	**15,515** (2.28%)
10. /product-category/europe/page/2/	**10,732** (1.58%)
11. /product-category/europe/page/3/	**7,696** (1.13%)
12. /product-category/europe/page/5/	**7,183** (1.06%)
13. /product-category/europe/page/4/	**6,936** (1.02%)
14. /product-category/united-states/yoga-pants/	**5,826** (0.86%)
15. /product/infinity-mat-rose-eu/	**5,079** (0.75%)

Normally the most visited page of a website is the home page (represented by " / " on the left hand side table).

However in your case, the European products page at is by far the most visited page. It receives 18% of all web traffic, in comparison to other pages that received between 1 – 5% of traffic share.

This demonstrates your online "foot hold" in the European market through traffic coming from social media.

This also demonstrates an opportunity to grow your traffic from other regions to their relevant regional pages.

Recommendation: Grow your traffic from other regions to their relevant landing regional pages.

Top landing pages

	Landing Page ❓		Acquisition
			Sessions ❓ ↓
			142,506 % of Total: 100.00% (142,506)
☐	1.	/product-category/europe/	**40,539** (28.45%)
☐	2.	/	**24,194** (16.98%)
☐	3.	/product-category/united-states/	**12,287** (8.62%)
☐	4.	/product-category/japan/	**11,567** (8.12%)
☐	5.	/product-category/germany/	**10,200** (7.16%)
☐	6.	/product-category/canada/	**7,964** (5.59%)
☐	7.	/product-category/australia/	**5,497** (3.86%)
☐	8.	/product-category/united-states/combo-mats/	**1,413** (0.99%)
☐	9.	/product-category/france/	**1,168** (0.82%)
☐	10.	/product/the-yoga-wheel/	**820** (0.58%)
☐	11.	/product/geo-combo-yoga-mat/	**749** (0.53%)
☐	12.	/shop-country/	**617** (0.43%)

Again, normally the page most frequently landed on is the home page (represented by a forward slash on the left hand side table).

However in your case, the European products page at is by far the page most landed on.

Recommendation: We've noticed that if a brand new user lands on a regional product page such as they are not prompted by the lead capture form.

We recommend adding that to the regional pages so that more leads can be captured.

By looking at the pages that users "flow through", we can see that users are landing on pages that are appropriate for their region, which is perfect.

If users were landing on wrong region pages, we would expect to see users changing from their region to a different region straight away. Instead, we see users consistently stay on their region for several clicks.
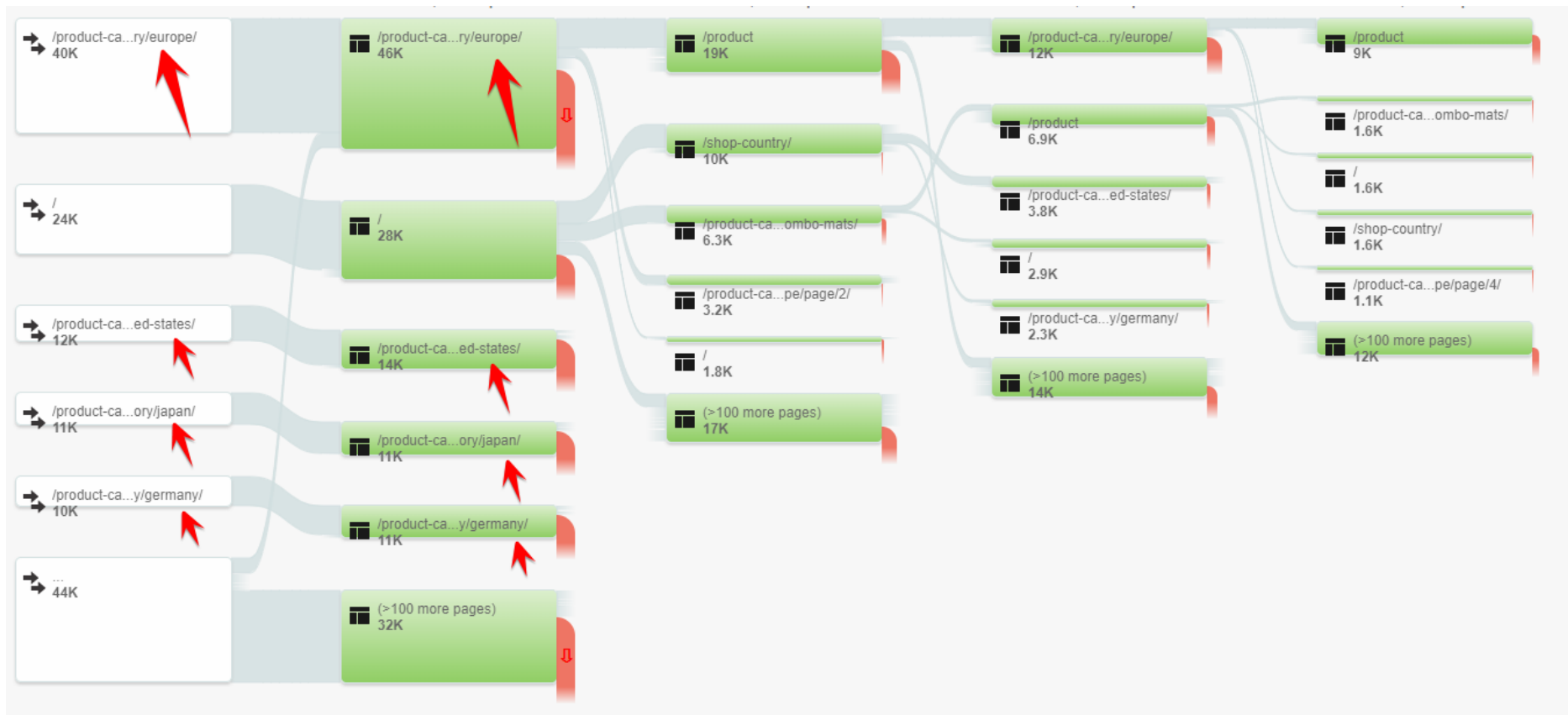
2.Traffic

2.1 Traffic Channels

The chart below shows the last 90 days of traffic (**blue** bars) with the prior 90 days of traffic (**orange** bars). As you can see, there has been a huge 288% increase in traffic com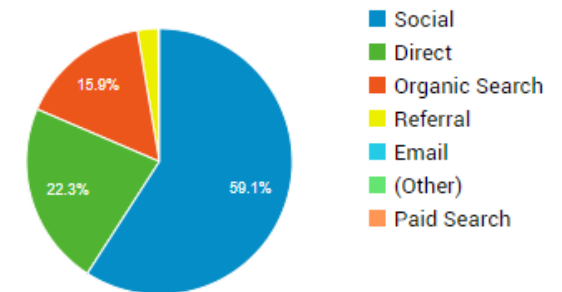ing directly to your website (representing affiliate or off-line marketing initiatives are working), as well as a massive 618% increase in traffic coming from social media. Your recent initiatives in these areas are working!

	Acquisition		
	Users ↓	New Users ↓	Sessions ↓
	239.80% ▲	242.10% ▲	208.37% ▲
1 ■ Social	618.68% ▲		
2 ■ Direct	288.26% ▲		
3 ■ Organic Search	19.02% ▲		
4 ■ Referral	8.13% ▲		
5 ■ Email	15.50% ▼		
6 ■ (Other)	600.00% ▲		
7 ■ Paid Search	100.00% ▲		

Nov 4, 2018 - Feb 4, 2019

- Social
- Direct
- Organic Search
- Referral
- Email
- (Other)
- Paid Search

59.1%
22.3%
15.9%

There is room for increasing traffic from new channels. These channels include visits from email marketing , paid search (such as Google and Bing ads) and organic Google searches.

Recommendation: Experiment with:

1.   email marketing to your client base to increase the traffic coming to your website from email specials & promos.
2.   paid search (Adwords & Bing)
3.   improving your ranking in Google organics

Doing this will diversify your traffic channels, making you less reliant on any one specific source of traffic.

If you set up Ecommerce tracking in Google Analytics, you can then see realtime ROI on these different channels of traffic.

	Behavior		
	Bounce Rate	Pages / Session	Avg. Session Duration
	11.25%	4.77	00:01:21
1 ■ Social	6.59%		
2 ■ Direct	13.77%		
3 ■ Organic Search	20.41%		
4 ■ Referral	25.81%		
5 ■ Email	20.88%		
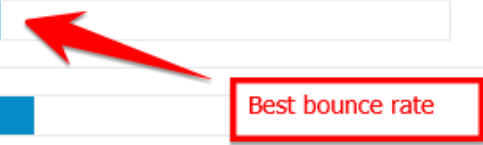
Best bounce rate

Social traffic currently performs the best for you, resulting in the lowest visitor bounce rate.

Social may always be the source of traffic that you predominantly use, however having a multi-facetted approach to digital marketing provides benefits, such as:

1.   utilizing paid ads means that you can instantly turn on/off access to markets that may be searching on Google for a specific product and who may not be easily reached via Social Media.
2.   Diversifying your traffic sources reduces your business risk that an industry trend or competitor will cause your social media traffic to drop.

2.2 Social Analysis

Nearly 80% of your social traffic comes from Facebook. This highlights opportunities to increase your exposure on other social media platforms such as Instagram, Youtube and Pinterest.

	Social Network	Sessions	% Sessions	
1.	Facebook	64,228		79.01%
2.	Instagram Stories	13,099		16.11%
3.	Instagram	3,659		4.50%
4.	YouTube	173		0.21%
5.	Pinterest	68		0.08%

Recommendations:

1.   Pinterest has a historically high percentage of female users between the age of 20 – 40 years, which we understand to be a key demographic. Thus Pinterest would appear to be a great opportunity area for growth.

2.   Youtube is the 2nd most widely used search engine on the web, only second to Google itself. There is great opportunities for free ongoing traffic to your website from Youtube. We notice you have a youtube channel with 9 videos. These are great videos to demonstrate your products, however you only have 65 subscribers and most videos only have a few hundred views. You will find that you can increase your subscribers and views by posting more regular "how to" instruction videos, as opposed to only product related videos. One of the primary reasons users search on Youtube is to find "how to" instruction videos. Videos demonstrating popular techniques or free online classes provide value to the user. This would be a great way to introduce them to your brand and receive the associated 'good will' from that provided value.

2.3 Keyword Analysis

Via Google Analytics, there is limited information regarding the keywords users search to find you in Organic searches.

Original image redacted

97% of organic searches through Google do not show what the keyword/term was that the user had searched for. This was a cunning change that Google recently made – in order to push businesses to use Google's Paid Ads (Adwords).

When using Adwords, the exact keywords and quantities of searches (and resulting ROI if Ecommerce tracking is turned on) is displayed, providing data that can be used to make marketing decisions.

Recommendation: Experiment with Google Adwords to get insights into what keywords customers search to find you. Your Ad spend budget can be modest, whilst still being able to see keywords that users search for to find you.

2.4 Visitor Demographics

76% of your web visitors are Female, which we anticipated would be the case. Another reason why it would be beneficial to set up Ecommerce tracking in Google Analytics is to see if the split of conversions reflects this same split, or whether converting sales have a different proportion between Male and Female.   This would in turn inform your social media programs.
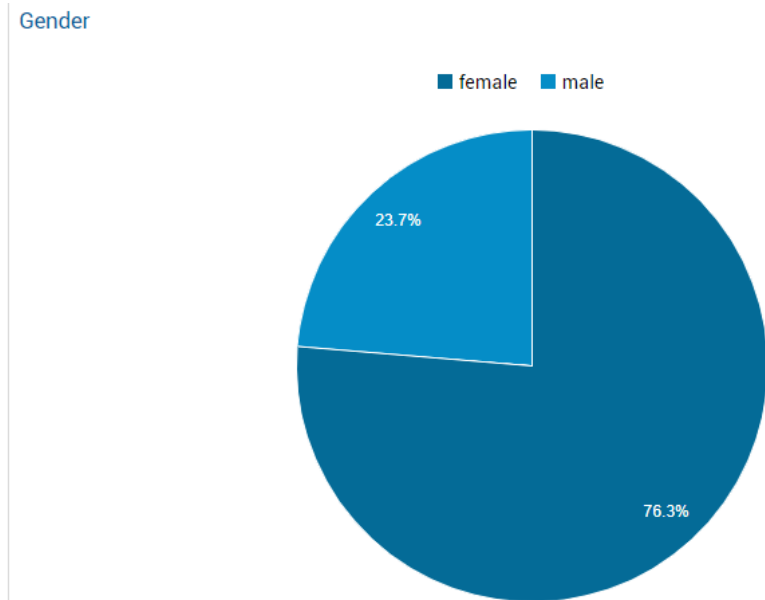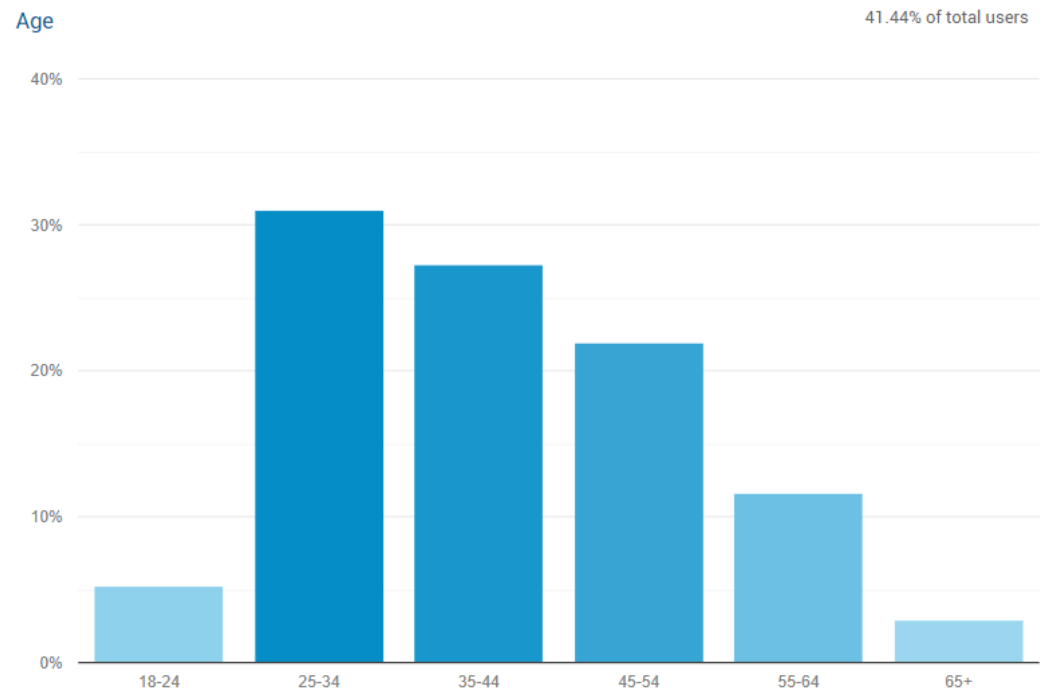
Your web visitor's most popular age demographic is between 25 – 54. If this is not what you hope to achieve, we recommend reviewing the imagery on the website and social media programs, as the imagery will communicate to potential customers whether your products are suitable for them.

Here are the countries your web traffic comes from:
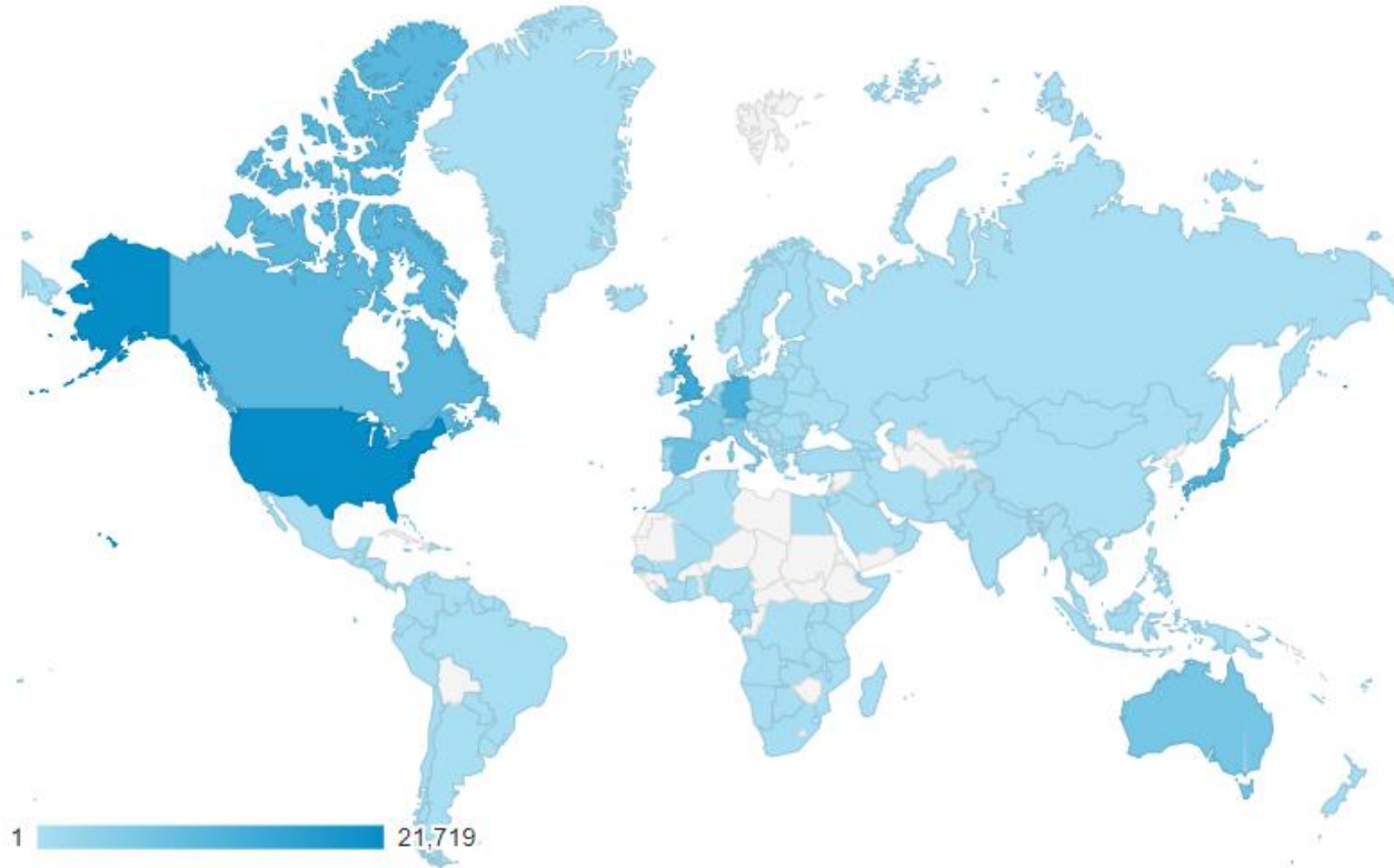
The country sending the highest amount of web traffic to your website is the USA. This may identify opportunities such as increasing your digital marketing in other regions to match the US. Or, if the US is a winning formula, increasing US marketing even further.

Country	Acquisition			Behavior
	Users ↓	New Users	Sessions	Bounce Rate
	124,049 % of Total: 100.00% (124,049)	121,074 % of Total: 100.06% (120,997)	142,506 % of Total: 100.00% (142,506)	11.25% Avg for View: 11.25% (0.00%)
1. 🇺🇸 United States	21,719 (17.71%)	21,611 (17.85%)	25,041 (17.57%)	17.75%
2. 🇬🇧 United Kingdom	13,927 (11.36%)	13,809 (11.41%)	16,189 (11.36%)	7.18%
3. 🇩🇪 Germany	12,499 (10.19%)	12,347 (10.20%)	14,439 (10.13%)	7.26%
4. 🇯🇵 Japan	11,271 (9.19%)	11,022 (9.10%)	12,682 (8.90%)	6.19%
5. 🇨🇦 Canada	10,545 (8.60%)	10,449 (8.63%)	12,226 (8.58%)	13.32%
6. 🇪🇸 Spain	7,827 (6.38%)	7,700 (6.36%)	8,909 (6.25%)	5.28%
7. 🇦🇺 Australia	6,691 (5.46%)	6,673 (5.51%)	7,989 (5.61%)	7.45%

Drilling down deeper into the web traffic coming from USA, we see the most common locations that consumers come from. Knowing your customers better than us, you may identify opportunities. For example, if your digital marketing to locations such as California attracts the most visitors, this may be a winning formula and you may choose to increase it there. Alternatively, this may identify a need to increase your digital marketing in other locations to match that of California.

Some locations such as Virginia have a very high bounce rate (66%), suggesting that the website's wording or imagery is not connecting with this audience and resulting in them leaving the website immediately.

Another reason to set up Google Analytics Ecommerce tracking is to see conversion rates and ROI per region to inform what regions you target through your digital marketing programs.

Region	Acquisition			Behavior
	Users ↓	New Users	Sessions	Bounce Rate
	21,719 % of Total: 17.51% (124,049)	21,611 % of Total: 17.86% (120,997)	25,041 % of Total: 17.57% (142,506)	17.75% Avg for View: 11.25% (57.72%)
1. California	2,917 (13.23%)	2,870 (13.28%)	3,318 (13.25%)	17.42%
2. New York	1,779 (8.07%)	1,743 (8.07%)	1,987 (7.93%)	26.27%
3. Texas	1,510 (6.85%)	1,482 (6.86%)	1,704 (6.80%)	10.86%
4. Virginia	1,349 (6.12%)	1,334 (6.17%)	1,401 (5.59%)	66.38%
5. Florida	1,261 (5.72%)	1,241 (5.74%)	1,468 (5.86%)	9.13%
6. Illinois	1,029 (4.67%)	1,007 (4.66%)	1,157 (4.62%)	11.84%
7. Pennsylvania	768 (3.48%)	750 (3.47%)	864 (3.45%)	11.69%
8. Michigan	687 (3.12%)	678 (3.14%)	798 (3.19%)	9.27%
9. Ohio	667 (3.02%)	654 (3.03%)	782 (3.12%)	13.94%

Language

Your product pages are translated into appropriate languages (such as Japanese or German). This is great. However other pages on the website are only in English.

If potential customers in non-english speaking countries feel that your company is not set up to support their region, this will inhibit sales.

Recommendation: We recommend having translated versions of these other pages to assist sales in those countries.

This can be achieved through setting up manual pages per region, or installing the Google Translate plugin which will automatically convert the text on the page to the viewer's language of choice.

There is also a case for users who are physically located in a region (such as Europe) but that prefer to read in their native language. Google Translate would help these users, as they would need to look at the products in their available but want the text on screen to be translated into their native language.

2.5 User Devices

Approximately half of your users visit your website on a mobile / tablet device. This highlights the importance of keeping your website mobile/tablet responsive.

✓ Your website currently is mobile responsive, using appropriate media queries to scale down on different device sizes.

Device Category	Acquisition					Behavior
	Impressions ↓	Clicks	CTR	Average Position	Sessions	Bounce Rate
	673,677 % of Total: 100.00% (673,677)	21,865 % of Total: 100.00% (21,865)	3.25% Avg for View: 3.25% (0.00%)	19 Avg for View: 19 (0.00%)	25,642 % of Total: 17.99% (142,506)	20.22% Avg for View: 11.25% (79.71%)
1. desktop	375,302 (55.71%)	10,301 (47.11%)	2.74%	28	11,208 (43.71%)	24.42%
2. mobile	271,385 (40.28%)	10,276 (47.00%)	3.79%	8.9	12,657 (49.36%)	17.04%
3. tablet	26,990 (4.01%)	1,288 (5.89%)	4.77%	5.8	1,777 (6.93%)	16.38%

✓ There are no significant performance differences between these devices, which indicates that the website performs equally well across devices.

2.6 Campaign Analysis

Of the campaigns recorded in Google Analytics over the past 90 days, we see that the 3 circled campaigns below have very high bounce rates of 41% and upwards. Something in those campaigns is resulting in users clicking through to the website and then leaving the website immediately. It may be that there is a disconnect between what's visually shown in the campaign and what's on the website, or perhaps it does not link to the appropriate region for the customer.   Generally, these stats show great opportunities for improvement with the use of email campaigns.

Recommendation: Review your campaign imagery, wording and links. Consider how to improve your campaigns moving forward.

Campaign	Acquisition			Behavior
	Users ↓	New Users	Sessions	Bounce Rate
	186 % of Total: 0.15% (124,049)	110 % of Total: 0.09% (120,997)	314 % of Total: 0.22% (142,506)	20.70% Avg for View: 11.25% (83.97%)
1. promocode	147 (78.19%)	73 (66.36%)	262 (83.44%)	16.03%
2. 69a9fca9ad-EMAIL_CAMPAIGN_2018_11_18_02_23	11 (5.85%)	8 (7.27%)	17 (5.41%)	41.18%
3. acdeb27612-EMAIL_CAMPAIGN_2018_11_10_03_58	9 (4.79%)	9 (8.18%)	14 (4.46%)	78.57%
4. web-siteni-yukselt.tk	5 (2.66%)	5 (4.55%)	5 (1.59%)	0.00%
5. a1ee43a315-EMAIL_CAMPAIGN_2018_12_27_04_45	4 (2.13%)	4 (3.64%)	4 (1.27%)	50.00%
6. seo-service.ml	3 (1.60%)	3 (2.73%)	3 (0.96%)	0.00%

3. Usability & Design

3.1 Home Page

On visiting the home page initially, users are immediately presented with a call to action popup window.

Original image redacted

This is a great technique to capture user data, however it can also turn some users away.

We recommend using **A/B Testing** to test and measure whether the **bounce rate** (the rate at which users immediately leave your website) is reduced by showing this popup after 5 - 7 seconds into the user's time on your website. This allows users time to get interested by your website's great visuals, before prompting them to enter their details.

We also recommend using **A/B Testing** to test and measure moving this capture from the home page to the product pages instead.

Such an adjustment may result in no fewer leads captured, but a welcomed decrease in your home page's **bounce rate**, which could be improved. If you compare your bounce rates for your landing pages with the bounce rate for your home page (below), you'll notice that your typical bounce rate is less than 4%, which is an incredible result rarely seen!

However the home page (represented below by a "/") has a bounce rate of 19.67%, which is still a good result, but nowhere near as good as the other pages. The above adjustment may improve this, as the home page is currently the page where users are shown the lead capture form immediately.

Landing Page	Acquisition			Behavior
	Sessions	% New Sessions	New Users	Bounce Rate
	142,506 % of Total: 100.00% (142,506)	84.96% Avg for View: 84.91% (0.06%)	121,074 % of Total: 100.06% (120,997)	11.25% Avg for View: 11.25% (0.00%)
1. /product-category/europe/	40,539 (28.45%)	90.53%	36,698 (30.31%)	1.79%
2. /	24,194 (16.98%)	82.02%	19,845 (16.39%)	19.67%
3. /product-category/united-states/	12,287 (8.62%)	90.00%	11,058 (9.13%)	2.56%
4. /product-category/japan/	11,567 (8.12%)	88.38%	10,223 (8.44%)	3.79%
5. /product-category/germany/	10,200 (7.16%)	90.75%	9,256 (7.64%)	2.25%
6. /product-category/canada/	7,964 (5.59%)	90.70%	7,223 (5.97%)	3.65%
7. /product-category/australia/	5,497 (3.86%)	88.72%	4,877 (4.03%)	2.62%
8. /product-category/united-states/combo-mats/	1,413 (0.99%)	56.62%	800 (0.66%)	23.43%

Home Page Mobile Usability

Original image
redacted

Recommendation:

The popup lead capture on the home page for mobile devices does not currently conform to usability standards for mobile devices.

The input fields and X button are too small on a mobile screen for fingers to easily interactive with.

Some minor tweaking is required here, such as removing or minimizing the image to the left and increasing the main part of the form to the right.

These changes are only needed for mobile devices.

Trust Builders

At the bottom of your home page you have the logos of where your products have been featured.

Original image redacted

These are excellent trust builders, which give your brand instant credibility for new customers who may only be starting to interact with.
Recommendation: Move these logos up to the top of the home page (under the large image) so that they will be seen by all visitors:

Original image redacted

Statistically, less than 5% of visitors will scroll down to the bottom of the home page and we think that's a waste of excellent 'trust builders'.
The logos could be scrolling through to add to the dynamic feel of the home page.

3.2 Other Pages

Social Buttons

Earlier we mentioned the opportunities to grow your Youtube interaction. Something that will assist is if you include an icon to your youtube channel on the product pages ….

…and also in the footer of your website. Also we noticed that the product pages have a Twitter icon, but not the footer.

Lazy Loading

On product pages, the products are loaded using the "lazy loading" technique. This is where product images don't load until the user scrolls down the page. This is a step in the right direction, but there is an even better alternative known as "late loading".

"Lazy loading" will not load the images unless the user scrolls down to them. This means that if the user scrolls down, they initially see blank images, and then over the coming seconds the images start to gradually appear. This is a poor user experience for users, and if the delay is long enough it can cause users to leave the website.

Original image redacted

The "Late loading" approach will load everything that the user can see at the top of the page (as the first priority). It then loads the images below that. This means that if the user pauses at the top of the page (which most users do), by the time they scroll down the page, those additional images are already loaded and there is no delay for them. This is a much better user experience.

Late loading does not slow down the initially seen images/assets because it only loads lower images once the top section has been loaded.

This can be achieved through Jquery code.

Original image redacted

Stores Page

Recommendation: The retailers page on the website would benefit from having a map showing the retail locations.

Original image redacted

This is common with store locators on websites, as it helps customers to geographically orient themselves with nearby stores.
See example store locator below…

Original image redacted

Youtube Videos

We've noticed that on product pages, your relevant Youtube product videos are not shown.

Recommendation: Display the video on the product page, whenever you have a video for that product. For example...

Original image redacted

This will achieve 3 goals:

1   Along with the existing images, a video is a convincing sales tool to help customer conversions.
2   Videos statistically keep visitors on your website for longer, which is great for your Google SEO ranking.
3   Showing a video may prompt the user to wonder what other videos you have, thus visiting your youtube channel and building your youtube following.

4. Hosting

4.1 Site Speed

❌ The website is quite slow to load, taking an average of 6.9 seconds to load each page.

Recommendation: Improving the load time will decrease the number of visitor bounces and increase sales (as customers can more quickly get to where they want to be). Below is a speed analysis for the key important pages of your website. Your website developer will understand what these terms refer to and how to address these issues.

Server Response — 0.16s

All Page Content Loaded — 2.6s

All Page Scripts Complete — 6.9s

Total Page Size — 4.0MB

Page Size Breakdown
- HTML (0.08MB)
- CSS (0.56MB)
- JS (1.25MB)
- Images (1.73MB)
- Other (0.34MB)

Total 3.96 MB
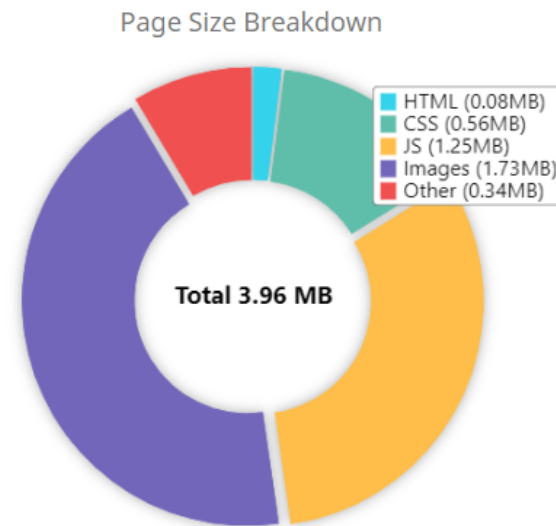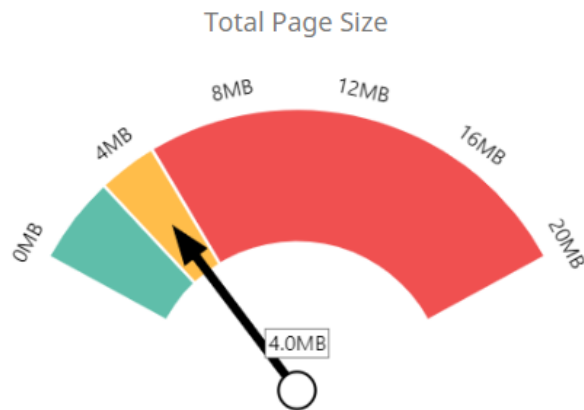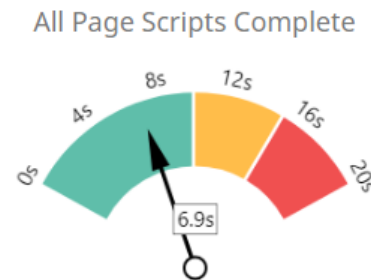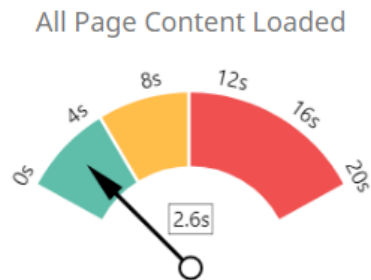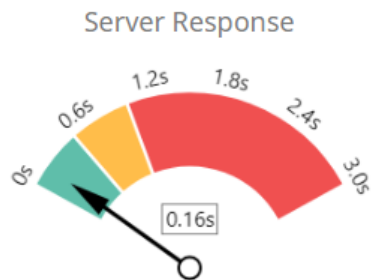
The USA page can be improved by doing the following:

For Mobile Devices:

Opportunity	Estimated Savings
1 Eliminate render-blocking resources	5.69 s ⌄
2 Reduce server response times (TTFB)	2.15 s ⌄
3 Defer unused CSS	0.6 s ⌄
4 Properly size images	0.15 s ⌄

For Desktop Devices:

Opportunity	Estimated Savings
1 Eliminate render-blocking resources	2.05 s ⌄
2 Defer unused CSS	0.16 s ⌄

The home page can be improved by doing the following:

For Mobile Devices:

Opportunity	Estimated Savings
1 Eliminate render-blocking resources	6.33 s ⌄
2 Defer offscreen images	4.8 s ⌄
3 Properly size images	2.55 s ⌄
4 Defer unused CSS	1.5 s ⌄
5 Serve images in next-gen formats	1.5 s ⌄
6 Efficiently encode images	0.75 s ⌄

For Desktop Devices:

Opportunity	Estimated Savings
1 Eliminate render-blocking resources	2.4 s ⌄
2 Properly size images	0.76 s ⌄
3 Serve images in next-gen formats	0.24 s ⌄
4 Defer unused CSS	0.2 s ⌄

The European page at can be improved by doing the following:

For Mobile Devices:

Opportunity	Estimated Savings
1 Eliminate render-blocking resources	5.63 s ⌄
2 Reduce server response times (TTFB)	2.81 s ⌄
3 Defer unused CSS	0.6 s ⌄
4 Properly size images	0.15 s ⌄

For Desktop Devices:

Opportunity	Estimated Savings
1 Eliminate render-blocking resources	2.05 s ⌄
2 Properly size images	0.2 s ⌄
3 Defer unused CSS	0.16 s ⌄

4.2 CDN

We have detected that your website is hosted in Ashburn, United States.

- **Datacenter:** Google LLC
- **Server IP:** 35.185.28.218
- **Location:** United States of America
- **City:** Ashburn
- **Domain Who Is:** Click Here
- **Nameservers:** ns55.domaincontrol.com, ns56.domaincontrol.com

This means that the website will be fast for users in the US but not in your other target regions such as Europe and Australia.

❌ Your site does not use a CDN

Recommendation: What will greatly help the website to be faster in each respective region is to use a CDN (Content Delivery Network) such as www.cloudflare.com . CDNs sit between your visitors and your website. CDNs have servers in many locations around the world and they serve your web assets (such as images or code) more quickly to users from each user's closest server. That means that users in Germany will be served assets from a server in Germany, rather than the data having to travel from the US.

4.3 Resources Loaded

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time.

Given that almost half of your visitors are coming from mobile devices (as we saw earlier in this report), it is critical that the images and code for mobile are optimised, as often user's mobile connections are slower than office/home internet connections that would connect a tablet or computer to the website.

#	HTML	JS	CSS	🖼	⋯
163	**10**	**47**	**25**	**43**	**38**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources
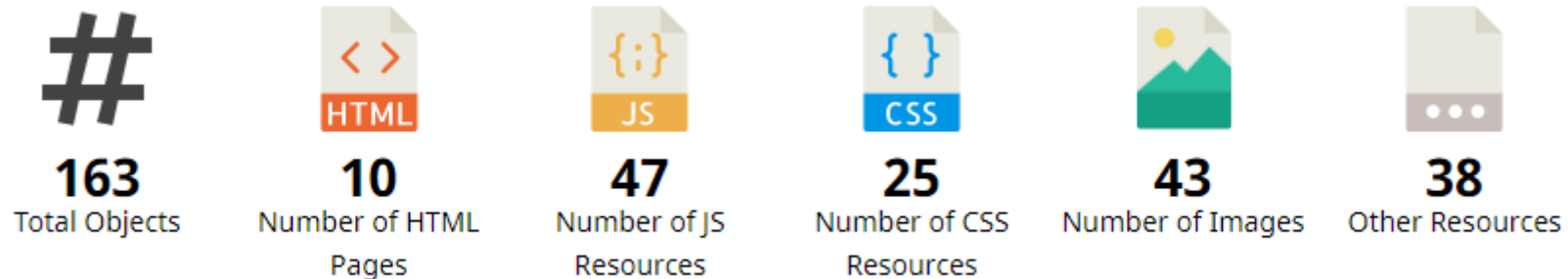
Recommendation:

Ask your web developer to fix the above speed issues, removing unnecessary files or consolidating files like styles and scripts where possible.

4. SEO

4.1 "On Page" SEO Recommendations

Good for SEO:

✓ You have a robots.txt file at /robots.txt and it is correctly configured.

✓ You have a sitemap at /sitemap_index.xml and it is correctly configured.

✓ You are not using underscores in your URLs. (these_are_underscores)

✓ We have not detected any broken links on your pages.

✓ Your page links are easily read by human and search engines.

✓ Your webpage is using the canonical link tag.

✓ Your webpage is using the canonical link tag.

External Link Analysis

External links are outbound from your website to other websites. The more "follow" outbound links there are, the lower your website will rank with Google. It is therefore good practice to make as many links as possible "no-follow" links.

Below are a list of "follow" links outbound on your website that we recommend your web developer review, to see which should be changed to "no-follow" links.

Original table of data redacted

Heading and keyword analysis

On your home page, here are the heading tags found:

Original table of data redacted

Recommendations:

1. Use a greater spread of different heading tags (eg H3, H4, H6) rather than repeatedly using H2 tags. This helps Google to understand the information hierarchy of your website which in-turn benefits your SEO.

2. Consider what the exact keywords/phrases are that you wish to be found for and ensure that these are included in at least a few headings on the home page.

On your home page, here are the phrases found :

Original table of data redacted

Recommendation:

Incorporate more of the exact keywords/phrases are that you wish to be found for and ensure that these are included in at least a few titles, descriptions or on page text.

Image Alt Image Tags

❌ On the home page we found 51 images assets on the home page.   18 of these having missing ALT tags. Here are the images with missing tags:

Original table of data redacted
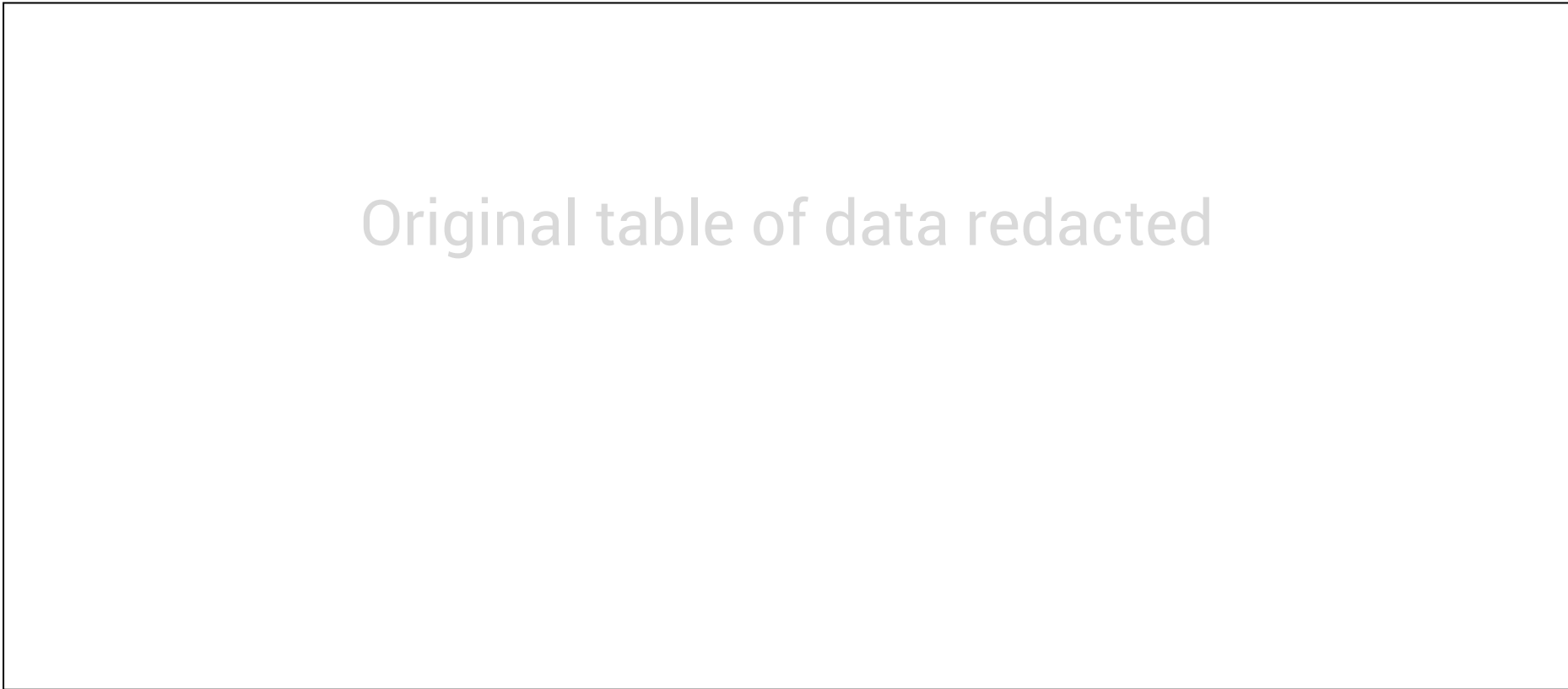
Recommendation: Ask your web developer to ensure all images throughout the website have an ALT tag, as Google prefers this and will reward your ranking accordingly. This is especially important when an image has a link placed on it, as this helps Google to understand the interlinking between pages of your website.

Your developer can use a paid tool such as Screaming Frog (references at the end of this document) to find all occurrences of missing alt Tags.

4.2 "Off Page" SEO Recommendations

Backlink Analysis

You have an excellent number of backlinks coming from external websites back to your website.

Continue to grow your backlinks from high value websites, asking for a "follow" link so that the website's SEO value can be passed onto your website.

Avoid building lots of backlinks from low ranking websites. You can determine if a website is high value by using the free Moz Bar tool (referenced at the end of this document).

2.87K	430.00
Do Follow links	No Follow links

✔ Approximately 12% of all your baklinks are "no follow" backlinks, which is a good ratio.

462.00	434.00
Referring Domains	Referring IP's

✔ The number of referring IPs is very close to the number of referring domains, which is excellent. This helps Google to see that you have backlinks from a variety of different services throughout the world. Below are listed 50 backlinks to your website, showing their domain ranking and whether they are a "follow" (F) or a "no follow" (**NF**).

Original table of data redacted

Recommendation:

1. Links with low ranking hurt your website more than help it. Peruse the above list and for any websites that have a ranking of less than 10, if these links are easy to get removed (eg. via a request to a business partner or an affiliate website) please have these removed.

2. Links with a higher ranking, but that are "no follow" (**NF**), represent an opportunity if you can request the relevant website to change the link to a "follow" link (F).

Domain Registration

✓ Your domain name was registered 5 years ago. The longer registered, the better for SEO.

4.3 Local SEO

❌ *Your Business* does not have a Google "my business" listing. Over the past years, this has become increasingly important, as it allows customers to review your products and business on Google (the most widely used search engine word wide).   Example listing below…
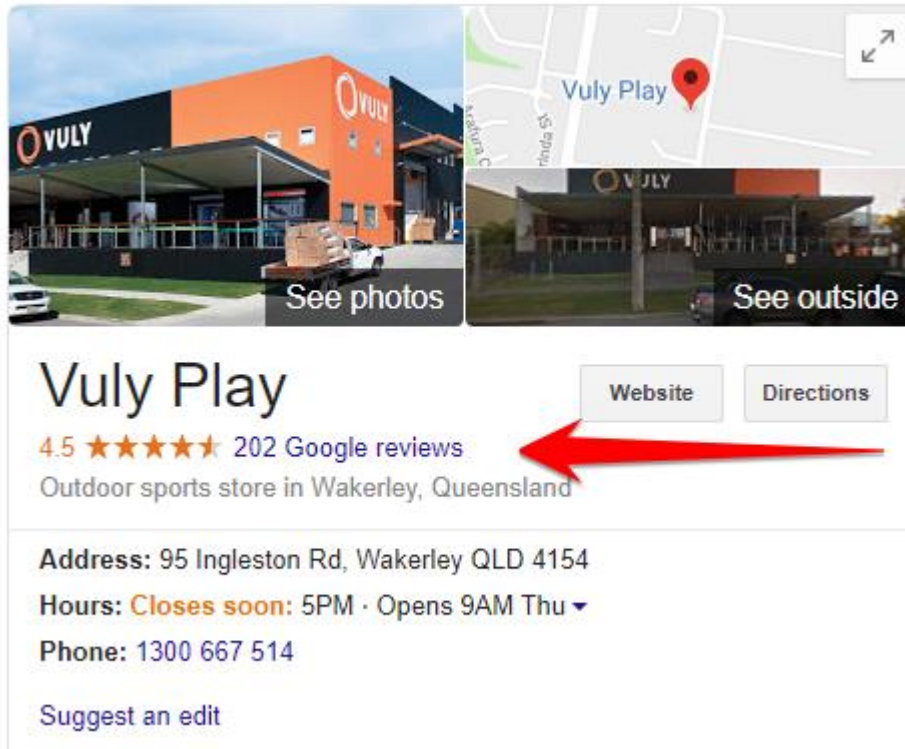
Recommendation: Register your business at https://www.google.com/intl/en_au/business/ and proactively seek reviews from customers. You may need to register a business in each region you are servicing.

4.4 SEO Listing Appearance

Here is how your organic listing appears on Google…

Original image redacted

✔ This presents very well and we do not see any issues. The length of meta Titles and Descriptions conform to SEO best practice and the subheadings shown on Google are logical and relevant for users.

5. Technical

5.1 On Page Code

Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Flash Used?

No Flash content has been identified on your page.

iFrames Used?

There are no iFrames detected on your page.

Favicon

Your page has specified a favicon.

Legible Font Sizes

The text on your page appears to be legible across devices.

Original table of data redacted

JavaScript Errors ✔

Your page is not reporting any JavaScript errors.

GZIP Compression ✖

We could not identify GZIP compression being used on your website.

We recommend enabling this feature as it can reduce page size by 70% and significantly speed up page load for users.

Optimize Images ✖

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

Minification ✔

All your JavaScript and CSS files appear to be minified.

✖ Your website is using "inline CSS" styling.

Recommendation: Ask your web developer to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

5.2 Security

Your security is good. We haven't identified any security problems on your website.

SSL Enabled ✓

Your website has SSL enabled.

HTTPS Redirect ✓

Your page successfully redirects to a HTTPS (SSL secure) version.

Malware Check ✓

Your website has been flagged as safe by popular malware scanners

✓ ✓ ✓ ✓

Critical Software Up To Date ✓

No outdated software versions were identified on your server.

Email Privacy ✓

No email addresses have been found in plain text on your page.

Glossary of Terms

Term	Learn more at
A/B Testing	https://www.optimizely.com/anz/optimization-glossary/ab-testing/
Backlink	https://www.shoutmeloud.com/backlink.html
Bounce Rate	https://www.youtube.com/watch?v=IyAtsgDuFWs
External Links	https://www.quora.com/What-is-the-difference-between-internal-and-external-link
CDN	https://www.cloudflare.com/learning/cdn/what-is-a-cdn/
"Follow" and "No follow" links	https://www.wordstream.com/blog/ws/2013/07/24/follow-nofollow-links
Internal Links	https://www.quora.com/What-is-the-difference-between-internal-and-external-link
Landing Page	https://unbounce.com/landing-page-articles/what-is-a-landing-page/
"On page" vs "Off Page" SEO	https://www.betaout.com/blog/on-page-vs-off-page-optimization-whats-the-diffrence/
Organic Traffic	https://www.bluecorona.com/blog/what-is-organic-search-traffic
Paid Traffic	https://digitalshiftmedia.com/marketing-term/paid-traffic/
Responsive Design	https://www.smashingmagazine.com/2011/01/guidelines-for-responsive-web-design/
SEO	https://searchengineland.com/guide/what-is-seo
Traffic	https://www.bigcommerce.com.au/ecommerce-answers/what-is-website-traffic-and-how-to-interpret-it/

Tools You Can Use

Tool Name	Type	URL	Description
CloudFlare	Paid	www.cloudflare.com .	Just one of many possible Content Delivery Networks (CDNs) that can sit between the visitor and your website to speed up load time.
Google Analytics	Free	http://analytics.google.com/analytics	You already have this setup. Use this tool to monitor traffic sources and user behaviour.
Google Speed Tool	Free	https://developers.google.com/speed/pagespeed/insights	Use this tool to check various pages on your website for speed issues – such as large images or un-minified code. You can test for mobile and also desktop.
Google Analytics A/B Testing Tool	Free	http://analytics.google.com/analytics Via the left hand button "Discover" then click on the "Optimize" plaque.	Allows you to run A/B testing on your website.
Google Translate plugin	Free	https://support.jimdo.com/faq/how-to-add-google-translate-to-your-website/	Provides free on-the-fly translation to the user's language of choice.
Moz Bar	Free	https://moz.com/products/pro/seo-toolbar	Install into your browser for quick analysis of your and/or external website's rankings.
Screaming Frog	Paid	https://www.screamingfrog.co.uk	Helps your web developer find all occurrences of missing image Alt tags throughout your website.
SEO Site Checkup	Free	www.seositecheckup.com	Helps your web developer find, fix and then text various technical and SEO issues that are raised in this report.
SEO Tools	Free	https://smallseotools.com/backlink-checker/	Helps you to identify opportunities and weaknesses with your backlink profile.

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