

**SUMMARY**

[NAME OF COMPANY] is a retail brand that utilizes its website as a selling platform. With as many as [NUMBER] of products being shipped nationwide each month, the company is pushing to increase website traffic to be able to attract advertisers in the future. However, before it can do so, the company needs to better optimize its website for its target audience.

As the month comes to an end, the company is approaching its final stages of fixing its on-site SEO issues, the biggest of which include the lack of website traffic despite the increase in keyword optimization tools to better represent the company’s products and services.

Upon reviewing the backlink profiles of competitors and identifying their traffic sources, it seems that these other companies get their links from other related sites and news outlets, a strategy that the company may be able to utilize in the future to further improve organic traffic.

[ADD OTHER DETAILS AS NECESSARY]

**SEO HEALTH**

Out of [NUMBER] pages that were published in the past month, the following pages showed poor loading times leading to lesser organic views:

|  |  |
| --- | --- |
| **PAGE TITLE** | **URL** |
|  |  |
|  |  |
|  |  |

In order to improve loading speed, the website needs to remove the unnecessary code and move inline scripts. Large media such as photos, audio, and video should also be compressed to minimize data use and ensure faster loading times.

**WORD COUNT**

While there is no minimum or maximum word count for website pages, it is important to note that Google analytics ranks more in-depth content higher, which means that low word counts that fail to give proper information will also be ranked lower.

Below is a summary of website traffic based on word counts:

|  |  |  |
| --- | --- | --- |
| **Word Count** | **Number of Articles** | **Traffic Average** |
| 1-100 words |  |  |
| 101-250 words |  |  |
| 251-500 words |  |  |
| 501-1000 words |  |  |
| 1,000 words and above |  |  |

**TAG AND IMAGE ISSUES**

Search engines rely on tags to help them understand the images attached to posts. With these tags, the Google search engine can better understand the images and context via text descriptions.

The lack of alt tags on the website makes it difficult to rank the posts, thereby leading to lower organic views. The website needs to improve its posts by creating better alt tags for photos and videos.

[ADD MORE DETAILS AS NECESSARY]

**BROKEN LINKS**

Due to the wave of information being uploaded to the website daily, broken links become inevitable as they change without being redirected properly. These changes result in 404 pages and can become a problem to the site. Users who land on 404 pages do not get the information that they want so the website, in turn, loses traffic.

This is also a waste of the website’s crawl budget, as broken links do not get indexed. The website currently has [NUMBER] of broken links:

|  |  |  |
| --- | --- | --- |
| **POST TITLE** | **BROKEN LINK** | **REDIRECT URL** |
|  |  |  |
|  |  |  |
|  |  |  |

**BACKLINK PROFILE**

Although there has been an increase in the domains leading to the website, the company is yet to build backlinks to older posts. However, it is important that all other on-site SEO issues should be further addressed before the company can focus on building website links.

With the sudden increase in referring domains, it is necessary that the website update more of its pages continue the referral influx. With the [PERCENTAGE] increase in organic views overall, the backlink profile shows that while the website is leaning in the right direction, there is still a need to better understand backlinking and keyword optimization.

**ORGANIC SEARCH AND KEYWORDS**

Millions of keywords appear to be indexed every day, which is why whenever a keyword is seen in the top 100 results of those being tracked, the keyword graph will show an increase in results. However, traffic does not necessarily go up.

The company’s website saw an increase in the keyword graph despite the lack of links being built. There is a slight increase in keyword rankings, however, the need to gain more backlinks and alt keywords will help show more significant results.

The website cannot push for SEO keywords all the time without getting negative results from search engines. Companies cannot rely solely on these generated keywords to keep website traffic. Organic keywords can also be promoted heavily to increase organic traffic, meaning your company is avoiding clickbait strategies that many other competitors succumb to.

**RANKINGS AND INSIGHTS**

The company shall be adding descriptive file names to images as well as alt tags to gain more traffic. Image sizes shall also be resized to avoid website lags. By using tags, the company will be able to secure keyword rankings. The tables below show the top 10 most crucial keywords on the website to better understand the company’s traffic progress.

|  |  |  |
| --- | --- | --- |
| **RANKED KEYWORDS** | **TRAFFIC GENERATED** | **URLS WITH RANKING** |
|  |  |  |
|  |  |  |
|  |  |  |

**RECOMMENDATIONS**

The website shall be optimizing not only posts, but media across the site to gain more keyword rankings. With link building set to start for older posts, the company should be able to connect with industry-related blogs and sites in the future. Leveraging natural backlinks and organic keywords as well as the addition of internal links can help redirect the audience strategically to other website pages and increase the traffic to the main product and service pages. In doing so, the company will be able to build better SEO opportunities and fare better in website rankings in the future.