

<http://www.smesales.com.au/>

SEO Audit Report

- SEO Score
- Analysis
- Recommendations

SEO EXECUTIVE SUMMARY

Elements	Score / 10	Status
CONTENT OVERVIEW	20%	●
KEYWORD FOCUS	0	●
URL STRUCTURE	7	●
TITLE TAGS	0	●
META DESCRIPTION	0	●
META KEYWORDS	0	●
HEADING TAGS	7	●
CONTENT	3	●
INTERNAL LINKING & ANCHOR TEXT	2	●
IMAGE NAMES & ALT TAGS	0	●
NOFOLLOW ANCHOR TAGS	3	●
INDEXING OPTIMIZATION ANALYSIS	78%	●
PAGE EXCLUSIONS	10	●
PAGE INCLUSIONS	2	●
URL REDIRECTS	10	●
DUPLICATE CONTENT	10	●
BROKEN LINKS	10	●
SSL CERTIFICATE /HTTPS	0	●
PAGE LOAD SPEED	5	●
LINKING ANALYSIS OVERVIEW	0%	●
INBOUND FOLLOWED LINKS	0	●
LINKING ROOT DOMAINS	0	●
AUTHORITY & TRUST	0	●
SOCIAL MEDIA MENTIONS & VISIBILITY	0	●

Score (1-3)	Score (4-7)	Score (8-9)	Score (10)
Major Issues	Some Issues	Minor Issues	Perfect

OVERALL SEO SCORE

10%

<http://www.smesales.com.au/> has scored a **10%** for overall SEO-ability. This is not good, and leaves significant room for improvement.

This prioritized list shows the key elements to optimize, from highest to lowest priority, for the three main areas of SEO; **Content**, **Indexing** and **Linking/Social**.

Top Content Action Items

SCORE
0/10

Keyword Focus

The site as a whole has not any keyword focus, without keywords that won't drive more traffic, it can be further improved.

Title Tags

Few Pages are missing title tags.

Meta Description Tags

Meta descriptions is missing on all pages.

Image Names and ALT Tags

All Images used in site are missing ALT tags.

Top Indexing Action Items

SCORE
2/10

Page Exclusions

All pages are indexable except home page which is “Canonicalized”. Apart from this all non-indexable pages are redirected or moved.

Page Load Speed

Page speed is below Average. Need improvements to optimize speed.

SSL Certificate.

SSL Certificate in not Installed.

SCORE
0/10

Top Linking/Social Action Items

Linking Root Domains

Create the quantity and quality of linking root domains.

Inbound Followed Links

Work to build out more keyword rich anchor text links for non-branded keywords while also working to increase the overall quantity and quality of inbound links.

Simply start with #1 in each category and work your way down the list. By implementing the changes that we have recommended, the website will be well on its way to achieving more excellent rankings for its chosen keyword phrases.

CONTENT OVERVIEW

Content Score

The website has an On-Site SEO Score of 20%. This indicates above average on-site SEO-ability. Correct implementation of the proceeding guidelines will help to improve existing rankings, and to rank for more competitive keyword phrases in the future.

Top Content Action Items

This analysis addresses the key linking related issues found. Implementing the recommended changes should provide valuable SEO benefits.

Top Linking Action Items are:

1. Keyword Focus
2. Title Tags
3. Meta Descriptions
4. Image Names and ALT Tags

Content Analysis

This analysis addresses all of the on-site SEO content related issues found on the website. Implementing the recommended changes should provide valuable SEO benefits. There are 10 main on-site SEO topics covered, as follows:

Elements	Score / 10	Status
KEYWORD FOCUS	0	●
URL STRUCTURE	7	●
SSL CERTIFICATE	0	●
TITLE TAGS	0	●
META DESCRIPTION	0	●
META KEYWORDS	0	●
HEADING TAGS	7	●
CONTENT	3	●
INTERNAL LINKING & ANCHOR TEXT	2	●

IMAGE NAMES & ALT TAGS	0	●
NOFOLLOW ANCHOR TAGS	3	●

Score (0-3)	Score (4-7)	Score (8-9)	Score (10)
Major Issues	Some Issues	Minor Issues	Perfect

URL Structure

Analysis

We found the URL structure good. A few, pages had URLs has length more than 100 character. There are 2 URLs that exceeded 100 characters and no pages with duplicate URLs. It makes the URL structure overall great and perfect.

Recommendations

Ideally, no URL should be longer than 100 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 issued, and could safely be ignored.

SSL Certificate

Analysis

The absence of an SSL certificate on a website can have several implications. Here are some key points to consider when analyzing a website without an SSL certificate:

1. **Lack of Encryption:** SSL (Secure Socket Layer) certificates are crucial for establishing a secure and encrypted connection between a web server and a user's browser. Without an SSL certificate, all data transmitted between the website and the user is vulnerable to interception by malicious actors. This includes sensitive information such as login credentials, personal details, and financial transactions.
2. **Trust and Credibility:** Websites without SSL certificates may appear less trustworthy to users. The presence of SSL certificates is often indicated by a padlock icon in the browser's address bar and an "https" prefix in the URL. These visual cues provide assurance to visitors that their data is protected and that the website is legitimate. Without these indicators, users may be hesitant to share personal information or conduct transactions on the site.
3. **SEO Impact:** Search engines, including Google, consider SSL certificates as a ranking factor. Websites with SSL certificates tend to receive a slight boost in search engine rankings compared to those without. Therefore, the absence of an SSL certificate can potentially affect the website's visibility and organic traffic.

Recommendations

To address the issue of an SSL certificate not being installed on a website, the following recommendations should be considered:

1. **Obtain and Install an SSL Certificate:** The first and most important step is to acquire an SSL certificate from a trusted Certificate Authority (CA) and install it on the website's server. SSL certificates can be obtained from reputable providers, some of which offer free certificates. The installation process may vary depending on the hosting environment, so it's advisable to consult the hosting provider's documentation or support for guidance.
2. **Enable HTTPS:** Once the SSL certificate is installed, the website should be configured to use HTTPS (Hypertext Transfer Protocol Secure) instead of HTTP. This can typically be achieved by modifying the website's configuration files or using server-side redirects. Additionally, all internal links, including images, scripts, and stylesheets, should be updated to use HTTPS to ensure a fully secure browsing experience.
3. **Test and Validate the SSL Certificate:** After installation, it is essential to test the SSL certificate to ensure it is functioning correctly. Online tools like SSL Labs' SSL Server Test can assess the certificate's configuration and provide insights into its security.

level. It's crucial to address any issues or vulnerabilities identified during the testing process.

4. **Renew and Maintain the SSL Certificate:** SSL certificates have an expiration date, typically ranging from a few months to a few years. It is important to keep track of the certificate's validity period and renew it in a timely manner to avoid service interruptions. Additionally, it is recommended to regularly monitor the SSL certificate's status and promptly address any potential vulnerabilities or weaknesses.

By implementing these recommendations, the website can establish a secure and trustworthy environment for its users while ensuring compliance with modern security standards and improving search engine visibility

Title Tags

Analysis

We found all pages where the Title tags are missing.

Recommendations

We recommend that Title tags be written for each page. And we particularly recommend writing a new home page Title tag.

SCORE
0/10

Meta Description Tags

Analysis

All of the pages are missing Meta description tags.

Recommendations

We recommend that unique, keyword and user targeted Meta description tags 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.

Heading Tags

Analysis

No pages are missing H1 tags, 59 pages have duplicate H1 tags and 6 H1 tags are too long. 63 pages have multiple description tags. 66 pages on the site make use of H2 tags and all 66 are duplicate.

Recommendations

You should consider adding H1 tags to the pages that are missing them, and you should make sure that heading tags in general are unique & use keywords more effectively where relevant.

Content

Analysis

Keyword Usage in Content Keyword and variations used?

There is no any specific focused keyword targeting throughout website. With. UT keyword it would be difficult to rank website

Content Amount/Quality

of words, spelling, grammar, unique, useful

For some of the pages we looked at there appeared not much content. It creates difficult for readability. The content tends to be very well written but short.

Content should be more words counts and having keyword for ranking. which is missing

Content Growth

New content added regularly? Existing content updated from time to time?

However, the site is not static, but new content isn't added very regularly. Some content might be periodically updated, but the main focus isn't on adding fresh content frequently.

Media to Text

If Flash or images contain text, is it also available in readable html text?

While there are some images that contain text, ALT tags are generally used correctly.

Recommendations

You should optimize your content and make the site thicker. You should consider building out more top-level pages too.

Duplicate content is viewed as a big negative. It can not only hurt rankings, but can prevent a page from ranking. Search engines want to see unique content on a site, and can penalize a site for using duplicate content. Using flash or images in place of text is considered a big negative. While search engines like a variety of media, it must not take the place of text. Consider using Flash replacement text, like [SIFR](#).

Internal Linking & Anchor Text

Analysis

We didn't find a significant amount of internal linking throughout the site, which isn't a perfect situation!

However, internal navigation is using a mix of relative URLs (/) and absolute URLs (<http://www.smesales.com.au/>) This can sometimes cause indexing issues, and is not advised. Only absolute URLs should be used for internal linking.

Recommendations

We recommend that absolute URLs be used internally, not relative URLs. We also recommend that the total number of links on each page be reduced as needed to keep the total fewer than 100 links per page to stay in-line with SEO best practices. This might require re-coding the comment system to prevent commenter names from being links.

Also, minimize instances of external linking from within the site. If site-wide links must be used, we recommend implementing No-Follow tags on all such links.

SCORE
0/10

Image Names & Alt Tags

Analysis

All images throughout the site are missing ALT tags.

Recommendations

We recommend that ALT tags be written for each image (including design elements like borders, buttons, etc.) that currently doesn't have ALT tags. Keywords should be used in ALT tags.

NoFollow Anchor Tags

Analysis

Just 10% NoFollow tags are being used in numerous places throughout the site, and the usage appears not to be correct. While there are additional places we feel the NoFollow tag should be used.

Recommendations

You should consider adding NoFollow tags to some of the site-wide links that point to other websites present on the site.

INDEXING OVERVIEW

Indexing Score

The website has an Indexing SEO Score of **78%**. This indicates average index-ability. Correct implementation of the proceeding guidelines will help to improve its existing rankings, and to rank for more competitive keyword phrases in the future.

Indexing Analysis

This analysis addresses all of the SEO Indexing related issues found on the website. Implementing the recommended changes should provide valuable SEO benefits.

Top Indexing Action Items

1. Page Exclusions
2. Page Load Speed
3. Code Validation

Elements	Score / 10	Status
PAGE EXCLUSIONS	10	●
PAGE INCLUSIONS	2	●
URL REDIRECTS	10	●
DUPLICATE CONTENT	10	●
BROKEN LINKS	10	●
PAGE LOAD SPEED	5	●

Score (0-3)	Score (4-7)	Score (8-9)	Score (10)
Major Issues	Some Issues	Minor Issues	Perfect

Often, we find large variances in the pages that each search engine decides to keep in their index for their users. This is usually a symptom of one large or several small indexing problems. Websites with smaller variances of pages indexed between the search engines have very few if any indexing problems.

For the site Google has 61 URLs indexed, while Bing has 0. However, our crawl found 66 static, index-able, non-parameterized URLs reachable by a link-to-link crawl.



This level of variance means that there are indexing issues present that are causing the search engines to maintain an incorrect index. The proceeding recommendations will reduce the confusion of pages available to the search engines and help in the maintenance of the website. Every page indexed enables the domain to rank for search terms contained on those pages, which means an additional point of entry. This is why it is important to keep track of how many pages there are and how many are indexed.

Page Exclusions

Analysis

A robots.txt file was found, and was very well optimized. Page level Meta robots tags such as the NoODP and NoYDir tags were present and used correctly. In addition, typical Wordpress /page/ issues were handled with NoIndex tags.

```
User-agent: *  
Disallow: /wp-admin/  
Allow: /wp-admin/admin-ajax.php
```

Recommendations

Everything looks good and nothing is required for now.

Page Inclusions

Analysis

Page inclusions consist primarily of creating an XML sitemap and submitting it through your Google and Bing Webmaster Tools accounts. We found that the current sitemap is an Html URL page on the site that is hurting it a lot.

Recommendations

Create a proper xml sitemap, upload & submit it to all Gwt.

SCORE
10/10

URL Redirects

Analysis

The standard non-[WWW](#) to [WWW](#) redirects are in place. 301 redirects appeared to be used correctly.

Recommendations

No changes are needed at this time with 301 redirects but all the 302 redirects should be removed and replaced with 301.

SCORE
10/10

Duplicate Content

Analysis

We haven't found any duplicate content on your site. We did not find any coding issues present that could create potential duplicate content problems that were not already addressed correctly.

SCORE
10/10

Broken Links

Analysis

Google Webmaster Tools for the site identified 0, error pages with 404 response code and 0 no response pages, that will need to be 301 (permanently) redirected to the most appropriate page.

404 Pages
No 404 pages found

Recommendations

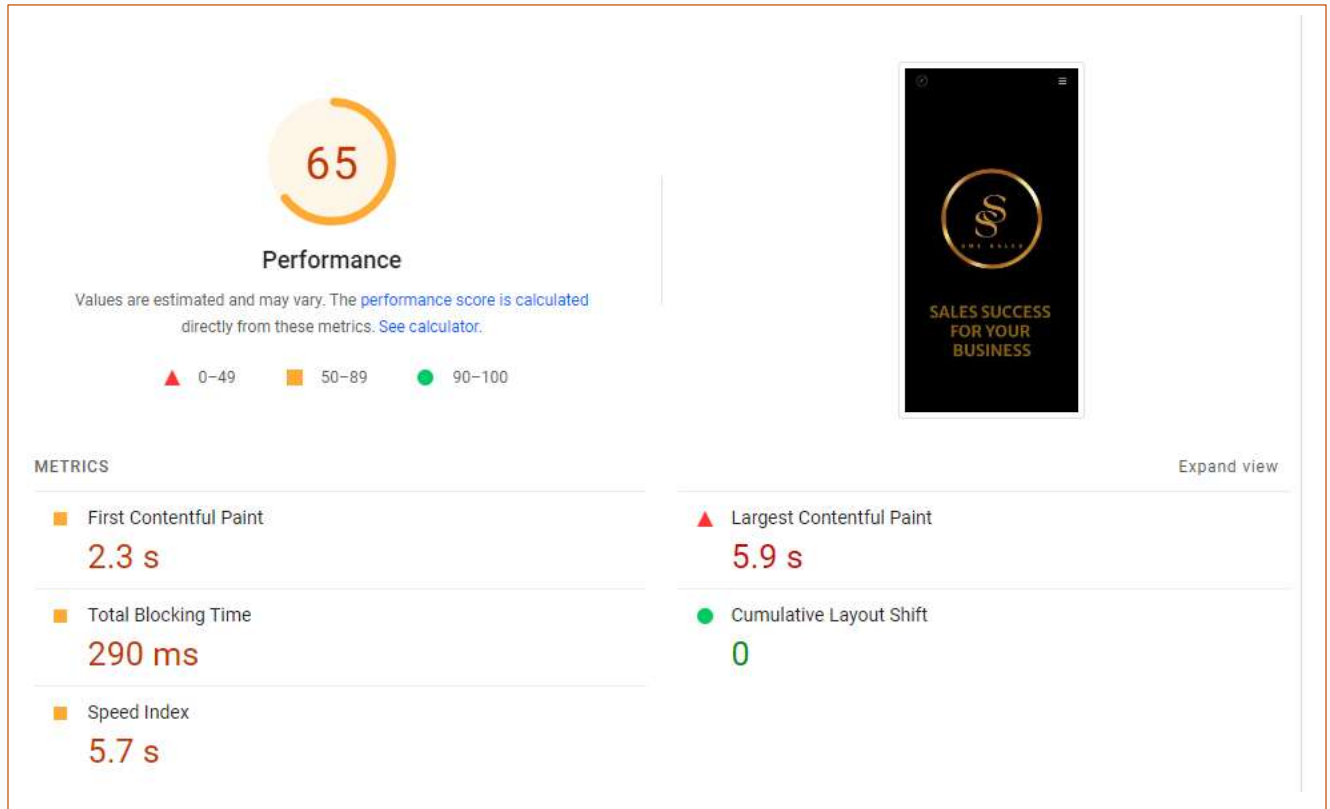
Nothing needed for now but if 404 pages are found then, implement a 301 redirect for any 404 page, pointing to the most appropriate live URL. In the future, whenever any changes are made to the URL of a page that has previously been live, you will need to implement a 301-redirect pointing the old URL to the new URL. You will also need to change all internal links on the site that point to the old URL to point to the correct new URL.

Also, regularly monitor Google and Bing Webmaster Tools for crawl errors (broken pages and other site errors) and assign someone to create 301 redirects for any broken pages that are found.

Page Load Speed

Analysis

When we scanned your site using Tools, we found the following:



While a page load speed of 5.9 seconds is considered slow. Webmaster Tools or Google Analytics can provide a more accurate page load speed. If the page load speed really is in the 5 seconds range as we believe it is, that is below average, and is slow enough that it is almost certainly [impacting your conversions](#), especially on mobile devices.

Recommendations

There are a few things you can do to increase that page load speed to reach Google's recommended page load speed of 1.4 seconds or less. We would recommend leveraging browser caching, CSS Sprites for images where possible, and reducing the image file sizes as much as possible for images that can't be spirited (different file types, removing unnecessary color channels, etc.).

We would also recommend reducing the total number of CSS and JavaScript files by combining them into fewer files, and minimizing the file sizes by using compression and minification where feasible.

You might also see benefits by using a [content delivery network \(CDN\)](#) for your images.

[W3 Total Cache](#) is an excellent WordPress plug-in that can help with page load speed issues, and a simple CDN can be set-up via Amazon AWS for very little money. You can

LINKING ANALYSIS OVERVIEW

Linking Score

The website had an SEO Linking Score of 0%. This indicates below average SEO link-ability. Correct implementation of the proceeding guidelines will help to improve its existing rankings wherever necessary, and to rank for more competitive keyword phrases in the future.

Top Linking Action Items

This analysis addresses the key linking related issues found. Implementing the recommended changes should provide valuable SEO benefits.

Top Linking Action Items are:

1. [Linking Root Domains](#)
2. [Inbound Followed Links](#)

There are 4 main linking topics covered, as follows:

Elements	Score / 10	Status
INBOUND FOLLOWED LINKS	0	●
LINKING ROOT DOMAINS	0	●
AUTHORITY & TRUST	0	●
SOCIAL MEDIA MENTIONS & VISIBILITY	0	●

Score (0-3)	Score (4-7)	Score (8-9)	Score (10)
Major Issues	Some Issues	Minor Issues	Perfect

Inbound Followed Links

Analysis

One of the single most important elements of the Google ranking algorithm has to do with the quantity and quality of external inbound links. As far as we know, roughly half of the ranking algorithm is tied directly to traditional links. Google also looks at the anchor text, surrounding text, page topic and linking site topic as signals regarding what keywords a website should rank for. When we analyzed the website using SEOmoz's Open Site Explorer (one of the best link indices available), we found that it currently has 0 external links pointing in to the site

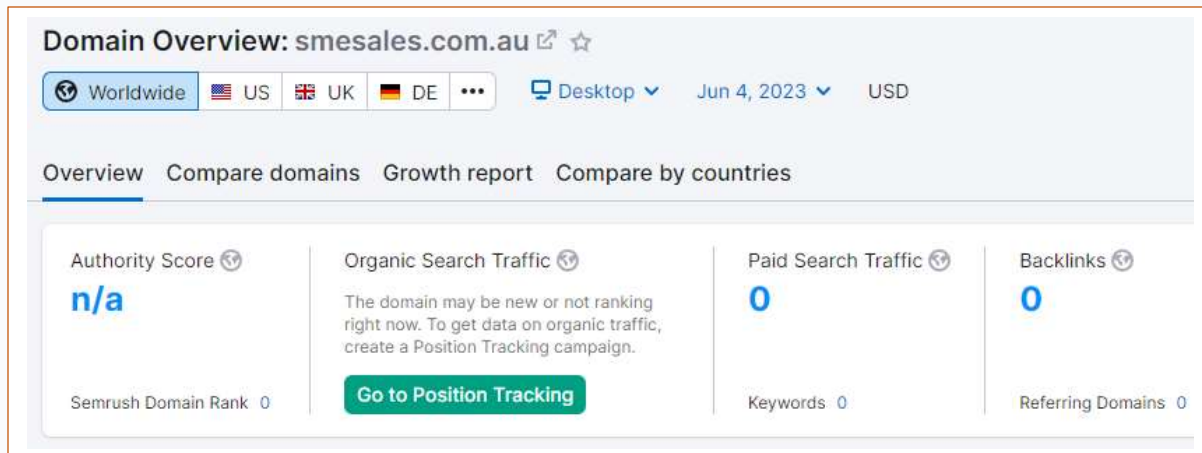
Recommendations

We recommend trying to build anchor text rich links and to target sought after keywords. We don't recommend creating too many keyword focused anchor text links (15-30% of the total is a very safe number), as over-optimization of anchor text can result in ranking penalties.

Linking Root Domains

Analysis

When we scanned the website using SEMRUSH SEO Tool Domain overview and we found nothing in Authority Score, Organic Traffic and Backlinks.



Your number of linking root domains is 0.

Recommendations

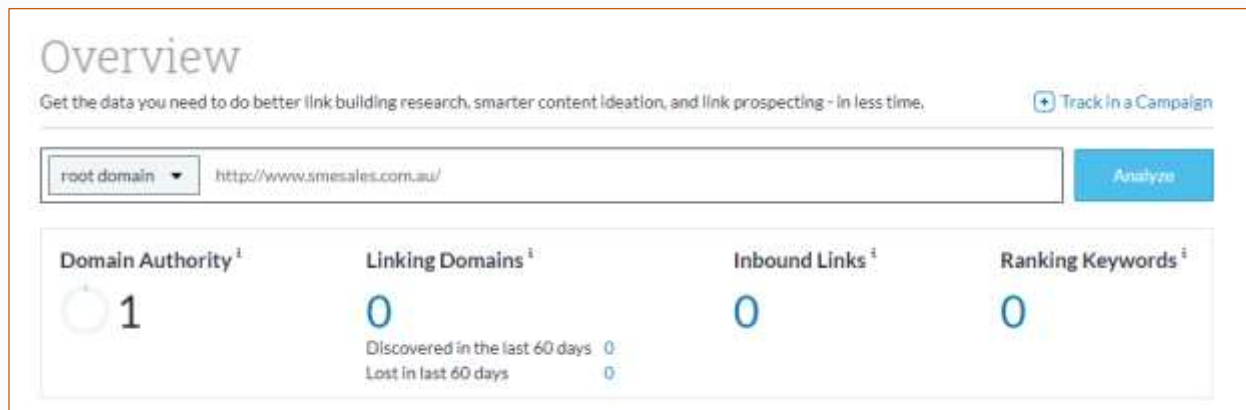
We recommend working to significantly create the number of linking root domains. There is still significant room for improvement.

There should be an emphasis on domain diversity (getting links from many different domains) and domain authority (a mix of high and medium quality sites). The creation of link worthy content, guest blog posts, and high-profile press mentions should be a key focus.

Authority & Trust

Analysis

Currently, the best metrics available to measure Authority and Trust are from SEOmoz, and are known as Domain Authority, Moz-Rank and Moz-Trust. When we scanned the website, we found:



The Domain Authority is on a 100-point scale, with any site above 40 being considered a fairly good quality site, and sites above 70 being considered truly high quality. Moz-Rank and Moz-Trust are very similar to Google's PageRank, and serve to measure the distance of your site from trusted and authoritative websites.

Recommendations

By further increasing the number of high-quality inbound links, and especially the number of high-quality linking root domains, the trust and authority will continue to increase. By focusing link building efforts on ever higher quality websites these metrics will increase faster than they would with links from average sites.

Social Media Mentions & Visibility

SCORE
0/10

Analysis

Here is what our analysis found:

We haven't find any social media account related to your website. You should work on social media presence to redirect more relevant visitor to your site.

Recommendations

You should increase your social media presence as its going to affect your target audience and get you more customers.

CONCLUSION

Overall, I found that the SEO situation on <http://www.smesales.com.au/> is worst, particularly in regards to off-site SEO. That said, there is still room for improvement. By working to fix the issues identified in this audit, you'll be able to achieve higher rankings for more keywords, and for more competitive keywords as well.

Website Design Needs Improvement

And there is lot more changes required in UI / UX Design. UI/UX design plays an important role for attracting visitor and also Google Bot crawl website smoothly and rank it high.

There should be more changes needed such as colors selection, font style and size and content Placement. It's looking old website not updated from times.

We're confident that you will get there, and we're here to help!