

ERA Content Optimization: Free SEO Content Audit

Website Audited: [realwebsite.com]

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1. Quick Summary

Your website features a lot of creative content and depth of experienced posts. However, there are several content optimization opportunities that could improve organic reach, engagement, and conversions.

2. Content Metrics Snapshot

Area	Observation	Why It Matters
Top-performing content	The Top 100 Chart was helpful, but “This Month” wasn’t working. Top content was based on “likes” and not necessarily views.	Identifies what’s already connecting with your audience
Keyword alignment	Primary keywords for DIY, tutorials, or crafts are not always obvious or used in the primary header or paragraph.	Focused keywords attract qualified traffic
Content depth & clarity	High Depth of Content, although it was a bit overwhelming, due to the high number of contributors	Depth builds authority and helps SEO. Consistency across depth creates authority.
Readability & tone	The Step by Step Tutorials were good. Sometimes it is too short for SEO optimization.	Improves user engagement and time on page
Internal Links	Limited strategic cross-linking between similar posts.	Encourages conversions and SEO flow
Broken or low-value links	A 1000 page sample found 80 broken links, including the “email us” link	Broken links reduce trust and SEO performance

3. Top 3 Opportunities

1. First Impression: Slow loading, and too many ads. Not mobile friendly. Creators are using excess ads to fix slow growth or reduced revenue. Reduce ads for user experience and focus on SEO fixes instead. In addition, website format is overwhelming, with boxes bleeding into each other and images not loading.

2. Broken Links: Due to age, or the number of contributors, there are quite a few broken internal and external links, which can result in poor user experience and decrease trust with the Google algorithm.

3. Add Internal Links Strategically – Guide readers toward service pages or related posts to improve engagement and navigation.

3. Refresh Older Content – Update posts 12+ months old with improved content, keywords, meta descriptions and internal linking. Pages are not ranking high on search results.

4. Next Step

These quick wins can immediately boost your content’s visibility and effectiveness. A full content audit includes in-depth keyword analysis, performance tracking, and prioritized recommendations.

ERA Content Optimization

Helping creators and small businesses turn great content into measurable growth.

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