

SEPTEMBER 2025



# SEO Content Audit

Era Content Optimization

SEO Support for Run Creators

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# Methodology

This audit combines data-based SEO analysis with hands-on content review to provide a complete picture of how the website is performing. Using tools like Google Analytics, Google Search Console, and SEO auditing software, we examined overall traffic patterns, keyword rankings, backlinks, and page speed. We also reviewed a sample of about 40 posts to assess on-page SEO elements such as titles, meta descriptions, keyword usage, readability, and internal linking.

In addition, we evaluated the site's overall health and structure—including broken links, image optimization, and mobile friendliness. Each area was analyzed with Google's EEAT guidelines in mind (Experience, Expertise, Authoritativeness, and Trustworthiness) to ensure the content aligns with current best practices and supports long-term growth.

The goal of this audit is to highlight what's already working well, uncover areas that may be limiting performance, and provide clear, actionable steps to improve visibility, engagement, and revenue.

Finally, you'll receive actionable recommendations and a prioritized list of fixes designed to boost traffic and create a smoother, more enjoyable experience for your readers.

**Audit Period: Sept. 5-9, 2025**

**Website: (A REAL WEBSITE)**

**Host: WordPress**

**Social Media Presence: Instagram, Facebook, Youtube, Tik Tok, Pinterest**

**Primary Income Sources: Ad Revenue, Printables**

**Client Pain Points: Significant revenue drop since June 2025. Wonders what is going on and how to fix it.**

**Primary Audience: Parents, homeschoolers, teachers, moms of elementary kids and younger**

**Access Points for Audit: Google Analytics, WordPress, GumRoad**

**Applications Used: Google, Google Analytics, SemRush, ChatGPT, BrokenLinkCheck, YoastSEO, Excel**

# Audit Details

SampleWebsite is a blog for homeschoolers and teachers with activities, videos, recipes, and crafts for ages toddler to approximately 8 years old. The website has been active since 2014, with more than 800+ web posts on various topics and of various lengths. This audit was performed to analyze traffic patterns, pain points, SEO effectiveness, and potential fixes to increase traffic and revenue.

## Top Performing Pages

SampleWebsite is a unique blend of evergreen content and seasonal content. Top pages can depend on the time of year and on specific holidays (for example, pumpkin related content will spike in Sept/Oct and be ignored for the rest of the year). This can make analyzing what is working vs. not working more complicated.

### 1. LISTING OF TOP PAGES - removed due to confidentiality

## On-Page SEO Audit

According to Yoast SEO, the website's plugin, the website has about ½ of its content rated as "good." However, about 1/3 of the content is missing key words, meta descriptions, tags, and the readability is more likely to be rated as "ok" than good. In addition, we ran a scan of the entire website and found 1,552 bad links. These were mostly old content links, but some links that point to outside pages, or pingback links in comments. This high number of bad links can dramatically affect SEO and Google performance.

Due to the most recent Google updates, websites now must address the EEAT analysis.

**Experience:** Google values original content, photos, and evidence that creators have personally used featured products. This website scores well in all these areas.

**Expertise:** This measures creator credentials and relevant background. Katie's privacy efforts may reduce perceived expertise. Adding details like "10-year homeschool mom" to her bio or posts would build credibility and show long-term involvement in the niche.

**Authoritativeness:** This reflects external reputation, i.e. mentions on other sites, blogs, or social media. While some blogger collaborations bring referrals, the site has little visibility elsewhere, including Reddit. More outside recognition would strengthen authority.

**Trustworthiness:** Google checks site security, transparency, and authenticity in interactions. This site performs well here, with no signs of misleading content or security issues. The site has nearly 1,000 posts; about 40 were reviewed for this audit, with results ranging from strong to incomplete.

# Audit Details cont.

## Writing Quality/ Content Relevance:

Strengths: EXAMPLES TO BE LISTED Weaknesses: EXAMPLES TO BE LISTED (removed due to confidentiality)

## Image Optimization

Some images have alt tags, and some do not. In addition, the pages are loading very slowly, which could be due to images being too large.

## Site Speed & Mobile-Friendliness

The site speed was very slow. Significant pausing on pages while downloading. In addition, there are ads after every paragraph block, which could influence load, as well as attention per page. Site speed ranged from 2.2 seconds and to 8.9 seconds. Ideal is under 3 seconds.

## Keyword Rankings and Performance

The top keywords related to the website were the following: (removed due to confidentiality)

- TOP KEY WORDS LIST

Some keywords searched, to complete the list:

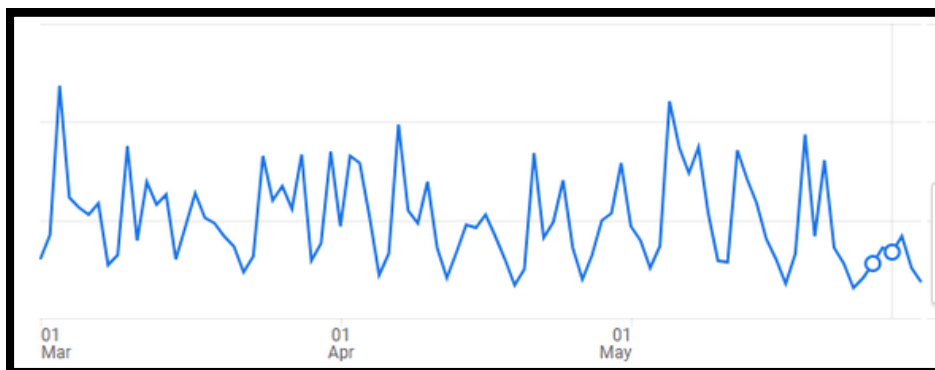
- SUGGESTED KEY WORDS LIST

## Overall User Experience

Overall, SampleWebsite provided an educational and wholesome website that is a great resource for teachers and parents. There is a lot of content that has been clearly curated and created for its audience. While the load times are slow and could be improved, the content on the pages is engaging, bright, and educational.

## Recommendations

LIST OF RECOMMENDATIONS (list removed due to confidentiality, see action plan for more information on how recommendations convert into plans.)

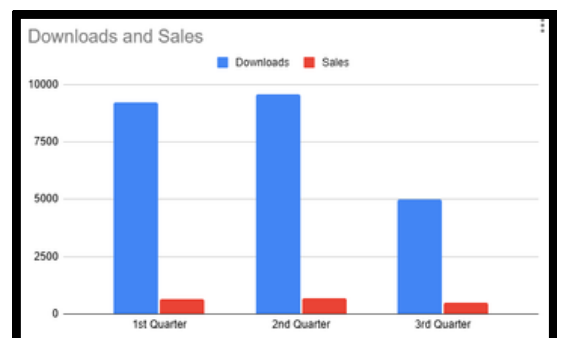


# Action Plan Priorities and Cost

Priority	Improvement	ERA Content Op Price
1	Site Speed: Increase site speed. Optimize site, keep image size in mind while implementing other priorities.	Has preferred developer, client will outsource
2	Bad Links: Implement redirects for internal links and delete/replace external links. 1,500 bad links, 200-300 per week until complete.	\$30 per hour, 12-15 hours
3	Optimize posts by top pages/season. Max SE potential for each post, plus internal link.	5 per week/\$14-20 per post
4	Keyword optimization (post optimization priority 3 could include this step). Optimize primary key words for better optimization.	5 per week/\$14-20 per post
5	Printables integration. Product navigation and printable sale.	Will need further consultation
6	Content Refresh: Once Priority 3 has been completed, create a list of next 50 priority posts and optimize.	5 per week/\$15 per post
7	EEAT Updates: This is an overall update that will need to be implemented with each stage.	Will need further consultation

## Metrics/Reports used to gage progress:

1. LIST of Metrics and Reports



### ERA Content Optimization

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

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# Next Step

With this audit complete, the next step is to begin implementing the recommended updates—starting with the highest-priority fixes that will have the biggest impact on traffic and performance. Focus first on technical clean-up tasks like repairing broken links, improving site speed, and optimizing images. Then, move on to on-page updates such as refreshing older posts, adding keywords and meta descriptions, and improving internal links.

As changes are made, we'll continue monitoring results through Google Analytics and Search Console to track improvements in visitors, engagement, and keyword rankings. Within a few months, you should start seeing a steady gain in organic traffic and smoother site performance. These updates not only improve SEO but also create a better experience for your readers, helping your blog continue to grow and reach more families over time.

As a heads up, SEO changes are not immediate. While we work as quickly as possible to implement changes, unfortunately sometimes the search engines are slow to recognize those changes. We have even seen rankings slow down as bad links are fixed, temporarily confusing the algorithm. The said changes we are recommending have a high chance of improving your site's profitability.

For ongoing support, we offer two pricing options: pay-per-task (for edits, analysis, and reports) or a monthly service that covers a range of SEO and content optimization tasks. Learn more at [www.eracontenttop.com/services](http://www.eracontenttop.com/services) and take the next step toward stronger, more effective content.

## OWNERS NOTE:

While not addressed specifically in this audit, we are aware of the changes happening to websites everywhere with the addition of AI search results and ChatGPT search results. This is an evolving area. From what we can see now, your particular niche comes up more as a suggested website vs. an answer that would prevent someone from clicking on your website. As AI becomes more advanced, and able to work better with images, that may change. We do have a few suggestions, or tips and tricks that we can use as we implement SEO content changes that can help increase your chances of showing up in these searches. If that is of interest, please let us know.