

SAMPLEWEBSITE.com

Executive Summary

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

On-Page SEO Audit

According to Yoast SEO, the website's plug in, the website has about 1/2 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 went 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.

Writing Quality/ Content Relevance,

Strengths: EXAMPLES TO BE LISTED Weaknesses: EXAMPLES TO BE LISTED

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 break, which could influence load, as well as attention per page.

Keyword Rankings and Performance

The top keywords related to the website were the following:

- TOP KEY WORDS LIST

Some keywords searched, to consider include:

- SUGGESTED KEY WORDS LIST

Overall User Experience

Overall, SampleWebsite provides 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 & Action Plan

LIST OF PRIORITIES WHICH LEAD TO ACTION PLAN

ACTION PLAN

Priority	Improvement	Price
1	Site Speed	Outsource
2	Bad Links	\$30/hour, 6-12 hours
3	Optimize posts by top pages/season	5 per week/\$14-20 per post
5	Keyword optimization (posts updated on priority 3 could include this step)	5 per week/\$14-20 per post
6	Printables navigation	Website Owner or Outsource
7	Content Refresh	5 per week/\$15 per post
8	EEAT Updates	TBD

Metrics We will Follow to Gage Progress:

1. LIST OF METRICS