
SAMPLE REPORT

For the purpose of a sample, some areas of this report are restricted

SEO Audit

www.matthewjohnwood.com

By Matthew Wood

2023

Introduction to the SEO Audit

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

What's contained in the Audit?

My Audit is broken down into four key pillars. They are:

1. Technical – The elements that impact how Google and other search engines find, discover and index your website.
2. Metas – The information that search engines use to understand what pages of your website are about.
3. Content – The information displayed on your website that informs the user of what a page is about.
4. Links – The external links directing back to your website.

Your performance across these four key pillars will determine how you perform in the search engines.

Each of the respective sections contains various checks that will provide you with an individual scoring by check and by section.

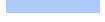
The flagged areas will then be provided with a priority scoring to help build a plan of action of what needs addressing first and which of those actions will be your biggest difference makers.

1) Technical Review

High Impact Items

Item	Score	Actions
[REDACTED]	Pass - No Action	[REDACTED]
[REDACTED]	Pass - No Action	[REDACTED]
Internal Linking	Pass - No Action	The website is small enough in terms of number of pages (7) and overall content that internal linking isn't a huge issue. Perhaps only to link to the "points table" in the match report commentary.
Mobile First	Pass - No Action	The website is being indexed on mobile correctly.
Mobile-Friendliness	Pass - No Action	The website displays fine on Mobile.
Navigational Structure	Some Action	<p>There isn't page depth so this isn't going to be a huge problem. However, some nav links are hidden under "more" which may prevent some users from seeing the links immediately.</p> <p>Additionally, from reviewing the content on the homepage, it would appear that only recent match reports are available and there is no log of previous match reports which may be useful for users to search for.</p> <p>I would suggest creating a</p>

		<p>structure, similar to that of a blog, that would allow you define previous match reports. This is beneficial to both a user and from a search perspective so Google can see the content remains in place and it's not constantly being refreshed on the homepage.</p> <p>An example structure would be: wirralseaanglers.org/match-reports (Essentially the blog/match report category) and then; wirralseaanglers.org/match-reports/kingslake-30-10-22 (the match report itself).</p>
[REDACTED]	Pass - No Action	[REDACTED]
[REDACTED]	Pass - No Action	[REDACTED]
[REDACTED]	Pass - No Action	[REDACTED]
[REDACTED]	Some Action	[REDACTED]
URL Naming	Pass - No Action	The small number of URLs appear to be named sensibly.
[REDACTED]	Pass - No Action	[REDACTED]



SAMPLE REPORT

Medium Impact Items

Item	Score	Actions
301s	Pass - No Action	There are no 301 redirect issues.
[REDACTED]	Pass - No Action	[REDACTED]
[REDACTED]	Pass - No Action	[REDACTED]
[REDACTED]	Pass - No Action	[REDACTED]
Pop-ups	Pass - No Action	There are no pop ups on the website.

Low Impact Items

Item	Score	Actions
Alt Tags	Priority Action	The images on the website do not have alt tags. If images are given alt tags it provides Google with an indication of what the image actually is as they cannot understand an image from crawling the site without the supporting text.

2) Meta Review

High Impact Items

Item	Score	Actions
[REDACTED]	Pass - No Action	[REDACTED]
Category Meta Title(s)	Priority Action	<p>Category pages contain very basic and short meta titles and could be improved.</p> <p>For example, for News, it could be extended from simply "News" to "News, Match Dates & Results Wirral Sea Anglers".</p>
Single Product/Page Meta Title(s)	Pass - No Action	You do not have product pages as such.

Medium Impact Items

Item	Score	Actions
Homepage Headings	Some Action	The H1 at the top of the page is fine. However, the yellow titles such as "forthcoming matches" should be H2s and the match names such as "Vale Park (HW) 6/11/22" should be H3s.

██████████	Priority Action	██████████
██████████	Pass - No Action	██████████

Low Impact Items

Item	Score	Actions
Homepage Meta Description	Some Action	The homepage has a meta description but there are two spaces between “hold” and “regular”.
██████████	Priority Action	██████████
██████████	Pass - No Action	██████████

3) Content Review

High Impact Items

Item	Score	Actions
[REDACTED]	Priority Action	[REDACTED]
[REDACTED]	Pass - No Action	[REDACTED]
Single Product/Page Content	Pass - No Action	You have no single/product pages as such.
Content Duplication	Pass - No Action	There are no issues with duplicate content on external websites.
[REDACTED]	Pass - No Action	[REDACTED]
Structured Mark-Up	Pass - No Action	There isn't major need for structured data implementation. However, if the points table was to be put into a properly structured table. It may display better in the SERPs. See below table the current display.

User Focused/Blog Content	Pass - No Action	

RE: Structured Data

The screenshot shows a Google search for "wirral sea anglers points table". The search bar contains the text "wirral sea anglers points table" with a search icon on the right. Below the search bar, there are filters for "All", "News", "Images", "Maps", "Videos", and "More". The search results show "About 445,000 results (0.40 seconds)". The first result is titled "Points Table 2022 - John Aitkin Trophy" and lists several anglers and their scores: Jim Morris (8, 5, 10, 7, 10) 40, Mickey Duff (3, 9, 6, 7, 9) 34, Ian Brookes (9, 7, 3) 19, Mike Flanagan (7, 9, 2) 18, Gary Tull (8, 7, 3) 18, Mark Allanson (1, 8, 8) 17, Ian Griffiths (6, 1, 10) 17, Kevin Morgans (5, 9, 3) 17, and John Wood (1, 8, 7, 1) 17. There is a link for "More items...". Below the list, the URL "https://wirralseaanglers.org > points-table" is shown, followed by the title "Points Table 2022 - John Aitkin Trophy - Wirral Sea Anglers". At the bottom, there are links for "About featured snippets" and "Feedback".

Medium Impact Items

Item	Score	Actions
Blog Internal Linking	Pass - No Action	There is no blog.

4) External Links Review

High Impact Items

Item	Score	Actions
Ahrefs Domain Rating	2/100	n/a
Google MyBusiness	Pass - No Action	To my knowledge there is no physical business location for WSA so this is not required.
[REDACTED]	[REDACTED] Some Action	[REDACTED]
[REDACTED]	Pass - No Action	[REDACTED]

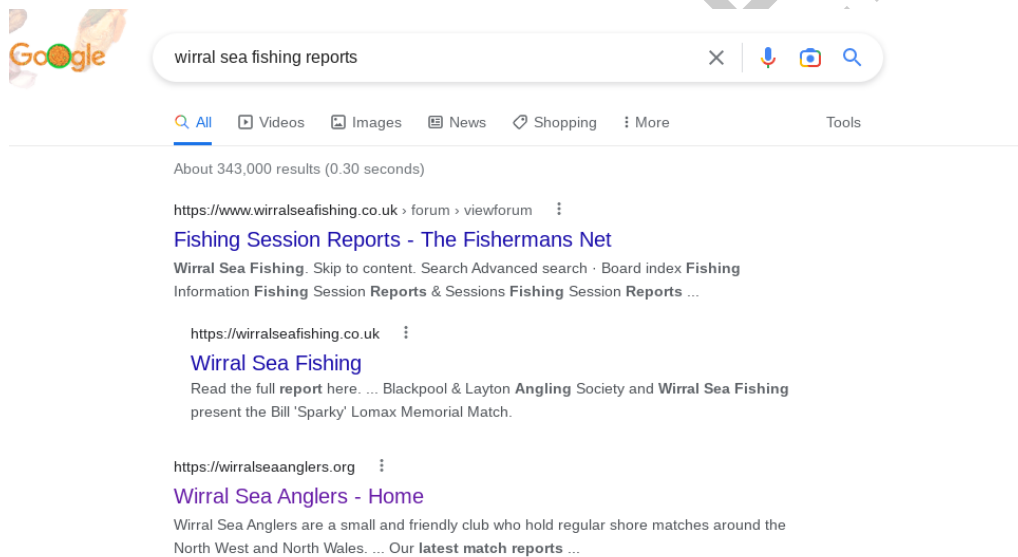
Medium Impact Items

Item	Score	Actions
Backlinks	Some Action	See referring domains.
SEMRush Link Toxicity	Pass - No Action	n/a because of low link numbers.
[REDACTED]	Some Action	[REDACTED]

Audit Summary - Key Findings & Conclusion

Here are some of the key points following the completion of the audit and a summary of the findings.

[REDACTED]



[REDACTED]

