GRO.TEAM

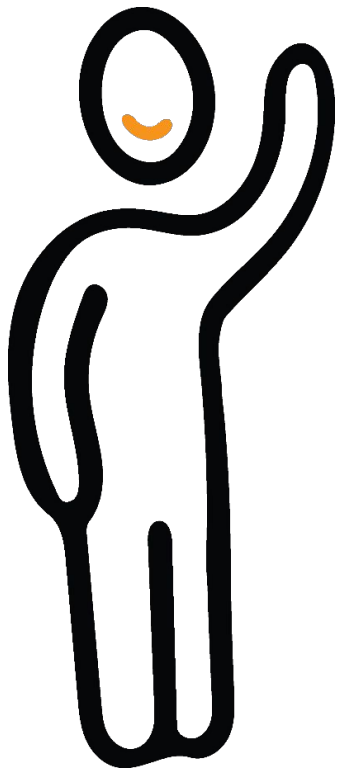## The Business Growth Agency

SEO Audit: <Client Name>

"

There has been a relatively good uplift in organic traffic but…

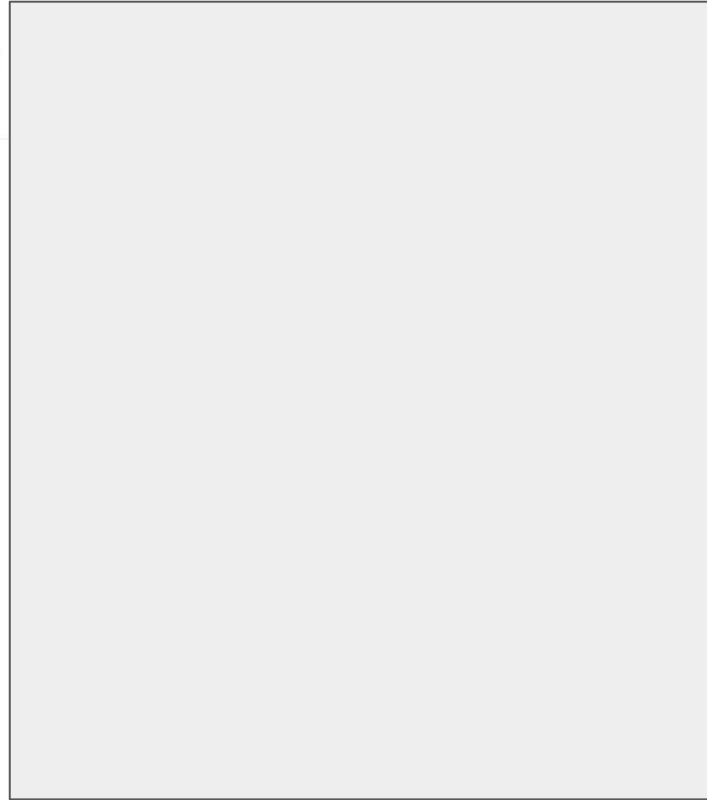…there is plenty of opportunity to ramp this up and accelerate…

The <X> marketplace has exploded in demand and search volumes.

"

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Over the following slides we look at the current visibility **of <Client Name>.**

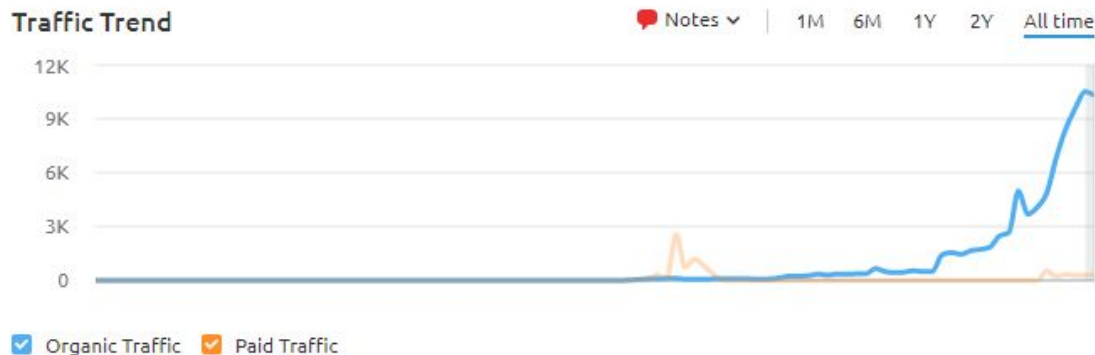Google

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Looking at projected traffic **metrics we can see that there has been growth.**
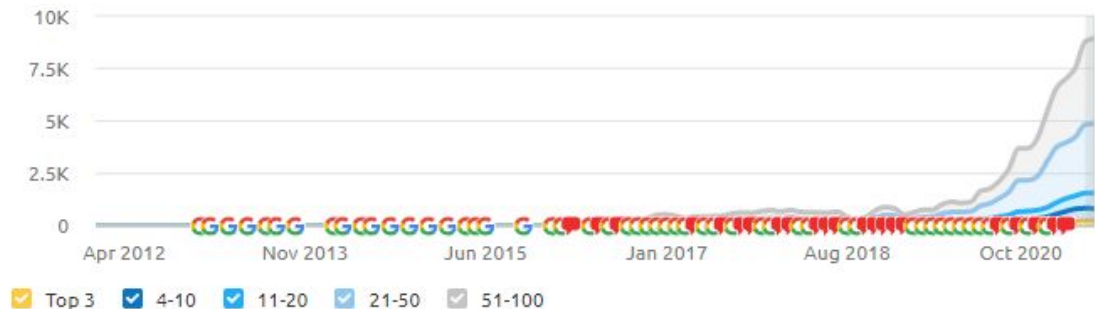
The domain's traffic growth has been on an upward trajectory since January 2019, although these are ONLY third party projections.

We can see that the domain's keyword coverage (how many known keywords return the website in the top 100) has increased steadily over the last 2-3 years.

Traffic Trend   💬 Notes ∨ | 1M 6M 1Y 2Y All time

☑ Organic Traffic   ☑ Paid Traffic

12K
9K
6K
3K
0

Keywords Trend

10K
7.5K
5K
2.5K
0

Apr 2012   Nov 2013   Jun 2015   Jan 2017   Aug 2018   Oct 2020

☑ Top 3   ☑ 4-10   ☑ 11-20   ☑ 21-50   ☑ 51-100

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Organic Search Positions 1 - 100 (1,537) *i*

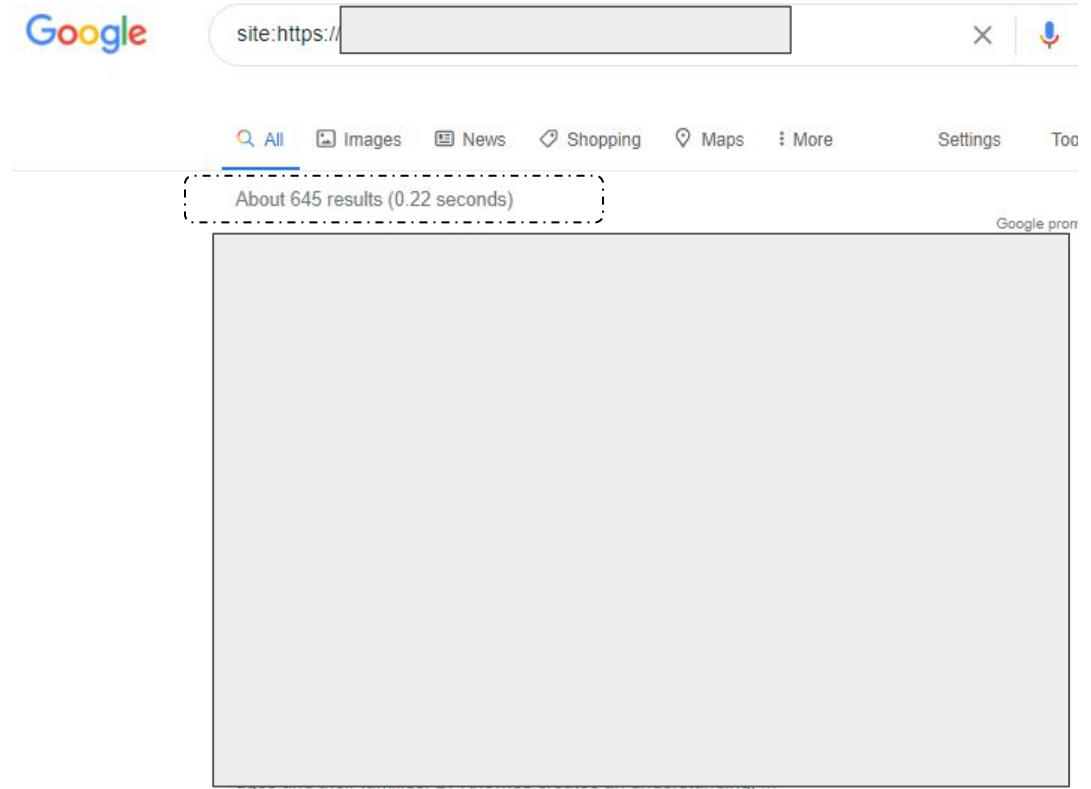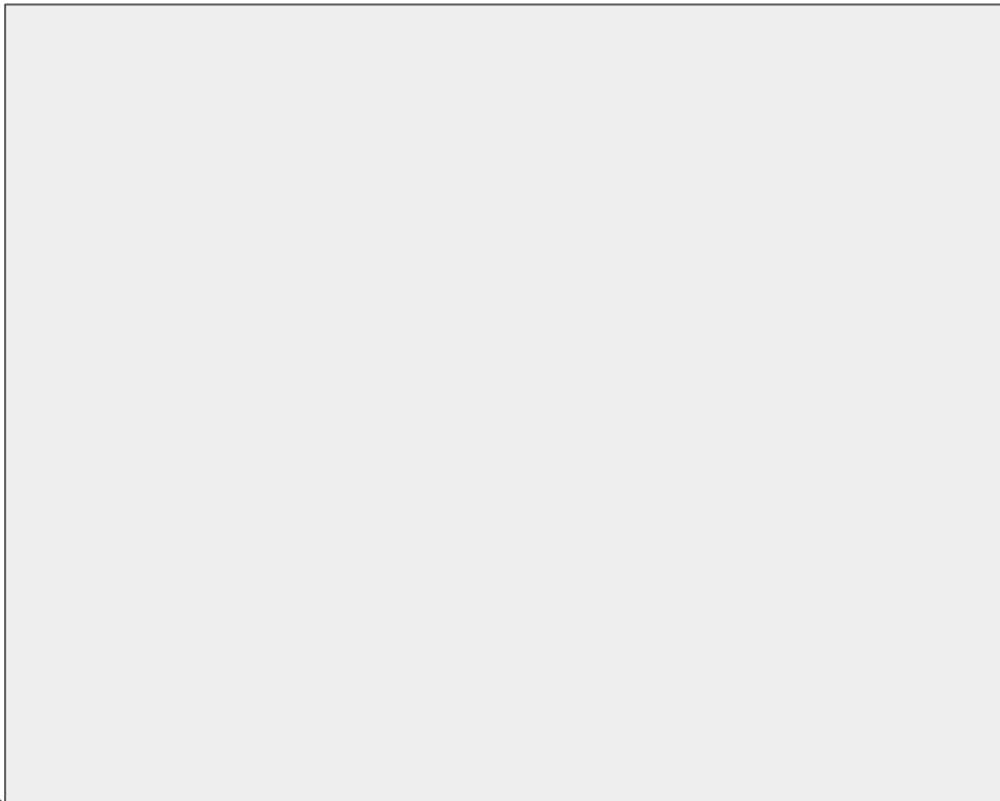|	Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume
> ☐		♔ ♀ ⊘ ☒ ⮞	27 → 26	↑1	2.14	49,500
> ☐		⊘ ☒ ⮞	86 → 83	↑3	< 0.01	49,500
> ☐		⊘ ☒ ⮞ ❷ 🖽	• → 96	new	< 0.01	49,500
> ☐		⊘ ☒ ⮞	97 → 91	↑6	< 0.01	27,100
> ☐		⊘ ☒ ⮞	72 → 62	↑10	< 0.01	22,200
> ☐		☒	59 → 56	↑3	0.05	22,200
> ☐		♔ ⊘ ☒ ⮞ 🖽	82 → 90	↓8	< 0.01	22,200
> ☐		♔ ☒ ⮞	78 → 69	↑9	< 0.01	18,100
> ☐		⊘ ☒ 🖼 🖽	76 → 69	↑7	< 0.01	18,100
> ☐		⊘ ☒ 🖼	55 → 55	0	< 0.01	18,100
> ☐		♀ ⊘ ☒ ⮞ 🖼 ⊙	89 → 89	0	< 0.01	14,800
> ☐		♔ ☒	37 → 36	↑1	0.23	12,100
> ☐		⊘ ☒ ⮞ ⊙ ★ +2	53 → 55	↓2	0.02	12,100
> ☐		♔ ☒ ⮞ 🖽	91 → 90	↑1	< 0.01	12,100

There are **1537** known keywords

The websites traffic growth can be attributed to the amount of content on the website.

Whilst there has been a fair amount of traffic growth - there is a lot of opportunity to expand this growth further by taking advantage of position increases for higher search volume queries - which, currently rank outside the top 10 making traffic delivery sporadic and unlikely for anything outside top 20.

It's clear looking at the websites index that the traffic growth can be attributed by the amount of content within the site index.

Google

site:https://

All   Images   News   Shopping   Maps   More   Settings   Too

About 645 results (0.22 seconds)

Google prom

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Most of the traffic can be attributed to….

A mixture of sections on the website. MOST independent parts of the website generate some form of traffic - it is the combined efforts of A ,B C, D etc. that drive the traffic - a mix of core and long-tail traffic.

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Looking at blog traffic we see around 10% of the domains queries attributed to blogs.

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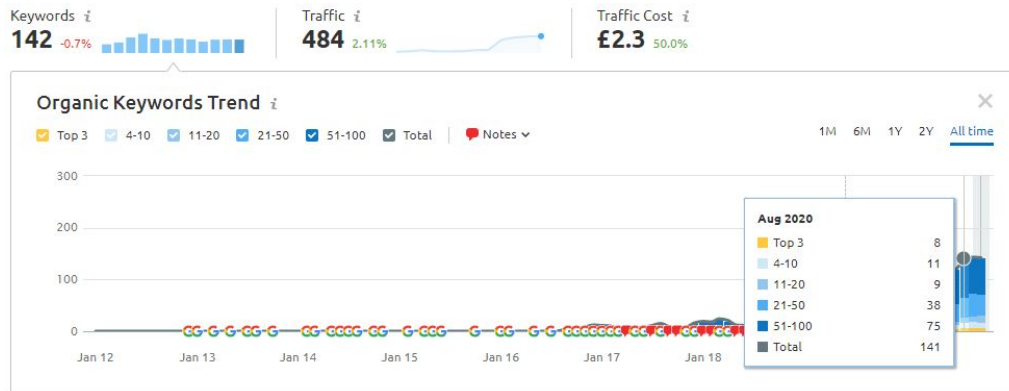
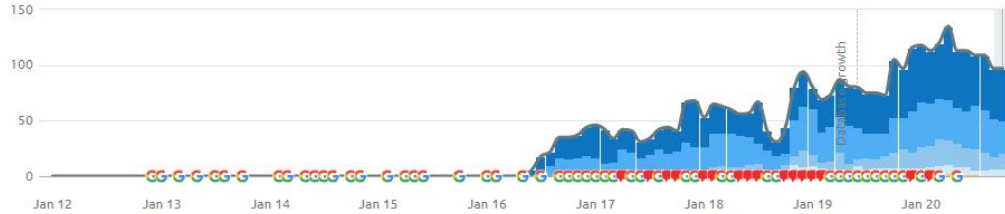Keywords *i*
97 0.0%

Traffic *i*
102 -5.56%

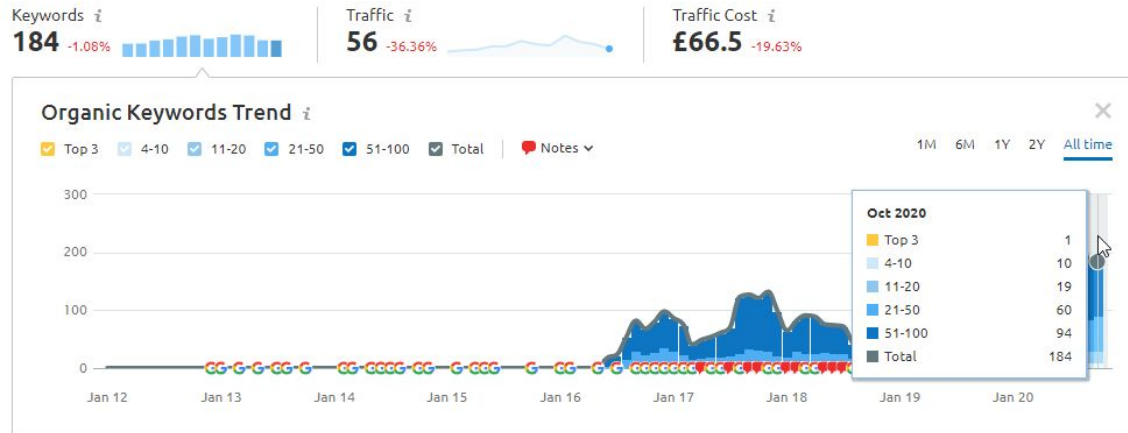Traffic Cost *i*
£127.6 0.0%

Organic Keywords Trend *i*

☑ Top 3 ☐ 4-10 ☐ 11-20 ☑ 21-50 ☑ 51-100 ☑ Total   🔴 Notes ⌄   1M 6M 1Y 2Y All time

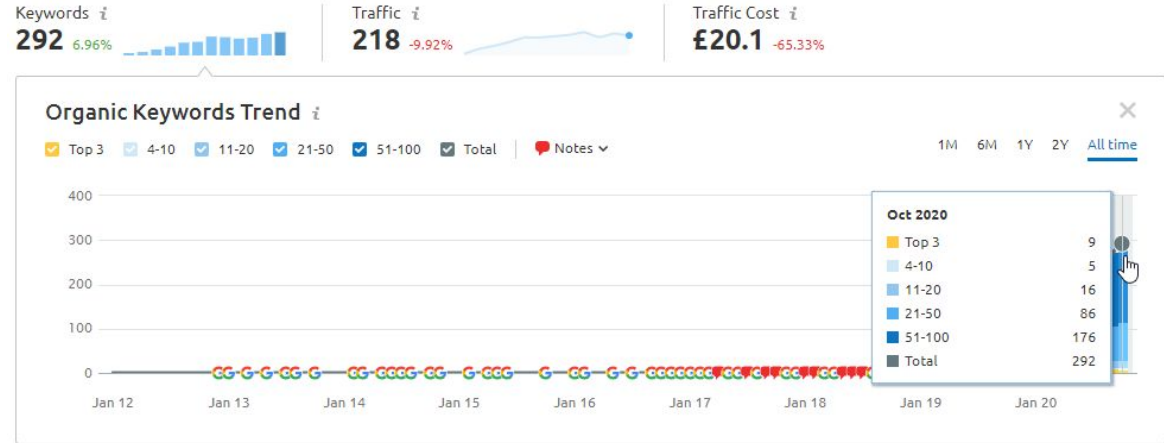A & B **pages account for less than 10% of total query throughput**

AZ Issues **contributed nearly 20% towards the domains query profile.**

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Looking at C traffic we see around 1-3% of the domains queries attributed to blogs.

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D pages **account for the most query coverage with over 20% of the domain queries**

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E Pages

F Pages

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So the website has growing traffic.

This traffic growth is divided up between multiple areas of the website - with most parts of the website with equal **delivery.**

So could the website be doing better?

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It's about finding opportunities.

Well, of course.

The websites traffic and query growth has been positive - that we can't fault.

But, the distribution of growth has been limited, requiring much more content to achieve small gains - it is this repetitive requirement of content creation that fuels incremental growth.

The websites organic performance growth has relied on a greater coverage of long-tail queries - which again isn't a bad thing - but, there are lots of opportunities for MORE.

The A and B marketplace is huge & growing rapidly, not just in London, but across the UK.

For volume queries + long tail with lower keyword difficulty

Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume	KD%
		73 → 73	0	< 0.01	1,900	81.64
		4 → 4	0	3.24	1,600	66.33
		70 → 70	0	< 0.01	1,600	63.15
		50 → 50	0	< 0.01	1,600	77.74
		12 → 12	0	0.46	1,300	85.47
		19 → 19	0	0.08	1,300	72.31
		37 → 37	0	< 0.01	1,300	73.45
		68 → 68	0	< 0.01	1,300	82.38
		21 → 21	0	0.02	1,300	76.24
		76 → 76	0	< 0.01	1,300	87.59
		1 → 2	↓1	3.76	1,000	82.37
		1 → 1	0	13.61	1,000	70.25
		53 → 53	0	< 0.01	1,000	93.01
		87 → 87	0	< 0.01	1,000	70.72

https://gro.team/seo-agency/
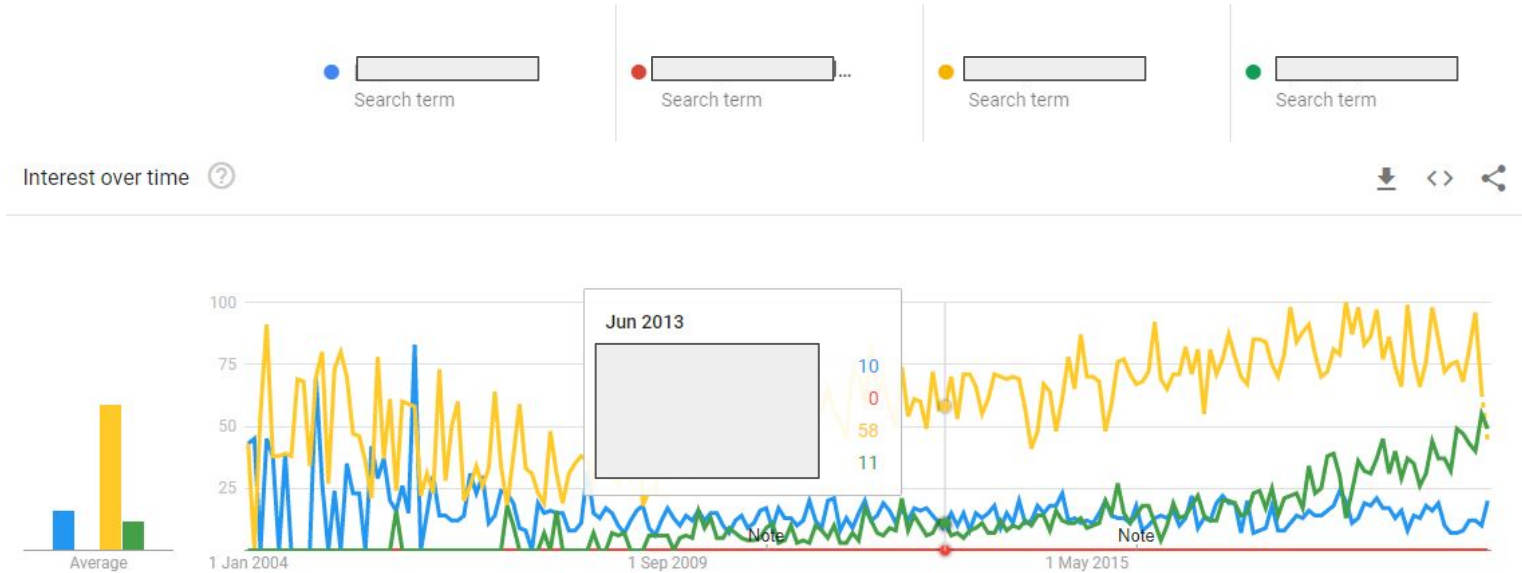
In the UK alone - B related searches increased over 800% in the last 5 years.

This means, the size of the growing search marketplace presents more opportunity than ever to capture relevant traffic with informative content

<Client Name> could expand query growth on both "intent" - A enquiry side and informational - B side.

Tackling both offers the <client> the opportunity to not only become a more helpful resource and authority, but, it also increases the likelihood of new enquiries.

Exercising authority is a fantastic way for the business to connect with new potential customers

SEO can join the dots both on the intent for A and B at a C level.

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Examples of opportunity

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Content Performance

Numerous pages across <Client Name> website scored poorly for topical coverage and B coverage.

This example is based on A London where the A page only scored 31 out of 100.

We can also see that the domain's weak score is another underlying issue that needs addressing.

Most of page 1 results score higher than <Client Name> content.

⚖️ Compare your website to competitors

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Content Performance

Internal pages on the website - under various sections generally have "FAIR" scores with some good and some OK.

In general, most top level content including AZ Issues content covers what's important but not in enough depth.

There are SCHEMA and structured data opportunities to be taken advantage of also.

Many of the scores SHOULD be 80% +

✺inLinks

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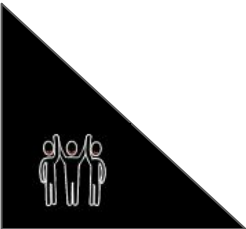
Content Performance

A lot of the websites internal pages contain content that is a relatively good fit for USER INTENT but misses out on SERP orientation alignment.

Search Engine Understanding of content tends to be lower than that of competitors (although not in all cases - in some cases other factors become more weighted).
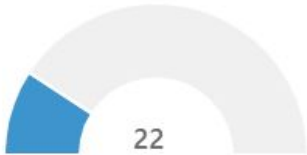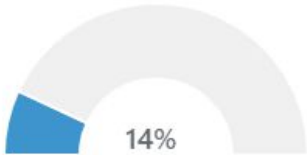
SERPs Orientation

User Intent

Readability Ease ❓

22

Search Engine Understanding ᵇᵉᵗᵃ ❓
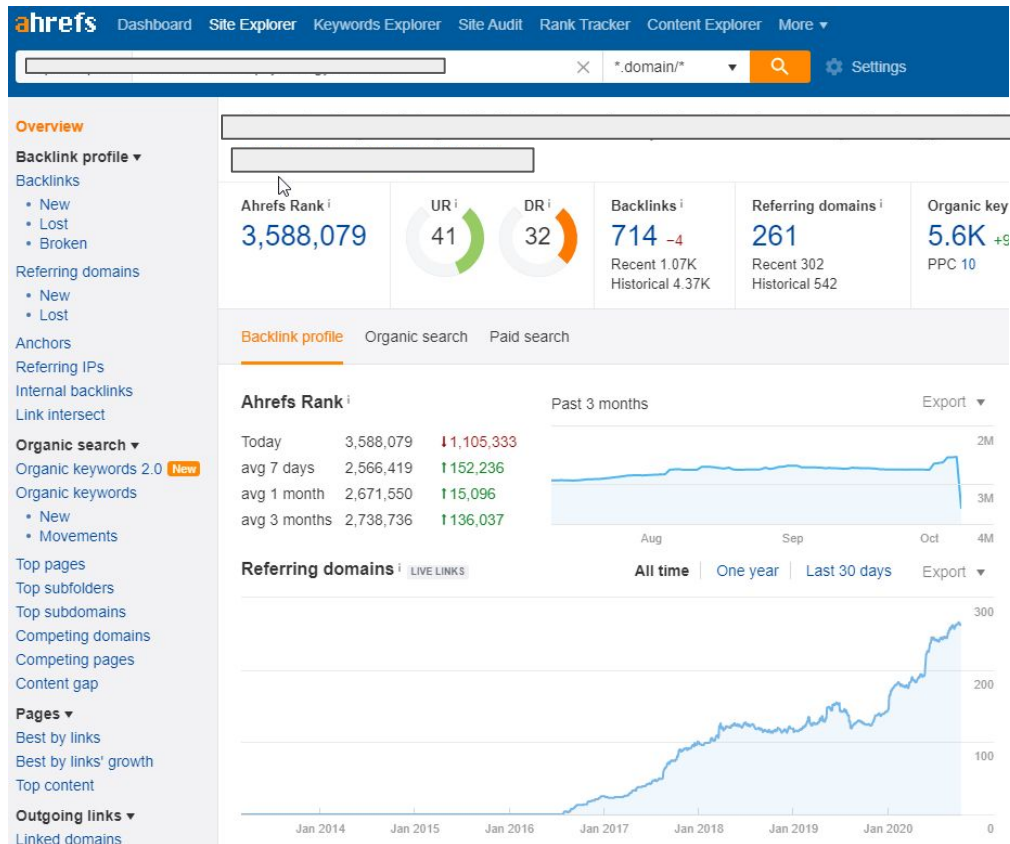
14%

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Link Performance

The domain has a fair link profile with clear growth over the last 3 years.

For the number of referring domains we'd expect to see a higher DR rating given the origin of the inbound links.

Overall the metrics would be classed as fair.

Link Performance

The distribution of external to internal links is very poor with most of the websites links pointing in to the root domain (homepage).

It is recommended that external to internal link distribution is less skewed towards the homepage.

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RD i	Page URL
0	
215	
1	
0	
6	
N/A	
N/A	
1	
1	
3	
0	
0	
0	
N/A	
0	
0	
1	
N/A	
0	

https://gro.team/seo-agency/
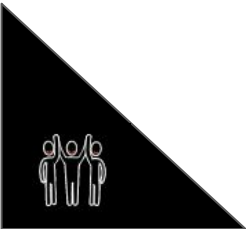
Site Performance

The websites performance is something that needs improvement.

Whilst speed issues aren't all that bad, the way the page loads / renders (FCP / LCP) needs looking at.

This is based on Think With Google which takes a COLLECTIVE look at website speed.

Your speed results for

Your mobile site speed is 3.6 seconds in United Kingdom ˅ on a 4G ˅ connection.

RATING

Needs improvement

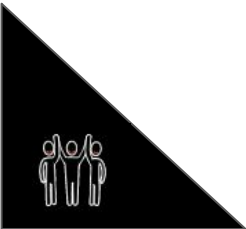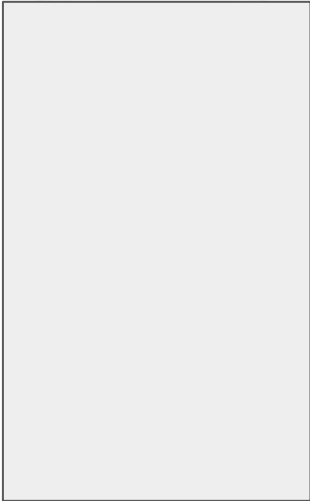Needs improvement sites start to load in 2.5 to 4 seconds.

Learn more

MONTHLY TREND

Slowing Down

Your site has gotten 1.0 seconds slower this month

Learn more

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Index Issues

The website has a number of index issues with stray pages, thin pages and pages which are either HTTP/HTTPS and www vs non www.