

SEO REPORT

<https://www.yourwebsite.com>

Summary



- This month we're approaching the final stage of fixing on-site SEO issues. The biggest unresolved issue is with Hreflang, which was assigned to your web developer.
- Ten new keyword-optimized pages were added to represent your main products/services in Google search. They are already indexed in Google.
- We've finished reviewing backlink profiles of competitors and identified that their primary link source is organizing events, that get a lot of links from related sites and news outlets.

SEO Health Overview



- This month we have focused on removing duplicate internal pages.
- Some pages contained low quality, thin content but the bulk were duplicates.
- These pages were not giving users any value and were actually bringing down the overall health of the site.
- By removing these, Health score has increased from 31% to 85%.

This Month

Health score ?

85%



URLs crawled

185

Internal pages 136

External pages 0

Internal resources 49

External resources 0

Last Month

Health score ?

31%



URLs
crawled

2,723

Internal pages 2,241

External pages 0

Internal resources 482

External resources 0

On Page SEO Attributes



Parameter	Status
Meta Tags	Done
Site map	Done
URL Optimization	Done
Image Optimization	Done
Headings Tags	Done
Broken Links	Done
Internal Linking	Done
Duplicate Content	Done
Keyword Research	Done
Google Analytics and Webmaster Setup	Done

Advanced SEO



Parameter	Status
App SEO	% increase in Downloads
Local SEO	Listed in Google Local Business
Competitor Analysis	Analysis done for top 5 competitors
ORM (Online Reputation Management)	Positive Reviews Posted on Social Media

Backlink Profile



- Although there has been an increase in referring domains, we haven't started actively building backlinks yet.
- But some of the newly published pages got a few backlinks naturally.
- Once all on-site SEO issues have been addressed, we will focus more on actively building links to the site.

Ahrefs Rank ⁱ

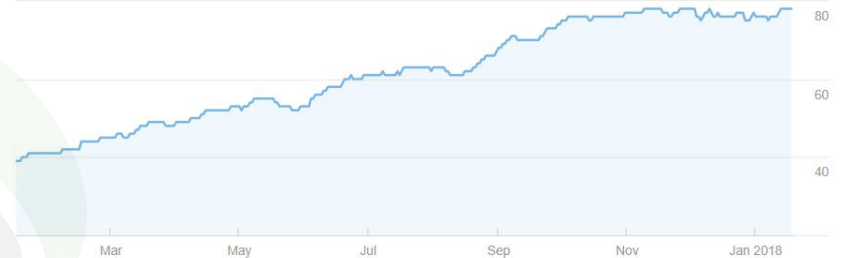
Today	32,989,707	↑ 23,822
avg 7 days	33,022,742	↑ 104,455
avg 1 month	33,129,956	↑ 45,592
avg 3 months	31,673,033	↓ 7,938,830

Past 3 months



Referring domains ⁱ [LIVE LINKS](#)

All time | One year | Last 30 days



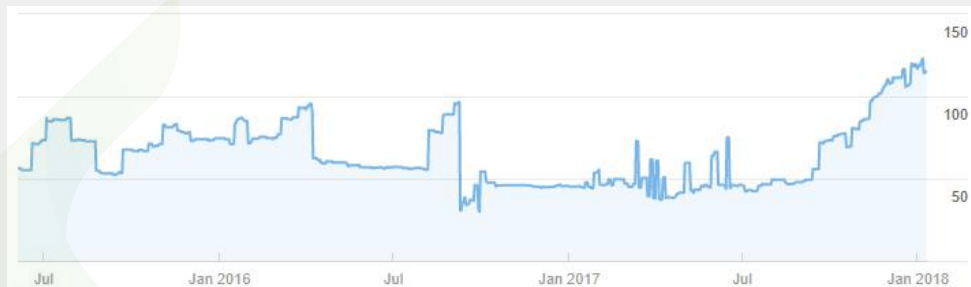
New & lost referring domains ⁱ [LIVE LINKS](#)



Website Traffic Analysis

- Despite no new blog content being posted live and no links being built there has been a steady growth in organic traffic and keywords.
- As stated earlier in the report, the site did gain some backlinks when new pages were made live.
- You can see the site started to gain more organic keywords when this page was launched.

Organic traffic: 115 /month



Organic keywords: 328 /month



Traffic Data



Organic Keywords

- 4 out of 5 of the top organic keywords are coming from blog posts written in the last quarter.
- The same applies to top 5 pages.
- I would advise looking at these organic keywords and seeing if you would like to promote these more heavily in the coming month to increase organic traffic.

Top 5 organic keywords ⁱ	Pos. ⁱ	Volume ⁱ	Traffic ⁱ	Results ⁱ	Upd. ⁱ
check valve cracking pressure waverleybrownall.co.uk/blog/what-is-check-valve-cracking-pressure/ ▼	5	150	10	1,550,000	7 Jan
aqueous corrosion waverleybrownall.co.uk/blog/types-aqueous-corrosion-metals/ ▼	3	80	9	35,900,000	4 Dec
stainless steel tubing sizes chart waverleybrownall.co.uk/blog/metric-tube-sizes-chart/ ▼	1	100	7	837,000	15 Dec
6 mo waverleybrownall.co.uk/6-mo-stainless-steel/ ▼	4	80	6	85,100,000	7 h
cracking pressure waverleybrownall.co.uk/blog/what-is-check-valve-cracking-pressure/ ▼	5	200	6	525,000	28 Dec

Top 5 pages ⁱ	Keywords ⁱ	Traffic ⁱ
waverleybrownall.co.uk/blog/what-is-check-valve-cracking-pressure/ ▼	13	21
waverleybrownall.co.uk/blog/metric-tube-sizes-chart/ ▼	15	13
waverleybrownall.co.uk/6-mo-stainless-steel/ ▼	8	9
waverleybrownall.co.uk/blog/types-aqueous-corrosion-metals/ ▼	6	8
waverleybrownall.co.uk/blog/swagelok-alternative-compression-fittings/ ▼	19	2.1

Next Step



- Next month we will be optimising all images across the site in order to gain more keywords showing in the image pack (SERP feature).
- We will also be starting the first batch of link building: the first outreach campaign will be launched industry related blogs.
- Also, we will be leveraging the natural backlinks we gained when launching the new pages this month, by adding internal links to direct users to the main service pages.
- Audit missed opportunities for ranking in SERP features.



Thank You

www.scorich.com