A+

SEO PORTFOLIO

A⁺

TECH SOLUTIONS

AUDIT REPORT OF

CreaCraft

TECHNICAL SEO

ON-PAGE SEO

OFF-PAGE SEO

mycreacraft.com

TECHNICAL SEO ISSUES

Site Health i

79%
no changes

Errors i
49
98
0

Warnings i
2,060
4.1K
0

Notices i
104
208
0

► Site Health of the website is not good due to duplicate title tags and duplicate meta descriptions.

► Schema Markup text was not integrated in any pages of the website. Structured Data is important because it will make all pages SEO Friendly based on the content and keywords of website.

► URL Structure need some revisions to increase the domain rating of the website according to relevant keywords.

TECHNICAL SEO

Authority Score
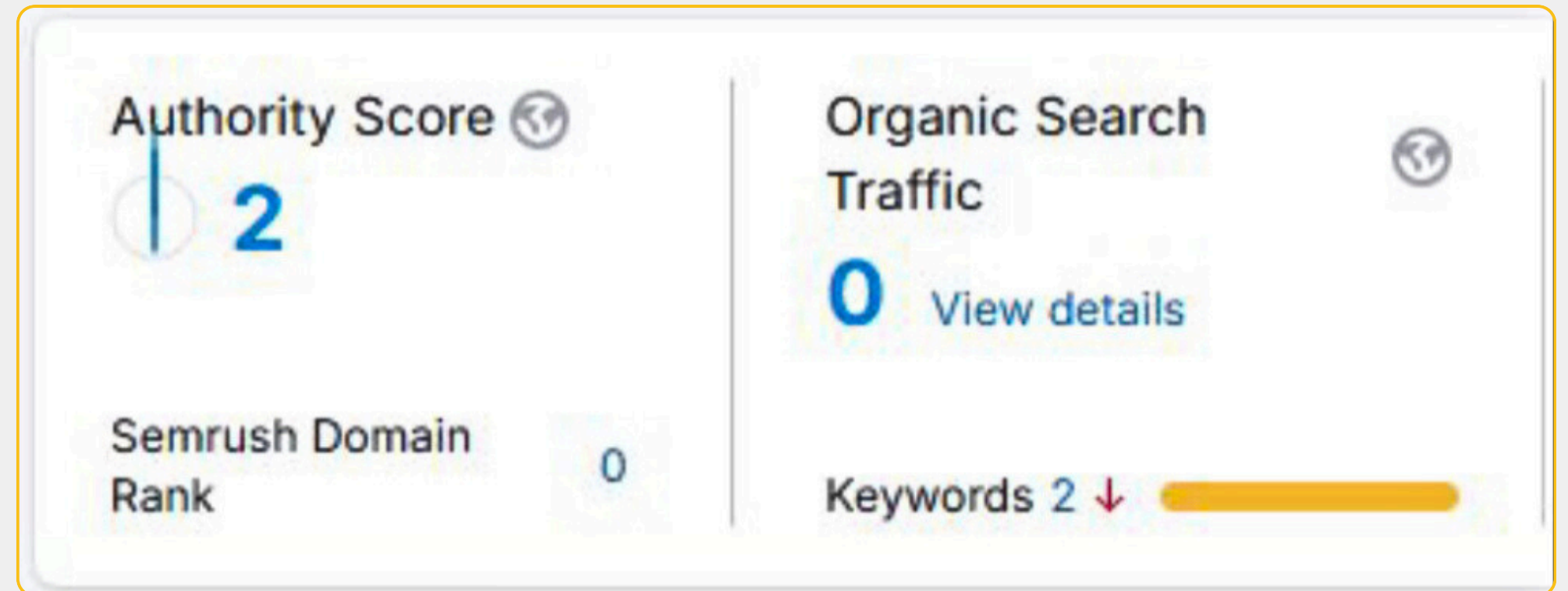
► Domain Authority Score and Organic Traffic is too low due to loss of high-quality linking domain and some links are found in spam.

TECHNICAL SEO

There is a SiteMap issue found in 40 pages of the website which are not internally linked with the website. Due to which these pages of the website are not properly indexed.

40 orphaned pages in sitemaps   40 ⓪

About this issue: An orphaned page is a webpage that is not linked to internally. Including orphaned pages in your sitemap.xml files is considered to be a bad practice, as these pages will be crawled by search engines. Crawling outdated orphaned pages will waste your crawl budget.

If an orphaned page in your sitemap.xml file has valuable content, we recommend that you link to it internally. How to fix: Review all orphaned pages in your sitemap.xml files and do either of the following: If a page is no longer needed, remove it; If a page has valuable content and brings traffic to your website, link to it from another page on your website; If a page serves a specific need and requires no internal linking, leave it as is.

Social Media Links are not crawlable on the website. To resolve these links issue, we have to get access of the app. So it will appear in SERPs.
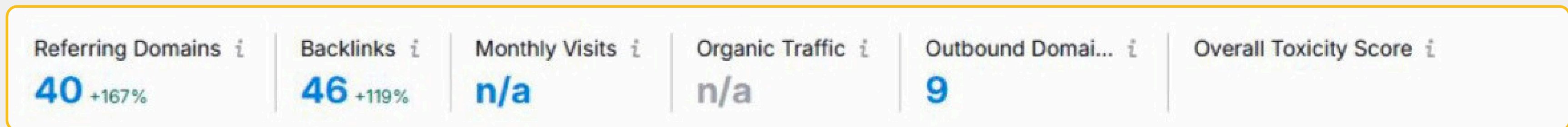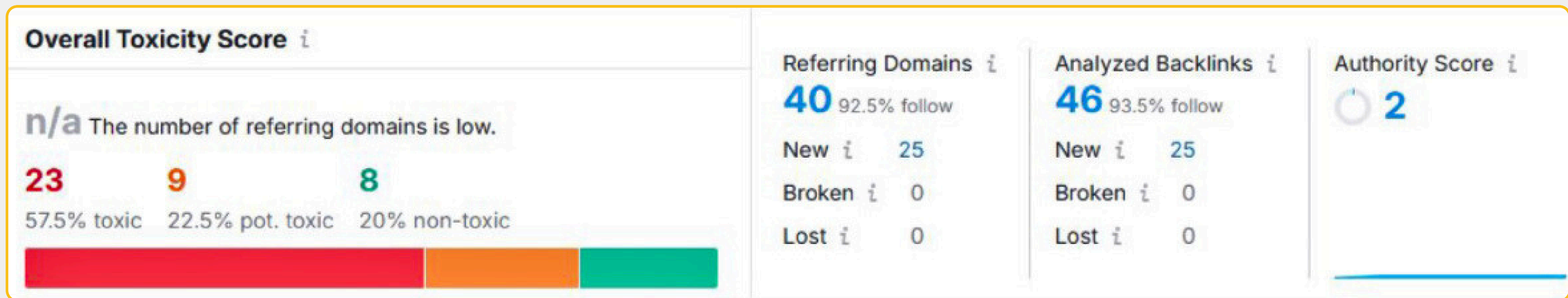

Uncrawlable Link

Facebook
`<a class="elementor-icon elementor-social-icon elementor-social-icon-facebook elemen…" target="_blank">`

Twitter
`<a class="elementor-icon elementor-social-icon elementor-social-icon-twitter element…" target="_blank">`

Youtube
`<a class="elementor-icon elementor-social-icon elementor-social-icon-youtube element…" target="_blank">`

ON-PAGE SEO

► Content for the pages of the website needs revisions according to the business niche to get proper link juice from the linking domain. Also helpful to get good domain Authority.

► Images need to be optimized properly with the relevant Alt Text. So it will be open faster for good user experience.

► 139 Outgoing Internal Links are found which are not getting good user experience.

► Need to remove Nofollow links from the website which are disrupting the link authority of the website with irrelevant content from different business.

► 9 pages of the website uses more than one h1 tags. Therefore, this issue will be resolved by adding h2, h3, h4 tags with the optimized content in those pages in which h1 tags was used multiple times..

► 75 Pages of the website has low-text HTML Ratio. This issue will be resolved after creating descriptive content to generate good user experience. Also these pages will get properly indexed according to HTML Code.

Overall Toxicity Score ⓘ

n/a The number of referring domains is low.

23   **9**   **8**

57.5% toxic   22.5% pot. toxic   20% non-toxic

Referring Domains ⓘ		Analyzed Backlinks ⓘ		Authority Score ⓘ
40 92.5% follow		**46** 93.5% follow		○ **2**
New ⓘ	25	New ⓘ	25	
Broken ⓘ	0	Broken ⓘ	0	
Lost ⓘ	0	Lost ⓘ	0	

Referring Domains ⓘ	Backlinks ⓘ	Monthly Visits ⓘ	Organic Traffic ⓘ	Outbound Domai... ⓘ	Overall Toxicity Score ⓘ
40 +167%	**46** +119%	**n/a**	**n/a**	**9**	

▶ Referring domains and Backlinks increases but there is a lack of domain authority due to which there is no increase in organic traffic. To resolve this issue, we have to work on link building to improve the linking websites.

OFF-PAGE SEO

► Domain Authority and Page Authority with Linking Domains and Inbound Links.

Domain Authority	Page Authority	Linking Domains	Inbound Links	
3	10	3	Total	3
			Followed	1

► Domain and Page Authority is not good due to the lack of organic traffic. Also there is less usage of keywords which will increase the ranking factor.
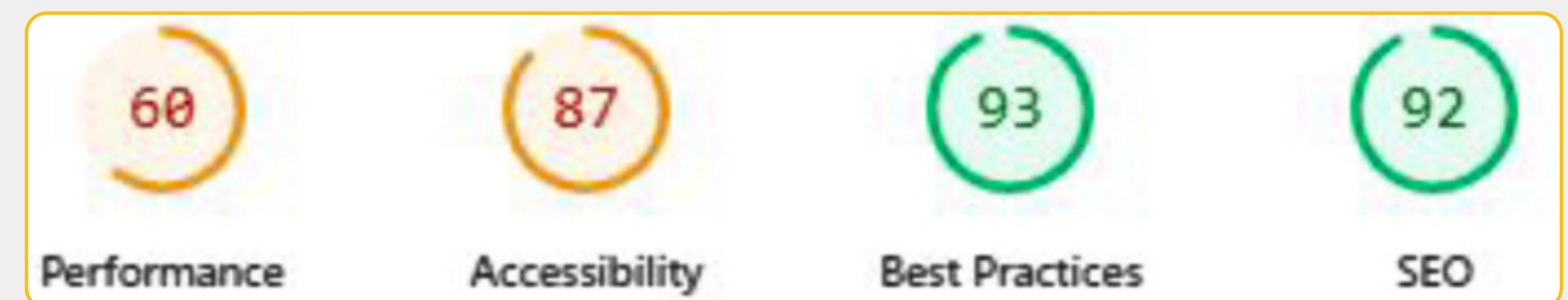
OFF-PAGE SEO

OFF-PAGE SEO

Desktop Results

83 Performance   87 Accessibility   96 Best Practices   92 SEO

Mobile Results

60 Performance   87 Accessibility   93 Best Practices   92 SEO

- Website Performance is moderate and it needs improvement on the mobile version by eliminating the render blocking resources.
- Website has to reduce the unused Javascript and CSS Files which will be helpful to increase the performance of the website.
- Speed Index of this website is not good on mobile and it is moderate on desktop view.
- Images size of the website should be compressed according to the layout and widget of the website which is properly integrated.
- Few pages of the website has non-descriptive Anchor text which need revisions based on the relevancy of keywords which should be used.

SEO SUMMARY

For Improvement in SEO, This website needs to increase the quantity of keywords to gain good traffic from optimized keywords. This website needs to be Mobile Responsive based on the speed index. Also we have to optimize high quality backlinks to improve relevant link authority from several pages of the website. According to content, This website needs some revisions based on usage of proper title tags, heading tags etc to increase the good user experience after removing duplicate content. From Technical aspects, This site needs to work on Set up the structured data on all pages of the website which will make website SEO Friendly. Also xml.sitemap and robots.txt file need revisions after updating the structured data which will make all the relevant pages of website properly indexed.

PREPARED BY

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