

A<sup>+</sup>

# SEO PORTFOLIO



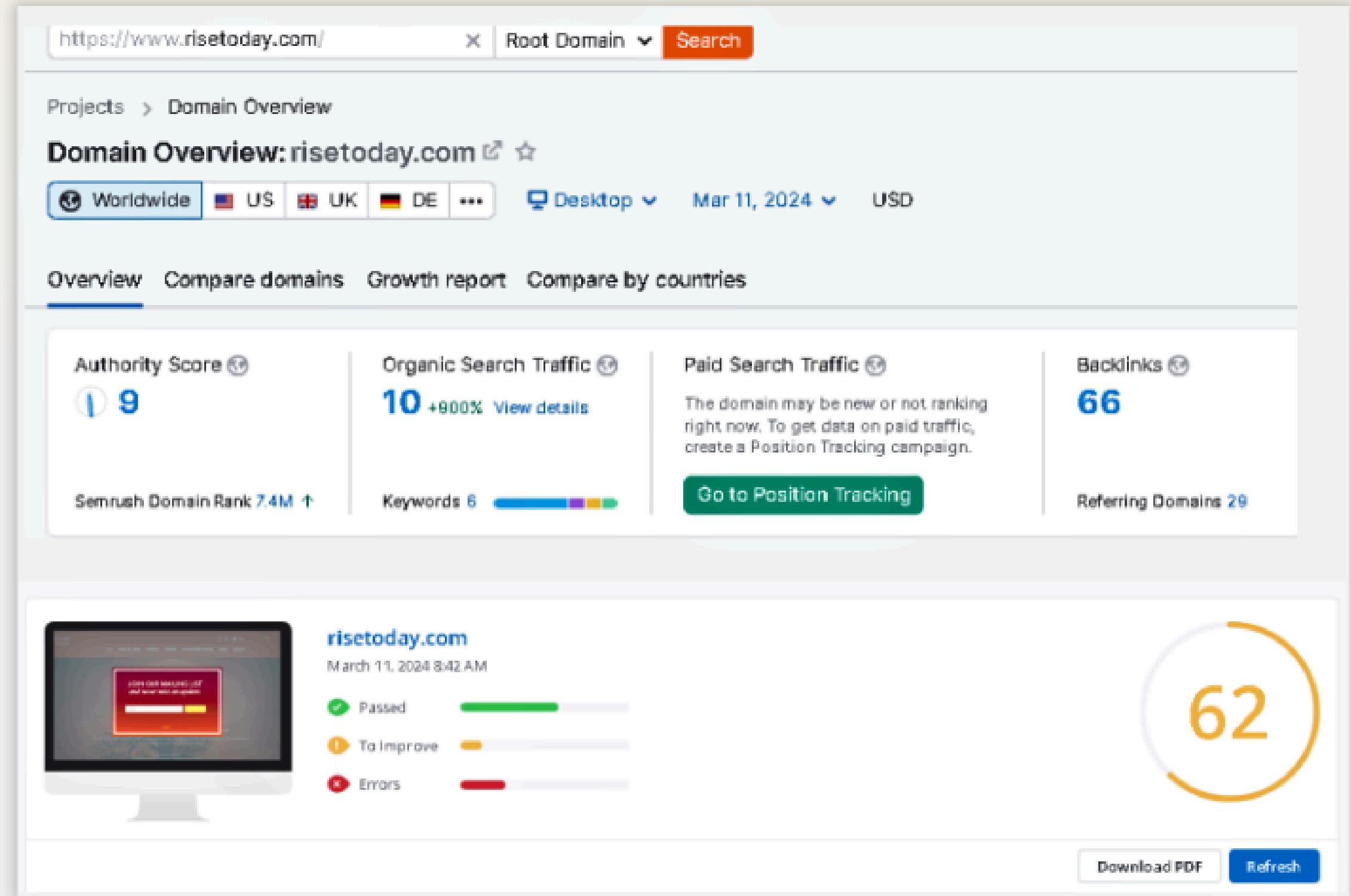


# AUDIT REPORT OF



**Technical SEO**  
**ON-Page SEO**  
**OFF-Page SEO**

# TECHNICAL SEO



https://www.risetoday.com/ X | Root Domain ▼ Search

Projects > Domain Overview

## Domain Overview: risetoday.com 🔗 ☆

Worldwide US UK DE ... Desktop ▼ Mar 11, 2024 ▼ USD

[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)

| Authority Score                         | Organic Search Traffic   | Paid Search Traffic  | Backlinks                         |
|---|--|--|-----------------------------------|
| <span>9</span>                          | <span>10</span> <span>+900%</span> <a href="#">View details</a>  | <span>The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.</span> | <span>66</span>                   |
| <span>Semrush Domain Rank 7.4M ↑</span> | <span>Keywords 6</span>  | <a href="#">Go to Position Tracking</a>  | <span>Referring Domains 29</span> |

**risetoday.com**  
March 11, 2024 8:42 AM

Passed   
To Improve   
Errors 

62

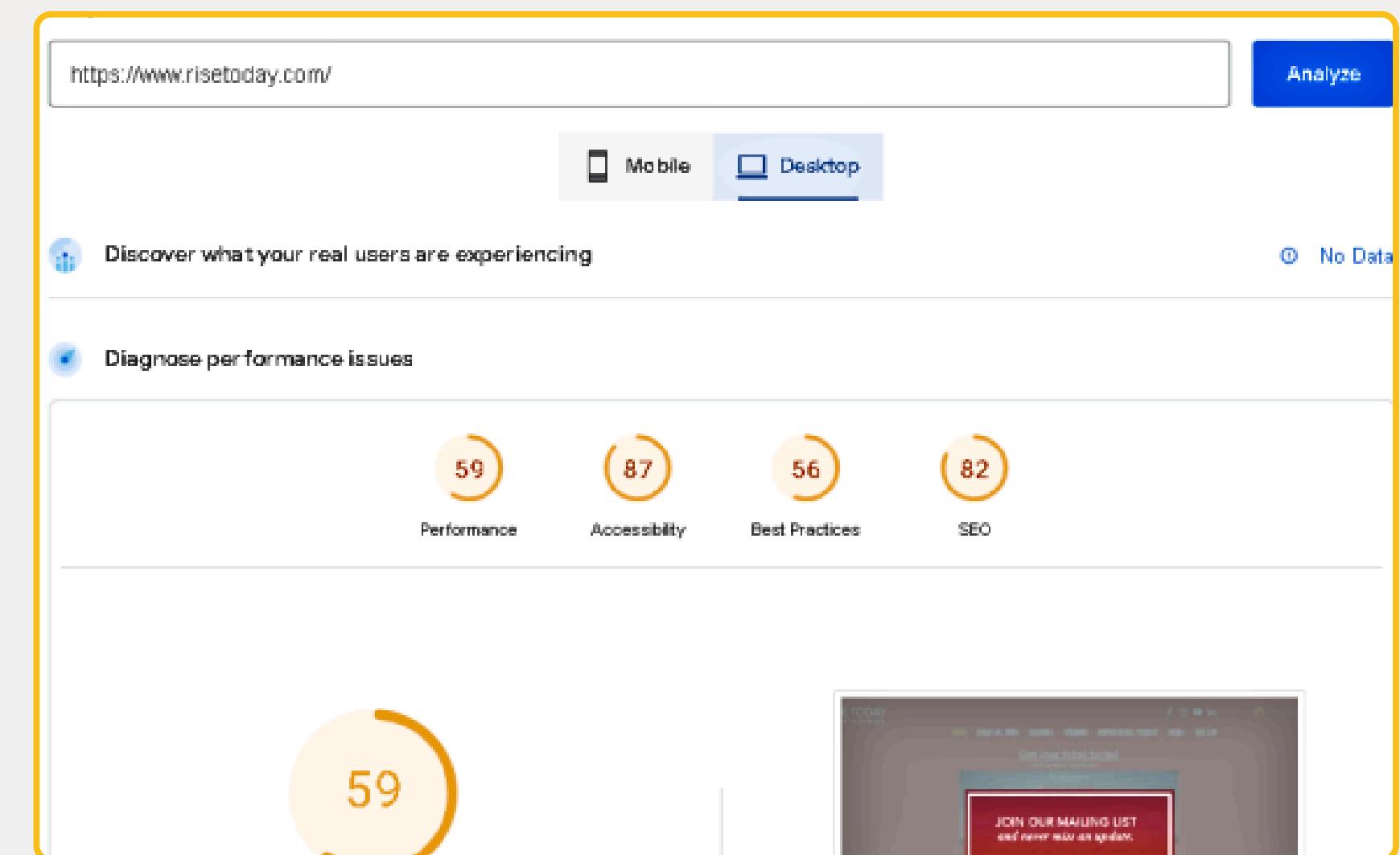
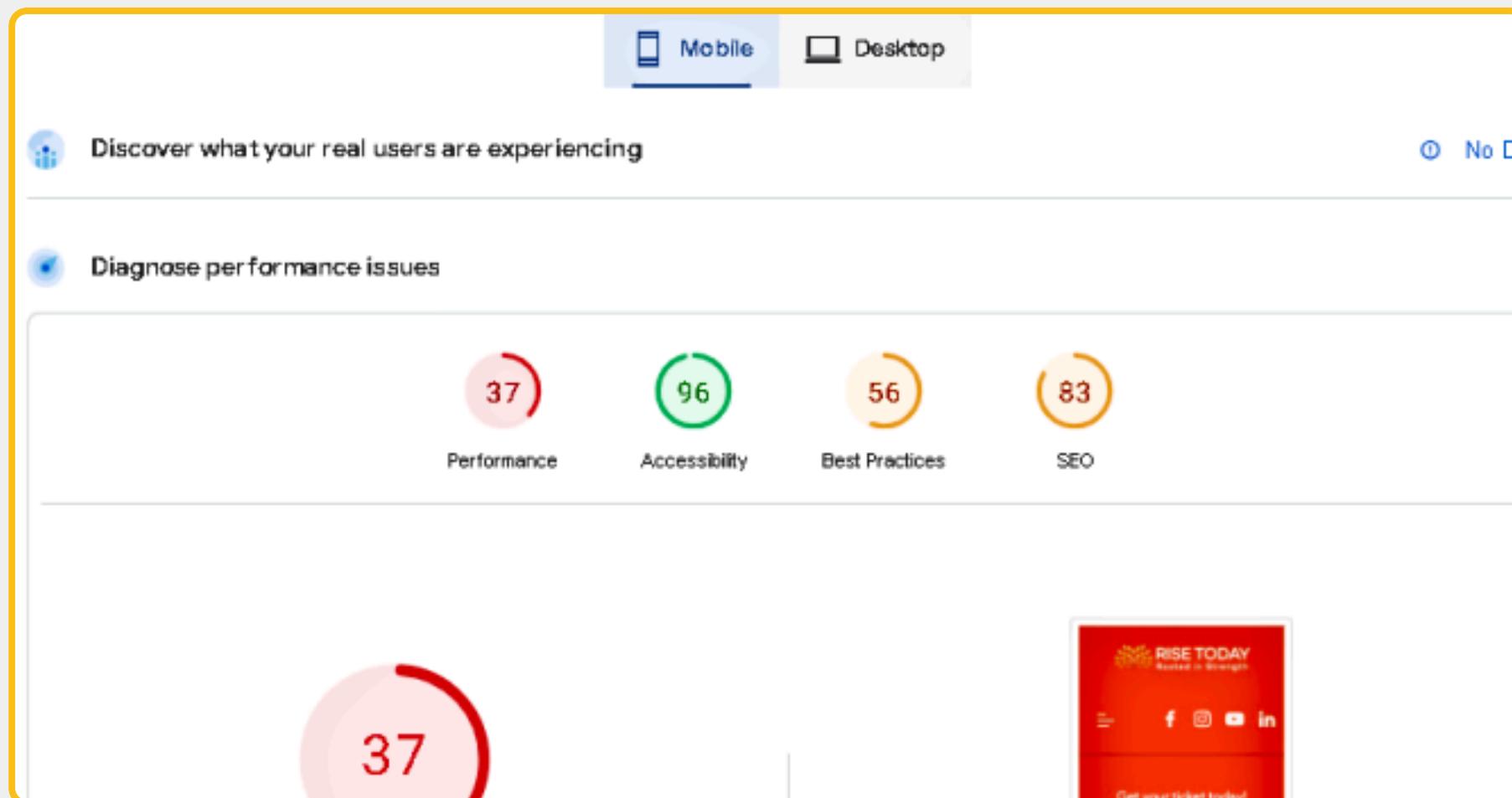
[Download PDF](#) [Refresh](#)

An SEO audit report analyzes a website's structure, keywords, and user experience to identify optimization opportunities and improve search engine visibility.

# TECHNICAL SEO

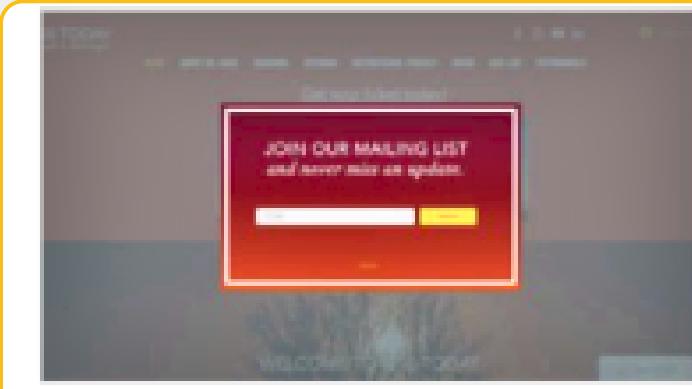
## Website Loading Speed

- ▶ Use Google's PageSpeed Insights to test the homepage and several other essential pages. Faster loading speeds help with search rankings.



# SITE SPEED OF Desktop and mobile from another tool

- ▶ Testing the homepage and other crucial pages using [gtmetrix.com](https://gtmetrix.com) Insights can significantly enhance their performance. Optimizing loading speeds is crucial for improving search rankings.
- ▶ However, the current mobile speed and Desktop speed of the homepage of [www.risetoday.com](https://www.risetoday.com) indicating that there is room for improvement in speed of website. Page Speed is one of the main factors to rank on Google. That should be improved for ranking on Google

 Latest Performance Report for:  
<https://www.risetoday.com/>

Report generated: Mon, Mar 11, 2024 5:31 PM -0700  
Test Server Location:  Vancouver, Canada  
Using:  Chrome 117.0.0.0, Lighthouse 11.0.0

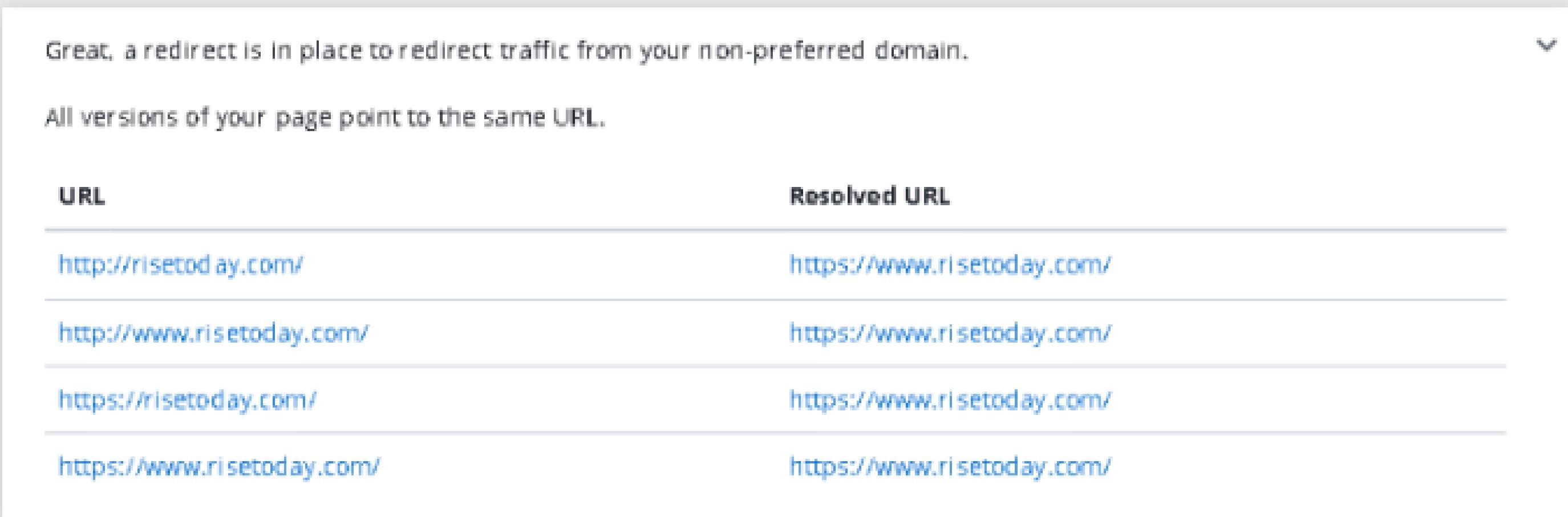
| GTmetrix Grade |   | Web Vitals  |   |   |
|----------------|---|---|---|---|
| <b>D</b>       | Performance  | Structure  | LCP  | TBT  |
|                | 56%   | 81%   | 5.9s  | 272ms   |
|                |   |   | CLS  | 0.01  |

# Multiple versions of the site

- To ensure consistent redirection of the homepage URL, the following improvements can be made:

In a web browser, type in these 4 different versions of the homepage URL:

- All of these variations are redirected to a single URL <https://www.risetoday.com/>



Great, a redirect is in place to redirect traffic from your non-preferred domain.

All versions of your page point to the same URL.

| URL   | Resolved URL  |
|---|---|
| <a href="http://risetoday.com/">http://risetoday.com/</a>           | <a href="https://www.risetoday.com/">https://www.risetoday.com/</a> |
| <a href="http://www.risetoday.com/">http://www.risetoday.com/</a>   | <a href="https://www.risetoday.com/">https://www.risetoday.com/</a> |
| <a href="https://risetoday.com/">https://risetoday.com/</a>         | <a href="https://www.risetoday.com/">https://www.risetoday.com/</a> |
| <a href="https://www.risetoday.com/">https://www.risetoday.com/</a> | <a href="https://www.risetoday.com/">https://www.risetoday.com/</a> |

- The website is optimized for mobile is no longer just a best practice; it's a strategic imperative.

**Mobile Friendliness** Good

Outdated

This web page is super optimized for Mobile Visitors

**Mobile Rendering**

Outdated



**Mobile Viewport**

Outdated

Great, a configured viewport is present.  
The content does not fit within the specified viewport size.

The viewport is an element of a page's responsive design. It's the area of a webpage visible to the user and varies between devices.

It looks like your page could be missing a [meta viewport](#).

Use the meta viewport tag in the <head> to set the viewport to the device's screen size. It should look like this: <meta name="viewport" content="width=device-width, initial-scale=1.0">.

## ● Underscores in the URLs

We found underscores in this URL and/or in your in-page URLs.



[https://www.risetoday.com/\\_files/ugd/b441ba\\_54bb047a6ba544e3b6197218b4ace186.pdf](https://www.risetoday.com/_files/ugd/b441ba_54bb047a6ba544e3b6197218b4ace186.pdf)

● Outdated

Using [underscores](#) in your URL makes it hard for search engines to determine your site's relevance to a search. Google sees hyphens as word separators while underscores are ignored. So the search engine sees [https://www.risetoday.com/\\_files/ugd/b441ba\\_54bb047a6ba544e3b6197218b4ace186.pdf](https://www.risetoday.com/_files/ugd/b441ba_54bb047a6ba544e3b6197218b4ace186.pdf) as all one word. Use hyphens in your URLs instead: [https://www.risetoday.com/\\_files/ugd/b441ba\\_54bb047a6ba544e3b6197218b4ace186.pdf](https://www.risetoday.com/_files/ugd/b441ba_54bb047a6ba544e3b6197218b4ace186.pdf).

We've detected underscores in your URLs. Change underscores to hyphens to maximize your SEO.

## ● Robots.txt



✓ We found your robots.txt here:

<https://www.risetoday.com/robots.txt>

✓ The reviewed page is allowed, so search engines are able to find it.

## ● XML Sitemap



<https://www.risetoday.com/sitemap.xml>

## ● Sitemaps Validity



We found 1 sitemap(s) listing 10 URL(s).

- ✓ All sitemaps are within the file size limit
- ✓ All sitemaps are within the URL count limit
- ✓ All sitemaps have a valid structure
- ✓ All sitemaps are accessible
- ✓ The sitemaps in your robots.txt file use a valid URL format
- ✓ No sitemap provided is empty.

# ON PAGE SEO

► On-Page Optimization is refining website elements to improve visibility, performance, and user experience.

## Basic SEO

- ✖ The SEO title is 120 characters long, which is too long. >
- ✖ The meta description is 287 characters long, which is too long. >
- ✓ One or more keywords were found in the title and description of the page. >
- ✖ 12 H1 tags were found. For the best SEO results there should be exactly one H1 tag on each page. >
- ✓ H2 tags were found on the page. >
- ✖ Some images on the page have no alt attribute. (4) >
- ✓ The page has a correct number of internal and external links. >

# TITLE

Try Google Search Console

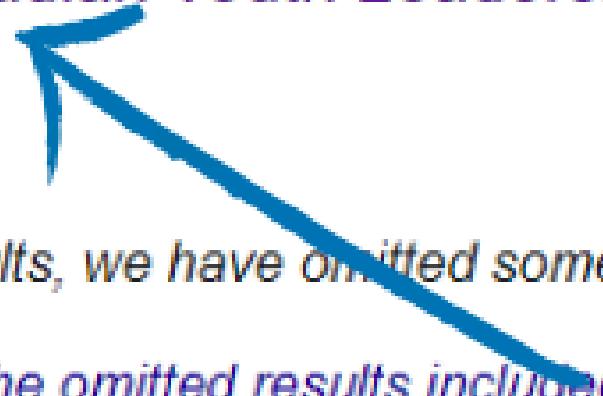
[www.google.com/webmasters/](http://www.google.com/webmasters/)

Do you own [www.risetoday.com](http://www.risetoday.com)? Get indexing and ranking data from Google.

Google promotion

 [risetoday.com](http://risetoday.com)  
<https://www.risetoday.com> ::

1 [Rise Today | Dr. Erica Harris | Canadian Youth Leadership ...](http://www.risetoday.com)



*In order to show you the most relevant results, we have omitted some entries very similar to the 1 already displayed.*

*If you like, you can repeat the search with the omitted results included.*

## BAD REASON:

Title length is not according to Google algorithm

# META DESCRIPTION



[risetoday.com](https://www.risetoday.com)

<https://www.risetoday.com> :

1 [Rise Today | Dr. Erica Harris | Canadian Youth Leadership ...](https://www.risetoday.com)



*In order to show you the most relevant results, we have omitted some entries very similar to the 1 already displayed.*

*If you like, you can repeat the search with the omitted results included.*

You have not written a Meta description for your page. It is important from an SEO point of view.

# EXAMPLE SITE



Google Help

<https://support.google.com> › voice › answer

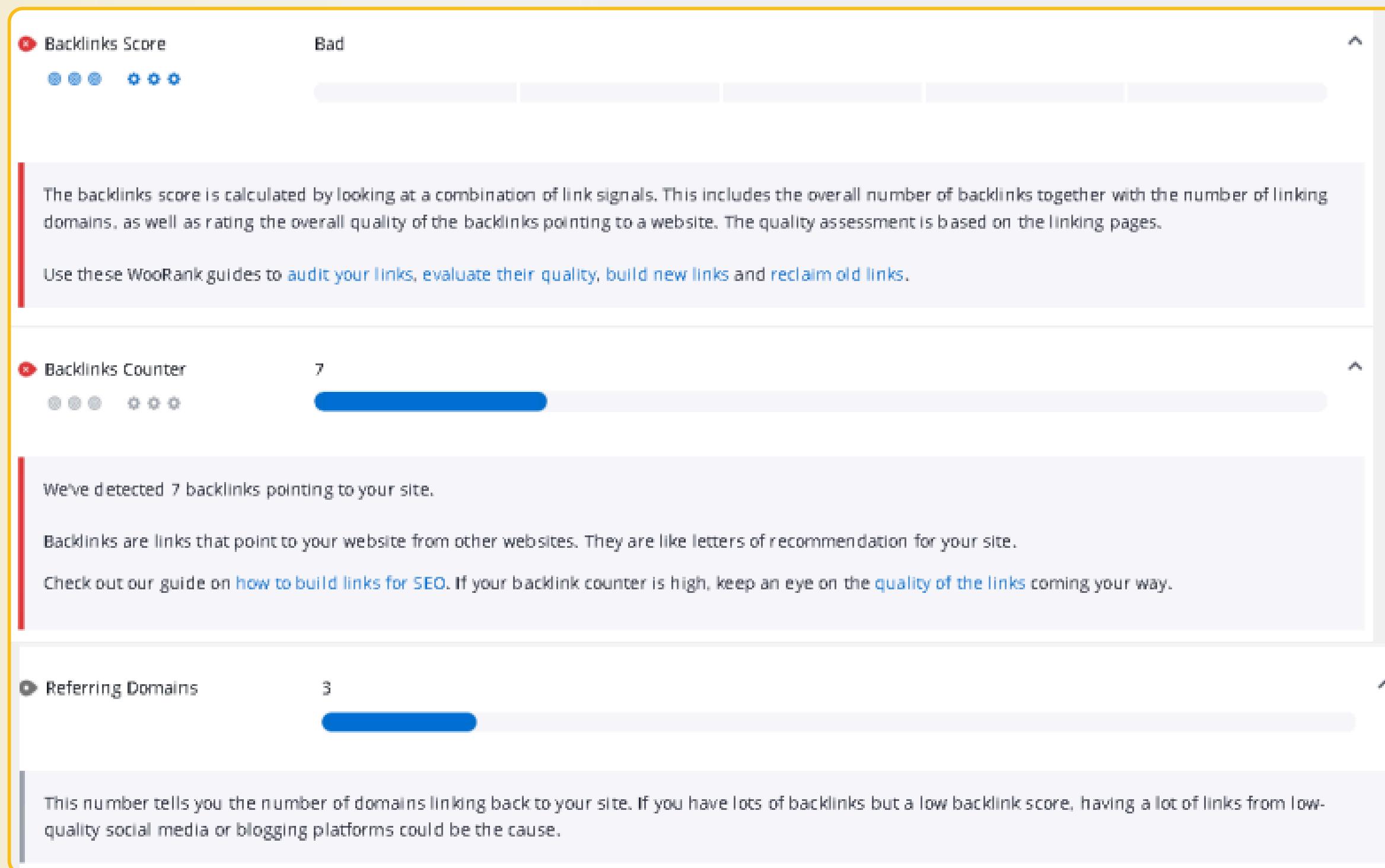
## 2 Change your display theme - Android - Google Voice Help

Under Display Options, tap **Theme**. Select the theme for this device: Light—White background with dark text. Dark—Black background ...



Example website having Meta description

- Off-Page Optimization boosts your website's credibility, online presence, and search engine ranking through strategic external efforts.



# OFF-PAGE SEO



**PREPARED BY**

**APLUS TECH  
SOLUTIONS  
TEAM**