



SEO PORTFOLIO



AUDIT REPORT OF

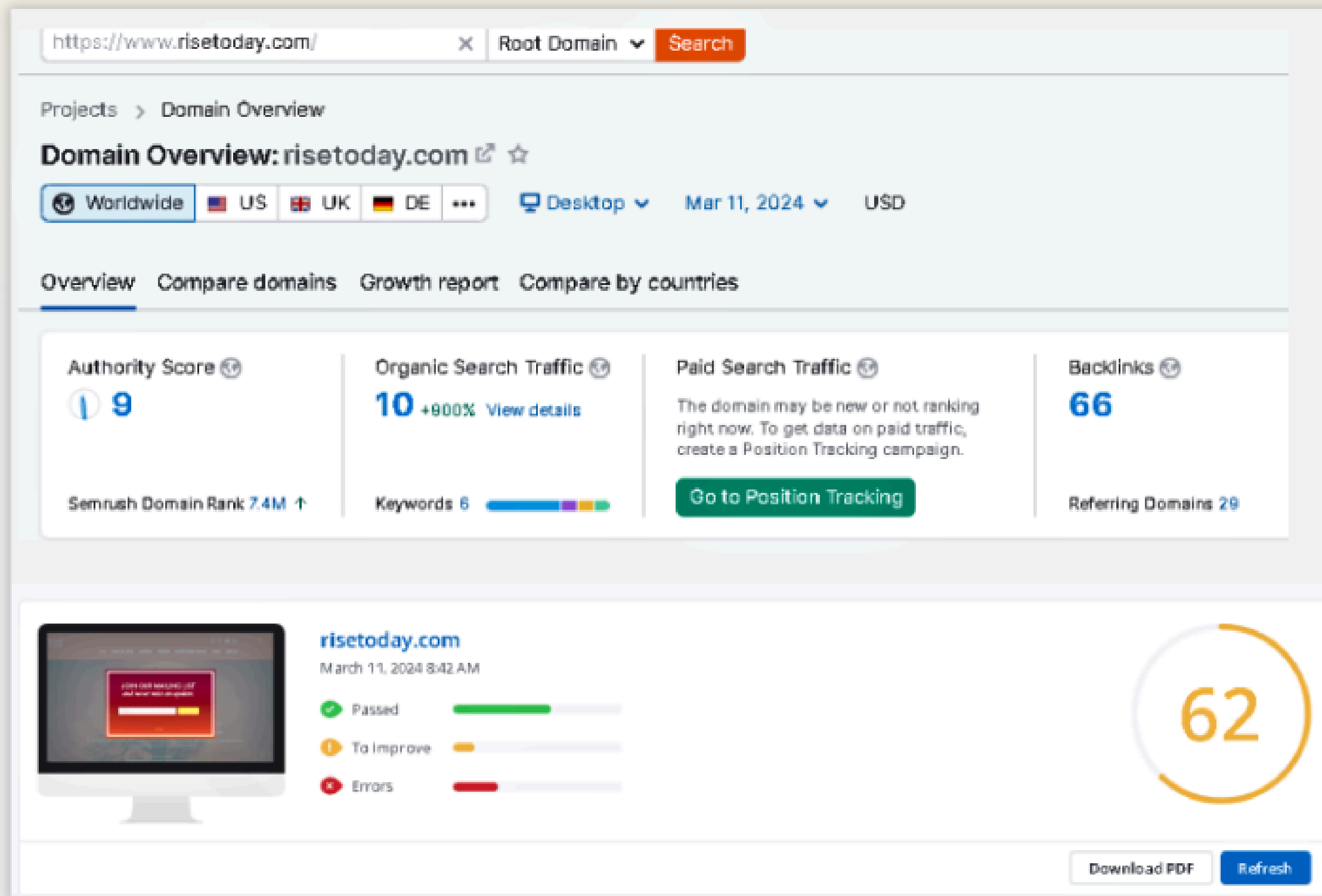


Technical SEO

ON-Page SEO

OFF-Page SEO

TECHNICAL SEO

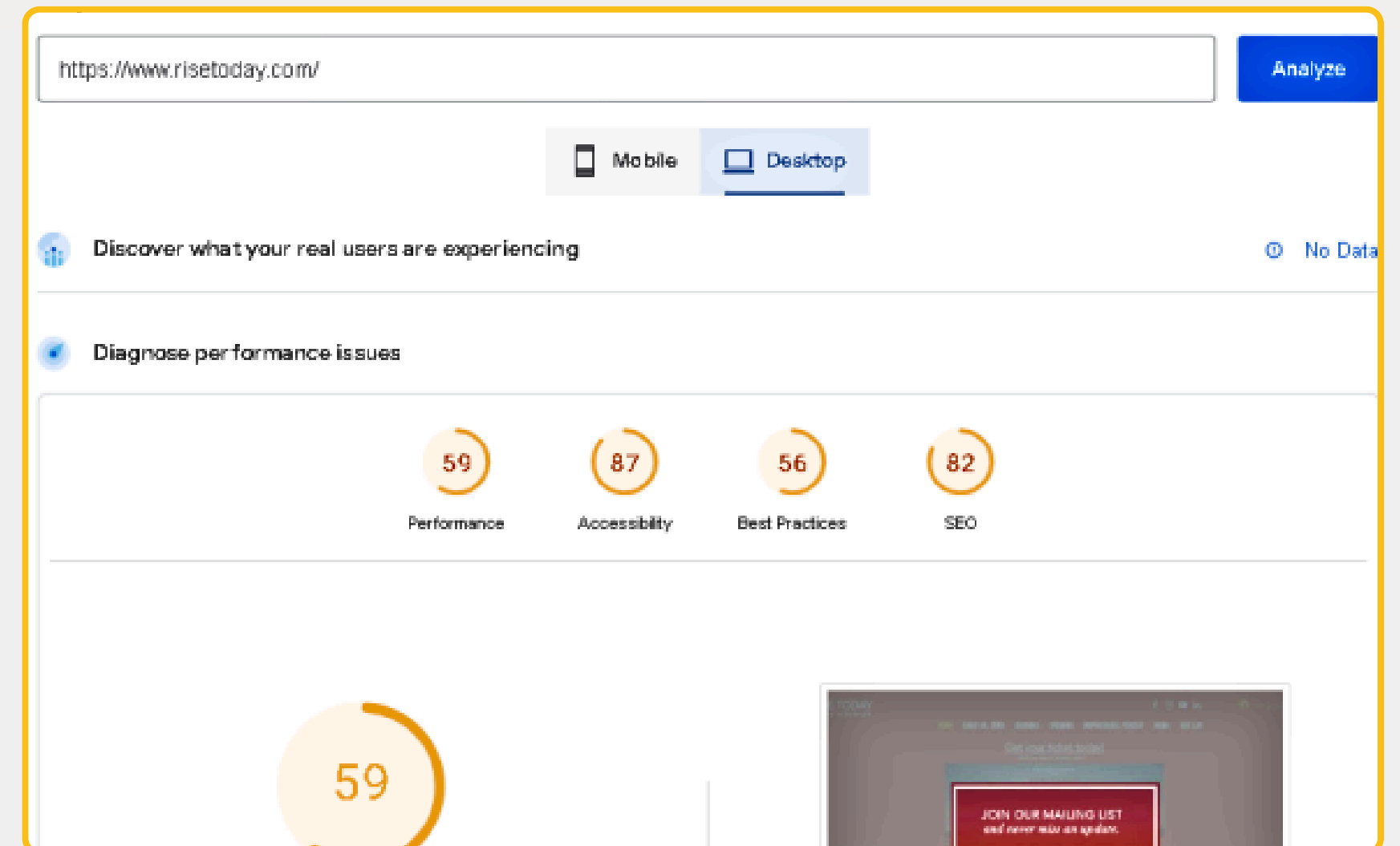
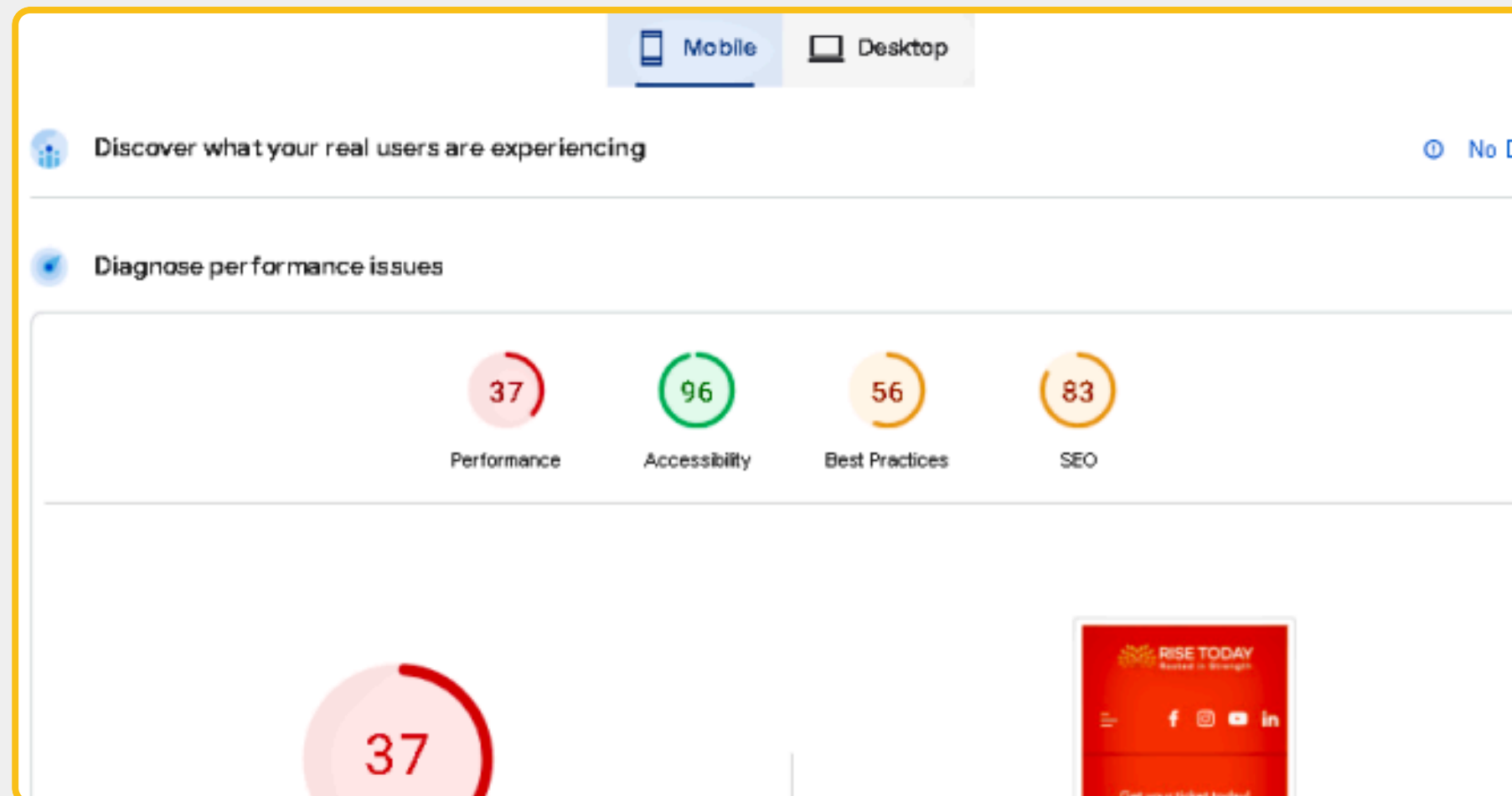


An SEO audit report analyzes a website's structure, keywords, and user experience to identify optimization opportunities and improve search engine visibility.

TECHNICAL SEO

Website Loading Speed

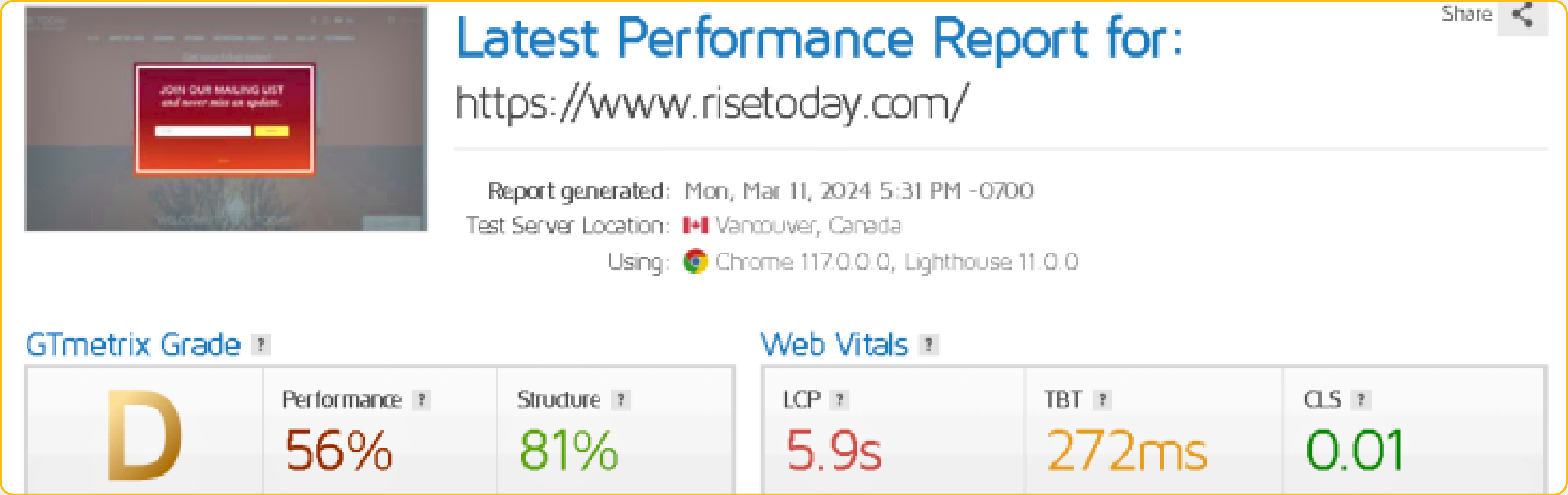
- Use Google's PageSpeed Insights to test the homepage and several other essential pages. Faster loading speeds help with search rankings.



SITE SPEED OF Desktop and mobile from another tool

► Testing the homepage and other crucial pages using gtmetrix.com 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 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



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
http://risetoday.com/	https://www.risetoday.com/
http://www.risetoday.com/	https://www.risetoday.com/
https://risetoday.com/	https://www.risetoday.com/
https://www.risetoday.com/	https://www.risetoday.com/

- 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Outdated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Outdated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Outdated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.

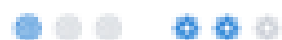
The viewport is an element of a page's responsive design. It's the area of a webpage visible to the user and varies between devices.

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.



🔄 Outdated

https://www.risetoday.com/_files/ugd/b441ba_54bb047a6ba544e3b6197218b4ace186.pdf

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 as all one word. Use hyphens in your URLs instead: <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

Google promotion

Try Google Search Console

www.google.com/webmasters/

Do you own **www.risetoday.com**? Get indexing and ranking data from Google.



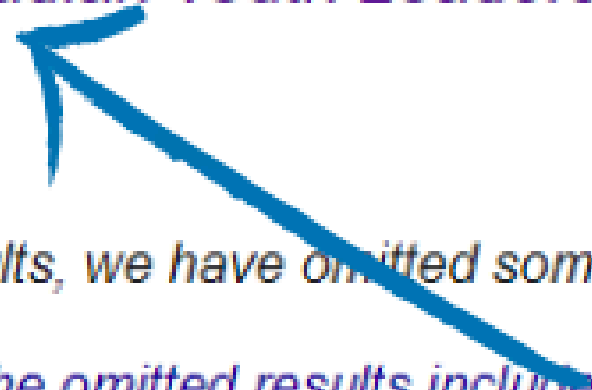
risetoday.com

<https://www.risetoday.com>

1 Rise Today | Dr. Erica Harris | Canadian Youth Leadership ...

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>

1 [Rise Today | Dr. Erica Harris | Canadian Youth Leadership ...](#)



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

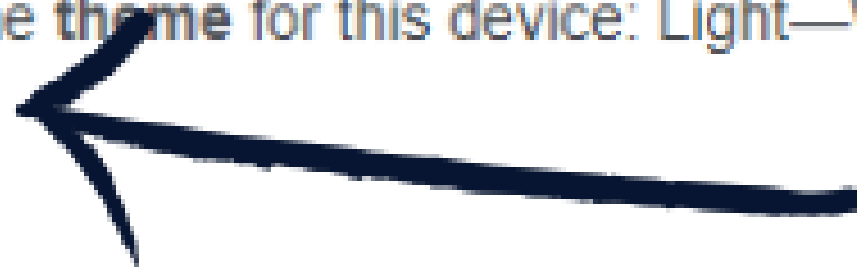


Google Help

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

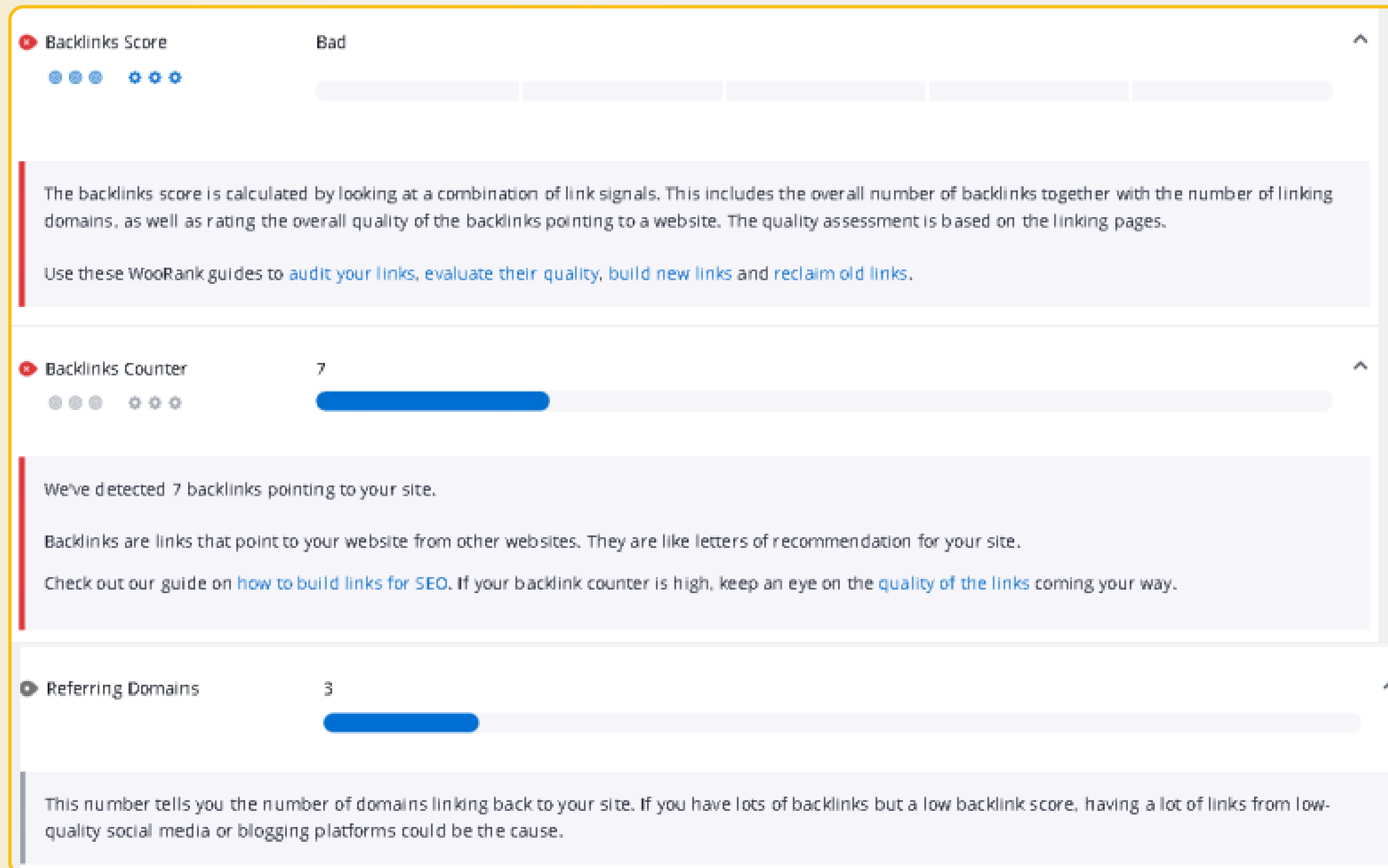
2 [Change your display theme - Android - Google Voice Help](#)

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**