

A⁺

SEO PORTFOLIO





AUDIT REPORT OF

JACK HARBOUR COUNSELLING



jackharbercounselling.co.uk

SEMRUSH SCREENSHOT

Current DR – 3.2
Current AS – 2
Backlinks – 6
Referring Domains- 5
Linking Website - 2

Domain Overview: jackharbercounselling.co.uk

Worldwide US UK DE ... Desktop May 7, 2024 USD

Export to PDF

Overview Compare domains Growth report Compare by countries

Authority Score 2	Organic Search Traffic 0	Paid Search Traffic 0	Backlinks 6
Semrush Domain Rank 0	The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.	Keywords 0	Referring Domains 5
Go to Position Tracking			

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Detail Backlinks overview

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlinks: [jackharbercounselling.co.uk](#)

Live Update: No new backlinks since Mar 28

Overview Network Graph Backlinks Anchors Referring Domains Indexed Pages Outbound Domains ...

Backlinks	Backlink Types	Link Attributes
6	Text: 60% (3) Follow: 83% (5)	
5	Image: 0% (0) Nofollow: 17% (1)	
6	Form: 40% (2) Sponsored: 0% (0)	
6	Frame: 0% (0) UGC: 0% (0)	

Activate Windows

LINK BUILDING

Backlinks 1 - 6 (6)

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

On Page SEO Checker

Log File Analyzer

Local

Advertising

Social Media

Content Marketing

Trends

Backlinks 1 - 6 (6)

Export

All Active New Lost Time period All Follow Nofollow Sponsored UGC Links per ref. domain All 1 3 10

Link placement Ref. page platform Ref. page language Mobile friendly pages Filter by title or URL Advanced filters

Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen
10	Counsellor Jack Harber - London - Counsell... www.counselling-directory.org.uk/counsellors/jack-harber	19	130	Visit website jackharbercounselling.co.uk/	Mar 15, 2024	8d ago
9	Jack Harber - therapist in london-e8 BACP www.bacp.co.uk/therapists/404280/jack-harber/london-e8	1	60	http://jackharbercounselling.co.uk/ jackharbercounselling.co.uk/	Mar 5, 2024	Apr 2, 2024
0	February 25, 2024 - Page 222 XploreDom... www.xploredomains.com/2024-02-25?page=222	1000	25	jackharbercounselling.co.uk/ jackharbercounselling.co.uk/	Mar 28, 2024	6d ago
0	Contact — Jack Harber Counselling www.jackharbercounselling.co.uk/contact	3	10	gecko-reed-c4bn.squarespace.com/ www.jackharbercounselling.co.uk/	Mar 27, 2024	13d ago

Domain Overview

Traffic Analytics

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Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

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Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Overview Network Graph Backlinks Anchors Referring Domains Indexed Pages Outbound Domains ...

Anchors 1 - 4 (4)

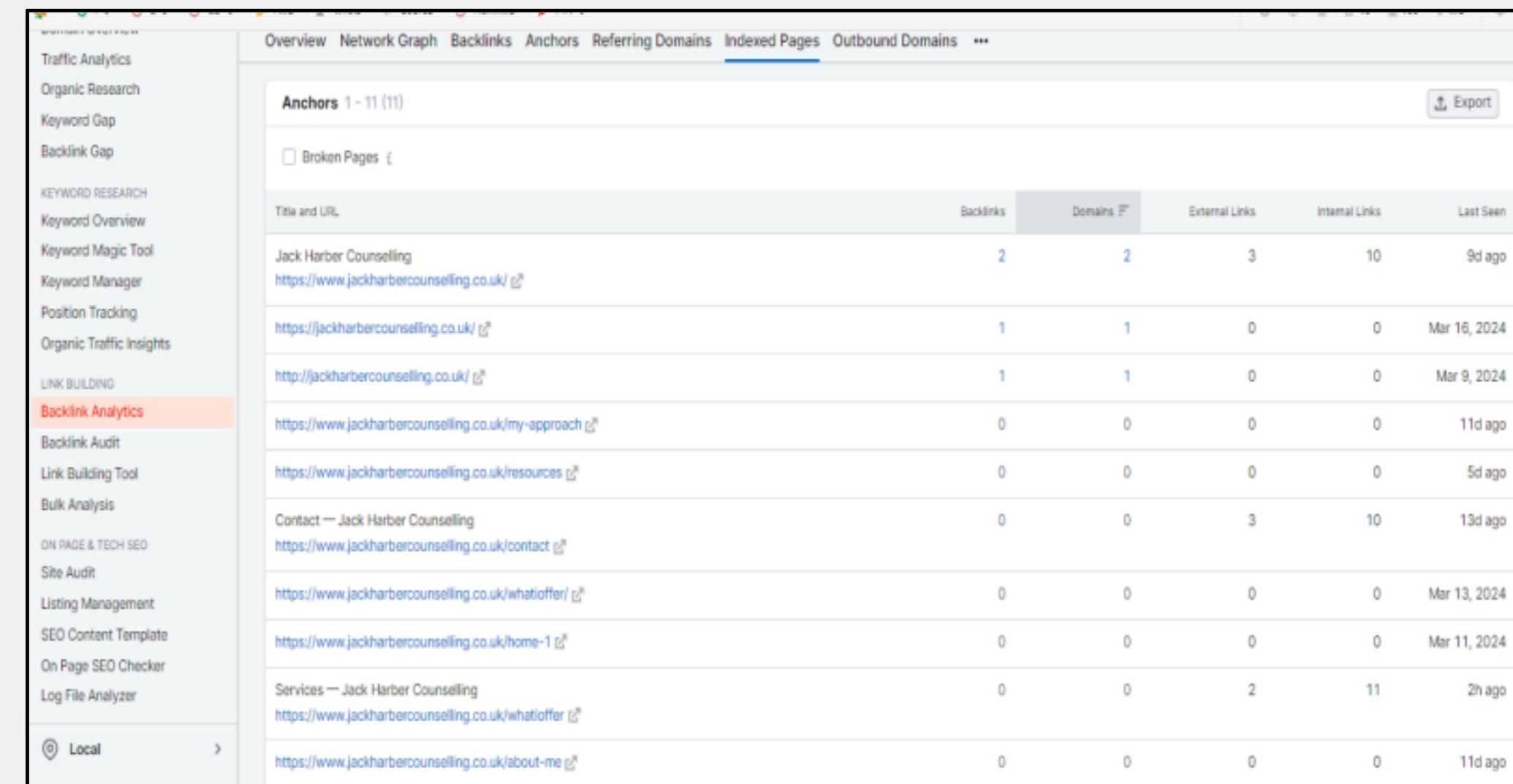
Export

Filter by anchor

Anchor Text	Backlinks	Domains	First Seen	Last Seen
Empty Anchor	3	2	Mar 14, 2024	9d ago
http://jackharbercounselling.co.uk/	1	1	Mar 5, 2024	Apr 2, 2024
visit website	1	1	Mar 15, 2024	8d ago
jackharbercounselling.co.uk/	1	1	Mar 28, 2024	6d ago

Detail Overview Of Indexed Pages

The initial ranking of the website is with (Domain Rating) DR 3.2 and Current Authority Score (AS) is 6. As, it contains 6 backlinks with the referring domain 5 and the linking website score is 2.



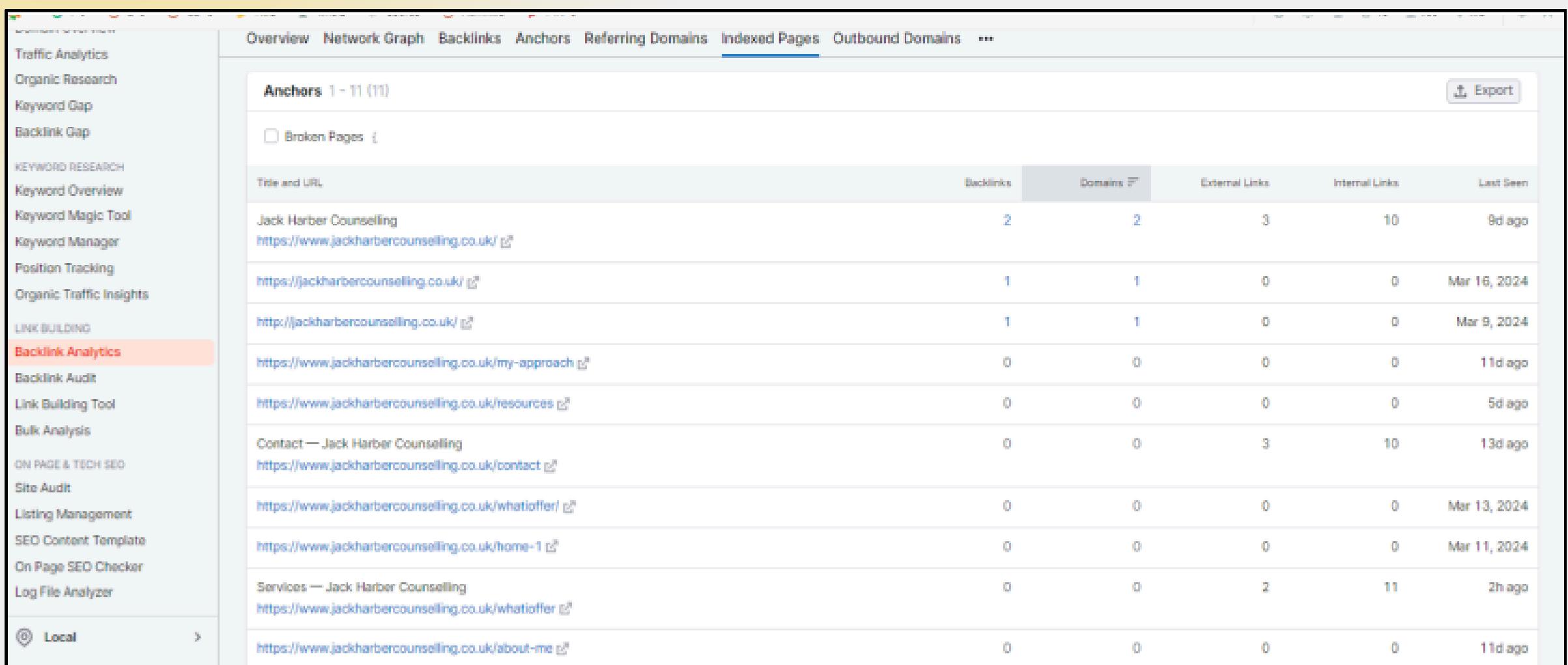
Overview Network Graph Backlinks Anchors Referring Domains Indexed Pages Outbound Domains ...

Anchors 1 - 11 (11)

Broken Pages ↗

Title and URL	Backlinks	Domains ↗	External Links	Internal Links	Last Seen
Jack Harber Counselling https://www.jackharbercounselling.co.uk/	2	2	3	10	9d ago
https://jackharbercounselling.co.uk/	1	1	0	0	Mar 16, 2024
http://jackharbercounselling.co.uk/	1	1	0	0	Mar 9, 2024
https://www.jackharbercounselling.co.uk/my-approach	0	0	0	0	11d ago
https://www.jackharbercounselling.co.uk/resources	0	0	0	0	5d ago
Contact — Jack Harber Counselling https://www.jackharbercounselling.co.uk/contact	0	0	3	10	13d ago
https://www.jackharbercounselling.co.uk/whatioffer	0	0	0	0	Mar 13, 2024
https://www.jackharbercounselling.co.uk/home-1	0	0	0	0	Mar 11, 2024
Services — Jack Harber Counselling https://www.jackharbercounselling.co.uk/whatioffer	0	0	2	11	2h ago
https://www.jackharbercounselling.co.uk/about-me	0	0	0	0	11d ago

Local >



Overview Network Graph Backlinks Anchors Referring Domains Indexed Pages Outbound Domains ...

Anchors 1 - 11 (11)

Broken Pages ↗

Title and URL	Backlinks	Domains ↗	External Links	Internal Links	Last Seen
Jack Harber Counselling https://www.jackharbercounselling.co.uk/	2	2	3	10	9d ago
https://jackharbercounselling.co.uk/	1	1	0	0	Mar 16, 2024
http://jackharbercounselling.co.uk/	1	1	0	0	Mar 9, 2024
https://www.jackharbercounselling.co.uk/my-approach	0	0	0	0	11d ago
https://www.jackharbercounselling.co.uk/resources	0	0	0	0	5d ago
Contact — Jack Harber Counselling https://www.jackharbercounselling.co.uk/contact	0	0	3	10	13d ago
https://www.jackharbercounselling.co.uk/whatioffer	0	0	0	0	Mar 13, 2024
https://www.jackharbercounselling.co.uk/home-1	0	0	0	0	Mar 11, 2024
Services — Jack Harber Counselling https://www.jackharbercounselling.co.uk/whatioffer	0	0	2	11	2h ago
https://www.jackharbercounselling.co.uk/about-me	0	0	0	0	11d ago

Local >

DR - Stands for domain ranking and it's usually a key factor in search engines to determine how much they trust your domain. An average DR is between 20 - 35. A good DR is between 35 - 50. An excellent DR is above 50.

Organic Traffic - This is how many visitors are coming to your site every month

Referring Domains - The total number of unique domains linking to your target website

Organic Keywords - These are the number of keywords that are ranking in the first 100 positions (top 10 pages) for your website on Google. If you rank for a keyword that's beyond the first 100 positions, it will not bother to show it here.

Backlinks - The total number of links from other websites pointing to your target website

Traffic Value - This is a rough CPC value of the sum of your ranked keywords. The higher this number is, the better quality traffic you're getting.

SEO AUDIT

Home and Service Page Optimization

We need to optimize the homepage and all service pages with a comprehensive keyword strategy. Additionally, we should optimize all images by adding relevant keywords to the meta tags, as they are currently lacking proper keyword integration.

Homepage Optimization

The detail homepage Optimization view which tell us about the Headings, Links , Images, Schema, Social errors which are present in the pages.

The image shows a screenshot of a website analysis tool, likely Ahrefs, displaying the homepage of www.jackharbercounselling.co.uk. The top half of the screen shows the website's layout with a dark blue header and a teal background image of a landscape. The title 'Jack Harber Counselling' is visible in the header. The main content area features the text 'Would you feel n' in a large, white, serif font. The bottom half of the screen shows the analysis tool's interface with various metrics and buttons.

Website Overview:

- Title:** Jack Harber Counselling (23 characters)
- Description:** I am a warm, welcoming BACP-registered Counsellor in North London offering online and in-person sessions. I work with adults from all walks of life, all genders and all sexualities. LGBTQIA+, queer, poly, ENM, and neurodivergent clients are explicitly welcome. (263 characters)
- URL:** <https://www.jackharbercounselling.co.uk> (Indexable)
- Canonical:** <https://www.jackharbercounselling.co.uk> (Self-referencing)

Image Statistics:

Category	Count
Images	30
Without Alt	29
Without Title	30

Actions:

- Export Incomplete Images
- Export Complete Images

Service/Products Page Optimization

☰ Overview ☰ Headings 🔗 Links 🖼 Images 📄 Schema 🌐 Social ☰ Advanced ⚙️

Title ⓘ ✖ 34 characters
Services — Jack Harber Counselling

Description ⓘ ✖ 207 characters
This page describes the different online and in-person services I offer, and their cost. I offer an initial free consultation. Time limited (short-term), and open-ended (longer term) therapy is available.

URL ⓘ ✓ Indexable ⓘ
<https://www.jackharbercounselling.co.uk/whatioffer>

Canonical ⓘ ✓ Self-referencing ⓘ
<https://www.jackharbercounselling.co.uk/whatioffer>

Robots Tag ⓘ Missing

X-Robots-Tag ⓘ Missing

☰ Overview ☰ Headings 🔗 Links 🖼 Images 📄 Schema 🌐 Social ☰ Advanced ⚙️

Images 9 **Without Alt** 9 **Without Title** 9

Export Incomplete Images Export Complete Images

☰ Overview ☰ Headings ⚡ Links 🖼 Images ☰ Schema 🌐 Social ☰ Advanced ⚡

🔗 Title ? ✖ 34 characters

About me — Jack Harber Counselling

💬 Description ? ✖ 243 characters

This page describes my training, life experience and professional background. It explains that I am a queer white non-binary therapist who has experience working for the LGBTQIA+ community, and as an activist in various human rights fields.

🔗 URL ? ✓ Indexable ?

<https://www.jackharbercounselling.co.uk/about-me>

🔗 Canonical ? ✓ Self-referencing ?

<https://www.jackharbercounselling.co.uk/about-me>

☰ Overview ☰ Headings ⚡ Links 🖼 Images ☰ Schema 🌐 Social ☰ Advanced ⚡

Images Without Alt Without Title

5 5 5

⬇ [Export Incomplete Images](#) ⬇ [Export Complete Images](#)

☰ Overview ☰ Headings ⚡ Links 🖼 Images ⚡ Schema 🌐 Social ☰ Advanced ⌂

Title ? ✖ 35 characters
Resources — Jack Harber Counselling

Description ? ✖ 162 characters
This page lists resources that may be helpful if you are struggling. It includes crisis helplines, drug and alcohol services, community organisations and so on.

URL ? ✓ Indexable ?
<https://www.jackharbercounselling.co.uk/resources>

Canonical ? ✓ Self-referencing ?
<https://www.jackharbercounselling.co.uk/resources>

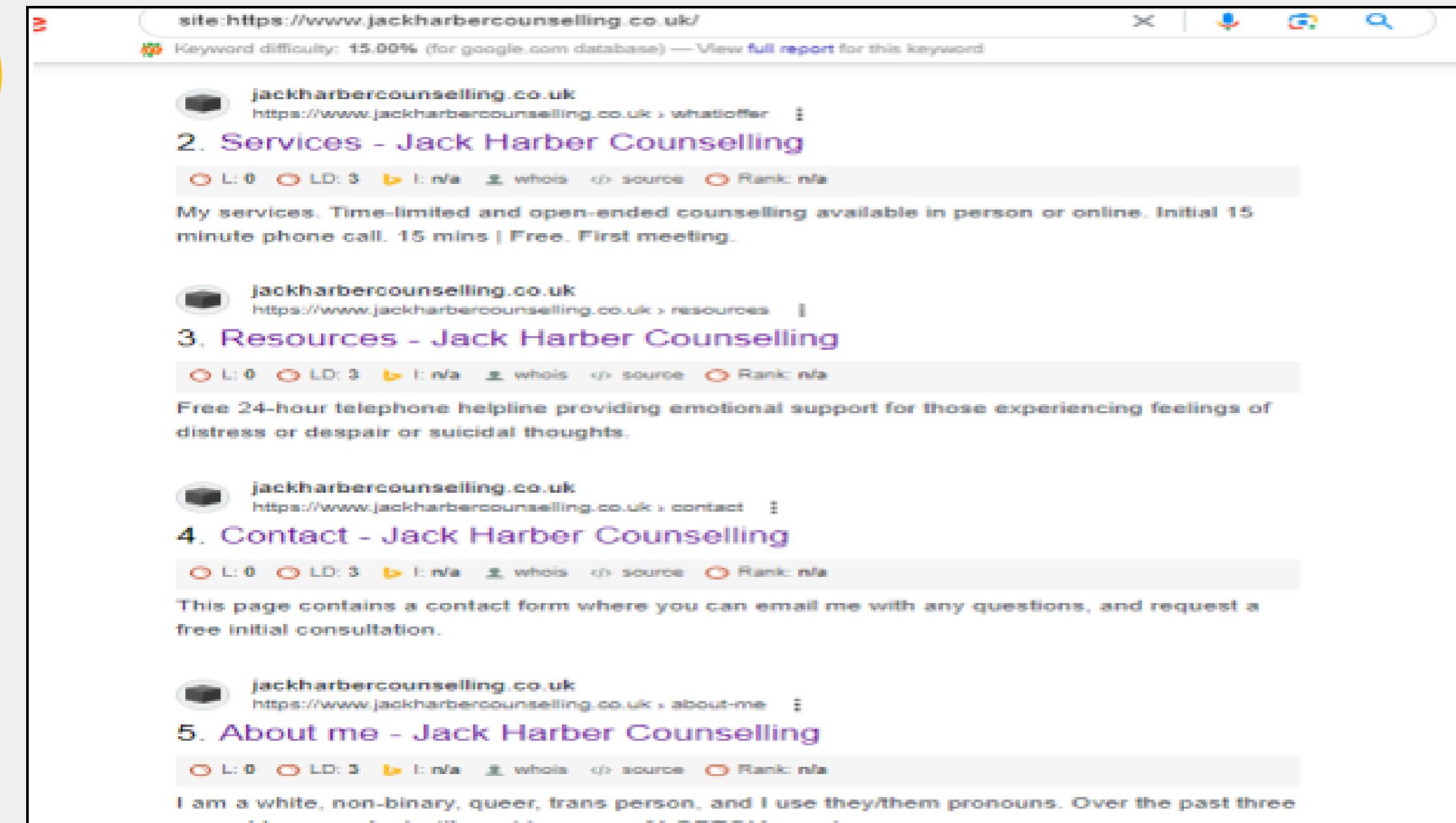
☰ Overview ☰ Headings ⚡ Links 🖼 Images ⚡ Schema 🌐 Social ☰ Advanced ⌂

Images	Without Alt	Without Title
4	4	4

Export Incomplete Images **Export Complete Images**

Index URL in Google Search Console

If your site is one of the main sources of conversions for your business, figuring out how to get your site ranking on the first page of Google is crucial. Proper website indexing allows search engines to see all of your important pages and gives your site a major boost. It can even send you on your way to page one



The screenshot shows the Google Search Console interface with the search term 'site:https://www.jackharbercounselling.co.uk/' entered in the search bar. The results list five indexed pages:

- 2. Services - Jack Harber Counselling**
My services. Time-limited and open-ended counselling available in person or online. Initial 15 minute phone call. 15 mins | Free. First meeting.
- 3. Resources - Jack Harber Counselling**
Free 24-hour telephone helpline providing emotional support for those experiencing feelings of distress or despair or suicidal thoughts.
- 4. Contact - Jack Harber Counselling**
This page contains a contact form where you can email me with any questions, and request a free initial consultation.
- 5. About me - Jack Harber Counselling**
I am a white, non-binary, queer, trans person, and I use they/them pronouns. Over the past three

Each result includes a small thumbnail icon, the page title, the URL, and a snippet of the page content. Below each result is a row of metrics: L: 0, LD: 3, I: n/a, whois, </> source, and Rank: n/a.



According to Google Search Engine,
only 5 Pages are Indexed

Add website in Google search console and also fetch every URL of the website in the search console

Sitemap

We need to submit the home page and services pages in sitemaps

Add site map in the search console

Submit home page blogs section all other section site maps in search console.

Remove all Crawl Errors

Remove all errors like crawl error mobile errors

Image Optimization

Optimizing web images is a process of delivering high-quality images in the right format, dimension, size, and resolution while keeping the smallest possible size. Image optimization can be done in different ways, be it by resizing the images, caching, or by compressing the size. Optimize all images; home page images and service page images etc

Technical Issues

Technical SEO refers to website and server optimizations that help search engine spiders crawl and index your site more effectively (to help improve organic rankings). We have to fix all technical issues from the website to get a good position in the marketplace.

Brand anchor:

Google algorithms suggest that if the brand anchors have power in themselves, only then will they have the potential and the required criteria to rank on top positions against certain searches. In this case, our brand anchors are nowhere to be found on our website and are lacking this power so before targeting the keywords for Do-Follow High DA link building, we have to target our brand anchors first and targeted keywords simultaneously.

Backlink Profile:

Backlinks are important for SEO, because they signal to Google that another resource finds your content valuable enough to link to it within their own content. As a website earns additional backlinks, search engines infer that the website possesses valuable content worth ranking well on the SERPs. Currently, we have experienced a significant loss of backlinks, and it is crucial for us to create a new, high-quality backlink profile

Screenshot of Backlinks

Backlink profile for [https://www.jackharbercounselling.co....](https://www.jackharbercounselling.co.uk/) X

Domain including subdomains. One link per domain

 Domain Rating <small>DR</small>	3.2	Backlinks <small>BL</small>	8
0 Referring page <small>RP</small>	Contact — Jack Harber Counselling	100% dofollow	2 Linking websites <small>LW</small>
87	Jack Harber - therapist in london-e8 BACP	https://www.jackharbercounselling.co.uk/contact	100% dofollow
	https://www.bacp.co.uk/therapists/404280/jack-harber/london-e8	http://jackharbercounselling.co.uk/	
		http://jackharbercounselling.co.uk/	
		301 https://www.jackharbercounselling.co.uk/	



PREPARED BY

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