

SEO Report

Client - Poochies

Overview

Poochies is a local doggy daycare facility based out of Comox Valley, BC with excellent reviews. It is a reputable business with many fans. The main objective of this project is to create brand awareness and improve their online presence using SEO strategies. Ultimately, we want to bring in more loyal customers who can book the services they require online using the website.

Objectives

1. Structuring data for easy access to relevant information
2. Optimize for local SEO to improve organic reach and bring in more customers
3. Analyze and monitor progress using KPIs
4. Maintain and sustain SEO best practices

Project Scope

1. SEO Content Audit to highlight main issues
2. Develop a content strategy
3. Keyword research
4. Keyword Implementation

SEO Content Audit

The first step is to make sure that the search engines can index your website, crawl accessibility and indexing are the most important steps, if you don't do this right, none of the other things will matter. I will conduct a thorough audit to make sure that the website is accessible to crawlers. I will check for broken links, blocked pages, redirected pages, and the like.

FOCUS POINTS:

- robots.txt
- XML Sitemap
- Site speed
- Mobile Accessible
- Local SEO
- Organic monthly traffic

Content Strategy

A content strategy will ensure that the people who need your services are aware of your business. We will be creating and modifying content that appeals to your target audience to increase brand engagement, build trust and strengthen the relationship between the business and its customers.

FOCUS POINTS:

- User experience
- Content quality
- Keyword research
- Analytics

On-Page SEO

Here are my recommendations to improve your site's on-page SEO. This will include a consideration of the following elements:

URLs and HTML Markup

We need the URLs to be clean and easy to read. Static URLs tend to perform better than dynamic ones, so we will be striving for clean and short URLs. I will define HTML tags including relevant keywords to make it easier for the search engine to make sense of the information, so it can show it to relevant users.

FOCUS POINTS:

- URL structure
- Including keywords
- SSL encryption
- Schema

Page Content

I will make sure that all the pages are published with clear and relevant titles while following SEO best practices to reach the maximum number of people. The objective here is to show our content to people specifically looking for our content so we can reduce the bounce rate and establish domain authority.

FOCUS POINTS:

- Page elements
- Google My Business (GMB)
- Meta tags
- Bounce rate

Information Architecture

I will try to structure the information for customers to have easy access to the required information in the most streamlined fashion. I will work on better navigation, so people can find what they are looking for in the least number of clicks.

FOCUS POINTS:

- User interface
- Accessibility
- Discoverability

- Flat structure

Keyword Optimization

I will look into which keywords the website is currently ranking for and how to improve on it. We can use detailed long-tail keywords to cater to people who will potentially be our new customers. Using good quality, relevant keywords can help us rank higher in SERPs.

FOCUS POINTS:

- Organic keywords
- Keyword distribution
- Use of keywords in microdata

Links

The Internet is a giant web of networks, which makes links a very important part of your SEO strategy. We want a good network of internal and external links. Doing so will also help with our domain authority, so, the search engines prioritize our website over others when looking for relevant results.

FOCUS POINTS:

- Internal Linking
- External Linking
- Broken Links
- Redirected Links
- Anchor text
- Backlinks and domain authority

Structured Data/Schema

Schema is Microdata added to HTML tags to help search engines index the information properly. It helps with presenting your information in a structured way to enhance visibility in SERPs. I will optimize the metadata to help search engines index the website content properly.

FOCUS POINTS:

- Metadata
- Rich snippets
- Canonical tags
- Page speed optimization
- Schema markup
- Alt text

Site Performance

Good websites can be made better, I will try to improve the functionality of the website. We need the website to be mobile-friendly and easy to access. We can also improve on elements like testimonials and reviews for social proof.

FOCUS POINTS:

- Page labels
- Links to social media

- Site speed on different screens
- User testing

Off-Site SEO

It is always a good idea to know who you are competing with. Researching your competition lets you set yourself apart and show your customers why they should choose you over anyone else. We can then tailor our keywords to rank higher in SERPs.

FOCUS POINTS:

- Analyzing current backlinks
- Acquire high-quality backlinks
- Study main competitors