



Glo Sun and Shades

INITIAL WEBSITE AUDIT REPORT

<http://www.glosunandshades.com/>

2/16/2018

SUMMARY

This is an extensive **Website Audit Report** document for <http://www.glosunandshades.com/>.

The analysis documented in this report is based on the information and data collected from search engines and SEO tools as of **Feb 16, 2018**. Please be advised that Search Engine Optimization is a never ending, ongoing process and statistical data in Google can frequently change and thereby with it, the digital strategies.

Analysis Overview:

Based on our analysis of your website, the following are key elements that you need to pay close attention to.

1. Sitemap Page
2. XML Sitemap creation and submission
3. Google/Bing Webmaster Accounts Configuration
4. Analytics Configuration
5. Site Social Media Buttons

Please also go over the Important Note section to learn about the impact of website changes. Please go through this report. Feel free to contact the Project Manager with any questions or comments.

-SEO Team

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KEYWORD RESEARCH & ANALYSIS

Performing Keyword Research is first and most vital step towards building an online audience as it ensures that your site is ranking competitively in Google for the right keywords.

By that we mean keywords that are beneficial to your website once they start ranking. Targeting singular words like **fashion** or **health** is counterproductive as such terms are too broad and never yield positive results. Our Keyword Research is exhaustive and focuses on terms that will rank in Google and bring organic traffic to your website overtime.

Keywords Research for **Glo Sun and Shades** has already been completed and the finalized keywords have been approved by you.



ONSITE OPTIMIZATION ELEMENTS

Onsite elements are ranking factors that are present “on” the website. These are important elements that must be optimized for Google in order to make a website more SEO friendly. We looked at the following onsite optimization elements for your website.

Site Structure (Folder Structure)

Your website's folder structure is fine. No changes are required at this time.

Canonicalization

Your canonical URL is fine. Both the www and non-www versions resolve to the same URL.



Meta Details

Work is currently in progress for your websites Meta details. Once it is completed, we will send that document over to you for approval and upload them on your website accordingly.

Internal Linking

Your website's internal linking is fine. No changes are required at this time.

HTML Optimization

404 Page

404 Page is configured and working properly. No changes are required at this time.

Alt Tags

Proper Alt Tags are implemented on your images. No further action is required.

Heading Tags

Your website doesn't have proper H tags configuration. Our team has already developed a **WEBSITE CONTENT** document along with heading tags for your website. It is currently under editorial process. Once it is reviewed by our editors, we will send the document over to you for approval.

Load Time:

Your website's load time is **3.53s**. It's okay.

Text Readability

Text on your website is legible and readable. No further action is required at this time.

Website Content Analysis

Content on some of your pages needs to be updated. Our team has already developed a **WEBSITE CONTENT** document for your website. It is currently under editorial process. Once it is reviewed by our editors, we will send the document over to you for approval.



Plagiarism

Your website's content is unique and it is already crawled by search engines.

Domain Details

Domain Age: 4015 Days

Domain Validity: 2019-09-06

Sitemap Page

We will need to create a new sitemap page for your website. As soon as we have your FTP/CMS details, we'll create a new page and will upload it on your website.



XML Sitemap creation and submission

We have created an XML sitemap for your website. This is required for submission on search engines. Please review the **SITEMAP.XML** document in the Supporting Files folder. Once you approve this sitemap, we will upload it to your website.

Robots.txt

Your site's robots.txt file is fine. No further action is required at this time.

URL: <http://www.glosunandshades.com/robots.txt>

Site Blog

Please provide login details for your blog (if possible) so we may directly upload content on your blog. We will upload the blog in draft format. We will publish it after we have received your approval.

URL: <http://www.glosunandshades.com/blog/>

Mobile Friendly Website

Your website is optimized for viewing on smartphones. This means that Google will allow your website to be indexed for user search queries.



OFF-SITE ELEMENTS

Offsite elements as the name suggest, are elements that are present outside a website, or “off” the site. These are steps/tasks/strategies that are done by SEO’s in order to make the website more optimized for Google.

We conducted the following Off-site activities for your website.

Search Engine Submissions

The primary reason for Search Engine submissions is to better optimize the website for SEO and for indexing purposes. We have submitted your website on the following popular search engines.

| # | Search Engine | Status |
|----|-----------------------|-----------|
| 1 | Google | Submitted |
| 2 | Bing | Submitted |
| 3 | Yahoo | Submitted |
| 4 | Ask | Submitted |
| 5 | AOL search | Submitted |
| 6 | MyWebSearch | Submitted |
| 7 | Scrub the Web | Submitted |
| 8 | Fyber Search | Submitted |
| 9 | ExactSeek | Submitted |
| 10 | InfoTiger | Submitted |
| 11 | Jayde | Submitted |
| 12 | EntireWeb | Submitted |
| 13 | Mixcat | Submitted |
| 14 | SearchSight | Submitted |
| 15 | WhatuSeek | Submitted |
| 16 | Active Search Results | Submitted |
| 17 | Anoox | Submitted |

Google/Bing Webmaster Accounts Configuration

We have created Webmaster accounts for your website on Google and Bing. We need to upload their verification files to your site in order to verify your Webmaster accounts. We have attached their **verification files** in the Supporting Files folder. Once you approve these files, we will upload them to your website in order to complete the verification process.

Please provide any Gmail ID for us to make you an admin for the Webmaster account which we have created for your website.

Analytics Configuration

We have created a Google Analytics account for your site; however we need to upload its verification code to your site in order to verify your Analytics account. We have attached their **verification files** in the supporting folder. Once you approve this file, we will upload this to your website in order to complete the verification process. This account will help you monitor the traffic on your site along with sources.

Please provide any Gmail ID for us to make you the admin for the Analytics account which we have created for your website.

Google Places & Plus

A new Gmail ID (with password) and business address are needed for a Google Places account. Please provide us both these details if you want us to create a Google Places account for the site.

SOCIAL MEDIA ACCOUNT (TWITTER, FACEBOOK)

Facebook:

Your Facebook page is already created. We have liked your page. If you would like us to manage your Facebook Page, please provide admin access to "Carleton Watkins", ID: carleton_watkins@yahoo.com.

URL: <https://www.facebook.com/GloSunandShades/>



Twitter:

Please let us know if you already have a twitter account for your website. If not, then we may create a new one for your website.

Site Social Media Buttons

Your Social Media Buttons are embedded but not linked in your website. These buttons have a tremendous impact on social media marketing. Please integrate social buttons (Twitter and G+) in your website pages.

EXISTING BACKLINKS

Once Google Webmaster verification process will complete, we will check existing backlinks to your website and will update you accordingly.

IMPORTANT NOTES

We would like to take this opportunity to discuss some important SEO concepts with you.

- **Regarding Website Changes:**

Any kind of change on a website, especially the Meta Title tags and home page content can have a tremendous impact on SEO efforts. We strictly advice not to make any such changes without discussing it with us first. The SEO Team will determine whether these changes will have a positive or negative impact on the SEO efforts. We've seen rankings and traffic vanish overnight because of improper handling of the Meta tags and web content. We will not be responsible for loss of SEO efforts due to uninformed changes to the website.

With that being said, please inform us regarding that change in advance. We appreciate your cooperation in this regard.

- **Regarding Hosting:**

Hosting has a very important role as far as SEO is concerned. It is very important that your site is hosted on a dependable server. If your site goes down even for an hour, it can significantly hurt your site's ranking. So it is very important that your site is hosted on a dependable server. If you have faced any down time in the past, we would recommend changing your hosting to a reliable provider.

WHAT'S NEXT?

Kindly review and approve this document. Feel free to contact us if you have any questions. Once this document is approved and the META/WEBSITE CONTENT uploaded on your website, we will commence the Content and SEO phase of your milestone and send you a Content Plan for approval highlighting suggested topics for articles, blogs and PR.

We humbly request that you approve the document as soon as possible. Your project milestone is for 30 days and timely approvals are required to ensure project milestones are completed on time. The sooner we can get move into the SEO and Content phase, the better for your website.



WHAT'S
NEXT

END OF AUDIT REPORT