

# Audit with SEO for your Business

SCORE Silicon Valley

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# About SCORE



**Successful and experienced executives acting as volunteer consultants**

**Webinars and workshops, most are free**

**Free personal mentoring via video, phone, e-mail, or in-person**

**Resources for small business:**

[score.org](https://www.score.org)

[siliconvalley.score.org](https://siliconvalley.score.org)

**Request Mentoring:**



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## Learning outcomes for today:

1. Learn what a website audit is and what tools you can use to conduct one
2. Find out how to tell if your site is getting scraped and indexed by Google
3. Prioritize the missing pieces of your technical& UX SEO findings to make the best choices in using your SEO time and budget



*SEO audit from a pro will cost \$650 to \$14,000 per audit depending on size and purpose of your website*

Simple audit is a few top pages, plus a handful of product/service pages will run to lower end

Ecommerce audit with hundreds of product pages will run to the higher end

# What is a website audit?

Examination of your website to determine:

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Google search performance

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Positive user journey

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Areas of concern

---

Areas of opportunity

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Prioritizing updates and changes

# What kinds of website audits are there?

Kinds of website audits:

- ❖ **Competitive website audit**

- How are you performing compared to your competitors
  - Actual businesses you compete with for customers
  - Other website you compete with for search traffic

- ❖ **Lead conversion audit**

- See where traffic is coming into your site and look for opportunities to increase this
  - See how effective your lead gen is
  - Go to GA4
    - Engagement > pages and screens
    - This shows where people are coming in, how deep they are going, and how long they are staying.
    - Think about what you can offer from the pages they enter on to keep them moving through the site
    - Budget checklist? Write and link and article about how to best use that budget – priorities for allocating \$\$, etc.
  - Do you use forms to get info for lowwow up?
  - Are you curating an email list for new article notifications?
  - Is the design sn layout of those pages welcoming and easy to access?
  - With clear CTA?
  - Is it easy to book, buy, or opt-in?
  - What is a conversion?

- ❖ **On-page user journey audit**

- This is the one we will spend our time on first today

- ❖ **SEO link audit**

- Who is linking to your site
  - URL source, domain, anchor text
  - Is each link helping or hurting your site value
  - <https://search.google.com/search-console/> "links to your site" under "Search traffic"
  - If you have spammy link (Viagra, porn, gambling) disavow here.
  - Do it carefully, though <https://search.google.com/search-console/disavow-links>

- ❖ **Social media audit**

- What are your company accounts & pages?
  - Are at least 2 people owners/admins
  - Is it branded like your website (logo, images treatment, etc)
  - Do you have a following and are you engaging them?
  - Do you have too many accounts to keep up with
  - Which are the best ones for your business
  - Photos: Instagram
  - Writing: Medium and Facebook
  - Products: Facebook and Pinterest
  - Services: Nextdoor and Thumbtack

- ❖ **Technical audit**

- This will be our second focus today
  - Page load speed
  - Broken links
  - Hidden content

# Why do an audit?

Opportunity to align your business goals with your digital goals

Question 1: What is the purpose of my website

Question 2: What is a "conversion" for my business

Question 3: What is my goal (what do I want to "win")

Organic search

Market share

Email list sign ups

Sell products

Subscribers

Book appointments

Website audit goals

Identify issues and opportunities

See what is holding me back from ranking for important searches

Find where I can do better

What to look at:

1. User experience
2. SEO content
3. Technical issues

# Things to keep in mind as I start my audit

Find out all the info, but prioritize action steps

Limit yourself to 3 to 5 important next steps

Don't spread yourself too thin

Determine what is harming your search result the most

Weigh importance vs investment

1. Easy & cheap & fast w/results
2. Results that take resources/time
3. Cheap but not all that effective
4. Expensive and not impactful

Importance

1. Impact on search
2. Impact on bottom line

Investment

1. Your time
2. Budget
3. Employee time
4. Agency resources

<b>2</b> <b>Yup</b> High importance High investment	<b>4</b> <b>Nope</b> Low importance High investment
<b>1</b> <b>Yes! Now!</b> High importance Low investment	<b>3</b> <b>Maybe</b> Low importance Low investment

# Step 1: User Journey Audit

## Look at the big picture

Open an incognito browser window

Open your home page

Is it a clean font, easy to read?

No more than 2 fonts

Is it clear what you do/sell in under 3 seconds?

Does your pop up disappear within 30 seconds?

Use a timer

Is your site architecture user (and SEO) friendly?

Are your menus intuitive?

Limited drop downs

Easy to follow

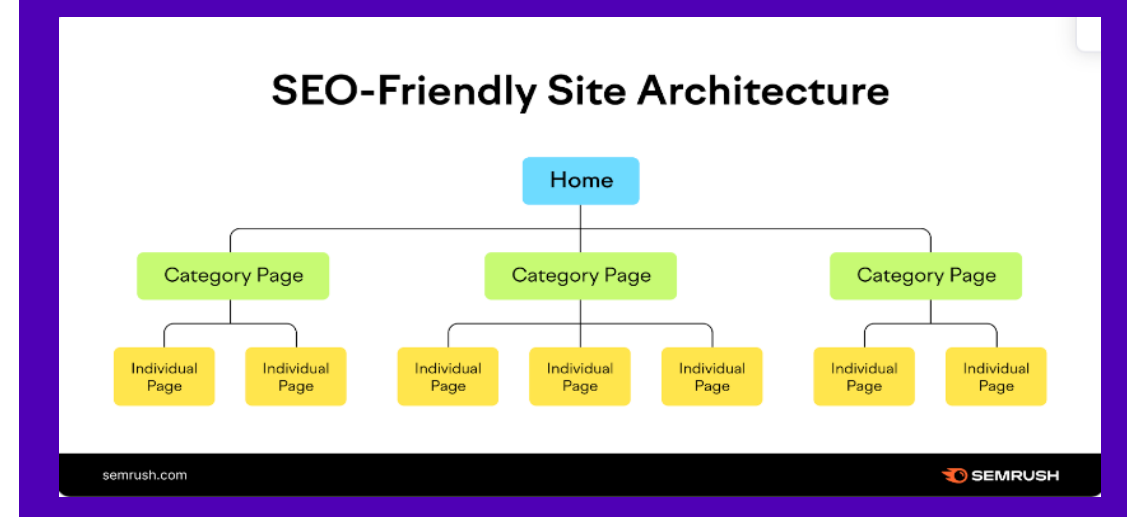
Is the text free of grammar and spelling errors?

Is my NAP on the footer?

Is it HTTPS vs HTTP?

Repeat for other top pages

Repeat for PDPs and services page templates



The screenshot shows a browser window displaying the 'SEO Resources' page of 'Sora Creative Content'. The browser's address bar shows the URL 'soracontent.com/seo-resources/'. The page features a navigation menu with 'Home', 'Resources', 'Courses', 'About/Contact', and 'SEO Blog'. The main heading is 'SEO Resources'. Below the heading, there is a paragraph of introductory text and a bulleted list of three items: 'Evaluate where you are now with SEO', 'Track who visits your site', and 'Identify where you can improve not just website traffic, but client acquisition'. A download link is provided for the resources. At the bottom, there are three columns of content cards: 'Persona Worksheet' with a 'Download Now' button, 'Blog Content Creative Brief Instructions' with a 'Download PDF Now' button, and 'Keyword Tips' with a 'Coming soon' button. Each card includes a brief description of the resource.



# Build trust: Look for issues

## Things that decrease trust

- Lack of information about your brand, product or services
- Lack of images & bios of your team
- Bad UX
  - Unreadable fonts
  - Flashing letters and graphics
  - Scrolling, blinking, spinning text
- Slow loading
- Spelling errors and grammar mistakes
- No customer testimonials or reviews
- No SSL certificate
- Asking for too much info from visitors
- Pop up ads that block on-page content

## Add trust with social signals

- GMB profile
  - Images
  - Reviews
  - Correct info
- Social media tie-ins and engagement
  - Only pick a couple of social platforms
  - Stay involved
  - Respond to customers



# Step 2: Run some reports to dive deeper

## 1. Google search console

<https://search.google.com/search-console/>

Free

## 2. Screaming Frog

<https://www.screamingfrog.co.uk/seo-spider/>

Free to download/use

Can't save crawls without a license

## 3. Adresults headings

<https://adresults.com/tools/heading-tag-checker-check-h1-t-m-h6-tags>

Free

## 4. Deadlink checker

<https://www.deadlinkchecker.com/website-dead-link-checker.asp>

Free

## 5. Google Meta Inspector extension

[META SEO inspector](#)

## 6a. Gtmetrix

<https://gtmetrix.com/>

## 6b. Page load speed

<https://pagespeed.web.dev/>

Free

## 6c. Pingdom

<https://tools.pingdom.com/>

Free

## 7. HubSpot audit

<https://website.grader.com/>

Free

## 8. SEMrush

[SEMRush's Site Audit Tool](#)

Free, but you need to make an account and give them info

Skip trial to create a free audit report

## 9. Sitechecker

<https://sitechecker.pro/>

Free

Google Search Console

Inspect any URL in 'michellerohlf.com'

michellerohlf.com

Overview

Performance

59 total web search clicks

Indexing

Page indexing

8 not indexed pages 4 indexed pages

Video page indexing

1 no videos indexed 0 videos indexed

Experience

Type	Good	Needs improvement	Poor	Trend
Core Web Vitals	Mobile	No data	No data	No data
	Desktop	No data	No data	No data
HTTPS		3	0	

Enhancements

Type	Valid	Invalid	Trend
Breadcrumbs	3	0	

Submit feedback

About Search Console

Privacy Terms

# 1. Google Search Console

Keywords are how Google knows to serve your content to answer a search query typed in by a visitor

Open GSC

Look at the overview

Performance

Indexing

Experience

Enhancements

Total clicks: 59

Total impressions: 617

Average CTR: 9.6%

Average position: 20.5

Clicks

Impressions

Queries

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

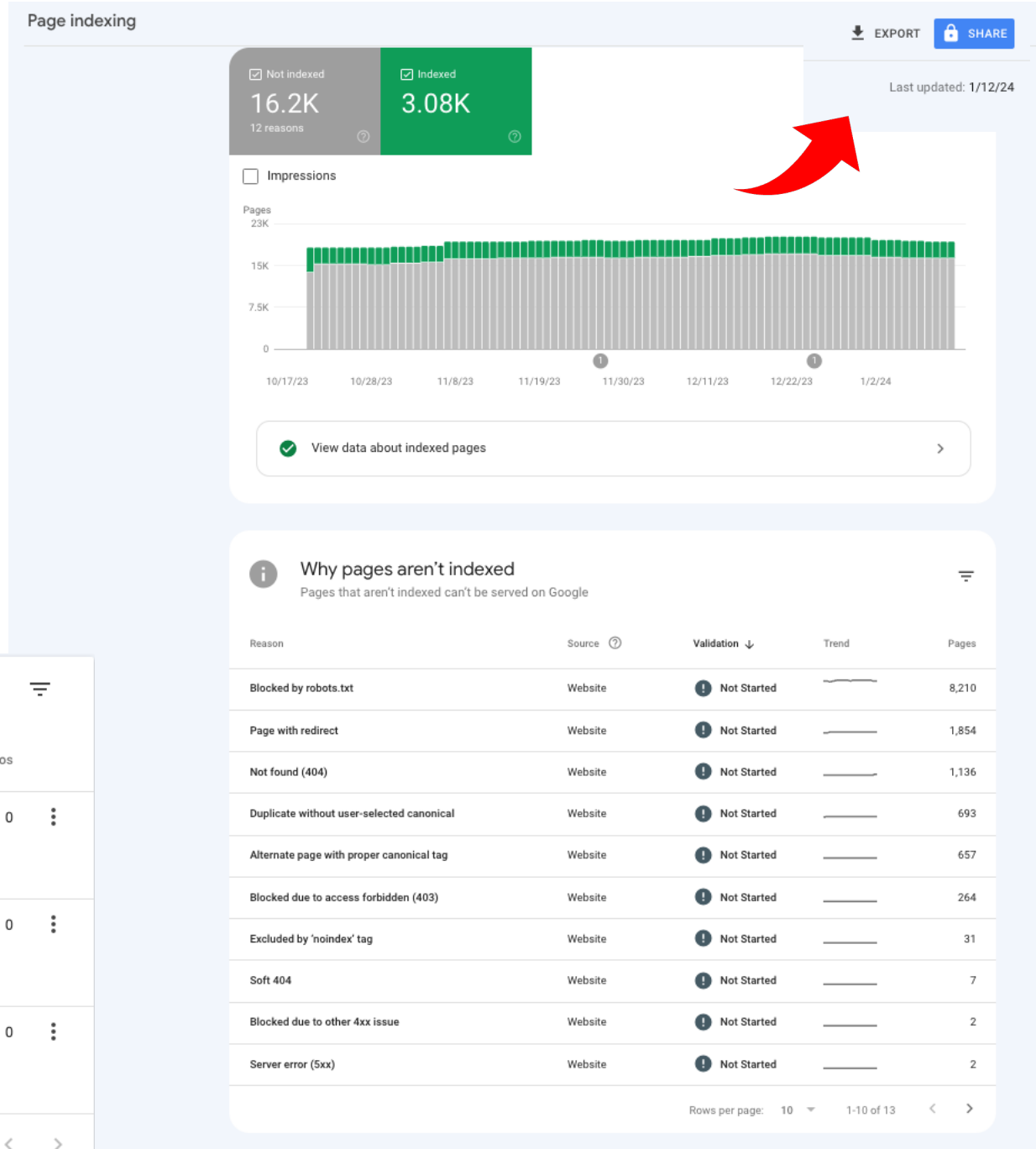
DATES

Top pages	Clicks	Impressions
https://michellerohlf.com/	29	296
https://michellerohlf.com/my-book/	27	329
https://michellerohlf.com/speaking/	3	71

# Indexing: Full report

- Why aren't pages indexed
  - Blocked by robots – behind paywall or error?
  - 404 broken links (run Dead Link Checker)
  - Soft 404 (redirect with a 301 or beef up the content)
- Is sitemap successfully submitted
  - Find it on `yoursite.com/sitemap.xml`
  - Submit all your sitemaps

Submitted sitemaps						
Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
<a href="https://photosbykime.com/post-sitemap.xml">https://photosbykime.com/post-sitemap.xml</a>	Sitemap	Jan 13, 2024	Jan 11, 2024	Success	467	0
<a href="https://www.photosbykime.com/sitemap_index.xml">https://www.photosbykime.com/sitemap_index.xml</a>	Sitemap index	Dec 3, 2016	Jan 13, 2024	Success	0	0
<a href="http://www.photosbykime.com/sitemap_index.xml">http://www.photosbykime.com/sitemap_index.xml</a>	Sitemap index	Nov 20, 2016	Jan 12, 2024	Success	7,248	0



# Submit pages to GSC

- After you do any actions to fix issues, tell GSC you did it

“Validate fix”

“Request indexing”



## Business Branding Package – Unique and perfect for your business

Wednesday, January 3, 2024 by kim ebbets Posted in Business

Your time as a business owner is precious which is why Photos by Kim E offers a flexible business branding package with her session. **Your session time can be split up!**

Photos by Kim E offers two different session times: three hours and one hour.

Whether you book the three-hour or one-hour session, we can split that time into a minimum of 30-minute bite-sized photo sessions!

By providing the option to split your session up, this unique service allows you to choose multiple locations, photograph a new team member, photograph a new realty listing, or anything that you need visually.

Because your time is important and we want to maximize your time and investment, we don't want your photo session to feel boring, smile here, stand there, etc. We want you to be relaxed, and have fun, and not feel like taking headshots for three hours! No one wants that (we can do that if you really want)! This unique business branding package helps you capture those genuine smiles and authentic moments for your business.

Of course, you might wonder how this can be done. Check out some photos from this wonderful business photo session for a personal trainer, group fitness coach and health coach! We split up the time into three sections: at home, at Golden Gate Park, and at a local park for a group fitness class.

So, if you're ready for a stress-free, fun-filled business branding photography session that brings out the best in your business, let's capture your story – in mini bite sized sessions if you'd like!

Click the button below to get started!

get in touch



## URL Inspection

TEST LIVE URL



### URL is not on Google

This page is not indexed. Pages that aren't indexed can't be served on Google. See the details below to learn why it wasn't indexed. [Learn more](#)

[VIEW CRAWLED PAGE](#)

Page changed? [REQUEST INDEXING](#)



### Page indexing

Page is not indexed: URL is unknown to Google

#### Discovery

Sitemaps

No referring sitemaps detected

Referring page

None detected

URL might be known from other sources that are currently not reported

#### Crawl

Last crawl

N/A

Crawled as

N/A

Crawl allowed?

N/A

Page fetch

N/A

Indexing allowed?



N/A

#### Indexing

User-declared canonical

N/A

Google-selected canonical

N/A

[LEARN MORE](#)

1 Open Screaming Frog

2 Open your sitemap

3 Copy all your URLs

4 Upload (top bar)

5 Paste/From a file

6 Internal tab (top left)

7 Filter HTML

8 Export (excel/Google)

## 2. Run your Screaming Frog scrape



# Word count for each type of page

Home, Contact and Product pages 100 min, target over 350 words

Make it easy to understand

What you do and why you are good at it



Home Shop All Wholesale ▾ Events & Locations Recipes Who We Are ▾ Contact



About page 400 word min, target 600

May be your most important page

Builds trust

People buy from those they trust, and they trust those they know

Be yourself

Be personal and vulnerable

Review it every year – do I still feel this way?



We are a family-owned business dedicated to producing high-quality honey products while promoting bee conservation and community support.

#### Who we are:

Mike & Niki's Honey Company was founded by Mike Ryan and Niki Canotas, two bee enthusiasts who turned their passion into a business. We are based in San Jose, California, and have been producing delicious honey products for over a decade. Our team includes expert beekeepers, candle makers, and honey artisans who are passionate about their craft.

#### Where We Are:

Our apiaries are located throughout Northern California, including San Jose, Half Moon Bay and Morgan Hill. We also have bees in Hawaii, where we produce unique and delicious Hawaiian honeys. Our products are available online and in various stores and farmers' markets throughout California.

#### How We Save the Bees and Support Our Community:

We believe that bees are vital to our ecosystem, and we are committed to doing our part to save them. We practice sustainable beekeeping techniques and use natural remedies to prevent pests and diseases in our hives. We also educate the public about the importance of bees and how they can help support their local bee populations.

In addition to promoting bee conservation, we also support our community by giving back. We donate a portion of our profits to local charities and organizations, including those that support education and the environment. We also participate in community events and offer educational programs to teach people about bees and honey production.

At Mike & Niki's Honey Company, we are dedicated to producing high-quality honey products while supporting our community and protecting the bees.

Blog articles 350 word min, target 800-1500

Again, not part of getting started, but a great way to get noticed in your industry so plan to incorporate it later

# Create engaging page title and meta descriptions

1. Your page title is different from your H1
2. Make sure you have both
3. Each meta description needs to be unique.
4. If you have an ecommerce site with multiple similar products, make sure each page has a different meta description, even by a small amount (size, color, usage, etc.)
5. Duplicate meta description will confuse Google

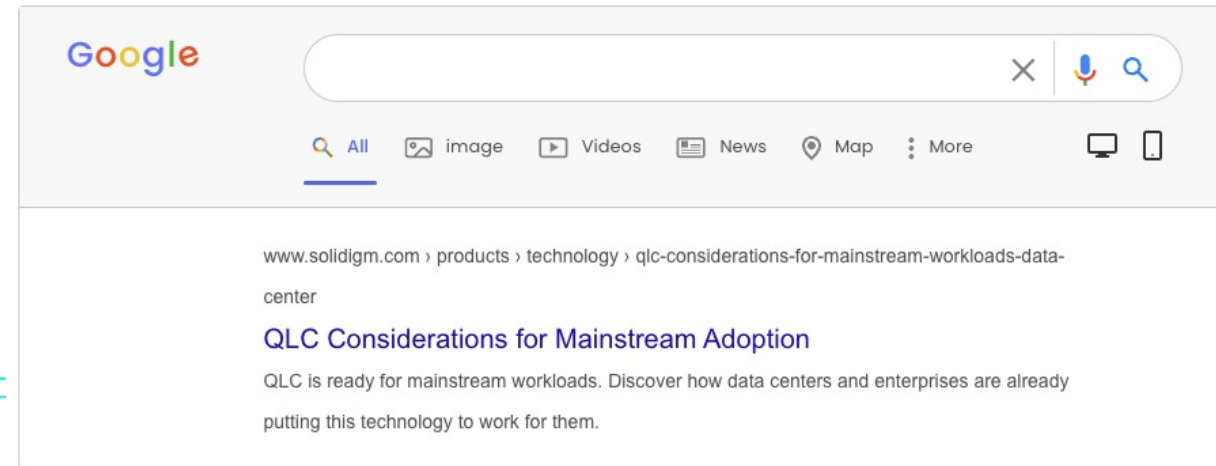
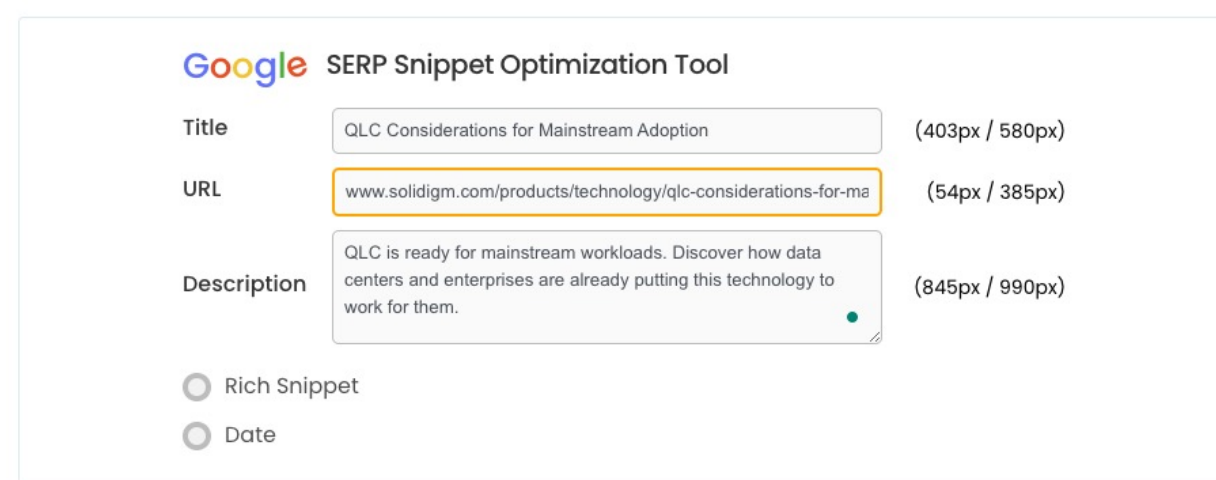
Check each page's current ones with

<https://www.highvisibility.com/seo/tools/serp-snippet-optimizer/>

Title 70 characters  
Meta description 156 characters  
Use Keywords in each  
If it's boring rewrite it  
If it's too long shorten it  
If it's missing, add it

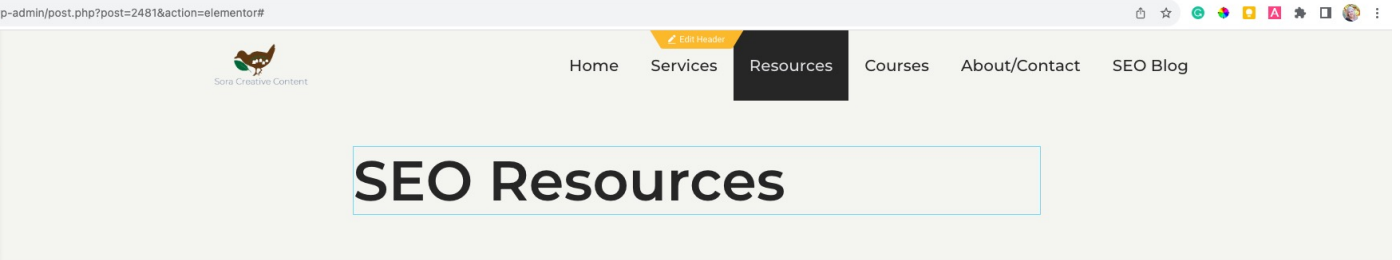
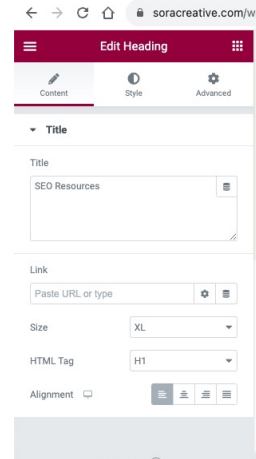
Check spelling and grammar.  
Have someone else review it  
Almost impossible to edit your own stuff

Check and standardize your NAP  
Name, address, phone number  
Exact same every time  
St. vs Street  
(215) 527-2810 vs 215-527-2810  
95120 vs 95120-8463  
Company vs Co.





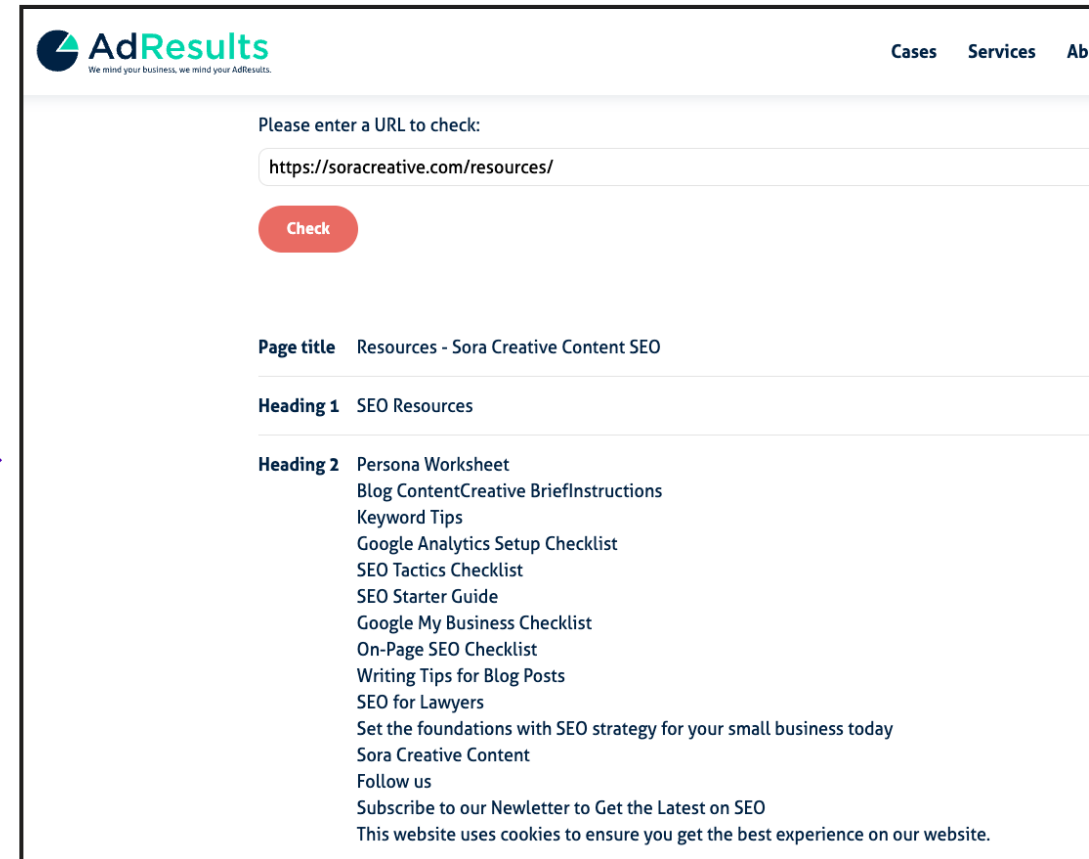
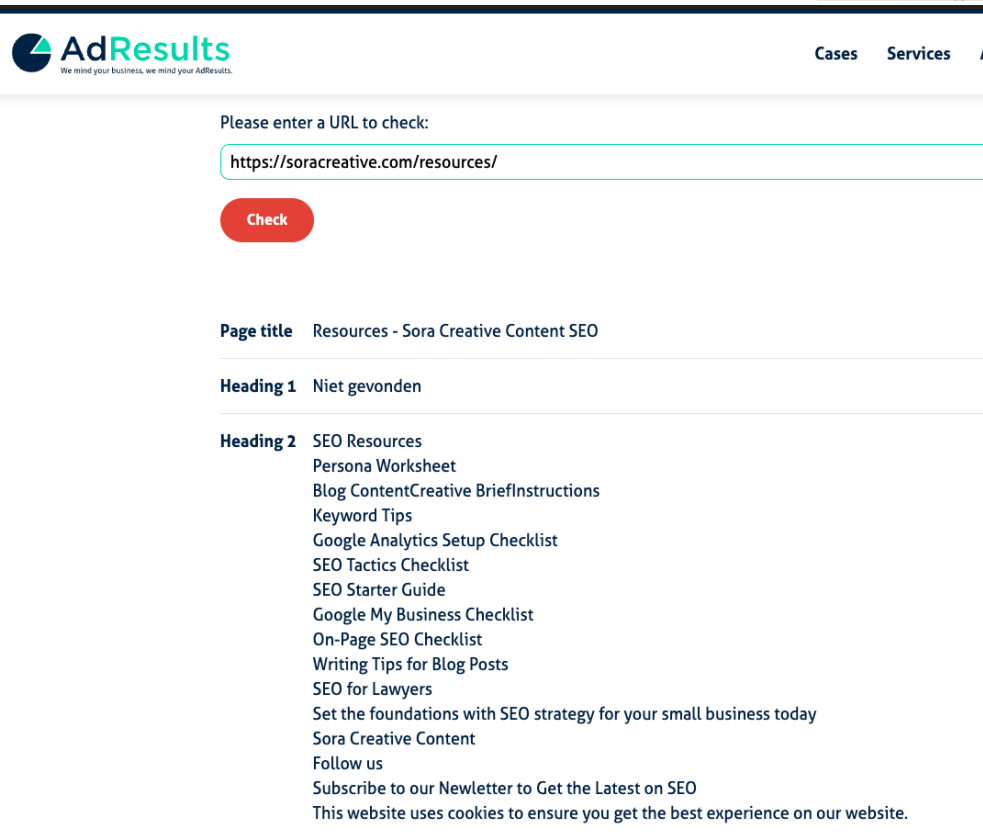
# 3. Headings: One page at a time



You don't want to just bring visitors to your website, you want visitors who convert and become clients. We can get you started on your way to understanding how Search Engine Optimization can help your business grow.

- Evaluate where you are now with SEO
- Track who visits your site
- Identify where you can improve *not just website traffic, but client acquisition*

Download valuable resources to help you jumpstart your website's SEO. Let's get you going for better SEO and a healthier bottom line.



# 4. Dead Link Checker

## Site Checker: Free Broken Link Tool

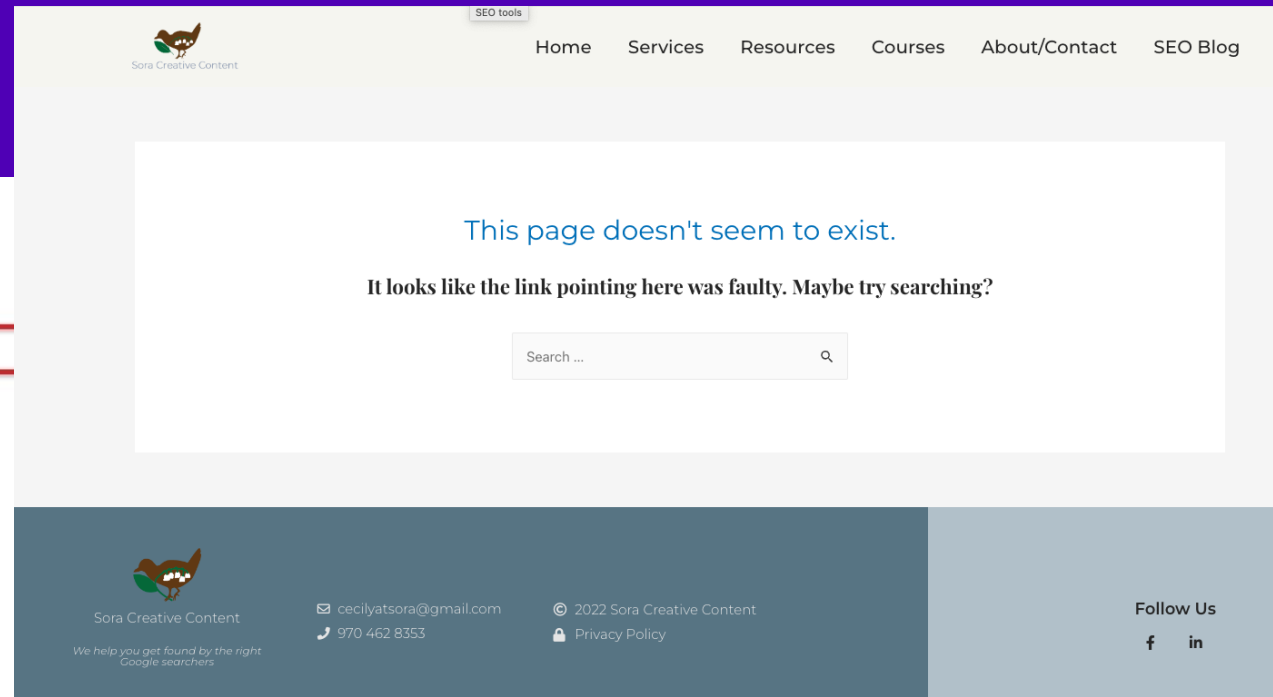
Check whole website  Check single webpage

http://www.solidigm.com

100% scanned - 1895/1895 URLs checked, 1882 OK, 13 failed

Scan completed with 13 errors. [Full report](#) [Retry dead links](#)

- Check multiple sites at the same time - free - [login](#) or [sign up](#) for a free account.
- Check sites automatically on a regular basis with the Auto-Checker - [see options](#).



Status	URL	Source link text
999 Non-standard	<a href="https://www.linkedin.com/company/solidigmtechnology/">https://www.linkedin.com/company/solidigmtechnology/</a>	LinkedIn
400 Bad Request	<a href="https://www.avnet.com/">https://www.avnet.com/</a>	Avnet Americas
403 Forbidden	<a href="https://www.mouser.com/">https://www.mouser.com/</a>	Mouser Americas
403 Forbidden	<a href="https://www.newegg.com/p/pl?bid=222551&amp;N=50222551+4841&amp;Manufactory=222551">https://www.newegg.com/p/pl?bid=222551&amp;N=50222551+4841&amp;Manufactory=222551</a>	Newegg Americas
403 Forbidden	<a href="https://www.newegg.com/solidigm-2tb-p44-pro/p/N82E16820318013?Description=solidigm+p44+pro&amp;cm_re=solidigm_p44+pro">https://www.newegg.com/solidigm-2tb-p44-pro/p/N82E16820318013?Description=solidigm+p44+pro&amp;cm_re=solidigm_p44+pro</a>	Buy Direct on NewEgg &gt;
404 Not Found	<a href="https://www.ssia.org/technology/">https://www.ssia.org/technology/</a>	www.open19.org/technology/ [301 from
404 Not Found	<a href="https://www.intel.com/content/dam/www/public/us/en/documents/white-papers/over-provisioning-">https://www.intel.com/content/dam/www/public/us/en/documents/white-papers/over-provisioning-</a>	<a href="https://www.intel.com/content/dam/www">https://www.intel.com/content/dam/www</a>
403 Forbidden	<a href="https://www.newegg.com/solidigm-2tb-p41-plus/p/N82E16820329022?Item=N82E16820329022&amp;Tpk=20-329-022">https://www.newegg.com/solidigm-2tb-p41-plus/p/N82E16820329022?Item=N82E16820329022&amp;Tpk=20-329-022</a>	Buy Direct on NewEgg &gt;
403 Forbidden	<a href="https://www.forbes.com/sites/adelynzhou/2017/06/30/financial-services-industry-banks-artificial-intelligence-slow-adoption/">https://www.forbes.com/sites/adelynzhou/2017/06/30/financial-services-industry-banks-artificial-intelligence-slow-adoption/</a>	<a href="https://www.forbes.com/sites/adelynzhou">https://www.forbes.com/sites/adelynzhou</a>
403 Forbidden	<a href="https://www.coolblue.nl/en/advice/how-much-storage-capacity-do-i-need-ssd.html">https://www.coolblue.nl/en/advice/how-much-storage-capacity-do-i-need-ssd.html</a>	<a href="https://www.coolblue.nl/en/advice/how-much-storage">coolblue.nl/en/advice/how-much-storage</a>
-1 Timeout	<a href="https://www.arrow.com/">https://www.arrow.com/</a>	Arrow EMEA
403 Forbidden	<a href="http://www.hdat2.com/">http://www.hdat2.com/</a>	HDAT2*
404 Not Found	<a href="https://www.solidigm.com/en/performance-index.html">https://www.solidigm.com/en/performance-index.html</a>	<No Text>

# 5. Install: META SEO Inspector extension

The screenshot shows a browser window with the URL `soracreative.com`. The META SEO Inspector extension is active, displaying the following information:

- COMMON**
  - Here you can find all the basic elements that should never report any issue, in every page of the website.
  - doctype** <!DOCTYPE html>
  - html lang** en-US
  - content type** text/html
  - canonical** <https://soracreative.com/> **TIP**
  - head title** Home - Sora Creative Content SEO (32 characters)
  - description** Sora Creative Content Get Found by the Right Google Searchers SEO teaching for small businesses and nonprofits Find a class Resources Templates & freebies Get Resources Get Found Browse our online course for SEO tips Resources Templates and freebies At Sora Creative, we love SEO Call us crazy (or geeks) if you like. Here's what (329 characters)  
**WARNING** description too long (>170 characters)
  - robots** max-image-preview:large
- SOCIAL (2 sections)**
  - OPENGRAPH (FaceBook + LinkedIn)**
    - property **og:locale** en\_US
    - property **og:site\_name** Sora Creative Content SEO - Let us help you get found by the right Google searchers
    - property **og:type** website
    - property **og:title** Home - Sora Creative Content SEO
    - property **og:description** Sora Creative Content Get Found by the Right Google Searchers SEO teaching for small businesses and nonprofits Find a class Resources Templates & freebies Get Resources Get Found Browse our online course for SEO tips Resources Templates and freebies At Sora Creative, we love SEO Call us crazy (or geeks) if you like. Here's what

Two callout boxes are overlaid on the bottom of the page:

- Get Found by the Right Google Searchers** (with a magnifying glass icon)
- Resources**

# 6a & b. Check your site speed

Gtmetrix

<https://gtmetrix.com/>

Page load speed

<https://pagespeed.web.dev/>

Free

Pingdom

<https://tools.pingdom.com/>

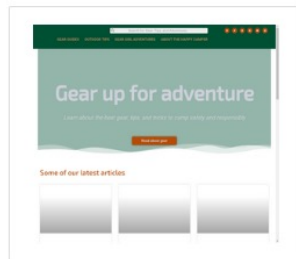
The internet is fragile. Be the first to know when your site is down.

START YOUR TRIAL

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

C 71

Page size

4.5 MB

Load time

1.40 s

Requests

78

Improve page performance

GRADE	SUGGESTION
F 0	Make fewer HTTP requests
Decreasing the number of components on a page reduces the number of HTTP requests required to render the page, resulting in faster page loads. Some ways to reduce the number of components include: combine files, combine multiple scripts into one script, combine multiple CSS files into one style sheet, and use CSS Sprites and image maps.	
F 0	Compress components with gzip
F 23	Add Expires headers
E 55	Use cookie-free domains
B 90	Avoid URL redirects

PageSpeed Insights

Copy Link Docs

Mobile

Desktop

38

Performance

87

Accessibility

95

Best Practices

92

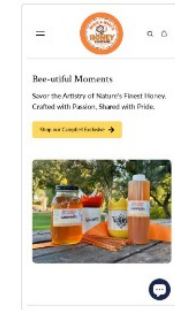
SEO

38

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0-49 ■ 50-89 ● 90-100



Collapse view

METRICS

▲ First Contentful Paint

3.0 s

First Contentful Paint marks the time at which the first text or image is painted. Learn more about the First Contentful Paint metric.

▲ Largest Contentful Paint

11.9 s

Largest Contentful Paint marks the time at which the largest text or image is painted. Learn more about the Largest Contentful Paint metric.

▲ Total Blocking Time

1,210 ms

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more about the Total Blocking Time metric.

● Cumulative Layout Shift

0.017

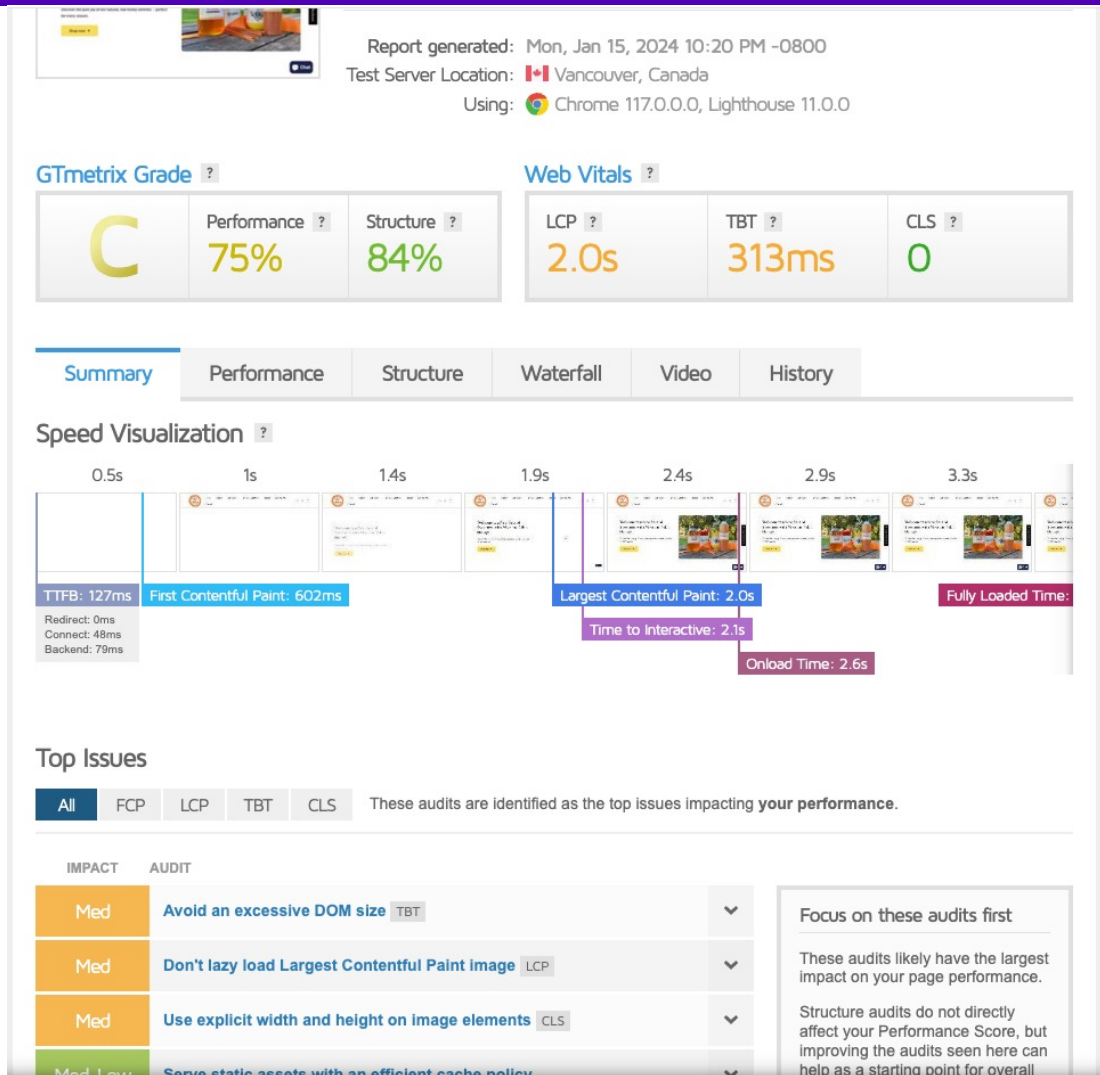
Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more about the Cumulative Layout Shift metric.

▲ Speed Index

8.5 s

Speed Index shows how quickly the contents of a page are visibly populated. Learn more about the Speed Index metric.

# 6c. GTMetrix scan



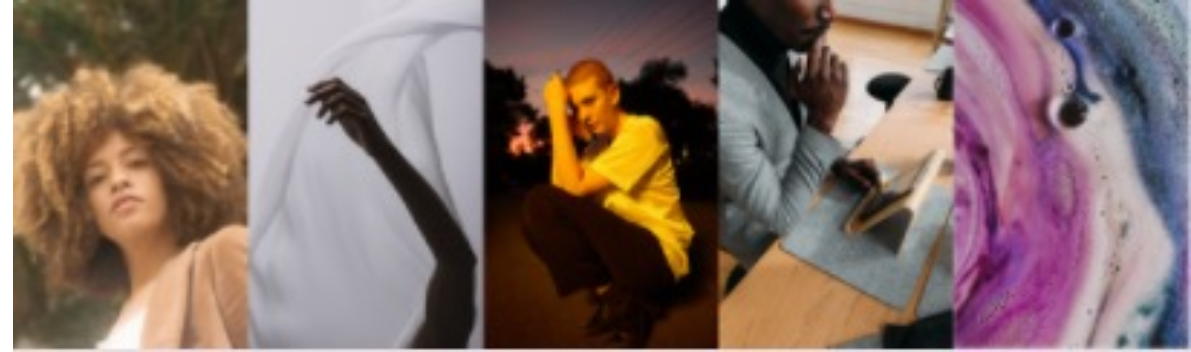
If you have a web developer:

This is data to hand off to your web developer for them to explore and address

If you maintain your own website:

The "biggest" offenders are generally images  
You should be aware of page load speed  
Note image size and format

# Size matters when it comes to your website images



Tabletop Sculpture – David ...  
ddaysculpture.com



David Day Sculpture  
ddaysculpture.com

Resize images *before you upload them* so they don't slow down your site

Everything always 72 dpi

Choose 70% to 80% when exporting from your editing software

- Panoramic or full width images: **2560 pixels wide**
- Header images: **1200 pixels wide**
- Background images: **1920 x 1080 pixels (16:9 ratio)**
- Other images: **under 1000 pixels wide**
- Thumbnails **800-900 pixels wide**
- Logos: **250 x 100 pixels PNG**

Choose the right file type for the image

**JPG** for images

**PNG** for charts, graphs, logos

**PNG** for transparent backgrounds

**GIF** for animations

**SVG** for logos, illustrations, drawings

## ADOBE LIGHTROOM JPG EXPORT AT 1500px



QUALITY	FILE SIZE
100	1,614 KB
90	1,149 KB
80	827 KB
70	641 KB
60	400 KB



Use a compression tool on your website to keep images sizes small so your images load quickly



Wordpress plugins:

[ShortPixel](#) (recommended)

[Imagify](#) (no longer has one-time credits)

[EWWW Image Optimizer](#)

[Kraken](#)

[Robin Image Optimizer](#)

[Optimole](#)

[ImageRecycle](#)

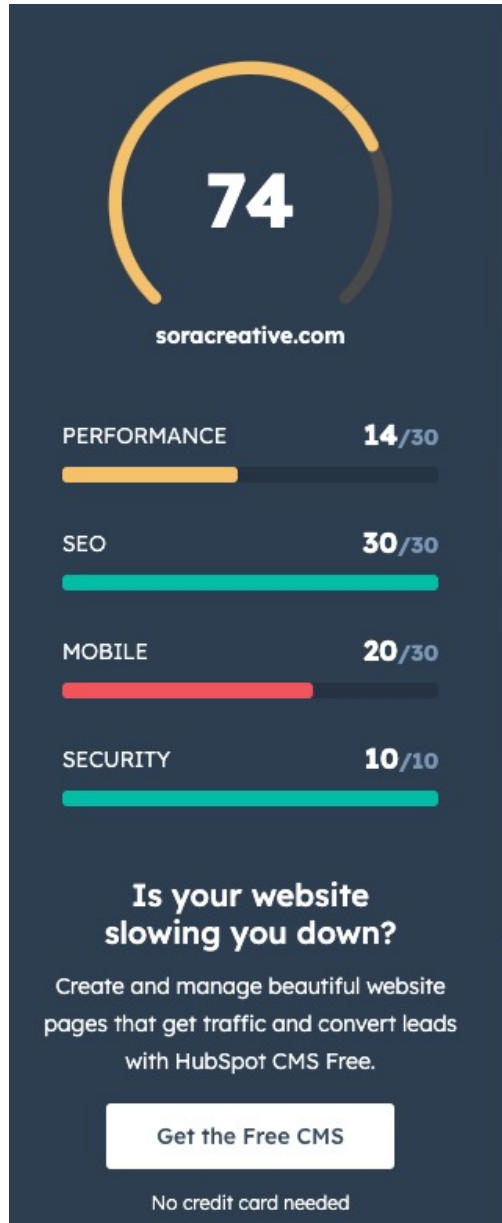
[Optimizilla](#)

[Smush Image Compression and Optimization](#)

[Optimus](#) (limited to 100 KB images in the free version)



# 7. Run HubSpot Audit



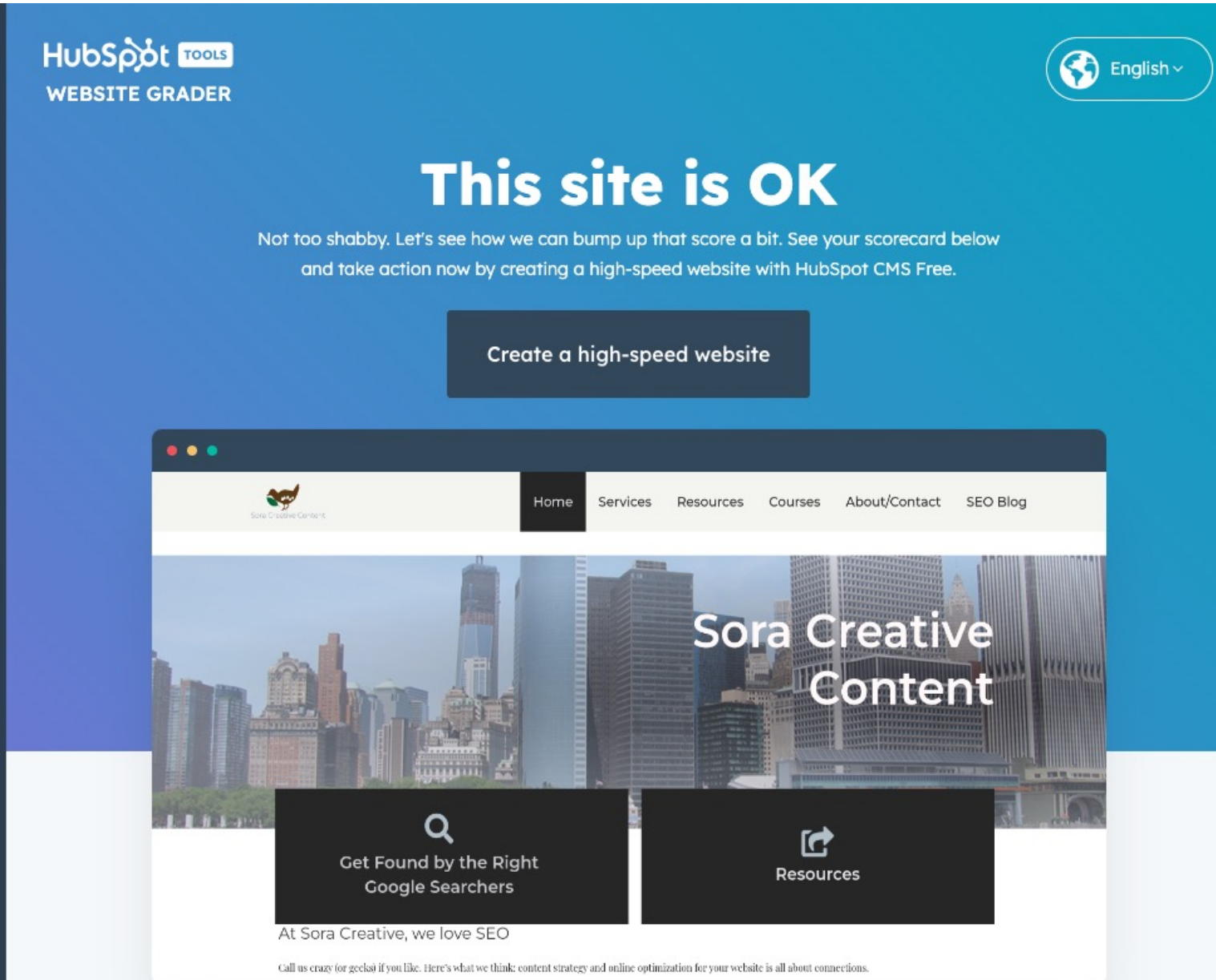
**74**  
soracreative.com

Category	Score
PERFORMANCE	14/30
SEO	30/30
MOBILE	20/30
SECURITY	10/10

**Is your website slowing you down?**  
Create and manage beautiful website pages that get traffic and convert leads with HubSpot CMS Free.

[Get the Free CMS](#)

No credit card needed



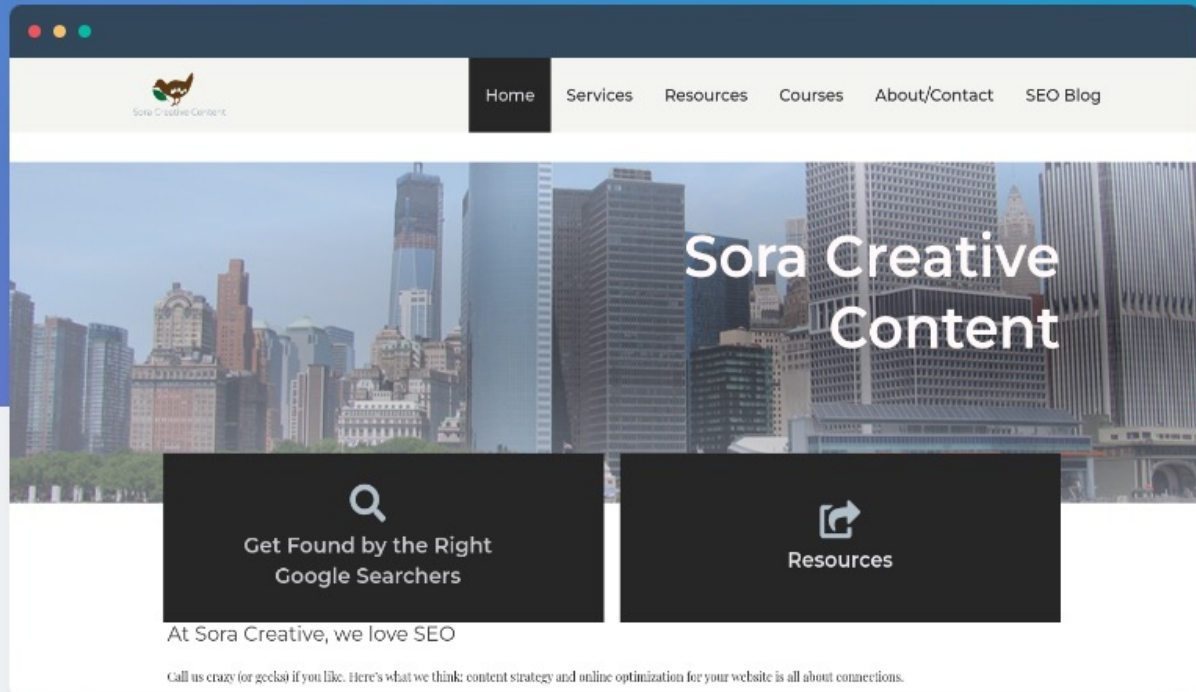
HubSpot TOOLS  
WEBSITE GRADER

English

## This site is OK

Not too shabby. Let's see how we can bump up that score a bit. See your scorecard below and take action now by creating a high-speed website with HubSpot CMS Free.

[Create a high-speed website](#)



Sora Creative Content

Home Services Resources Courses About/Contact SEO Blog

### Sora Creative Content

Get Found by the Right Google Searchers

Resources

At Sora Creative, we love SEO

Call us crazy (or geeky) if you like. Here's what we think: content strategy and online optimization for your website is all about connections.





soracreative.com

PERFORMANCE 14/30

SEO 30/30

MOBILE 20/30

SECURITY 10/10

### Is your website slowing you down?

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[Get the Free CMS](#)

No credit card needed

#### PAGE SIZE



2.2MB

**So fast! So light!**

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

#### PAGE REQUESTS



79

**Serious room for improvement.**

The more HTTP requests your website makes, the slower it becomes. Try reducing the number of files your site loads.

#### PAGE SPEED



10.6SEC

**We need to talk.**

Best-in-class webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

PASS

#### BROWSER CACHING



**Wowee. Your web caching is world class.**

Browser caching speeds up your website by storing frequently used content in local memory.

PASS

#### MINIMAL PAGE REDIRECTS



**Straight to the point.**

Multiple redirects can make your site load slower. Aim for no more than one redirect.

FAIL

#### IMAGE SIZE



**Out of place.**

Images can take a long time to load. Use responsive images or SVGs to optimize your images for different screen sizes.

PASS

#### MINIFIED JAVASCRIPT



**Have you been working out?**

When your JavaScript is properly compressed, it makes your website run much faster.

PASS

#### MINIFIED CSS



**Short and sweet.**

When your CSS is properly compressed, it makes your website run much faster.



74

soracreative.com

PERFORMANCE 14/30

SEO 30/30

MOBILE 20/30

SECURITY 10/10

### Is your website slowing you down?

Create and manage beautiful website pages that get traffic and convert leads with HubSpot CMS Free.

Get the Free CMS

No credit card needed







30/30

## SEO

Optimizing your website content for search helps you drive organic traffic to your website. You can do this by providing a great experience for people and web crawlers alike.

🔍 Improve Your SEO Ranking with a [free 15-minute Lesson](#). ↗

<p>PASS</p> <p><b>PERMISSION TO INDEX</b></p>  <p><b>Granted.</b></p> <p>In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter.</p>	<p>PASS</p> <p><b>META DESCRIPTION</b></p>  <p><b>Look at you go!</b></p> <p>Meta descriptions tell people what your page is about in search results.</p>	<p>PASS</p> <p><b>CONTENT PLUGINS</b></p>  <p><b>*Clap, clap, clap* Good job!</b></p> <p>Search engines can't always understand content that relies on browser plugins, such as Flash.</p>	<p>PASS</p> <p><b>DESCRIPTIVE LINK TEXT</b></p>  <p><b>Your links make sense.</b></p> <p>Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it.</p>
---	---	---	---



soracreative.com

PERFORMANCE 14/30

SEO 30/30

MOBILE 20/30

SECURITY 10/10

### Is your website slowing you down?

Create and manage beautiful website pages that get traffic and convert leads with HubSpot CMS Free.

Get the Free CMS

No credit card needed

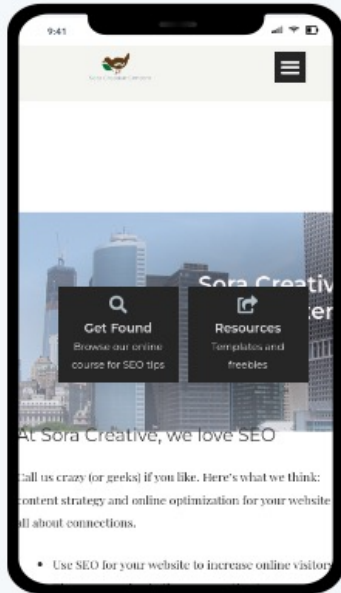
20/30

## Mobile

Traffic from mobile devices is growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.



Improve Your Mobile Performance with a [free 15-minute Lesson](#)



PASS

### LEGIBLE FONT SIZE



Easy on the eyes.

Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px.

FAIL

### TAP TARGETS



Where do I click?

Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together.

PASS

### RESPONSIVE



Fantastic! You're ready to face the future.

Responsive design gives you a bump in search rankings for searches on mobile devices.

# 8. Run SEMRush Audit

**SEMRUSH** Features Pricing Resources Company App Center new Extra tools Invite users EN 👤

Projects > soracreative.com > Site Audit Help center Send feedback

**Site Audit: soracreative.com** Rerun campaign Looker Studio PDF Export ⚙️

soracreative.com Updated: Sat, Jan 13, 2024 Mobile JS rendering: Disabled Pages crawled: 41/100

**Overview** Issues Crawled Pages Statistics Compare Crawls Progress JS Impact

### Site Health i

89% no changes

● Your site 89%  
▼ Top-10% websites 92%

### Errors i

2 no changes

29 0

### Warnings i

52 -1

53 0

### Notices i

53 no changes

53 0

### Crawled Pages i

41 no changes

Healthy	4
Broken	1
Have issues	35
Redirects	1
Blocked	0

### Thematic Reports

<b>Crawlability</b> 97% <a>View details</a>	<b>HTTPS</b> 99% <a>View details</a>	<b>International SEO</b> International SEO is not implemented on this site.	<b>Core Web Vitals</b> 0% <a>View details</a>
<b>Site Performance</b> 100% <a>View details</a>	<b>Internal Linking</b> 85% <a>View details</a>	<b>Markup</b> 100% <a>View details</a>	

### Robots.txt Updates i

since the last crawl

### Top Issues i

?

Projects

SEO

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

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

Projects > soracreative.com > Site Audit

Help center

Send feedback

Site Audit: soracreative.com

Rerun campaign

PDF

Export



soracreative.com Updated: Sat, Jan 13, 2024 Mobile JS rendering: Disabled Pages crawled: 41/100

Overview Issues Crawled Pages Statistics Compare Crawls Progress JS Impact

Search by check

All 15

Errors 2

Warnings 6

Notices 7

Triggered checks

Category

Errors (2)

1 page returned a 4XX status code Why and how to fix it

1 internal link is broken Why and how to fix it

A full list of AMP-related issues is only available with a Business subscription plan

Upgrade to Business

0 pages returned 5XX status code Learn more

0 pages don't have title tags Learn more

0 issues with duplicate title tags Learn more

0 pages have duplicate content issues Learn more

0 pages couldn't be crawled Learn more

0 pages couldn't be crawled (DNS resolution issues) Learn more

Projects

SEO

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

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

SEO Content Template

Projects > soracreative.com > Site Audit

[Help center](#) [Send feedback](#)

Site Audit: [soracreative.com](#)

Rerun campaign

PDF

Export



soracreative.com Updated: Sat, Jan 13, 2024 Mobile JS rendering: Disabled Pages crawled: 41/100

Overview Issues Crawled Pages Statistics Compare Crawls Progress JS Impact

Crawled Pages

Pages

Site Structure

Filter by Page URL

More filters

ILR	Page URL	Unique Pageviews	Crawl Depth	Issues	HTTP Status Code	Re-audit URL
100	<a href="https://soracreative.com/resources/">https://soracreative.com/resources/</a>	N/A	1 click	1 issue	200	
96	<a href="https://soracreative.com/blog/">https://soracreative.com/blog/</a>	N/A	1 click	7 issues	200	
92	<a href="https://soracreative.com/privacy-policy/">https://soracreative.com/privacy-policy/</a>	N/A	1 click	6 issues	200	
88	<a href="https://soracreative.com">https://soracreative.com</a>	N/A	1 click	1 issue	200	
85	<a href="https://soracreative.com/">https://soracreative.com/</a>	N/A	0 clicks	2 issues	200	
81	<a href="https://soracreative.com/about-contact/">https://soracreative.com/about-contact/</a>	N/A	1 click	1 issue	200	
77	<a href="https://soracreative.com/courses/">https://soracreative.com/courses/</a>	N/A	1 click	3 issues	200	
73	<a href="https://soracreative.com/why-you-should-use-google-my-business-for-a-local-seo-boost/">https://soracreative.com/why-you-should-use-google-my-business-for-a-local-seo-boost/</a>	N/A	1 click	3 issues	200	

Site Audit: **soracreative.com**

Rerun campaign

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Export



soracreative.com Updated: Sat, Jan 13, 2024 Mobile JS rendering: Disabled Pages crawled: 41/100

Overview Issues Crawled Pages **Statistics** Compare Crawls Progress JS Impact

Statistics

List

Graph

Markup

19%

pages have no markup

Schema.org (Microdata): 81%

Twitter Cards: 47%

Schema.org (JSON-LD): 81%

Microformats: 34%

Open Graph: 47%

Crawl Depth

5%

pages with more than 3 clicks

1 click: 44%

3 clicks: 17%

2 clicks: 34%

HTTP Status Code

2%

pages with 4xx and 5xx status codes

3xx: 2%

1xx: 0%

2xx: 95%

No code: 0%

Canonicalization

37%

pages without rel="canonical" tag

canonical to other page 0%

self-canonical 63%

AMP Links

100%

pages have no AMP link

0%

have AMP link

Sitemap vs Crawled Pages

40

pages in sitemap

Crawled pages found in sitemap: 44%

Crawled pages not found in sitemap: 56%

Projects

SEO

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

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

ON PAGE & TECH SEO

Site Audit

Listing Management

Projects > soracreative.com > Site Audit

Help center Send feedback

Site Audit: soracreative.com

Rerun campaign

PDF

Export



soracreative.com Updated: Sat, Jan 13, 2024 Mobile JS rendering: Disabled Pages crawled: 41/100

Overview Issues Crawled Pages Statistics Compare Crawls Progress JS Impact

General	18 Dec 2023 (14:45)	vs	13 Jan 2024 (17:03)	Fixed	New
Pages crawled	42		41		
Site Health	88		89		
Total issues	134		107	37	10
Total errors	29		2	27	—
Total warnings	52		52	10	10
Total notices	53		53	—	—
<b>Errors</b>					
5xx errors <a href="#">Learn more</a>	0		0	—	—
4xx errors <a href="#">Learn more</a>	2		1	1	—



# Site Audit: soracreative.com

Rerun campaign

PDF

Export



soracreative.com Updated: Sat, Jan 13, 2024 Mobile JS rendering: Disabled Pages crawled: 41/100

Overview Issues Crawled Pages Statistics Compare Crawls Progress JS Impact

All 15 Errors 2 Warnings 6 Notices 7

1 internal link is broken error [Why and how to fix it](#) [Send to...](#)

Hide

Page URL Filter by Page URL

Advanced filters

Total Checks   
 Failed: 1   
 Successful: 343

<input type="checkbox"/>	Page URL	Broken Link URL	HTTP Code	Discovered	
<input type="checkbox"/>	<a href="#">Why You Should Use Google My Business for a Local SEO Boost - Sora Creative Content SEO</a> <a href="https://soracreative.com/why-you-should-use-google-my-business-for-a-local-seo-boost/">https://soracreative.com/why-you-should-use-google-my-business-for-a-local-seo-boost/</a>	<a href="https://soracreative.com/services/">https://soracreative.com/services/</a>	404	18 Dec 2023 (14:45)	

1 10

# 9. Run Sitechecker

Free to run

Need to pay to export a PDF

Good to recheck data

Review and note discrepancies

Bottom line:

not worth \$41/mo for a report

The screenshot displays the Sitechecker On-Page SEO Checker interface. At the top, there's a navigation bar with the Sitechecker logo, a 'Demo' button, and links for 'Pricing and Plans' and 'Log in'. Below the navigation bar, there's a 'Back to Extra Tools' link and the main title 'On-Page SEO Checker'. A search bar prompts the user to 'Enter your URL to check web page's health', with a 'Check any link' button. The main content area shows a 'Page score for https://soracreative.com' of 69 out of 100, represented by a circular progress indicator. Below the score, there are two boxes: '1 Criticals' (pink) and '5 Warnings' (yellow). To the right, technical details are listed: 'Status code: 200 OK', 'Indexation: Indexable', and 'Page size: 1.56 MB'. A 'View page code' button is also present. On the right side, a 'Page navigation' sidebar lists various categories with counts: 'Issues overview', 'Content optimization' (3), 'Structured data', 'Images', 'Search optimization', 'Links' (1), and 'PageSpeed Insights' (1, 1). The 'Issues overview' section is expanded, showing 'Mobile PageSpeed Insights' as a critical issue with 34 items. Under 'Warnings', three items are listed: 'Title length' (32 characters, recommended 35-65), 'Description length' (334 characters, recommended 70-320), and 'Text to code ratio' (4%, recommended more than 10%).

# Search in a Web page: Press Ctrl + F on Windows or ⌘ Command + F on Mac



Encouraging women in their walk with Jesus and others

Welcome! My Book Speaking Q



My desire is to encourage women to be relationally fearless by loving others even when it's difficult, and to find their value in our Lord, Jesus Christ. Through my many life experiences I hope to inspire others to love wholly, listen always and forgive quickly.

I am a Certified Lay Counselor who speaks in many venues, including women's seminars, Bible studies and retreats. I also lead recovery groups and have led women's groups in prisons through Prison Fellowship. I have a heart for women and enjoy pointing them to what God says about them, claiming their identity in Him, the Lover of their Souls.

Whether you are interested in one of the talks below or would like me to create a custom talk for your group, please fill out the contact form below to schedule me!



The screenshot shows the developer tools of a web browser, specifically the 'Elements' panel. The HTML source code is visible, starting with the DOCTYPE declaration and the <html> tag. The <head> section contains various meta tags, including charset, robots, viewport, and title. The title is "Michelle Rohlf speaker and author | Estrangement | Codependency | Recovery - Michelle Rohlf". There are also several <script> tags for analytics and social media, and <link> tags for stylesheets and feeds. The <body> section is partially visible at the bottom of the screenshot.

# Speaking Topics

## Estrangement



I will share my story of estrangement from my daughter and my own self-discovery as I weathered that storm, about how I got through the pain of the loss of my daughter and my grandson, and how I turned to Jesus to get me through. I will share my experience in Celebrate Recovery, a Christian recovery group, and what I learned about codependency and how codependency affected all of my relationships, including my relationship with myself. This is a deeply personal testimony of loss, grief, abandonment, forgiveness, grace and identity.

This can be used as a keynote talk, in a seminar, at a recovery meeting or in a retreat with multiple sessions.

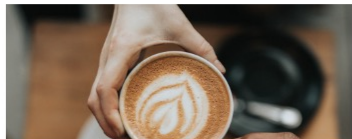
## The Abiding Life



Jesus tells us to abide in Him and He will abide in us. He also says when we abide in Him, we will bear much fruit. Well, if that's true, why am I so tired? Bearing fruit is hard! It is, when we're doing it on our own strength. In this series, I share about my own personal discovery of the abiding life and how it carried me through some very dark and challenging times. I will let you in on the one secret of successfully living the abiding life...believe it or not, it's rest!

This talk can be used at a retreat, with multiple sessions or it can be shortened up to be used in a seminar or as a keynote talk.

## Friendship



Why are friendships with other women so complicated? Why is it hard to make friends as an adult? Why won't anyone go have coffee with me? In this talk, I will share what God says about friendships and how we were created to have friends and be in community. I will list the attributes of a good friend, how to reach out to other women, and how to make yourself friendly. I will also talk about the friendship killers like jealousy, comparison and judgement.

```
Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder >>
<!DOCTYPE html>
<html lang="en-US" itemscope itemtype="http://schema.org/WebPage">
  <head>
    <meta charset="UTF-8">
    <script>
      var gform;gform||(document.addEventListener("gform_main_scripts_loaded",function()
      {gform_scriptsLoaded=@},window.addEventListener("DOMContentLoaded",function(){gform_domLoaded=@},gform=
      {domLoaded:11,scriptsLoaded:11,initializeOnLoaded:function(o){gform_domLoaded&&gform_scriptsLoaded?
      window.addEventListener("DOMContentLoaded",o):document.addEventListener("gform_main_scripts_loaded",
      {}),addAction:function(o,n,r,t){gform.doHook("action",o,n,r,t),addFilter:function(o,n,r,t)
      {gform.addHook("filter",o,n,r,t),doAction:function(o){gform.doHook("action",o,arguments),applyFilters:gform(o){return
      gform.doHook("filter",o,arguments)},removeAction:function(o,n){gform.removeHook("action",o,n)},removeFilter:function(o,n,r)
      {gform.removeHook("filter",o,n,r)},addHook:function(o,n,r,t,i){null==gform.hooks[o][n]&&(gform.hooks[o][n]=[]);var e=gform.hooks[o]
      [n];null==i&&(i="+."+e.length,gform.hooks[o][n].push({tag:i,callable:r,priority:t,null==t?10:t})),doHook:function(o,n,r){var
      t;if(r=Array.prototype.slice.call(r,1),null!=gform.hooks[o][n]&&(o=gform.hooks[o][n]).sort(function(o,n){return o.priority-
      n.priority}),o.forEach(function(o){"function"==typeof(o.callable)&&(t=window[t]),"action"==n?
      t.apply(null,r):[0]=t.apply(null,r)}),"filter"==n)return r[0]},removeHook:function(o,n,t,i){var r;null!=gform.hooks[o][n]&&(r=
      (r=gform.hooks[o][n]).filter(function(o,n,r){return!(null!=i&&i!=o.tag|null!=t&&t!=o.priority)}),gform.hooks[o][n]=r)}); = @
    </script>
    <link rel="profile" href="http://gmpg.org/xfn/11">
    <meta name="robots" content="index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1">
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <!-- This site is optimized with the Yoast SEO plugin v21.8 - https://yoast.com/wordpress/plugins/seo/ -->
    <title></title>
    <link rel="canonical" href="https://michellerohlf.com/speaking/">
    <meta property="og:locale" content="en_US">
    <meta property="og:type" content="article">
    <meta property="og:title" content="Michelle Rohlf speaker and author | Estrangement | Codependency | Recovery - Michelle Rohlf">
    <meta property="og:description" content="&nbsp;My desire is to encourage women to be relationally fearless by loving others even when it's diffi
    cult, and to find their value in our Lord, Jesus Christ. Through my...>
    <meta property="og:url" content="https://michellerohlf.com/speaking/">
    <meta property="og:site_name" content="Michelle Rohlf">
    <meta property="article:publisher" content="https://www.facebook.com/michellerohlfwrites/">
    <meta property="article:modified_time" content="2022-09-27T23:47:13+00:00">
    <meta property="og:image:width" content="2000">
    <meta property="og:image:height" content="600">
    <meta property="og:image:type" content="image/png">
    <meta name="twitter:card" content="summary_large_image">
    <meta name="twitter:label1" content="Est. reading time">
    <meta name="twitter:data1" content="4 minutes">
    <script type="application/ld+json" class="yoast-schema-graph"></script>
    <!-- / Yoast SEO plugin. -->
    <link rel="dns-prefetch" href="//a.omappapi.com">
    <link rel="alternate" type="application/rss+xml" title="Michelle Rohlf » Feed" href="https://michellerohlf.com/feed/">
    <link rel="alternate" type="application/rss+xml" title="Michelle Rohlf » Comments Feed" href="https://michellerohlf.com/comments/feed/">
    <!-- This site uses the Google Analytics by MonsterInsights plugin v8.23.1 - Using Analytics tracking - https://www.monsterinsights.com -->
    <script src="//www.googletagmanager.com/gtag/js?id=G-4P9P0BDRV6" data-cfasync="false" data-wpfc-render="false" async</script>
    <script data-cfasync="false" data-wpfc-render="false"></script>
    <!-- / Google Analytics by MonsterInsights -->
    <script></script>
    <link rel="stylesheet" id="gravity_forms_theme_reset-css" href="https://michellerohlf.com/wp-content/plugins/gravityforms/assets/css/dist/gravity
    -forms-theme-reset.min.css?ver=2.7.17" media="all">
    <link rel="stylesheet" id="gravity_forms_theme_foundation-css" href="https://michellerohlf.com/wp-content/plugins/gravityforms/assets/css/dist/gr
    avity-forms-theme-foundation.min.css?ver=2.7.17" media="all">
    <link rel="stylesheet" id="gravity_forms_theme_framework-css" href="https://michellerohlf.com/wp-content/plugins/gravityforms/assets/css/dist/gr
    avity-forms-theme-framework.min.css?ver=2.7.17" media="all">
    <link rel="stylesheet" id="gravity_forms_orbital_theme-css" href="https://michellerohlf.com/wp-content/plugins/gravityforms/assets/css/dist/gr
    avity-forms-orbital-theme.min.css?ver=2.7.17" media="all">
    <style id="wp-emoji-styles-inline-css"></style>
    <link rel="stylesheet" id="wp-block-library-css" href="https://michellerohlf.com/wp-includes/css/dist/block-library/style.min.css?ver=6.4.2">
  </head>
  <body></body>
</html>
```

**Third-party cookie phaseout**  
The Issues panel now warns you about the cookies that will be affected by the upcoming deprecation and phaseout of third-party cookies.

**Effective Content Security Policy**

# Where do I put my time and effort today?



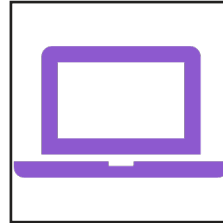
Manual walk-through of your site

Look for places to fix  
Look for opportunities to improve



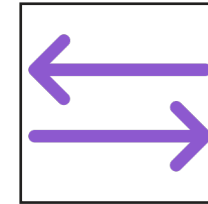
Review user experience (UX)

Home page first  
About page second  
PDPs & service pages



Check your titles, headings, subheadings

Title for each page  
H1s on every page  
H2s and H3s where it makes sense



Run a broken link report on

Google Search Console  
Fix important 404s  
Fix soft 404s



Check tech issues and fix glaring ones

Page speed  
Images  
Redirects  
SSL certificate

# Your Own SCORE Mentor



Take advantage of this free service to help you make great business decisions.

When challenges arise, you can find mentors with relevant skills.

Review mentor profiles and request a free consultation with your choice.

[score.org/find-mentor](https://score.org/find-mentor)

[siliconvalley.score.org/find-mentor](https://siliconvalley.score.org/find-mentor)



**Request Mentoring:**



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# Spread the Word

Thank you for attending our class!

If you have any issue with our class or SCORE, please email: [workshop405@scorevolunteer.org](mailto:workshop405@scorevolunteer.org)

If you believe that we have helped you, please tell business acquaintances or write a [Google Review](#). This will help other entrepreneurs find SCORE and access resources.

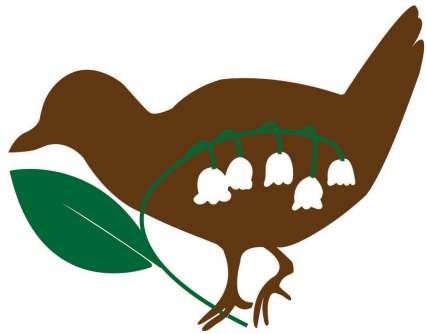


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# Questions?



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