

Technical SEO for Your Business

SCORE Silicon Valley

October 17, 2024

Cecily Whiteside

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://www.siliconvalley.score.org)

Request Mentoring:



Follow us on social media: [Facebook](https://www.facebook.com/scoreorg)

[LinkedIn](https://www.linkedin.com/company/scoreorg)

[Instagram](https://www.instagram.com/scoreorg)

What is a Technical SEO?

Making your website easier for search engines to find and serve up appropriately

Learning outcomes for today:

1. Learn what technical SEO is
 - Crawling
 - Indexing
 - Rendering
 - Site architecture
2. Find tools to help you see where your site stands now
3. Discover places you can improve your SEO behind the scenes
4. Prioritize the missing pieces of your technical & SEO findings to make the best choices in using your time and budget

1 Site architecture and link depth

2 Sitemap

3 Canonical tags

4 Duplicate/thin content

5 Site security

6 Site speed

7 Mobile friendly site

8 Structured data for rich snippets

9 Broken pages, images, and links

What does Google need from you?

To be able to understand your web pages then serve them up for queries where they are the best answer to the intent of that query

Must find your site

Indexed and crawlable

Must understand your content

On-page and meta data content

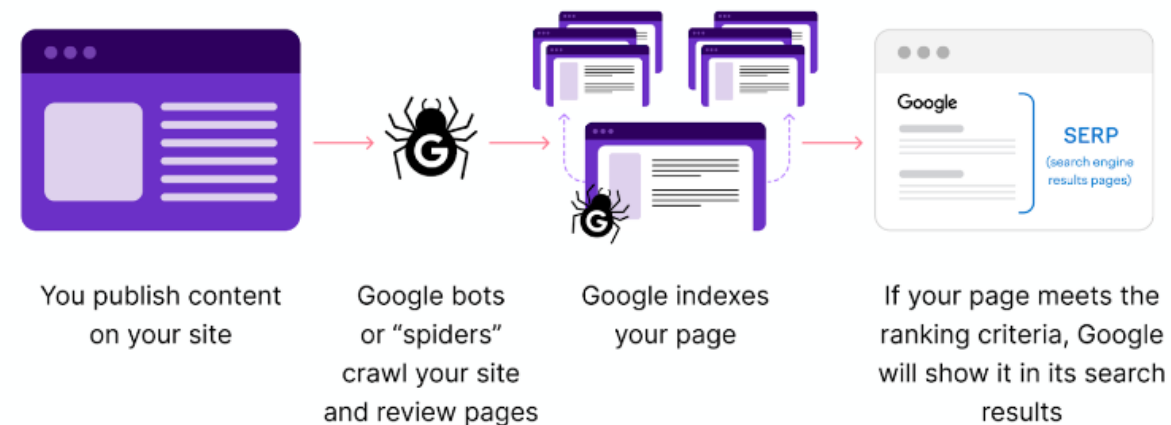
Must trust your information

Content is well-written and free of errors

Must be able to serve it up

Rendering and page speed

How Search Engines Work



Run some reports to see where your website stands

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. Raven Tools Duplicate Content

<https://raventools.com/site-auditor/>

7 day free trial so do your scans and cancel

4. Siteliner

<https://raventools.com/site-auditor/>

7 day free trial so do your scans and cancel

3. Copyscape

<https://www.copyscape.com/>

7 day free trial so do your scans and cancel

4. Adresults headings

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

Free

5. Deadlink checker

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

Free

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

1. Look at your site architecture

Try for a fairly flat layout

Are your products just a few clicks deep?
No dead-ends / rabbit trails / orphan pages
Easy to follow and makes sense

Menus are clean and understandable

Dropdowns are logical and limited

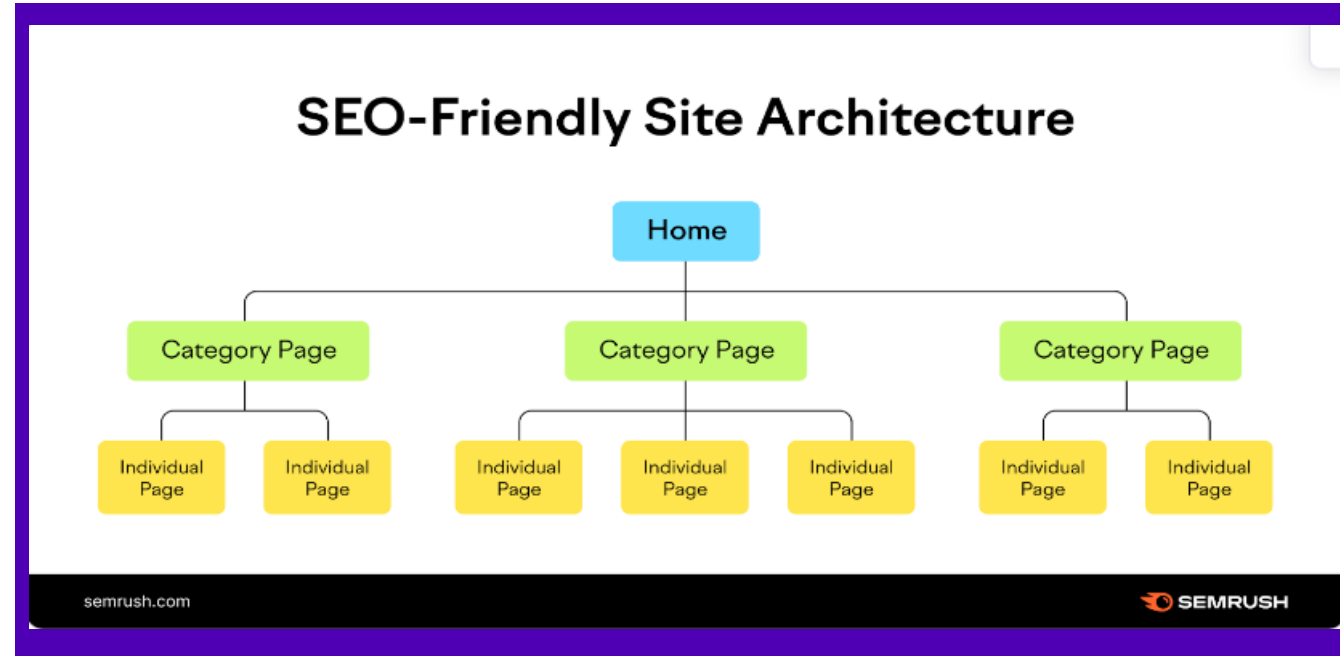
URLs are readable

Don't run your url words together
Use dashed to separate words
Underscores act as "full stop"
Dashes act as a space for keyword phrases

- /xinnorxiraidandhighdensitysolidigmqlc.html
- /xinnor-xiraid-and-high-density-solidigm-qlc.html

Google will use your site structure to pull sitelinks for SERPs

Menu items are named well



This is a screenshot of a search engine result for "Pono Wellness Spa". It includes the business name, a profile picture, and the URL "https://www.ponowellnessspa.com/". Below the name is a short description: "Pono Wellness Spa fills your senses with the tropical essence of the islands. We offer individualized Therapeutic Massage by expert Massage Therapists, ...". There are three sections visible: "Services" with a truncated description, "About Us" with a truncated description, and "Before Your Visit" with a truncated description.

This is a screenshot of a Google Maps listing for "Pono Wellness Spa". It features a header image with two people in white robes, a "See photos" button, and a street view thumbnail with a "See outside" button. The listing shows a 4.7-star rating from 38 Google reviews and identifies the location as a "Massage spa in Morgan Hill, California". At the bottom, there are buttons for "Website", "Directions", "Save", "Share", and "Call".

2. Submit your sitemap to GSC

❖ Google Search Console

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

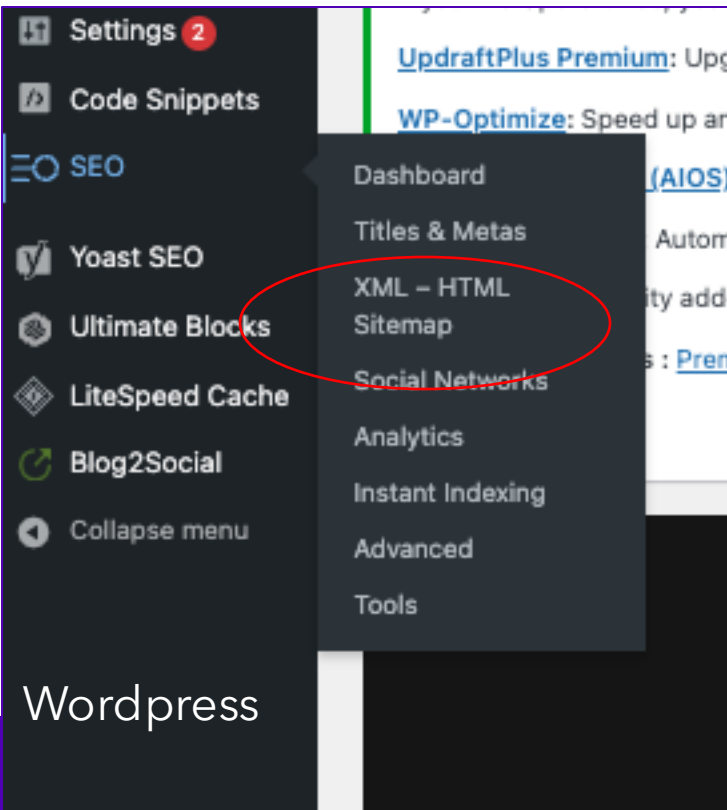
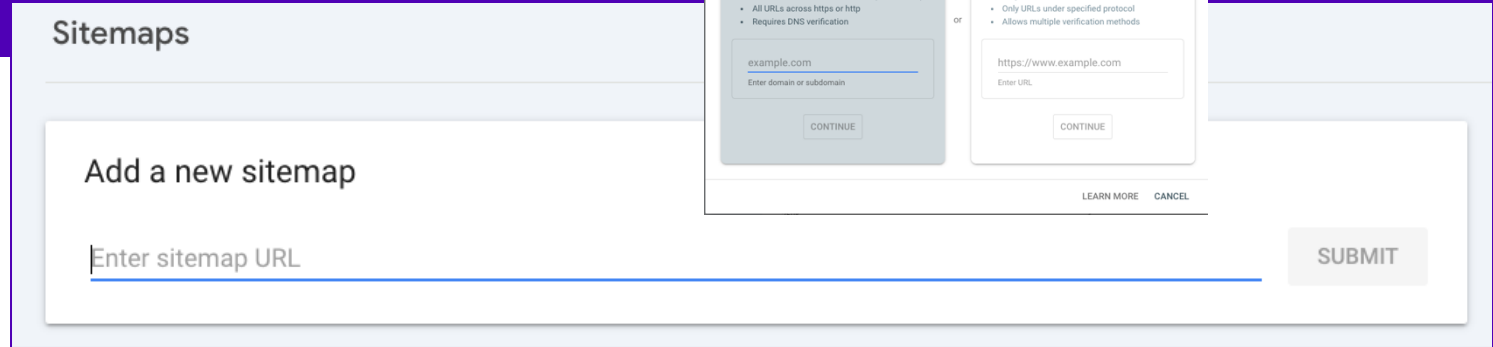
Create account

Add property

Add code to domain home page

Find sitemap.xml

Submit sitemap to GSC



Submitted sitemaps

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

Rows per page: 10 1-3 of 3

Run full GSC indexing report

Google Search Console Overview for michellerohlf.com

Performance
59 total web search clicks

Indexing
8 not indexed pages, 4 indexed pages

Experience
Core Web Vitals, HTTPS

Full report >

- Tells you why aren't pages indexed
- Click on the pages to find out more
- Once you have fixed an issue resubmit the URL

Page indexing

Page indexing summary: 16.2K Not indexed (12 reasons), 3.08K Indexed

Impressions: 23K

Why pages aren't indexed
Pages that aren't indexed can't be served on Google

Reason	Source	Validation	Trend	Pages
Blocked by robots.txt	Website	Not Started		8,210
Page with redirect	Website	Not Started		1,854
Not found (404)	Website	Not Started		1,136
Duplicate without user-selected canonical	Website	Not Started		693
Alternate page with proper canonical tag	Website	Not Started		57
Blocked due to access forbidden (403)	Website	Not Started		264
Excluded by 'noindex' tag	Website	Not Started		31
Soft 404	Website	Not Started		7
Blocked due to other 4xx issue	Website	Not Started		2
Server error (5xx)	Website	Not Started		2

Rows per page: 10 | 1-10 of 13

3. Check canonical tags (GSC report)

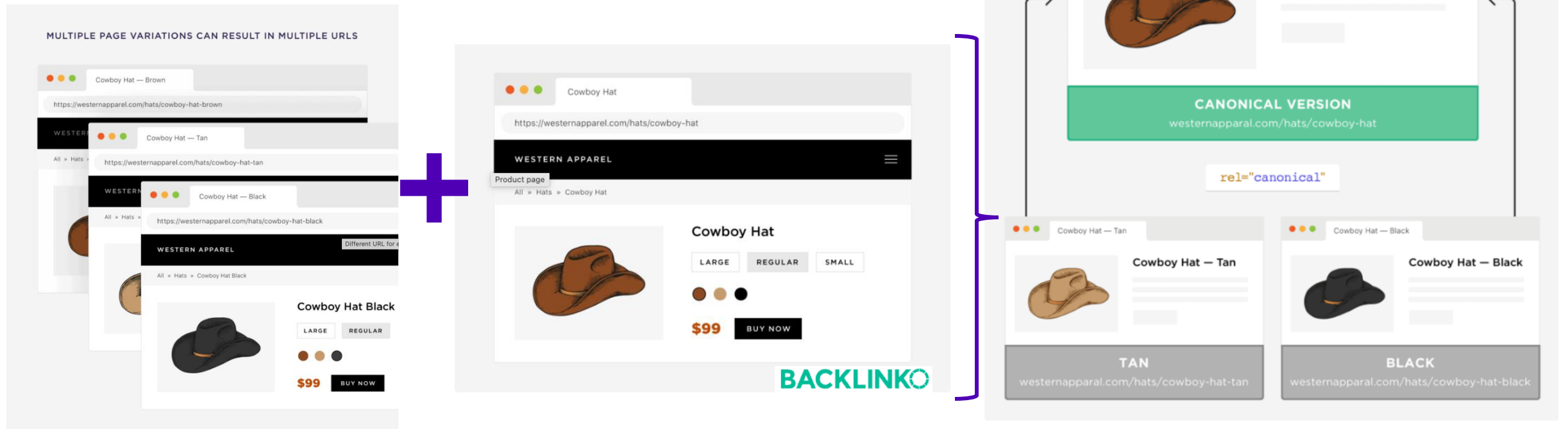
You want Google to use the "master copy" of a page

For very similar content, specify the master

Products that differ by size or color can refer up to the main URL THE CANONICAL TAG

Must be in the <head> section of your page

Don't cross canonicalize page A to B then B to A



How to add canonical tags

Squarespace: It's automatic, but....
for custom cases: Use rel="canonical"
Wordpress: Use a plug in like

Advanced **Yoast SEO**

Allow search engines to show this content in search results? ⓘ

Yes (current default for Posts) ▼

Should search engines follow links on this content? ⓘ

Yes No

Meta robots advanced ⓘ

Canonical URL ⓘ

<https://happycampergear.com/binoculars-buying-guide-choose-the-best-binoculars>

Insights ▼

or Rank Math

Rank Math

Advanced

ROBOTS META

Index ⓘ No Index ⓘ

Nofollow ⓘ No Archive ⓘ

No Image Index ⓘ No Snippet ⓘ

ADVANCED ROBOTS META

Max Snippet ⓘ -1

Max Video Preview ⓘ -1

Max Image Preview ⓘ Large ▼

Canonical URL ⓘ

<https://www.website.com/canonical-url/>

4a. Duplicate content – noindex

What you'll use:

- Screaming Frog scrape
- Siteliner report
- GSC indexing report
- Copyscape

COPYSCAPE

About Products Plagiarism Help Sign up Log in

https://happycampergear.com/best-headlamp-for-camping/ Copyscape Search

5 results found for 11 Best Headlamps for Camping and Hiking - Happy Camper Gear. Click a result below to see the matching content.

Do you buy content?
Check if it's original before you purchase with Copyscape Premium.

Want Copyscape alerts?
Copysentry monitors the web and emails you when new copies are found.

Got a large website?
Check up to 10,000 pages in a single batch.

New! Check happycampergear.com for internal duplicate content and more with **Siteliner**.

Dinner Archives - The Nerdy Gourmet
... Stephen King, Lisey's Story Tweet Share on facebook Share on twitter Share on linkedin Share on pinterest Share on email Share on google
https://thenerdygourmet.com/category/recipe/dinner/

Audio | Goalie Hacks
... Listen Now Share on facebook Share on twitter Share on linkedin Share on pinterest Share on email Show Highlights Thanks For Listening! To help out the show
https://goaliehacks.com/podcast/audiopodcast/

Siteliner

Products Help About Sign up Log in

happycampergear.com

Your report is ready.

Siteliner scanned 46 pages of 46 found on your site. 11:22:47 pm GMT Oct 14, 2024

MAIN MENU
Summary
Your Pages (30)
Duplicate Content (8%)
Broken Links (3)
Skipped Pages (16)
Related Domains

Your Top Issues

+ 3 broken links were found.

Your Pages

Click below to see detailed results for your pages:

Normal Pages:	30
Skipped, Redirect:	2
Skipped, Noindex:	11
Errors:	3

Click a category to see detailed results for your pages.

Your Duplicate Content

Click below to see your duplicate content:

Duplicate Content:	8%
Common Content:	13%
Unique Content:	80%

Click here to see your duplicate content.

4b. Thin content – Add verbiage

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?

Blog articles 350 word min, target 800-1500+

A great way to get noticed in your industry



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.

5. Site security

- Make sure you have HTTPS not HTTP (Usually free with hosting these days)
 - If you are being charged for this service, take a look at alternative hosting platforms.
- If you collect PII (personal identifying info) or credit card info, make sure you have the necessary protections in place
- If you collect emails for a newsletter, make sure you have opt-in and easy unsubscribe

- Note: make sure that all your accounts have at least 2 admins at all times
 - If someone leaves you still can access your accounts
 - Hosting
 - Wordpress
 - Theme
 - Facebook page
 - LinkedIn page
 - Instagram page
 - Etc.

6. Check your site speed

Mobile Desktop



Gtmetrix
<https://gtmetrix.com/>
Page load speed
<https://pagespeed.web.dev/>
Free
Pingdom
<https://tools.pingdom.com/>

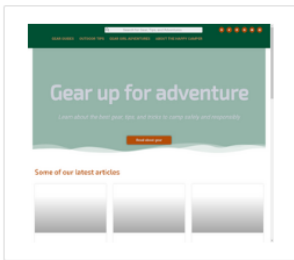
The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade
C 71

Page size
4.5 MB

Load time
1.40 s

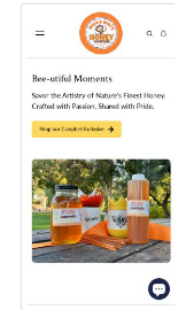
Requests
78



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.](#)
- **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.](#)
- ▲ **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.](#)
- ▲ **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.](#)

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

Size matters when it comes to your website images



Tabletop Sculpture – David Day
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

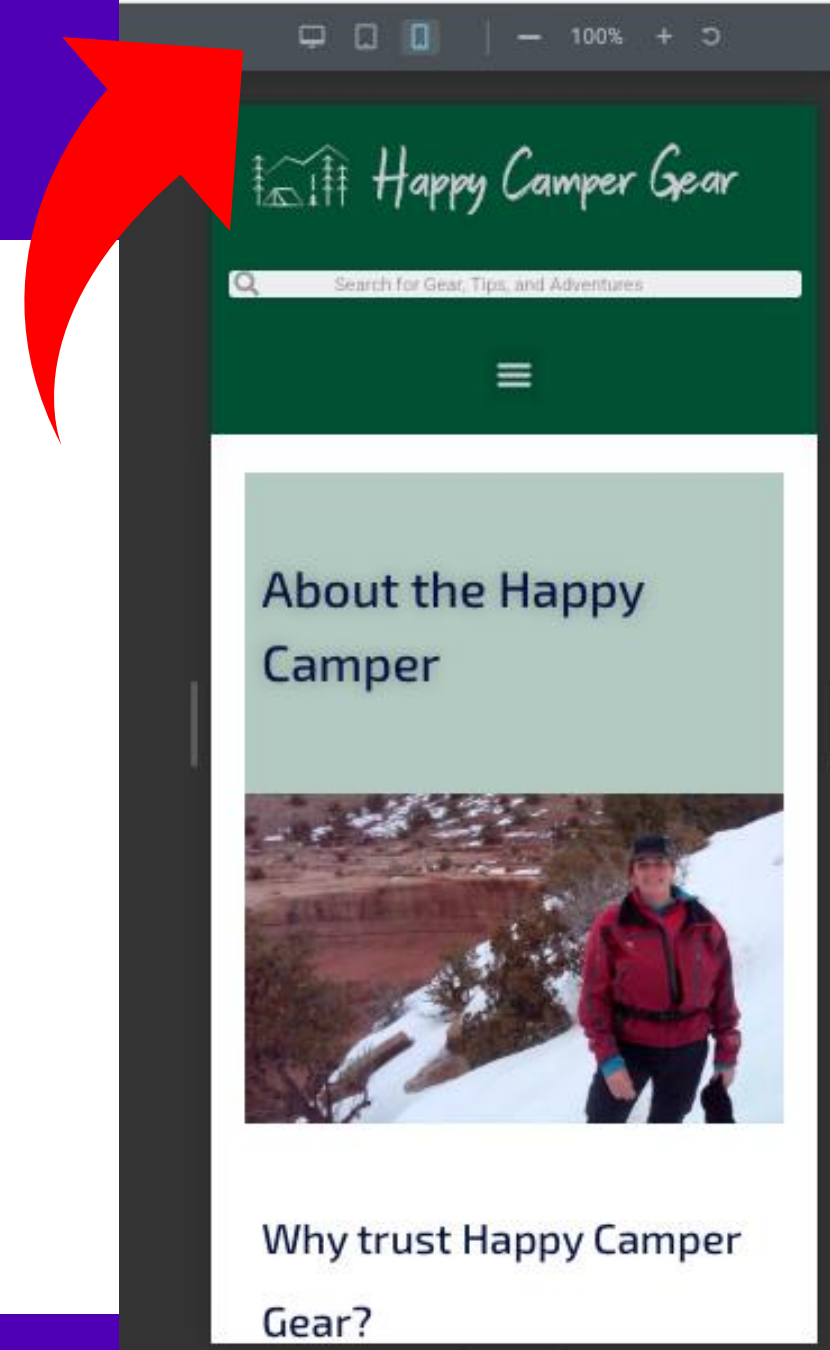


7. Make it mobile-friendly

Visitors can use your website easily from a mobile device

- ✓ Buttons render large enough to press
- ✓ Enough room between buttons that fat thumbs don't interfere with clicking
- ✓ Text renders large enough for easy reading on the smaller screen
- ✓ Loads fast on mobile
- ✓ Navigation and menus work on a mobile device
- ❖ Most design tools and programs include this these days

Check for mobile phone usability in your web design



8. Rich snippets

- **Product markup**
 - Critical for ecommerce sites
- **Search action**
 - Seen frequently on publisher listings or ecommerce sites
- **FAQ schema**
 - Answer popular questions right on the search results page
- **Event schema**
 - We've seen real estate clients use this for open houses



<https://www.friendfhc.org> ⓘ
Friend Family Health Center: Home
Our trusted **healthcare** professionals are here to serve everyone, providing adult **medicine**, **women's health**, **children's health**, **mental health** (including ...



<https://www.facebook.com> > ... > Medical Service ⓘ
Chicago Family Health Center - Home | Facebook
Chicago Family Health Center (CFHC) is a Federally Qualified Health Center that offers... 9119 S Exchange Ave, **Chicago**, IL 60617-4321.
★★★★★ Rating: 3.3 - 71 votes



<https://www.ahsfhc.org> > location > chicago-clinic ⓘ
2424 W. Peterson Ave. Chicago, IL 60659
AHS Family Health Center · 2424 W. PETERSON AVE. **CHICAGO**, IL 60659 · 2501 W. PETERSON AVE. **CHICAGO**, IL 60659.



<https://www.ahsfhc.org> ⓘ
AHS Family Health Center
We currently serve communities in Cook County where we have four **Family Health Centers**, located in **Chicago** West Ridge, Niles, and Skokie, IL, which provide ...

Backlinko does a great job of walking you through the process step by step, depending on which kind of rich snippet you want to use

- <https://backlinko.com/hub/seo/snippets>

9. Solve redirects and broken links/images

1. Check for 404 errors

- Redirect the link to an existing page
- Delete the link if the page or resource no longer exists
- Make a 404 page that has your homepage URL and menu so if they land of this, they are not lost forever in the ether of the internet

2. Good redirects

- 301 redirect: Page has permanently moved
- 302 redirect: Page has temporarily moved

3. If your image is broken

- Usually easiest to simply upload again
- Make sure you add alt text

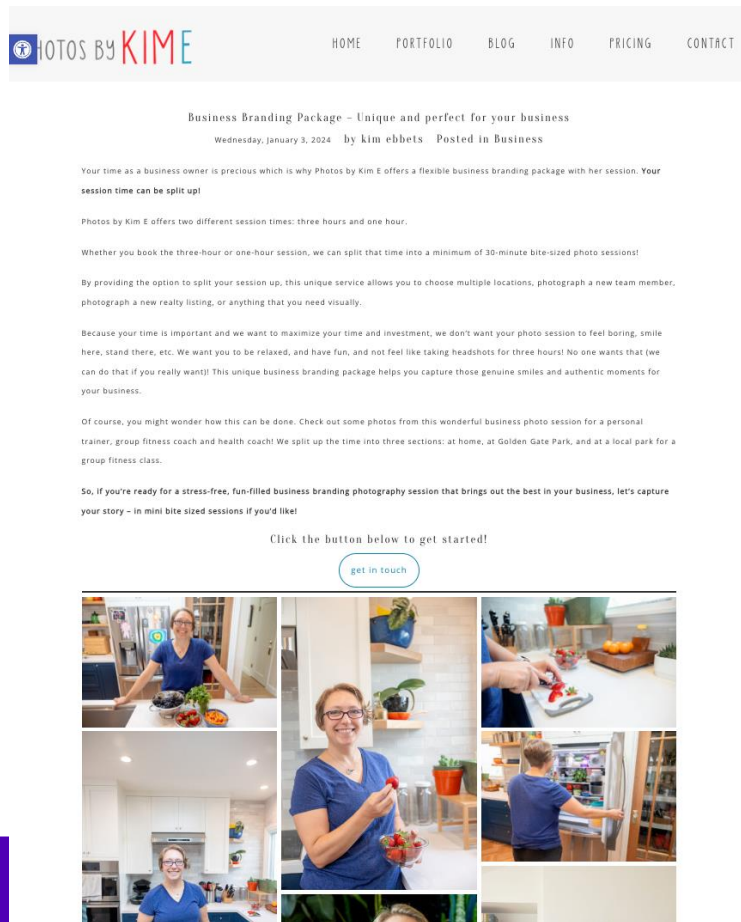


Resubmit pages to GSC

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

“Validate fix”

“Request indexing”

A screenshot of the Google Search Console interface. The top navigation bar includes the Google Search Console logo, a search bar with the text 'Inspect any URL in "photosbykime.com"', and utility icons for help, settings, notifications, and user profile. The main content area shows the URL 'https://photosbykime.com/2024/01/business-branding-package-for-your-business/'. The 'URL Inspection' section is active, displaying a message: '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'. Below this message are two buttons: 'VIEW CRAWLED PAGE' and 'Page changed? REQUEST INDEXING'. The 'Page indexing' section shows a message: 'Page is not indexed: URL is unknown to Google'. The 'Discovery' section includes a table with the following data:

Sitemaps	No referring sitemaps detected
Referring page	None detected
URL might be known from other sources that are currently not reported	

The 'Crawl' section includes a table with the following data:

Last crawl	N/A
Crawled as	N/A
Crawl allowed?	N/A
Page fetch	N/A
Indexing allowed?	N/A

The 'Indexing' section includes a table with the following data:

User-declared canonical	N/A
Google-selected canonical	N/A

The left sidebar contains navigation options: Overview, Performance, URL inspection (selected), Indexing, Pages, Video pages, Sitemaps, Removals, Experience, Page Experience, Core Web Vitals, HTTPS, Enhancements, Breadcrumbs, Sitelinks searchbox, Security & Manual Actions, Legacy tools and reports, Links, and Settings.

Reports


The screenshot shows the Screaming Frog SEO Spider interface. At the top, there are buttons for 'Upload', 'Export', 'Start', and 'Clear'. The main area is a table of crawled pages with columns for Address, Content Type, Status, Indexability, Title, Meta Description, and H1. On the right, there is an 'Issues' panel showing various warnings and errors. At the bottom, there is a 'Name' and 'Value' table, and a 'List Mode' dropdown.

Numbered callouts indicate the following steps:

- 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)

How to run your Screaming Frog scrape

Run HubSpot Audit



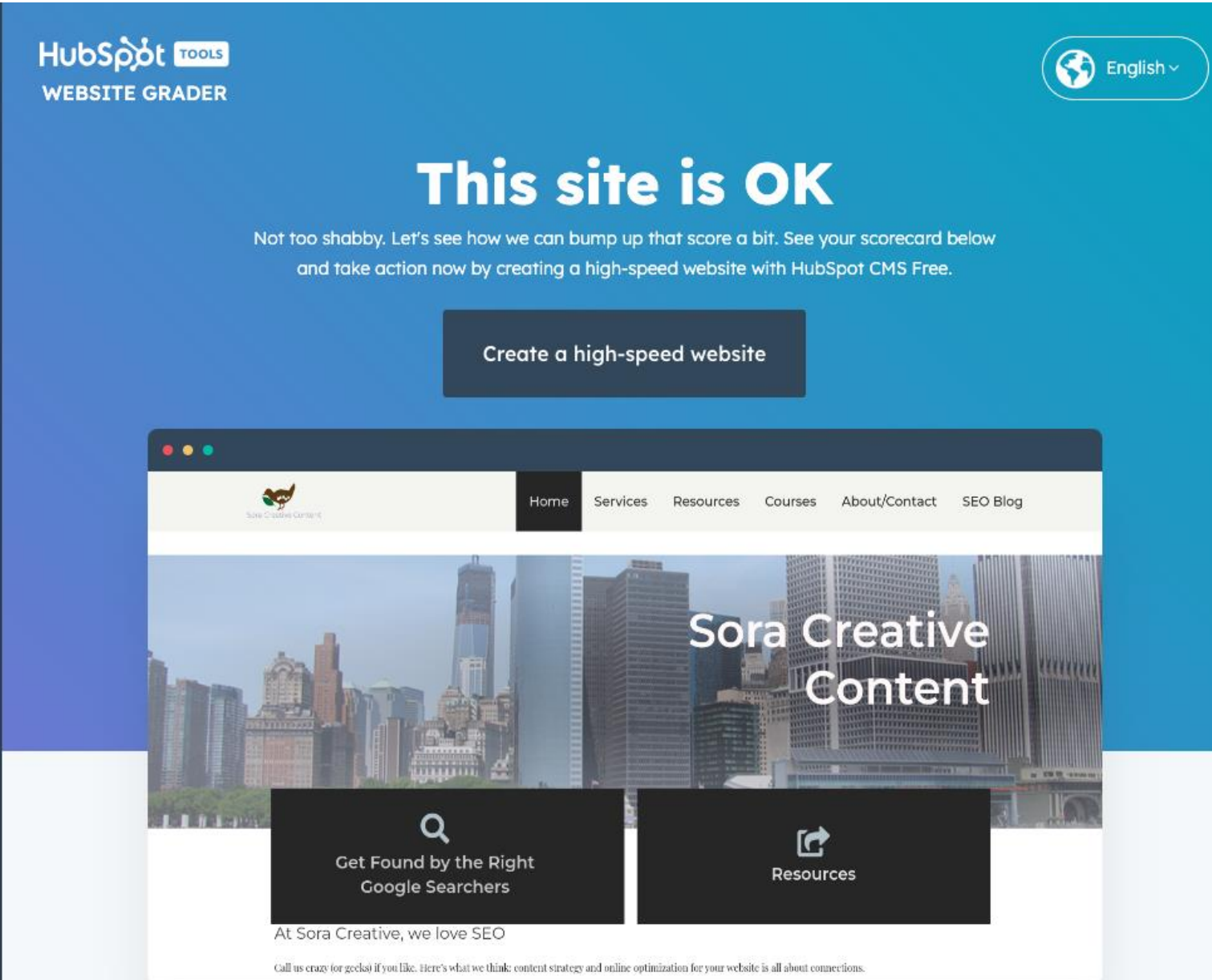
74
soracreative.com

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



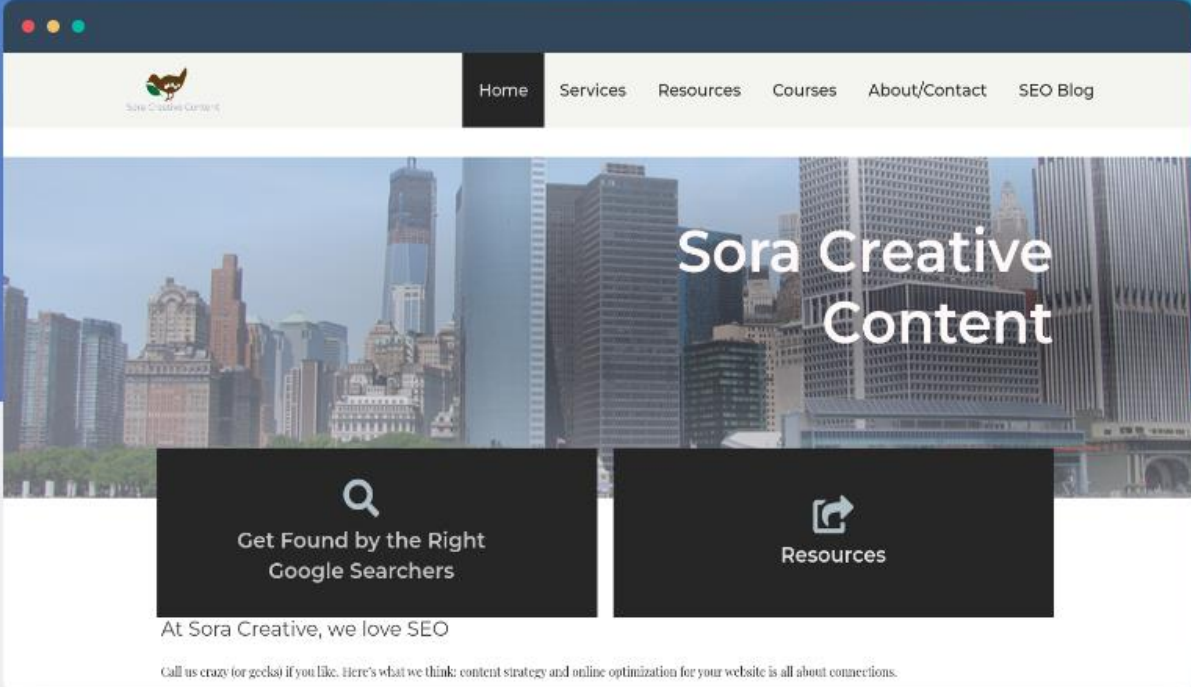
HubSpot TOOLS
WEBSITE GRADER

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](#)



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 for geeks 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?

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

[Get the Free CMS](#)

No credit card needed

PAGE SIZE

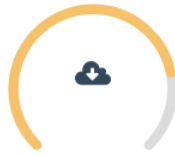


2.2_{MB}

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



10.6_{SEC}

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.



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.](#)

PASS

PERMISSION TO INDEX



Granted.

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.

PASS

META DESCRIPTION



Look at you go!

Meta descriptions tell people what your page is about in search results.

PASS

CONTENT PLUGINS



***Clap, clap, clap* Good job!**

Search engines can't always understand content that relies on browser plugins, such as Flash.

PASS

DESCRIPTIVE LINK TEXT



Your links make sense.

Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it.

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

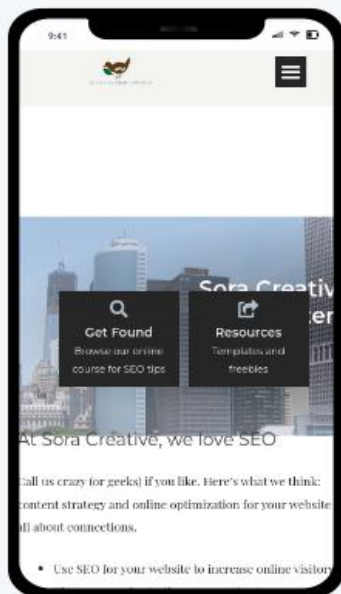
20/30

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.

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

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

Statistics [List](#) [Graph](#)

Markup **19%** Schema.org (Microdata): **81%** Twitter Cards: **47%**
 pages have no markup Schema.org (JSON-LD): **81%** Microformats: **34%**
 Open Graph: **47%**

Crawl Depth **5%** 1 click: **44%** 3 clicks: **17%**
 pages with more than 3 clicks 2 clicks: **34%**

HTTP Status Code **2%** 3xx: **2%** 1xx: **0%**
 pages with 4xx and 5xx status codes 2xx: **95%** No code: **0%**

Canonicalization **37%** canonical to other page **0%**
 pages without rel="canonical" tag self-canonical **63%**

AMP Links **100%** **0%**
 pages have no AMP link have AMP link

Sitemap vs Crawled Pages **40** Crawled pages found in sitemap: **44%**
 pages in sitemap Crawled pages not found in sitemap: **56%**

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

Final thoughts

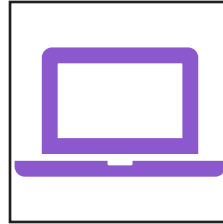
Where do I put my time and effort today?



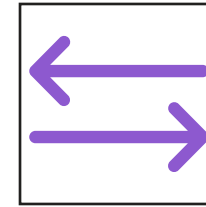
Run your reports



Submit your
sitemap to GSC



Check content on
your pages for
length & duplicate
content



Speed up your
site



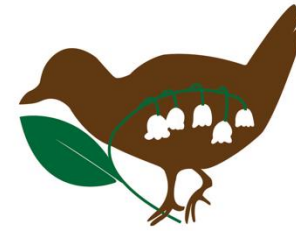
Check tech issues
and fix glaring
ones

Page speed
Images
Redirects
SSL certificate

Sora Creative Assets

SEO Resources

Downloadable worksheets



SEO Courses

Slides from past SCORE sessions

- [Getting Started with SEO for your Business](#)
- [Clean Up Your Website for SEO Before You Blog](#)
- [Using SEO-optimized blogs to turn Google searchers into loyal customers](#)
- [How to Optimize your Photos for SEO](#)
- [Keywords for SEO](#)

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

siliconvalley.score.org/find-mentor



Request Mentoring:

Follow us on social media: [Facebook](#) [LinkedIn](#) [Instagram](#)

Spread the Word

Thank you for attending our class!

If you have any issue with our class or SCORE, please email: 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.

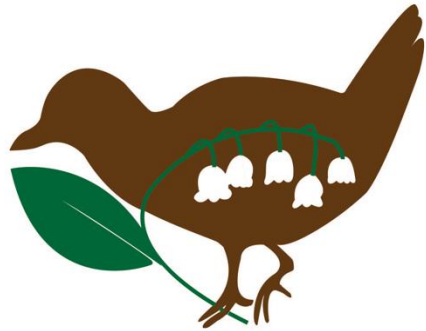


Follow us on social media: [Facebook](#)

[LinkedIn](#)

[Instagram](#)

Questions?



Cecily Whiteside

Sora Creative Content

See soracreative.com for
downloadable PDF resources