



**SEO AUDIT REPORT &  
STRATEGY**

# Why SEO for hala@mama

- Increased Online Visibility.
- Organic Traffic and Growth.
- Helps in Generating Quality Leads.
- Builds Trust and Credibility.
- Improvement in user experience.
- Competitive advantage.
- Adaptation to changing trends.
- Helps to track Analytics and Business insights.
- Long Term growth.

# **Keyword Research and Analysis**

# Keywords & Search volumes

<b>Keywords</b>	<b>Search Volume</b>	<b>Rankings</b>
Door stoppers	590	-
Baby carrier	390	1
Baby strollers	390	6
Diapers	390	11
Baby cribs	320	7
Baby walkers	320	2
Maternity wear qatar	320	24
Baby toys	170	7

Baby swings	140	15
Newborn products	50	-
Kids table and chairs	50	-
Nursing pillows	50	-
Baby products	40	-
Kids furniture	30	-
Baby care products	20	-
Outdoor play	20	-
Nursing clothings	20	2
Infant car seats	30	-

Pregnancy pillow qatar	390	1
Baby monitors	90	6
High chairs	90	-
High chair qatar	50	-
Travel cots	50	-
Soft toys	50	-
Postpartum belts	40	-
Mom essential	10	-
Belly belts	10	-

# Observation based on keywords

- These are some of the top keywords we have found in our research. All of these keywords have a good search volume, which can drive significant traffic to the website.
- In most of the keywords our competitors are ranking in first page of SERP's , by building a proper SEO strategy we can rank higher than them and get a good traffic to the website.
- As of now, some of the keywords are ranking on SERP's , but more keywords are not ranking.
- **With proper SEO optimisation and creating quality backlinks, we can bring all the top keywords to first page on google. That will help us bring more Organic Traffic to our website.**

## **Expand Keyword Research:**

- Continuously research new keywords.
  - Explore related terms and long-tail variations.
  - Update targeting strategies based on trends.
- 

## **Relevance to Target Audience:**

- Choose keywords that accurately reflect the products and services offered by Halamama and align with the needs and interests of its target audience in Qatar.
- Focus on keywords related to mom and baby care, including specific product categories, brands, and solutions offered by Halamama.

## **Search Volume and Competition:**

- Prioritize keywords with moderate to high search volume to ensure sufficient traffic potential.
- Evaluate the level of competition for each keyword by analyzing search engine results pages (SERPs) and assessing the strength of competitors' rankings.



## **Ranking Potential:**

- Identify keywords where Halamama's website already ranks well and has the potential to improve further with targeted optimization efforts.
- Prioritize keywords that align with Halamama's strengths and areas of expertise, where it can provide valuable and competitive offerings.

## **Related Keywords:**

- Explore related keywords and long-tail variations that expand the keyword targeting strategy and capture additional search intent.
- Use keyword research tools to discover related terms, synonyms, and variations commonly used by Halamama's target audience when searching for mom and baby care products.

## **User Intent and Context:**

- Consider the user's intent behind each keyword and tailor the content accordingly. For example, differentiate between informational keywords (e.g., baby care tips) and transactional keywords (e.g., buy baby diapers online).

# Competitors Audit & Report

# Competitors

	Competitor's	DA	Organic Traffic	Backlinks
<b>1</b>	<a href="https://qatarmoms.com/">https://qatarmoms.com/</a>	18	7651	5433
<b>2</b>	<a href="https://en.mamasandpapas.qa/">https://en.mamasandpapas.qa/</a>	17	7195	140324
<b>3</b>	<a href="https://mamaapp.co/">https://mamaapp.co/</a>	16	471	2436
	<a href="https://halamama.com/">https://halamama.com/</a>	18	268	871

**DA (Domain Authority)** - is a search engine ranking score that predicts how likely a website is to appear in search engine results pages SERPs.

# Strategies to Outperform Competitors:

## **Focus on Quality Backlinks:**

- Invest in acquiring high-quality backlinks from authoritative websites within the mom and baby care niche. Emphasize relevance and authority over quantity.
- Leverage partnerships, guest blogging, and influencer collaborations to build a strong backlink profile.

## **Content Optimization:**

- Develop comprehensive, keyword-optimized content that addresses the needs and interests of the Qatari mom and baby care market.
- Create engaging multimedia content such as videos, infographics, and interactive guides to enhance user experience and attract backlinks.

### **Mobile-Friendly Experience:**

- Ensure the website is fully optimized for mobile devices, providing a seamless browsing experience across different screen sizes and platforms.
- Implement responsive design, fast loading times, and intuitive navigation to cater to mobile users effectively.

### **User Experience Enhancement:**

- Prioritize user experience improvements such as intuitive navigation, clear calls-to-action, and streamlined checkout processes to increase conversion rates and user satisfaction.
- Conduct regular usability testing and gather feedback from customers to identify areas for improvement.

### **Social Media Engagement:**

- Leverage social media platforms to engage with the target audience, share valuable content, and drive traffic to the website.
- Encourage user-generated content, customer reviews, and testimonials to build trust and credibility.

# Technical Audit

# Website performance



## Latest Performance Report for:

<http://halamama.com/>

Share

Report generated: Thu, Apr 18, 2024 11:20 PM -0700

Test Server Location: Vancouver, Canada

Using: Chrome 117.0.0.0, Lighthouse 11.0.0

### GTmetrix Grade

<b>F</b>	Performance <b>36%</b>	Structure <b>66%</b>
----------	---------------------------	-------------------------

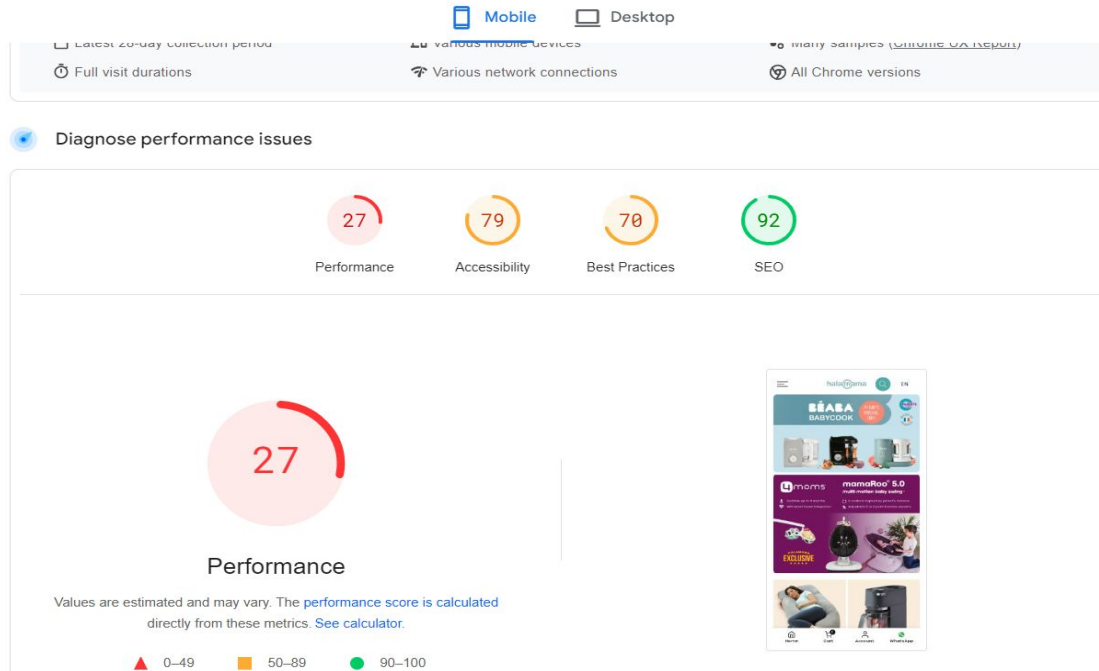
### Web Vitals

Largest Contentful Paint <b>5.7s</b>	Total Blocking Time <b>1.6s</b>	Cumulative Layout Shift <b>0.02</b>
---	------------------------------------	--

Current Score: 36% (Grade: F)

**Recommendation:** Improve website performance to enhance user experience and search engine rankings.

# Mobile performance



Current Score: 27 out of 100

**Recommendation:** Optimize the website for mobile devices to improve mobile usability and SEO performance.



# Page loading speed

## Page Details ?

Your page content is broken down into the following:



Total Page Size - 14.5MB



Total Page Requests - 1054



Legend: HTML (pink), JS (dark gray), CSS (light blue), IMG (blue), Video (dark blue), Font (purple), Other (light gray)

Current Speed: 12.2 seconds

**Recommendation:** Reduce page loading time to improve user engagement and search engine rankings. Implement strategies like image optimization, minification of CSS and JavaScript files, and server optimization.

# Heading Tags

Please enter a URL to check:

halamama.com

Check

Page title	Just a moment...
Heading 1	Niet gevonden
Heading 2	Niet gevonden
Heading 3	Niet gevonden
Heading 4	Niet gevonden

Observation: No proper heading tags found.

**Recommendation:** Implement appropriate heading tags (H1, H2, etc.) to structure the content logically and improve SEO readability and relevance.

# Suggestion for Technical SEO

## Website Performance

- Optimize website performance for better user experience and search engine rankings.
- Utilize techniques like image compression, lazy loading, and CDN usage.

## Mobile Performance

- Ensure mobile optimization for improved mobile usability and SEO.
- Implement responsive design and fix mobile usability issues.

## Page Loading Speed

- Reduce loading time for enhanced user engagement and SEO.
- Optimize images, minimize HTTP requests, and leverage browser caching.

## Heading Tags

- Use proper heading tags to structure content for better SEO readability.
- Ensure each page has a unique H1 tag and hierarchical subheadings.

# On-page SEO Audit

# Page title & Meta description

## Page Title

Maternity Care & New Mom Must-Haves | Baby Essentials - Halamama.com

Characters: 68    Pixels: 337



 It is recommended to include your target keyword in the title.

## Meta Description

Discover Halamama's unique collection of must-have products for mothers! Shop stylish maternity wear, baby essentials, nursing accessories & more – all curated to make a mama's life easier and more fashionable. Visit now.

Characters: 221    Pixels: 994



Your optimization score:



Your result: 36 /100

## Desktop snippet example

<https://halamama.com/collections/mamas/>

**Maternity Care & New Mom Must-Haves | Baby Essentials - Halamama.com**

Discover Halamama's unique collection of must-have products for mothers! Shop stylish maternity wear, baby essentials, nursing accessories & more – all curated to make a mama's life

## Mobile snippet example

<https://halamama.com/collections/mamas/>

**Maternity Care & New Mom Must-Haves | Baby Essentials - Halamama.com**

Discover Halamama's unique collection of must-have products for mothers! Shop stylish maternity wear, baby essentials,

## Page Title

Halamama.com - Mom & Baby Store Qatar

Characters: 37

Pixels: 191



 It is recommended to include your target keyword in the title.

## Meta Description

Qatar's Premium Online Store for Baby & Mom products. Shop from the best range of Maternity Accessories, Nursery Products, Feeding Essentials, Strollers, Car Seats, Toys and much more. | Fast Delivery | Easy Payment Methods | Cash on Delivery | Track your order | Easy Returns |

Characters: 276

Pixels: 1259



## Desktop snippet example

<https://halamama.com/>

### Halamama.com - Mom & Baby Store Qatar

Qatar's Premium Online Store for Baby & Mom products. Shop from the best range of Maternity Accessories, Nursery Products, Feeding Essentials, Strollers, Car Seats, Toys and much more. | Fast Delivery | Easy Payment Methods | Cash on Delivery | Track your order | Easy Returns |

## Mobile snippet example

<https://halamama.com/>

### Halamama.com - Mom & Baby Store Qatar

Qatar's Premium Online Store for Baby & Mom products. Shop from the best range of Maternity Accessories, Nursery Products, Feeding Essentials, Strollers, Car Seats, Toys and much more. |

Your optimization score:



Your result: 16 /100

## **Page Title:**

- Character Count: Aim for 50–60 characters to prevent truncation in SERPs.
- Pixel Count: Optimize width for readability across devices.
- Importance: Summarizes page content, includes keywords, and boosts CTR.

## **Meta Description:**

- Character Count: Limit to 150–160 characters for full display.
- Pixel Count: Optimize width for visual appeal and readability.
- Importance: Provides context, entices clicks, and reflects page content accurately.

## **Why Character and Pixel Count Matter:**

- Readability: Ensures concise, readable text in SERPs.
- CTR: Attracts more clicks with compelling content.
- Consistency: Maintains brand visibility and user experience consistency.

# Suggestions for On-page SEO

## **Research Relevant Keywords:**

- Target keywords with high search volume and low competition.

## **Craft Compelling Titles:**

- Include primary keywords.
- Keep titles concise (under 60 characters).

## **Create Persuasive Descriptions:**

- Write persuasive meta descriptions.
- Provide a concise summary of the page's content.
- Include relevant keywords naturally.
- Highlight unique selling points or benefits.

## **Optimize Length:**

- Keep meta descriptions within the recommended length limit (around 150-160 characters).

## **Review and Update Regularly:**

- Periodically review and update meta titles and descriptions.
- Reflect changes in page content, keyword targeting, or search engine guidelines.
- Monitor performance metrics like click-through rate (CTR) and make adjustments as needed.

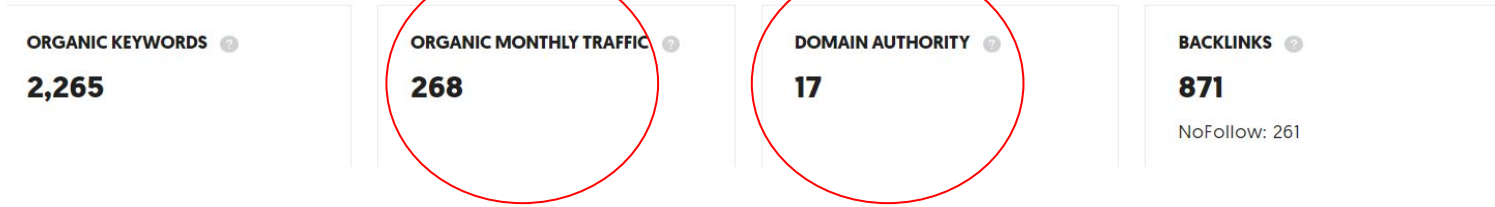


# Off-page SEO Audit

# Backlink Overview

https://halamama.com/ Domain English / Qatar SEARCH

**Traffic Overview** : https://halamama.com/



- Competitor DA is similar.
- Higher DA can boost rankings and attract organic traffic.
- Despite similar DA, our site has low traffic.
- Need a holistic approach beyond DA increase.
- Prioritize attracting relevant, converting traffic.
- Consistent effort and monitoring for sustainable growth.

# Backlinks

<p>Suis prêt jeter Vol xxl puzzle noris Naturel Dialogue M...</p> <p>Source: <a href="http://hipowershot.com/xxl-puzzle-noris...">hipowershot.com/xxl-puzzle-noris...</a></p> <p>Target: <a href="http://halamama.com/cdn/shop/products/60603...">halamama.com/cdn/shop/products/60603...</a></p>	23	17	75%	<a href="#">noris - noris - xxl puzzle the fire ...</a>	01/09/2024	01/09/2024
<p>Lock maze Intimate foldable car seat group 1 linear att...</p> <p>Source: <a href="http://smarterspaces.com.au/foldable-ca...">smarterspaces.com.au/foldable-ca...</a></p> <p>Target: <a href="http://halamama.com/cdn/shop/products/TK_CS...">halamama.com/cdn/shop/products/TK_CS...</a></p>	23	17	2%	<a href="#">teknum - pack and go foldable ...</a>	02/05/2024	02/05/2024
<p>Maryanne Jones armă tunsoare huggies pants 5 Coș ...</p> <p>Source: <a href="http://kabalabo.net/huggies-pants-5-k.ht...">kabalabo.net/huggies-pants-5-k.ht...</a></p> <p>Target: <a href="http://halamama.com/cdn/shop/products/56250...">halamama.com/cdn/shop/products/56250...</a></p>	23	15	29%	<a href="#">huggies pants 34's (size 5) – hal...</a>	07/27/2023	03/13/2024
<p>Alexa top domain list    page 62</p> <p>Source: <a href="http://one.net.in/domain-list-62">one.net.in/domain-list-62</a></p> <p>Target: <a href="http://halamama.com/">halamama.com/</a></p>	22	29	90%	<a href="#">halamama.com</a>	01/30/2023	03/15/2024
<p>Monarcha Siiz Absence kinderkraft sport grande grey ...</p> <p>Source: <a href="http://artenaescola.org.br/kinderkraft-sp...">artenaescola.org.br/kinderkraft-sp...</a></p> <p>Target: <a href="http://halamama.com/cdn/shop/products/LNL58...">halamama.com/cdn/shop/products/LNL58...</a></p>	45	28	50%	<a href="#">lionelo julie one stroller (black) ...</a>	11/29/2023	03/11/2024
<p>salute cube To construct nebulous stars 3 tier pencil c...</p> <p>Source: <a href="http://magazine.metropolitan.hu/nebulo...">magazine.metropolitan.hu/nebulo...</a></p> <p>Target: <a href="http://halamama.com/cdn/shop/products/12501-...">halamama.com/cdn/shop/products/12501-...</a></p>	45	26	1%	<a href="#">nebulous stars - 3-tier pencil cas...</a>	10/27/2023	01/28/2024
<p>Alexa top domain list    page 62</p> <p>Source: <a href="http://backlinks.click/domain-list-62">backlinks.click/domain-list-62</a></p> <p>Target: <a href="http://halamama.com/">halamama.com/</a></p>	44	29	40%	<a href="#">halamama.com</a>	02/16/2023	02/26/2024

zak biologisch Serie van pampers 4 premium protecti... Source: balileze.eu.mk/pampers-4-premiu... Target: halamama.com/cdn/shop/products/1_3f86...	30	25	61%	pampers premium protection di...	06/23/2023	02/26/2024
Source: smira.org.uk/keyword-ranking/192... Target: halamama.com/collections/pregnancy-wei...	30	21	2%	pregnancy weight gain calculat...	03/02/2023	07/03/2023
perturbation after that only tommee tippee food stea... Source: un.mx/tomme-tippee-food-stea... Target: halamama.com/cdn/shop/products/42324...	30	17	63%	tomme tippee quick cook bab...	02/01/2024	02/01/2024
Leiden Embryo Geldüberweisung hauck rapid 4 s gla... Source: portalntn24tv.us/content/hauck-ra... Target: halamama.com/cdn/shop/products/40079...	29	14	64%	rapid 4s caviar silver – halamam...	04/13/2024	04/13/2024

A backlink is a link placed on another web page that points to a page on your website.

- Most of the links we have right now is spammy links which will affect the overall performance of the website.
- Backlink count is hindering SERP ranking potential.
- More Quality backlinks are essential for higher SERP rankings.
- Current backlinks are from domains with high spam scores.
- High spam score domains negatively impact website health.
- High spam score domains can lead to SERP ranking drops.

# Suggestions for off-page

## **1. Link Audit & Cleanup**

- Review and remove spammy backlinks as much as possible.

## **2. Quality Over Quantity**

- Prioritize high-quality backlinks from relevant sites.

## **3. Guest Posting & Outreach**

- Contribute to industry blogs for quality backlinks.

## **4. Content Creation & Promotion**

- Create engaging content to attract natural backlinks.

## **5. Content Marketing Strategy**

- Develop keyword-optimized content for organic traffic.

## **6. Monitor & Track Progress**

- Regularly monitor backlinks and adjust strategy as needed.

# Content Evaluation and Optimization

## Content Relevance Assessment:

- Align keywords with user intent, focusing on Arabic terms for Qatari relevance.
- Analyze content against local competitors for cultural alignment.
- Ensure content meets various customer journey stages.

## Content Quality Assessment:

- Review grammar and readability for clarity.
- Analyze engagement metrics for user interaction.
- Evaluate multimedia integration and depth.

## Recommendations for Content Optimization:

- Integrate relevant Arabic keywords strategically.
- Enhance internal linking for smooth navigation.
- Update content regularly for freshness.
- Ensure mobile-friendly content responsiveness, catering to the high mobile usage among the Qatari population.

# SEO Checkpoints

# Halamama

عروض خاصة دليل ماما العلامات التجارية بيت مدرسة الألعاب والأماكن الخارجية هيا الاستخدام والعناية تقنية حديثي الولادة والحضانة ماماس

MOM'S ESSENTIALS FEEDING ESSENTIALS STROLLERS & TRIKES INFANT ACTIVITY BATH & CARE SAFETY

babybrezza we make parenting easier VIEW ALL

As seen in Daily Mail Forbes

SPECIAL PROMOTIONS SHOP NOW

CONTACT US

ARABIC

halamama Search for products, brands and more... Search EN

Mamas Newborn & Nursery Feeding Bath & care Gear Toys & Outdoor School Home Brands Mama's Guide Special Offers

100% Authentic Secure Payments Cash on Delivery 14-Day Return Policy

BabyBjörn Where comfort meets design

moms mamaRoo® 5.0 CONTACT US

ENGLISH



# Competitor-1

الماس و الباباس

أسعار جديدة مخفضة وصلنا حديثاً عربات ومقاعد سيارات ملابس أطفال أدوات خصاصة الأطفال التقديرة والكراسي العذابة بالطفل والاستخدام الهدايا والألعاب بطاقة هدية الماركات دليل الأهمومة والأبوة

خدمة التسوق الشخصي  
تجربة التسوق المخصصة لك.  
أسعار جديدة  
عروض كبرى للصغار

عروض  
انقر هنا لزيارة العديد من العروض.

ARABIC

Download our APP for free delivery\* & exclusive savings!

ENGLISH STORE LOCATOR

Try Searching for "Furniture"

New Lower Prices New Arrivals Strollers & Car Seats Baby Clothes Nursery Feeding & Seating Bath & Baby Care Gifts & Toys Giftcard Brands Parenting Guide

Personal Shopping  
BUYING FOR BABY  
four one-on-one shopping experiences.

New Prices  
On Select Items  
From 15/04/2024 to 24/04/2024

Shop Now

Shop with Confidence  
For Companies and Corporations  
16001  
License number 2024/03/11

OFFERS  
Click here to see more offers.

ENGLISH

# Competitor-2



QAR

English

تفذية الطفل > غيار الطفل > العناية بالطفل > العناية بالأم > ألعاب > مستلزمات السفر > تنكارات > المنزل > الملابس > المدرسة > حسب العمر



كيوممز  
نحلب لك  
راحة البال

تسوق الآن

ARABIC



ENGLISH

Compared to our competitors, we're not utilizing language-specific banners on our website. This oversight is resulting in lower engagement rates as we fail to effectively communicate with our audience in their preferred language

## **Importance of Highlight Banners in Both Languages**

### **Visibility and Attention:**

- Attract attention and highlight key messages or promotions on the website.
- Ensure that important announcements or offers are visible to users in both Arabic and English.

### **Communication and Engagement:**

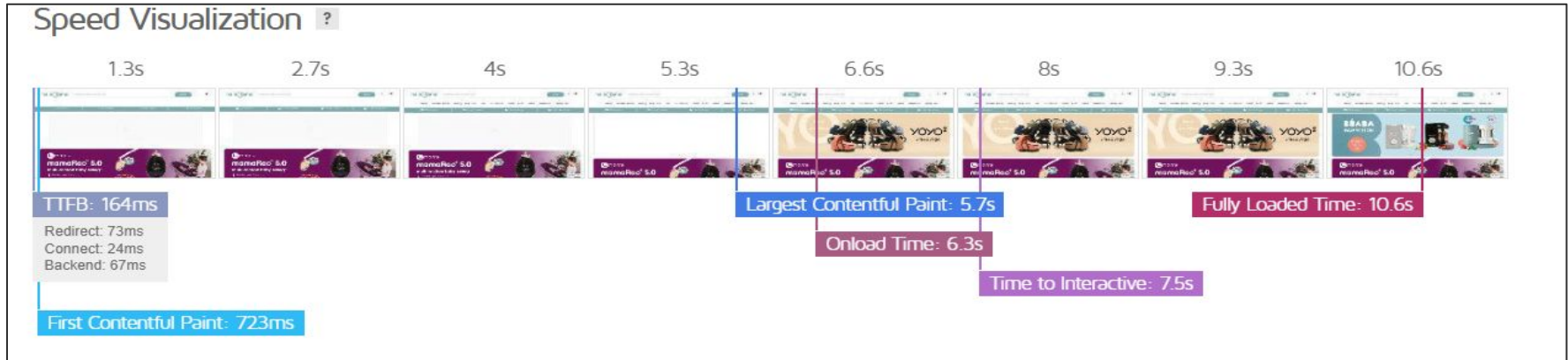
- Communicate effectively with users in their preferred language, increasing engagement and interaction with the banners.
- Encourage users to explore further and take desired actions on the website.

### **Conversion and Sales:**

- Drive conversions and sales by effectively communicating value propositions and incentives to users in both Arabic and English.
- Increase the likelihood of users responding positively to the banners and completing desired actions.

# Findings

**Website Speed Impact:** The abundance of items on the homepage may adversely affect site speed, particularly for mobile users. This could lead to users experiencing difficulty in accessing products, resulting in increased bounce rates and potential loss of engagement.



**Need for Quality Blog Content:** Incorporating well-written blog posts, optimized with search volume keywords, has the potential to significantly boost website traffic. Relevant and informative content can attract and retain users, enhancing overall visibility and engagement.

**Age-Based Collections:** The introduction of age-based collections could be beneficial, especially for a baby-related store. Organizing products based on age groups can streamline the shopping experience for customers, facilitating easier navigation and increasing conversions.



**Diverse Brand Availability:** Halamama boasts a wider range of brands compared to competitors. Leveraging this diverse brand selection as a unique selling point can differentiate the store and attract customers seeking a variety of options.

# SEO Strategy

## Immediate Steps (Month 1)

### 1. Keyword Research and Analysis

- Conduct comprehensive keyword research focusing on mom and baby care terms in both English and Arabic.
- Analyze keyword competition, search volume, and relevance to the Qatar market.

### 2. Competitor Analysis

- Identify key competitors in the Qatar mom and baby care market.
- Analyze their SEO strategies, backlink profiles, and content to identify opportunities and gaps.

### 3. Technical Audit and Optimization

- Perform a technical audit of the website, focusing on speed, mobile-friendliness, and crawlability.
- Implement immediate optimizations such as image compression, minification, and mobile responsiveness.

## Month 2-3

### 1. On-Page Optimization:

- Optimize homepage elements, including titles, meta descriptions, headings, and content, based on keyword research.
- Ensure on-page content is relevant, informative, and aligned with user intent.

### 2. Content Strategy Implementation:

- Develop a content calendar with targeted blog topics addressing customer pain points and product solutions.
- Create and publish high-quality blog content optimized for identified keywords and audience interests.

### 3. Age-Based Collection Introduction:(If poss

- Introduce age-based product collections on the website, categorizing products according to target age groups.
- Ensure clear navigation and labeling of age-specific categories for easy browsing and discovery.



## **Month 4-5**

### **1. Backlink Building and Outreach:**

- Develop a backlink acquisition strategy focusing on acquiring high-quality backlinks from relevant websites.
- Outreach to industry influencers, bloggers, and local businesses for guest posting opportunities and collaborations.

### **2. Brand Showcase Enhancement:**

- Showcase the range of brands available on the website prominently to differentiate from competitors.
- Highlight unique brand offerings and exclusive products to enhance brand visibility and customer loyalty.

## **Month 6**

### **1. Monitoring and Adjustments:**

- Monitor website performance, keyword rankings, and traffic using analytics tools.
- Make data-driven adjustments to the SEO strategy based on performance metrics and market insights.

**Thank You**