



# **SEO AUDIT & PROPOSAL**

# Why SEO for

- 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.

## **Purpose of the SEO Audit:**

- Conduct a comprehensive evaluation of the website's SEO status.
- Identify strengths, weaknesses, opportunities, and threats.
- Examine technical SEO, on-page optimization, off-page strategies, and local SEO.
- Provide actionable insights and strategic recommendations.

## **Goals of the SEO Audit:**

- Enhance website performance in search engine rankings.
- Improve user experience and site functionality.
- Align the SEO strategy with current best practices and industry trends.

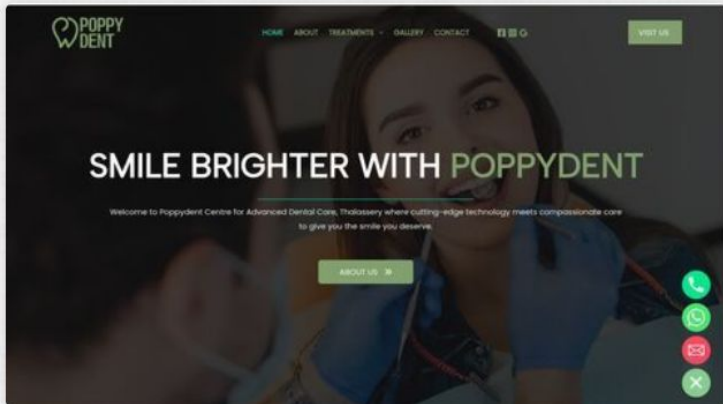
## **Key Objectives:**

- Optimize the website for increased organic traffic.
- Achieve higher search engine visibility.
- Enhance overall digital success and online presence.




# **CURRENT WEBSITE OVERVIEW**

# Website Performance



## Latest Performance Report for: <https://poppydent.com/>

Report generated: Mon, Sep 9, 2024 12:51 AM -0700

Test Server Location:  Vancouver, Canada

Using:  Chrome 117.0.0.0, Lighthouse 11.0.0

### GTmetrix Grade ?

D

Performance ?

57%

Structure ?

72%

### Web Vitals ?

LCP ?

5.2s

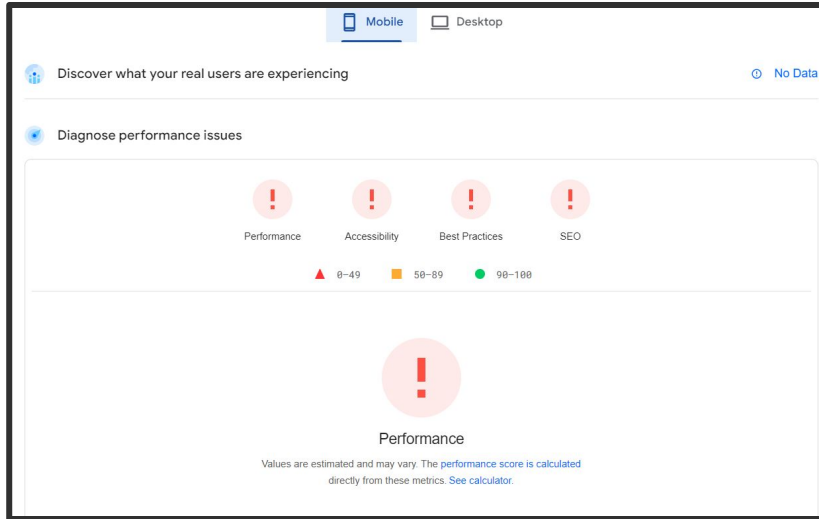
TBT ?

0ms

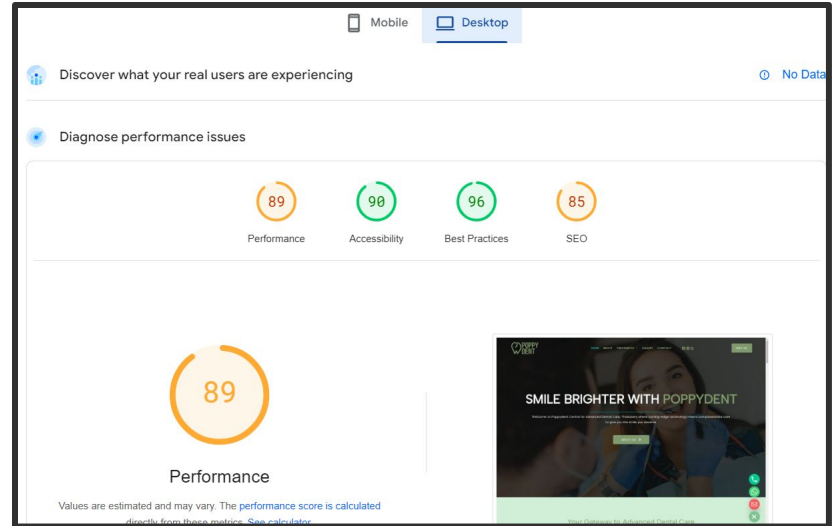
CLS ?

0

# Mobile Performance



# Desktop Performance



## **General Performance Issues**

- **Lack of Browser Caching:** Browser caching is not effectively utilized, missing an opportunity to enhance page load speeds for returning visitors.
- **Uncompressed Resources:** Certain resources, such as images and scripts, are not compressed, leading to larger file sizes and slower load times.

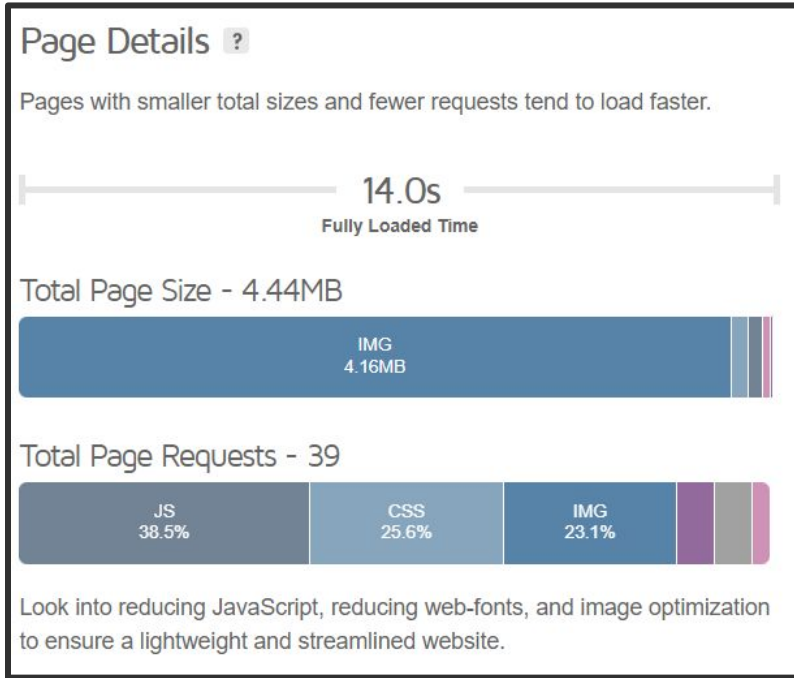
## **Mobile Performance**

- **Poor Responsiveness:** The site isn't designed for smooth navigation on mobile devices, leading to usability issues.
- **Non-Mobile-Friendly Content:** Content is hard to read and engage with on smaller screens, affecting user experience.

## **Desktop Performance**

- **Unoptimized Images:** Large, unoptimized images may be contributing to slower loading times, hindering overall website performance.
- **Render-Blocking Resources:** Critical resources are render-blocking, delaying the display of content and affecting overall page speed.

# Website speed



- Website demonstrates weak page load times across key pages. We need to ensure that users experience a fast and seamless browsing experience.
- Quick loading times, particularly on critical pages such as the homepage and key landing pages, contribute to enhanced user satisfaction and positively impact search engine rankings.



# H1 Heading Tag

<b>Page title</b>	Poppy Dental Clinic : Centre For Advanced Dental Care Thalassery Google Reviews Google Reviews
<b>Heading 1</b>	Smile Brighter with Poppydent
<b>Heading 2</b>	Your Gateway to Advanced Dental Care Our Team of Doctors Your partner in dental care excellence. Menu Treatments
<b>Heading 3</b>	Niet gevonden
<b>Heading 4</b>	Advanced Dental Solutions for a Healthier, Brighter Smile Blooming Smiles : A Gallery of Radiant Poppy Dent View Our Success Stories Now! Your Smile, Our Priority.

- No proper heading tags used, not used keywords in H1 tag.
- The H1 tag conveys the main content focus and optimizes search engine visibility.
- Helps Google understand the page's primary topic.
- Include the primary keyword in the H1 tag to drive SEO results.

# Content Evaluation and Optimization

## **Content Relevance Assessment:**

- Align keywords with user intent.
- Analyze content against competitor benchmarks.
- Ensure content caters to various stages of the customer journey.

## **Content Quality Assessment:**

- Review for grammar and readability.
- Analyze engagement metrics (bounce rates, time on page).
- Evaluate multimedia integration and content depth.

## **Recommendations for Content Optimization:**

- Strategically place and integrate keywords.
- Strengthen internal linking for navigation.
- Encourage regular content updates for freshness.
- Ensure mobile-friendly content responsiveness.

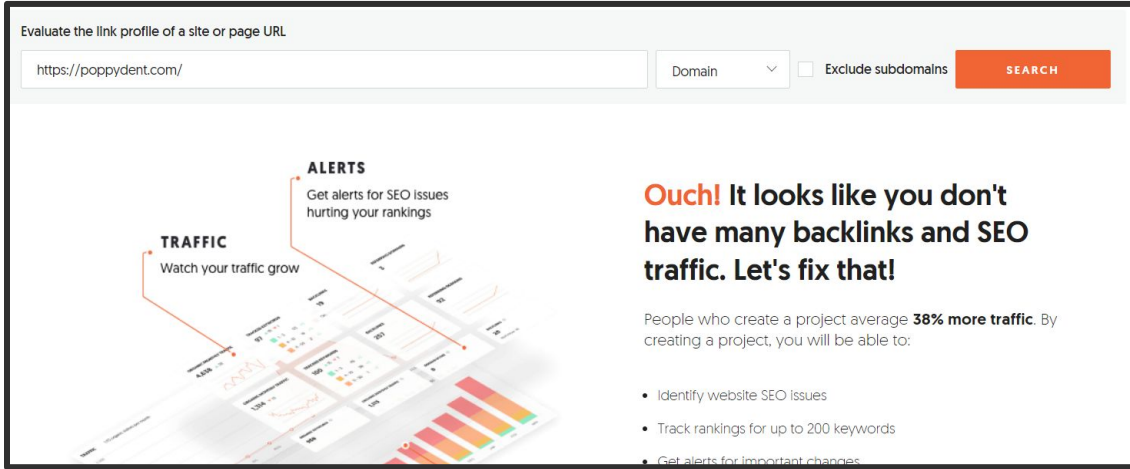
# KEYWORDS AND SEARCH VOLUME

1. **Focus Keyword:** Target "dental clinic in Thalassery" to attract local searches for dental services in the area.
2. **Search Volume:** Ensure the keyword has **sufficient search volume** to drive meaningful traffic.
3. **Competition:** Analyze the keyword's competitiveness and how top competitors are ranking.
4. **Long-Tail Keywords:** Include variations like "best dental clinic in Thalassery" to capture specific queries.
5. **Content Optimization:** Naturally integrate the keyword into your content, meta tags, and headings.
6. **Monitor & Adjust:** Track your rankings and refine your strategy to improve performance.

# Backlink Profile

Evaluate the link profile of a site or page URL

Domain  Exclude subdomains



**TRAFFIC**  
Watch your traffic grow

**ALERTS**  
Get alerts for SEO issues hurting your rankings

**Ouch!** It looks like you don't have many backlinks and SEO traffic. Let's fix that!

People who create a project average **38% more traffic**. By creating a project, you will be able to:

- Identify website SEO issues
- Track rankings for up to 200 keywords
- Get alerts for important changes

- The Domain has no backlinks.
- Conducted a comprehensive analysis of your website's current backlink profile, revealing a deficiency in the quantity and quality of inbound links.
- Can't rank any of keyword without backlink as competitors have more backlink profile.

## **Missing Length of Meta Description**

- Missing meta descriptions can adversely affect a website's SEO and user experience. Without meta descriptions, search engines may generate snippets that are irrelevant or unappealing to users, potentially reducing click-through rates.
- A lack of meta descriptions can obstruct the website's ability to effectively communicate its content and purpose to visitors, leading to confusion and disengagement.

## **Title Tag is too long**

- Long title tags exceeding character limits on SERPs result in incomplete displays, reducing clarity and impeding user understanding of webpage content and purpose.
- Long title tags effects readability and effectiveness in conveying crucial information, impacting SEO efforts and potentially lowering click-through rates (CTR).

## **Low word count**

- Websites with low word count may struggle to provide comprehensive information, limiting their ability to establish authority and relevance in their respective fields or industries.
- Insufficient content volume can affect search engine optimization (SEO) efforts, as search engines may perceive the website as less authoritative or valuable compared to competitors with more robust content, thereby impacting its visibility and ranking on SERPs.

# Competitors Audit Report

- Competitors rank for relevant keywords but are missing opportunities with long-tail and local variations, which we can capitalize on.
- Their backlink profiles show quantity but lack quality, giving us the chance to build stronger, high-authority backlinks.
- Content across competitor sites is often shallow, allowing us to fill these gaps with more comprehensive and valuable content.
- On-page SEO elements are poorly optimized, and technical issues like slow loading times and poor mobile responsiveness are prevalent, providing us with opportunities to improve in these areas.

**Conclusion:** By addressing these gaps in our SEO strategy, we can outperform competitors and achieve better rankings on SERPs.

# SEO PLAN OF ACTION

## **1.Immediate Actions:**

- Restructuring of website if need.
- Resolve critical issues affecting crawlability.
- Address any urgent technical SEO issues.

## **2.On-Page Optimization:**

- Update meta tags and optimize title structures.
- Enhance content quality and relevance.
- Implement schema markup for rich snippets.

## **3.Off-Page Strategies:**

- Develop a backlink acquisition strategy.
- Promote content through outreach and guest posting.

#### **4. Local SEO Enhancement (if applicable):**

- Optimize local citations and business listings.
- Encourage and respond to customer reviews.

#### **5. Social Media Integration:**

- Develop a social media content calendar.
- Encourage social sharing and engagement.

#### **6. Ongoing Monitoring and Reporting:**

- Implement regular SEO performance tracking.
- Adjust strategies based on analytics and algorithm updates.

#### **7. Future Recommendations:**

- Explore emerging SEO trends for long-term planning.
- Continuous refinement of strategies for sustained improvement.



# Objective

To enhance the online visibility and organic search ranking of Poppydent, a dental clinic in Thalassery, by targeting relevant keywords related to dental services in the local market.

## Scope of Work:

### **1.Initial Website Optimization (1st month):**

- Conduct a comprehensive audit of the current website to identify any issues affecting performance and user experience.
- Optimize website content to align with targeted keywords while maintaining readability and relevance.
- Fix any technical errors such as broken links, page speed optimization, mobile responsiveness, etc.

## **2. On-Page Optimization (2nd month):**

- Implement on-page SEO elements including meta titles, meta descriptions, headers, and image alt tags.
- Optimize internal linking structure to improve navigation and crawlability.
- Create SEO-friendly URL structures and optimize page URLs.
- Enhance website user experience by improving site architecture and navigation.

## **3. Technical SEO (3rd month):**

- Implement schema markup to enhance search engine understanding of website content.
- Improve website loading speed by optimizing code, compressing images, and leveraging browser caching.

## 4. Link Building (Ongoing):

- Develop a strategic link-building campaign to acquire high-quality backlinks from authoritative websites in the legal niche.
- Outreach to relevant industry websites, blogs, and directories for guest posting opportunities and link acquisitions.
- Monitor and analyze backlink profile regularly to ensure quality and relevance.

# SEO Pricing

**Package: ₹xxxx per month**

## **Includes:**

- One main targeted keyword and up to three related keywords.
- Strategy building
- On-page optimization
- Technical SEO
- Off-page optimization
- Performance tracking

## **Approach:**

- Start with a low competition keyword to build initial rankings.
- Shift focus to higher competition keywords as rankings improve.
- Optimize related keywords organically throughout the process.

Feel free to reach out if you have any questions or need further clarification.

# Terms and Conditions:

- **Advance Payment:** A 50% advance payment of ₹xxxx is required prior to the commencement of work for the first month. The remaining ₹xxxx will be invoiced at the end of the month.
- **Duration:** The initial optimization period is 3 months, followed by ongoing monthly optimization and maintenance for up to 6-8 months. Pricing for ongoing services will remain at ₹xxxxx per month. Prices will be revised with the addition of extra keywords.
- **Ethical Practices:** All activities will adhere to ethical SEO practices and guidelines set by search engines.
- **Additional Costs:** Expenses for paid PR or backlinks will be additional.

Feel free to reach out if you have any questions or need further clarification.

## **Next Steps:**

If you agree to proceed with this proposal, we will provide you with an onboarding document and a Memorandum of Understanding (MOU) outlining the details of our engagement.

We hold strong confidence in the effectiveness of our customized SEO strategy, positioned to significantly enhance the online presence and organic traffic of Poppydent. We eagerly anticipate the chance to collaborate with you and help attain your digital marketing aspirations.

Please feel free to reach out if you have any questions or require further clarification.

# THANK YOU

---

**Reach out today and  
let's make it happen!**

Get in touch with me  
[connect.ilyaspk@gmail.com](mailto:connect.ilyaspk@gmail.com)