

SEO AUDIT REPORT

MAY 2023

for:



Created by
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Worth The Marketing



This is a public copy of a client report by Aoifae Fawn dba Worth The Marketing. Confidential client information has been edited or removed.

OVERVIEW

Current Site Health:



Healthy Aspects:

- Site is properly indexed
- Site hierarchy is readable by crawlers
- ~80% of users are unique visitors

Key Issues:

- Missing meta titles/descriptions
- Site hierarchy is not user-friendly
- High bounce rate on all pages
- Multiple broken/outdated links
- Declining traffic year-to-year
- Mobile version is not fully responsive

Suggested Solutions:

- 1 Pare Down Header Menu
- 2 Restructure Site Hierarchy
- 3 Update Meta Info on All Pages
- 4 Implement 2 to 3 CTAs on High-Traffic Pages
- 5 Update Content on All Pages Based on Keyword Research
- 6 Optimize Site for Mobile
- 7 Ensure Site is Google Ad Grant Compliant

Some pages of this Report have been removed to maintain confidentiality.

Solution 4: Implement 2 to 3 calls to action on high-traffic pages

Current Calls to Action across Site:

- Donate
- Join Our Mailing List
- Fill out this form (*for large donations*)
- Sign up
- Email us
- Drop off plants at _____
- Put [REDACTED] in your will
- Sell [REDACTED] curated boxes at your business
- Sign up (*to take Wellness Survey*)
- Book [REDACTED] Leadership for speaking engagements
- Submit community photos
- Volunteer with [REDACTED]
- Send us your favorite recipes
- Find BIPOC-owned businesses in Portland

Proposed Top Calls to Action to Implement:

- **Donate** / Give a CSA Box This Week / Support Economic Empowerment / Help Us Grow
- **Subscribe** / Join Our Mailing List / Stay Up to Date with [REDACTED] / Be the First to Learn about Upcoming Events
- **Volunteer** with [REDACTED] / Deliver CSA Boxes to Our Families / Spend Time in Your Community / Join Our Active Network



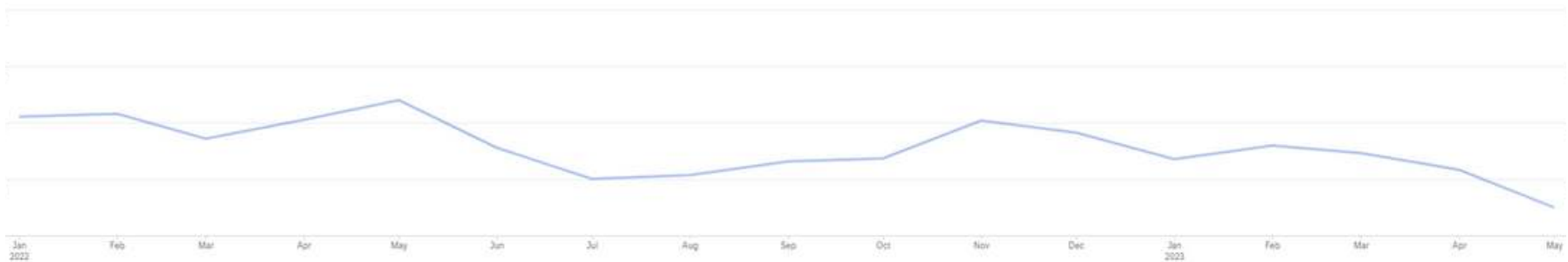
Solution 5: Update content on all pages based on keyword research

Current Keyword Metrics for "Client Name":

- 205 impressions in last 30 days
(as of 5/14/23)
- 320 monthly search volume (MSV)
- 5,346 impressions over site history
(since Jan 2022)

Sample of Top Keywords by Impressions:

- "houseplants portland"
- "indoor plants portland"
- "where to donate house plants near me"
- "black-owned gift boxes"
- "mutual aid"



Impressions for keyword phrase from Jan 1, 2022 to May 14, 2023

Proposed top keyword phrases by category:

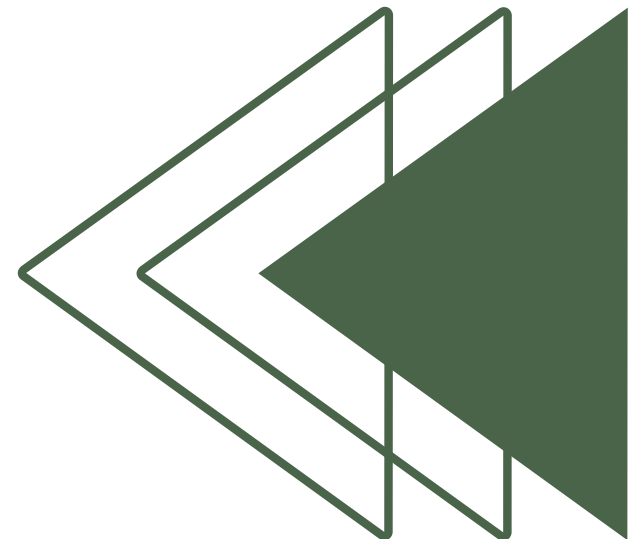
Topic-Focused Keywords	Location-Focused Keywords	Service-Focused Keywords
urban agriculture	_____ in Portland	local csa
food insecurity	_____ near me	food pantry
reparations	_____ Oregon	free house plants

Top Keyword Best Practices:

- Have at least 100 MSV (ideally over 1,000)
- Have low to medium bidding competition
- Have static or upwards trend in search volume

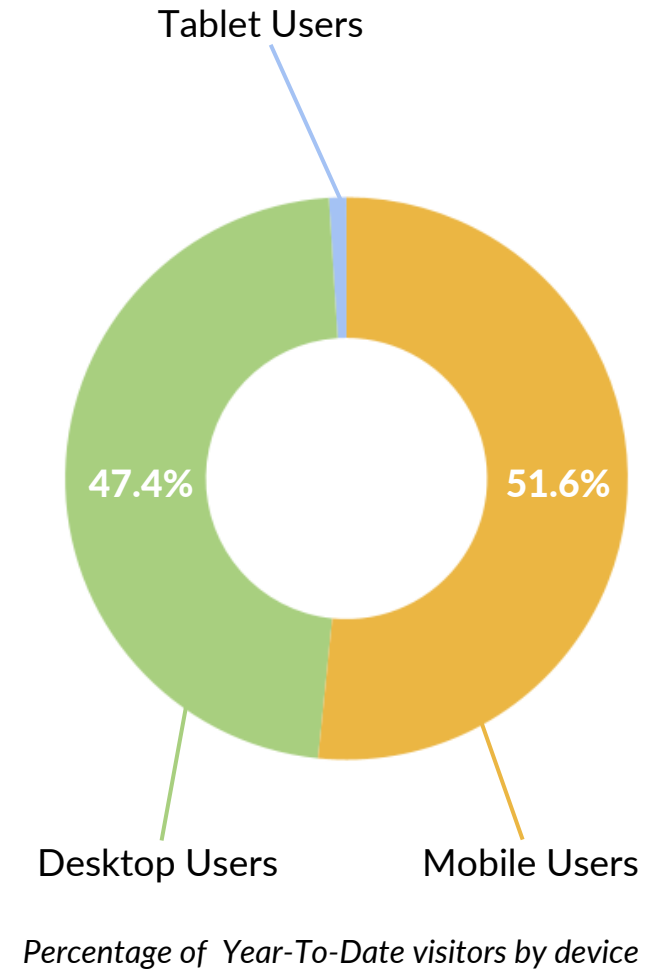
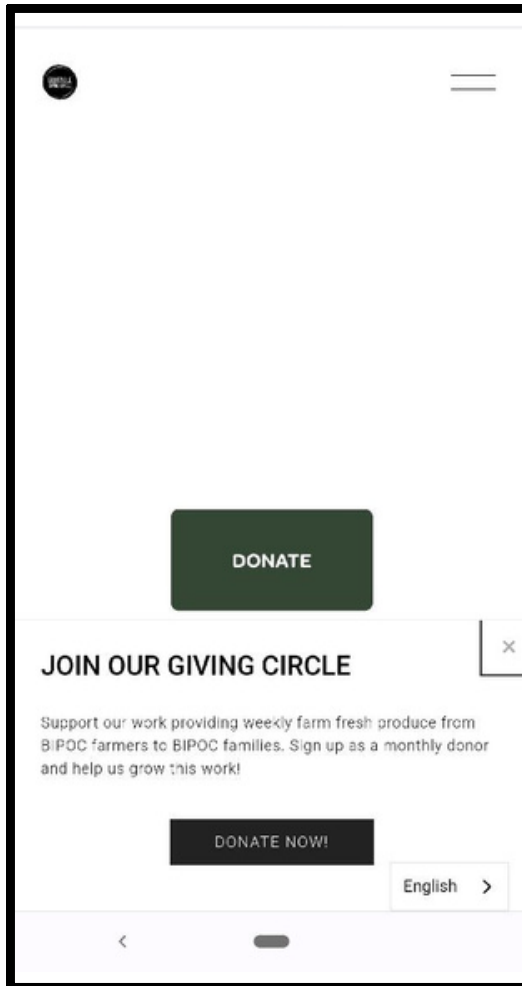
SEO Content Focus:

- Develop educational content to improve authority rating and encourage backlinks
- Create keyword rich content targeted towards potential donors and funders
- Include short-form and long-form content to promote sharing on social media and features in email marketing
- Update all current blog posts to be search engine optimized



Solution 6: Optimize for mobile

Current Home Page on Mobile:



Mobile Best Practices:

- Prioritize fast loading speeds
- Include interactive features where possible
- Simplify text
- Remove decorative-only images

Suggested Changes:

- Add backup image to video
- Remove large, decorative icons
- Add interactive map links for addresses
- Add social media icons to mobile



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METRICS FOR SUCCESS

1

Achieve first page ranking with 50% of priority keywords in 60 days by implementing suggested solutions in report.

2

Optimize donation CTAs for conversion tracking as a metric of Recurring Donor Campaign by end of Phase 2.

