

# Case Study: Watch Me Do A Full SEO/Site Audit [Over The Shoulder]

by <http://doseoyourself.com>

Ok, After sitting here twiddling my thumbs thinking of a great new post that I could write! I thought it would be a good idea to show you guys exactly how I perform a full audit on my sites. I was just looking in my Google analytics account when I spotted an old site that I created a few years back as a sort of 'practice' site!



To my surprise I noticed that the site had over 4000 visitors last month! And I remembered that I had set up Google AdSense a while back, so I logged in to see if there was any action!

**Jeeeez!! This niche site is actually making some money \$\$**

As you can see, the site had made £12 last month and a total of £120 since I added AdSense!

<input type="checkbox"/> <a href="http://growyourownmushrooms.net">growyourownmushrooms.net</a>	AdSense for Content	53,552	798	1.49%	£0.16	£2.36
Averages		53,552	798	—	—	—
Totals		53,552	798	1.49%	£0.16	£2.36

Now I know you may not think this is great, and I totally agree, but this site is making money and I am doing absolutely nothing with it!

Surely there is some potential right here!!!!

Last time I checked this site ranked for hardly any popular keywords, so the fact that it's getting over 4k visitors a month is really promising. This got me thinking and sparked an urge inside of me to see if I could push this site further and increase it's profits.

I know a lot of you probably have old sites that you once started but never really carried forward to their maximum potential. So this post will hopefully give you the kick up the arse that I needed :-)

I will split this audit into 4 sections. I will work through each section and make note of all the changes that are required. Here are the 4 sections we will be focusing on:

- 1) Health Check
- 2) On Page SEO
- 3) Off Page SEO
- 4) Site structure & Monetization

The site in question is [growyourownmushrooms.net](http://growyourownmushrooms.net) and it's a site I put together a couple of years ago and then never really did much with it!

## **Section 1: Health Check**

I'll be looking at a number of factors to determine the health of the site, including.....Crawl errors, HTML errors, CSS Errors, Page Load Times, Broken Links and SEO metrics.

### **Start With Google Webmaster Tools**

The first point of call is to identify and diagnose any potential issues that the site may have. Basically you just want to check the basic things. The first thing I like to do is to check my Google Webmaster Tools account to see if it brings up any issues. It also tells us what keywords are picking up organic traffic, which is something I will be discussing later.

Here is a quick snap shot of my dashboard:

## Crawl Errors



### Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

### URL Errors

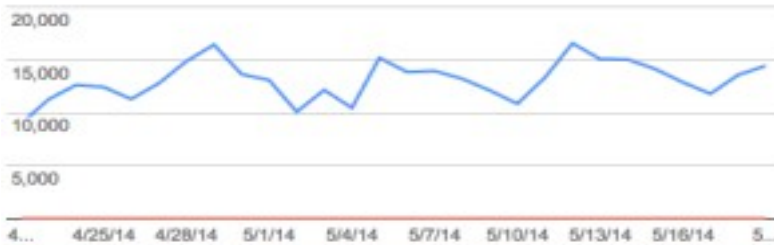
0 Soft 404  
5 Not found

## Search Queries



900 queries

366,139 impressions  
209 clicks



## Sitemaps

By me (1) >>

43 URLs submitted  
42 URLs indexed



No site errors and everything looking ok!

Interesting to see 900 queries and a whopping 336,139 impressions!! Who would have thought that mushrooms were so popular!

You can also see that the sitemap is ok and it is showing 42 URL's are indexed.

### **Errors**

Having checked other areas of my GWT I found a lot of errors under the structured data tab. A total of 42 items with errors. This is to do with how Google extracts data from your pages. The reason I am getting these errors is because my 'Author' page is dead, so basically there isn't one! and I have no Google authorship set up.

**I found this post that explains how to easily fix these errors:** - [http://www.momscribe.com/2014/03/how-to-fix-error-missing-required-field\\_24.html](http://www.momscribe.com/2014/03/how-to-fix-error-missing-required-field_24.html)

### **Crawl Errors**

GWT is also telling me that 3 of my pages are showing 404 errors. So I will correct these errors by using re-directs.

Download	MARK AS FIXED (0)	Filter	
<input type="checkbox"/>	Priority ▾	URL	
<input type="checkbox"/>	1	how-to-grow-your-own-mushrooms/	
<input type="checkbox"/>	2	author/	
<input type="checkbox"/>	3	portobello-mushrooms/	

There were no other errors or issues in GWT





**If you want to know how GWT can help you with SEO, check out this article that I came across:**  
- <http://www.lunametrics.com/blog/2014/05/21/how-to-use-google-webmaster-tools-for-seo/#structured-data>

## **Lets See What WebSite Auditor Can Come Up With**

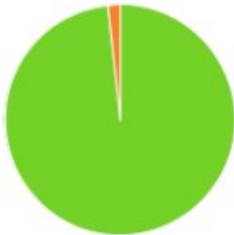
Whenever I perform any kind of audit I always use [Website auditor](#). It offers a ton of information and is an extremely helpful tool.

It's really easy to set up. I simply entered my URL and the software does the rest. Here are the results of my website report.

## Crawl Statistics

 Proprietary research showed	62 pages	<div><div></div></div>
 Google showed	Not yet checked	
 Yahoo showed	Not yet checked	
 Bing showed	Not yet checked	

## Crawl Availability



- 61 (98.4%) pages are **good to crawl** (their server response code is 1xx or 2xx)
- 0 pages **redirect to other pages** (their server response code is 3xx)
- 1 (1.6%) pages have **client errors** (their server response code is 4xx)
- 0 pages have **server errors** (their server response code is 5xx)
- 0 pages are **not yet checked**

## Content and Structure Crawl Stats

✓ 0 pages have missing or empty title tag	⚠ 34 pages have missing or empty meta description tag
✗ 9 pages have a too long title tag (> 65 chars)	⚠ 38 pages use frames
✗ 6 pages have duplicate page title	✓ 0 pages have conflicting character encoding
✓ 0 pages have duplicate meta description	✓ 0 pages have a too long URL (>115 chars)
✓ 0 pages have duplicate rel="canonical" code	✓ 0 pages have too big size (> 100 kB)
<hr/>	
ℹ 0 pages are restricted by robots.txt	ℹ 59 pages use rel="canonical"
ℹ 0 pages are restricted by X-Robots-Tag	ℹ 60 pages use rel="alternate"
ℹ 20 pages are blocked by noindex meta tag	ℹ 0 pages use nofollow meta tag
ℹ 0 pages use meta refresh redirect	

## HTML Validation

Site has 1542 errors and 117 warnings



- 0 pages are **valid**
- 61 (98.4%) pages have **errors & warnings**
- 0 pages have **warnings only**
- 1 (1.6%) pages are **not checked yet**

## CSS Validation

Site has 1276 errors and 1220 warnings



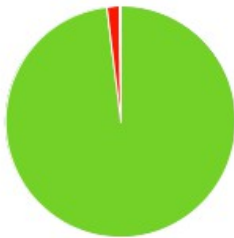
- 0 pages are **valid**
- 61 (98.4%) pages have **errors & warnings**
- 0 pages have **warnings only**
- 1 (1.6%) pages are **not checked yet**

## Link Statistics



- 3464 (83.8%) links are **do-follow**
- 668 (16.2%) links are **no-follow**
  - 19 (0.5%) no-follow links are **internal**
  - 649 (15.7%) no-follow links are **external**

## Broken Links



- 4058 (98.2%) links are **valid**
- 74 (1.8%) links are **broken** (43 pages have broken links)
  - 73 (1.7%) broken links are **internal**
  - 1 (0.1%) broken links are **external**

Lets take a look at the data above:

- 1 - Crawl availability - This is completely fine, no issues here
- 2- Content and structure crawl stats - It is showing that 9 pages have a 'too long title' and 9 pages have a duplicate page title.
- 3 - HTML and CSS Validation - 98.4% of the pages have Errors and this is something I need to look more closely at. It's probably linked to the previous errors that we discovered using GWT.
- 4 - Broken Links - There are 73 internal broken links. This is not great so it's something I will be fixing up!

## Site Speed

There has been a lot of argument over the importance of speed when it comes to rankings! How much Google really factor your sites speed in their ranking process is debatable, however, one thing is for certain, and that is your sites speed is critical in terms of user experience. If your pages don't load fast, then visitors will click away, it's as simple as that.

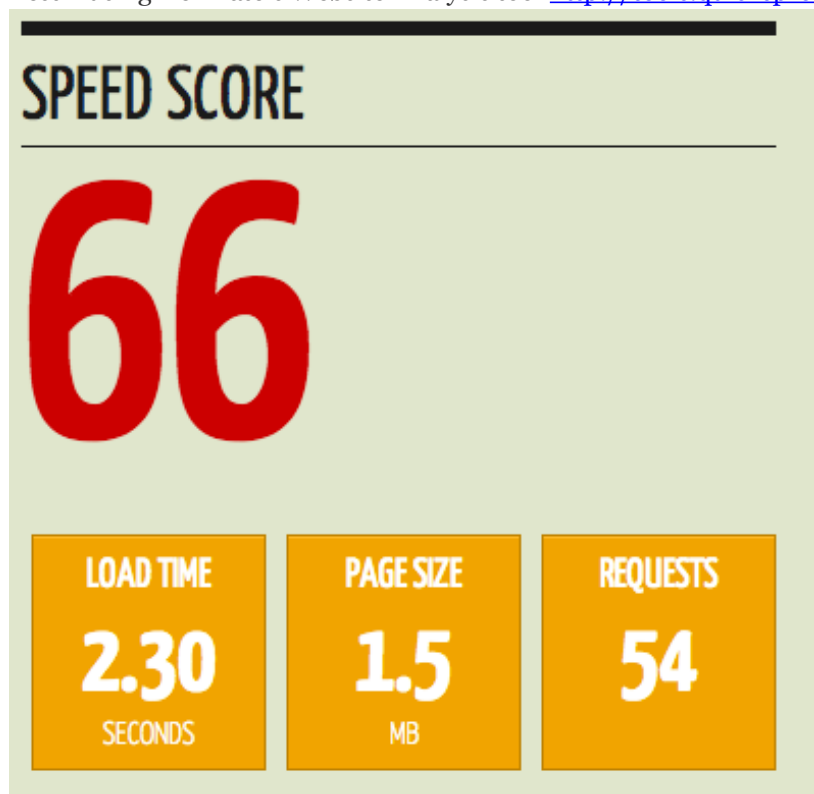
And do you think Google wants to rank sites that offer a poor user experience? No, they don't. So speeding up our site and page load time is important.

I've run a couple of Speed checks using different Free tools.

Test 1 using <http://pingdom.com> shows a load time of 3.46 seconds



Test 2 using Neil Patels Website Analysis tool <http://tools.quicksprout.com/analyze/>



Verdict: We can clearly see that there is room for improvement here. My site is fairly average when it comes to load speed! There are certain things that I will be addressing to improve the speed.

1) I will use a tool to compress all images

2) I will change my hosting. At the minute the site is hosted on a crappy Hostgator shared account. It's what I use this hosting for 'non important' sites. They are not great to say the least.

I usually host my niche sites on BlueHost. So far I have found them reliable and they are also cost effective!

**Here is a great article explaining 10 ways to increase your sites speed:**

- <http://blog.crazyegg.com/2013/12/11/speed-up-your-website/>

## My Sites Authority

An important factor that determines the credibility of a site is it's authority metrics. The 3 metrics I focus on are 'Domain Authority', 'Page Authority' and Page Rank'. The higher these are the more authority your site has and the more Google will trust it.

A site with high DA and PA has more chance of ranking than a site with low DA and PA.

To check this I use <http://www.opensiteexplorer.org/>



URL <b>http://www.growyourownmushrooms.net</b>			
+ <a href="#">Compare up to 5 sites</a>			
Authority		Page Link Metrics	
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS
<b>21</b> /100	<b>31</b> /100	<b>0</b> 60 Days	<b>2</b> Root Domains
			<b>2</b> Total Links

These metrics are based on the strength of your back link profile. So the more high authority sites that link to you, the higher your DA and PA will become!

To help this site to pick up more traffic we need to work on increasing these metrics as higher metrics means that Google are more likely to trust the site, and therefore improve the rankings!

**Check out this article on How to increase your DA:** <http://doseoyourself.com/how-to-increase-your-domain-authority/>

## Health Check summary and 'To do list'

Now we have completed the first part of the audit, which is the 'health check'. We have uncovered a few issues that need our attention. So these are the issues that I am going to rectify:



Correct 'structured data errors' I will add an 'author' page and set up Google Authorship



Correct the 3 cases of '404 page errors' by using a re-direct



Correct the 9 pages with a 'too long Title tag'



Correct the 6 pages with duplicate page titles



Fix the 73 broken links



Improve site speed by compressing images, updating plugins, using cache, move to BlueHost,





Increase DA and PA by building high authority links (PBN links, guest post)

## Section 2: On-Page SEO

On page SEO is a vital factor when it comes to rankings and traffic. We want to optimise our pages to the optimal level to give ourselves the best possible chance of picking up organic search traffic!

The first thing I do when auditing a site is to have a quick look through it to gain an overall view of how the site looks and feels. As I built this site myself I know all about it. But as it's been a long time since I did anything with the site I'll go through it again!

### **Number of posts/pages**

As indicated by GWT, we have 43 indexed pages. As we are looking to increase traffic to this site I would suggest adding more pages of content. The more content we have the more likely we are to pick up traffic from long tail keywords!

**Content** - To be honest the content could be better. Most articles are 500 words and although they are unique and get the point across, they are not deep in detail. I also notice that a lot of my articles lack images and video. I would suggest adding more images to the individual posts!

I would also like to see the use of LSI keywords throughout each article. To build more traffic from organic searches we need to target more long tail keywords. I like to use a free tool called <http://lsikeywords.com/>

This gives us a list of the LSI keywords that are related to our article and it evaluates the top ranked sites to see what words they use the most in their content. Our aim then is to match these words by adding them to our article!

### **Here is an example:**

I entered the keyword 'How to grow Porcini mushrooms' into LSIkeyword

Here are the top results it produced by analysing the 5 top ranked sites for this keyword:

## Words

porcini	392
mushrooms	364
grow	268

141

## Two Word Phrases

similar	90	porcini mushrooms	264
search	63	grow porcini	204
mushroom	50	grow mushrooms	30
past	50	mushrooms	30
boletus	49	boletus edulis	30
growing	39	porcini mushroom	30
	33	mushrooms porcini	30
ask	32	search search	20
ehow	30	forum growing	20
pinterest	30	growing mushrooms	20
edulis	30	mushrooms ·	20
·	30	porcini mushrooms	20

## Three Word Phrases

grow porcini mushrooms	184
porcini mushrooms	20
grow porcini mushrooms	20
porcini mushrooms porcini	20
mushrooms porcini mushrooms	20
porcini mushrooms ·	20
forum growing mushrooms	20
days harvest needs	10
videos news shopping	10
browse porcini	10
to porcini define	10
edibles forum growing	10
porcini mushroom spores	10
porcini mushrooms crate7packet	10

This shows how many times these LSI keywords were used across these top ranking sites. Now we must incorporate these words into our post!

## Page Optimisation Audit Report

This is something I like to do with all pages of a site, however I will just show you an example of 1 page that I have selected. I use [Website auditor](#) which actually analyses your page by comparing it with the top 10 results in Google and then it compares the differences.

Once it has done that it tells you what changes need making.

So here goes:

Select a Page: growyourownmushrooms.net/growporcinimushrooms/











Select a couple of keywords:

- 1) How to grow oyster mushrooms
- 2) Growing oyster mushrooms

Use WebSite Auditor To analyse

## Page overall optimization rate in Google is 35.6%











Page optimization rate for the keyword **how to grow oyster mushrooms** is 40.7% 

Title	M.Keywords	M.Description	H1	H2-H6
<u>46.8%</u>  1 keyword	<u>94.2%</u>  1 keyword	<u>22.3%</u>  1 keyword	<u>18.9%</u>  0 keywords	<u>87.3%</u>  1 keyword
Bold	Italic	Link Anchors	Images Alt Texts	Body
<u>0%</u>  0 keywords	<u>0%</u>  0 keywords	<u>22.4%</u>  0 keywords	<u>20.8%</u>  0 keywords	<u>82.2%</u>  1 keyword

Total number of keyword repetitions is 5

Prominence is 92.6%

Page optimization rate for the keyword **growing oyster mushrooms** is 30.5% 

Title	M.Keywords	M.Description	H1	H2-H6
<u>19.9%</u>  0 keywords	<u>24.9%</u>  1 keyword	<u>24.3%</u>  0 keywords	<u>18%</u>  0 keywords	<u>94.5%</u>  2 keywords
Bold	Italic	Link Anchors	Images Alt Texts	Body
<u>0%</u>  0 keywords	<u>0%</u>  0 keywords	<u>22.1%</u>  0 keywords	<u>21%</u>  0 keywords	<u>90%</u>  2 keywords

Total number of keyword repetitions is 5

Prominence is 45.4%

As you can see, the overall optimisation rate is only 35.6%, which is not good. [WebSite auditor](#) analyses the top 10 results for these keywords and compares all of the on page factors to our page. It then recommends the changes that we need to make!

I Will Analyse Each Page And Make The Appropriate Changes

**Title:** It's important that we include the main keywords into the title. The Title of a page is one of the most influential factors that Google uses to determine the relevance of the page! Although it's good to check your competitors because Google has been coming down hard on 'over optimised' sites! So using variations of your keywords maybe better!

**Meta Description:** Although Google does sometimes make up a Meta description using the info from your page, I always like to add my own because it's a great way to pick up some long tail words. It's vital that you include your keywords in the description. Type any keyword into Google and you will see that all of the top ranked sites have these keywords within the description.

Tip - Add extra words to form more long tail keywords, for example. I have already included the words 'how, to, grow, oyster, mushrooms'. Now I can include other words such as 'home' 'indoors' 'cooking' 'spores'.

They don't have to be in any particular order as long as they are included. Here is an example:

Title:

How to Grow Oyster Mushrooms from home

38 characters. Most search engines use a maximum of 60 chars for the title.

Description:

Learn how to grow your own Oyster Mushrooms, Oyster mushrooms are great for cooking, they grow all over trees in the wild. You can also grow them from home and indoors

You can pick up some great longtail traffic by doing this. It's worth the effort to optimise all of your descriptions this way.

**H1-H6** - Another important on page factor is your 'Heading' titles. Make sure your keywords are included in your H1-H6 headings, but be careful not to over optimise. Also use generic terms to keep your keyword density down.

**Alt Image txt** - Google can't understand images, therefore we can enter an image Alt text, which basically tells google what the image is about! So you should enter your keywords here.

**Body text** - As I mentioned before, we want to include some of the LSI keywords into our body text. We don't want to keyword stuff our main keyword, so adding LSI keywords is important.

## Free SEO site check up

Here is a good tool to use that will give you an idea of your sites SEO credentials. - <http://seositecheckup.com/>

## Over optimisation


Having looked through the site I have a feeling that we maybe over-optimising the use of some keywords. To test this I am going to use another free tool:

<http://www.feedthebot.com/tools/spider/>

Simply enter your URL into here and it will read the page the same way that the Google bots read the page.

Here are some of the problems that it picked up:

### Key words

 The words shown below should be words that make sense for your webpage content.

**mushrooms** - used 46 times on page

**growing** - used 22 times on page

**grow** - used 17 times on page

**mushroom** - used 10 times on page

The keywords are being used a lot of times and here is why:

**Grow Your Own Mushrooms**  
How to grow your very own fresh, delicious, healthy mushrooms in whatever space you have, starting today!

Home About us **How To Grow...** Equipment Articles Spores Mushroom Kits How To Videos Forum Join Contact

Button Mushrooms  
Wild Mushroom  
Morel Mushrooms  
Oyster Mushrooms  
**Porcini Mushrooms**  
Shitake Mushrooms  
Portobello Mushrooms

**Porcini Mushrooms**

Porcini mushrooms are an Italian mushroom that are used quite often in dishes that are Italian. They are very popular and if you have a chance to get your hands on some, you should! You can find them in the stores sometimes, but if you truly want to have them at your fingertips for Italian recipes whenever you like, you can grow them yourself. Learn more about the porcini mushroom and then get growing with our step-by-step guide!

**All about Porcini Mushrooms**

Porcinis are most commonly found in Europe, as well as in areas of North America. Sometimes they grow on their own, but they often grow in small clusters. They thrive in Italy, mainly because of the types of trees that they enjoy. They grow best in forests that are filled with a mix of both coniferous trees and deciduous trees, such as spruce, pine, birch, fir, and Eastern hemlock.

**Resources**

- Articles
- Cooking Mushrooms and recipes
- Do Mushrooms Grow in Winter?
- Equipment
- Growing Kit
- Growing Mushrooms Indoors Vs. Outdoors
- Growing Mushrooms with Hydrogen Peroxide
- How to Pasteurize Straw for Growing Mushrooms
- How to Spot Poisonous Mushrooms in the Wild
- Mushroom Kits: Do I Really Need One?
- Mushrooms and your health
- Preserving Mushrooms

In the top menu the word 'mushrooms' is used after every variation

In the side bar there are links, and every word contains the word '*mushrooms*'

In total there are 25 instances of the word mushroom(s) in the menu and sidebar, that's 25 keywords before we have even got to the content!!!

(The drop down 'articles' also contains the keyword quite a few times)

And that's just 1 word!!

The keywords '*grow*' and '*growing*' are also over used and It's quite clear why google might give this an over optimisation penalty!

Lets not forget, this menu and sidebar is present on EVERY page of the site.



The keywords are also in the domain/url and headings of the site!  
No wonder it gets good Bing rankings, yet is bombed out of Google!!

### On page links:

## Links

**i** Tool found 77 total links on this page

56 unique links

30 unique internal links

24 unique external links

0 links not counted (href='#' or 'mailto:' etc.)

4 image links

### Link info

**!** There may be too many links on this page

**i** There are more than 50 links on this page. This is not too much reason for alarm, but it is worth noting that pages with this many links can confuse users with choices and may not distribute pagerank very well.

Wow, the bot is indicating that there are 77 outbound links on just 1 page. Although it says that it's not too much to cause an issue, I would suggest lowering the number of links on each page!

A lot are coming from the social share buttons!

## Advanced On Page SEO Technique To Increase Traffic

I actually learned this from Niel Patel. Basically we use GWT or SEMrush to find what keywords we are ranking for that are currently on page 2 or 3 of Google. We then do a bit of simple on page optimisation to give these posts a boost to the first page!

This is a great method to increase traffic to your blog!

## On-Page SEO Summary - To do List



Add more content to the blog (2 new posts per week)





Add more multimedia (images/videos) to current articles



Run Website audit on individual posts/pages



Optimise Titles, descriptions, H1-H6, Images Alt tags



Add LSI keywords to body text



Decrease keyword density (change menu links and remove sidebar links)



Lower the number of outbound links on each page

## Section 3 - Off Page SEO

Off page SEO is probably the most important ranking factor. There are a few things that I do when analysing off page SEO and it's important that you build a good picture of your current back link profile!

Check your backlink profile with Ahrefs



As you can see, Ahrefs is telling us that we have 336 backlinks from 87 unique domains!

Earlier we checked our SEO metrics using OpenSiteExplorer and we came to the conclusion that our DA and PA needed to be improved, and to do this we would need to build more higher quality backlinks. Find out how to [increase your Domain Authority Here](#)

Now, as we are looking to increase traffic as a whole rather than targeting 1 or 2 keywords, we want to build as many high quality generic links as possible. Lots of contextual links from niche relevant trusted sources will improve strengthen the DA and PA of this site.... which will give this site more trust and higher rankings!

## Back Link Report

Another tool I use is SEO SpyGlass, this is great for analysing the quality of your back links and it also warns you of potential 'harmful' links!

I have run the site through [SEO SpyGlass](#) and it showed quite a few risky links:



Here I have taken a screen shot of the most high risk links. It would be a good idea to take a closer look at these and maybe worth looking at using the Disavow tool to remove some harmful links.


Another great feature of [SEO Spyglass](#) is the 'report' section. As you can see here, it gives an analysis of your current back links:

## Domain Statistics

The domain [growyourownmushrooms.net](http://growyourownmushrooms.net) has IP address **192.232.221.255** and is located in  **USA**. The domain's age is **2 year(s), 4 month(s)**.

PR Domain Google PageRank

 PR 2

 Alexa Rank

4906278

● 0%

## Current Backlink Statuses



149 (30.8%) backlinks currently **link back**

● 122 (25.2%) links bear **full SEO value**

● 0 links are set up **using embedded object**

● 0 links point to domain but use **wrong parameter**

● 26 (5.4%) links have **nofollow tag**

● 1 (0.2%) come from pages **restricted from indexing**

335 (69.2%) backlinks currently **do not link back**

● 22 (4.5%) links have status **Site is down**

● 44 (9.1%) links have status **Page not found (error 404)**

● 269 (55.6%) links have status **Link is missing from the page**

● 0 backlinks currently **not yet checked**

**Note:** Further sections of this report take into account only existent backlinks.

Hmmmm.... It seems that almost **70% of our back links are dead!** This is a major problem and we need more back links that actually work to lower this percentage!!

**If you want to know how to use SEO Spyglass to find harmful links, check out this post:**

- <http://doseoyourself.com/tutorial-seo-spyglass-harmful-links/>

## Replicate your competition

Lets go back to the example page we used earlier where we analysed: [growyourownmushrooms.net/growporcinimushrooms/](http://growyourownmushrooms.net/growporcinimushrooms/)

Now the obvious keywords that we would target are:

*how to grow porcini mushrooms*

*grow porcini mushrooms*

*growing porcini mushrooms*

Now we type these keywords into Google and see what results it brings up: Here are the top 4 ranked sites in Google at the time of writing....

**# 1 ranked site is [gardenguides.com/123662-grow-porcini-mushrooms.html](http://gardenguides.com/123662-grow-porcini-mushrooms.html)**

Now this page has nowhere near the quality of information that my page has, but it does have a high Domain Authority. I'll now enter this page into Ahrefs....

Surprisingly, this page is showing just 1 back link, and its a very average back link to say the least!

**# 2 ranked site is a youtube video**

**# 3 ranked site is [hobbyfarms.com/crops-and-gardening/mushroom-farming-14815.aspx](http://hobbyfarms.com/crops-and-gardening/mushroom-farming-14815.aspx)**

This page is not even about growing Porcini mushrooms, it's just about mushroom farming in general (not very helpful at all Google!!)

This page does have a few decent back links, but none of the anchor text mention Porcini mushrooms!!

Why this is ranked number 3 I don't know!!!!

**# 4 ranked site is [urbanfarmonline.com/community-building-and-resources/urban-farm-bloggers/urban-farmer-rick-gush/porcini-mushrooms.aspx](http://urbanfarmonline.com/community-building-and-resources/urban-farm-bloggers/urban-farmer-rick-gush/porcini-mushrooms.aspx)**

The page has no back links but at least the content is relevant!!

## Feeling confused!!

Having quickly analysed the top ranked pages for one of our keywords, we are left somewhat bemused with Googles rankings! It's apparent that back links to these type of individual pages are not really significant enough, and the reason we are probably not ranked anywhere is because we actually built links and got penalised.

I am finding that any links with exact match anchors are getting penalised pretty quickly. The pages that are ranked the highest are there based on the strength of their Domain Authority and clean back link profile to individual pages.

It maybe worth me Disavowing the back links to this site and starting over! there is nothing to really lose because the site is ranking for nothing in Google anyway!!

Google obviously does not trust this site!!



Possible Disavow some back links



Build quality, niche related, high authority links



Tidy up dead links



Build a social presence



Increase DA (PBN and guest post links to increase authority)

## Section 4: Site Structure and Monetization

The site is based on the WordPress platform. Although Wordpress is great for creating sites like this, it does come with a few flaws that can affect [SEO](#).

I actually made the necessary changes a while back to help prevent duplicate content issues. Here are the steps that I took.

Permalinks - Set as 'post name'

tags - No Follow them

Categories - No Follow them

In fact, here is a screenshot of the set up I used using All In one SEO

Use Categories for META keywords: ☒

Use Tags for META keywords: ☒

Dynamically Generate Keywords for  
Posts Page: ☒

Use noindex for Categories: ☒

Use noindex for Archives: ☒

Use noindex for Tag Archives: ☒

Autogenerate Descriptions: ☐

Capitalize Category Titles: ☒

**To find out how to set up WordPress for SEO, check out this post, doing this alone will improve your rankings... - <http://doseoyourself.com/ultimate-guide-wordpress-seo/>**

### Menus

Its important that your visitors can navigate your site easily. You should always be able to access any page of your site with a couple of clicks!

A good idea is to set up a menu and and dissect your content into various categories. I found this article about site navigation:

<https://www.distilled.net/blog/seo/site-navigation-for-seo/>

## Responsive design

Mobile and tablet use is becoming more popular everyday, and more and more people are using there devices to access the internet, therefore it's essential that your web site design is 'responsive' so that it adapts accordingly to mobile devices.

I need to add a responsive design to the site. There are plugins that do this but it's always better to have a theme with the responsive functionalities built in.

## Important pages

Check that your site contains the following pages:

- About page
- Privacy Policy
- Disclaimer
- Contact

I have recently found that a site that contains these pages are trusted more by Google + it's always safer to have these policy and disclaimer pages in place!!

## Monetization

The site currently uses Google Adsense as it's means of income. I would look at experimenting with different ad positions on the pages and also experimenting with different as partners.

Here are some useful sites for monetization ideas:

<http://www.blogmarketingacademy.com/top-10-blog-monetization-strategies-ranked/>

<http://www.searchenginejournal.com/wizardry-needed-ultimate-guide-monetizing-blog/73901/>

Ad placement heat map

<http://www.shoutmeloud.com/make-money-online-google-adsense-placement-guide.html>



Make sure site structure is set up correctly in Wordpress



Add responsive theme



Test different monetization strategies

## Now What?

So there you have it, thats how we audit sites and although I could have included a lot more detail I didn't want to bore the pants off you. I hope you can take something from this and please remember to share it :-)

My job now is to implement all of the changes that I have out lined in the summary of each section.



Hopefully these changes will lead to an increase in authority and rankings, and the site should start to get more organic traffic.

The more traffic this site gets the more money it makes.

There is a lot of work to be done so I'll be sure to report back with my results!

Hope you enjoyed the post!!!!

**<http://doseoyourself.com>**