

# SEO Audit for

EMILY FREEMAN PHOTOGRAPHY

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*Top suggestions that will improve [EMILY FREEMAN PHOTOGRAPHY]'s organic visibility*

## Introduction

I will be conducting an SEO audit for Emily Freeman's website. For reference, here is the link:  
<https://www.emilyfreemanphotos.com/>

For this project I will be using basic SEO tools such as:

- SEMrush
- Screaming Frog
- Mangools
- Moz Open site explorer

This audit has been divided into 3 main sections of SEO:

- On-Page SEO
- Technical SEO
- Off-Page

## On-Page SEO

### Home Page Elements

**Value Proposition:** The main (Home) page does not have a value proposition page. It would be good to include a snippet of text designed to summarize the page with unique things about it with optimized keywords and characteristics that make this business different from their competitors.

**Solution:** Why a value proposition is helpful for SEO.

Any customer that visits the website get's a brief explanation or view of what Emily has to offer, while telling Google the intent of the business and what to rank for on the SERP.

**EX:** Optimized value proposition.

Emily Freeman photography, located in the heart of Pensacola Florida providing services like heartwarming family photo sessions that celebrate the love, laughter, and unforgettable moments of your family's journey. The classic & timeless wedding photography that will create memories you'll treasure for years to come. The miracle of life through stunning maternity photography that reflects the joy, anticipation, and love of this extraordinary time in your life. I also specialize in creating unforgettable senior portraits. Your session will be a perfect fit for YOU while celebrating all you've accomplished!

**Site Navigation:** Does each topic/keyword have a dedicated landing page?

Yes, the site does have it's own dedicated landing page for each service

**Solution:** Why is this important for SEO?

This is important because Google needs to easily crawl each page and identify its intent. Google can rank it better if each landing page has its specific page. And also it has more keyword options to rank for. Example: (wedding photography, maternity photography, senior sessions)

**Internal Links:** Is there a CTA present? If so, does the anchor text have target keywords or entices the user to take an action?

There are links going from homepage to service pages. But, not all services are linked. Maternity service is not linked on the home page next to all the other services. Also, CTA is not present. Adding a link from homepage to the contact page with an anchor text “Book a session” would be beneficial for customers to be directed to the contact page where they can schedule or contact Emily for a photography session.

**Solution:** Why are both helpful for SEO?

Internal links are very important to SEO because they tell Google the relationship between different pages of the site, more visibility on the SERP and the anchor text is crawled to tell Google more about the site’s content. A CTA (call to action), such as booking a session/service form, allows the site to gain contact information from the user and more potential for retaining customers.

**EX:** A link to add and a relevant anchor text to add.

Add a link from the Homepage to > [CONTACT](#) using the anchor text “Book a Photography session”

**Phone Number & Location:** Is there a phone number & location present?

A phone number and location is not present on the homepage or anywhere on site. Emily does not have a brick-and-mortar location. Therefore, a physical address is not present. It is more like a SAB (Service Area Business) listing. Maybe adding an email as a contact info in the top left corner would be great just to make it easier for users.

**Solution:** Why are both elements helpful for SEO and where to display them on the website?

An address, phone number, or email is very important in general for SEO because it allows the search engine to target the business local audience and also rank for local terms, such as “Photography near me” or “Pensacola photography”

**Copywriting:** Does long-form copywriting exist on the page and is it optimized for keywords?

There basically isn't any copy on the homepage. Only a brief description about the photographer. And there aren't that many keywords to target in the copy.

**Solution:** Why long-form content is helpful for SEO.

Creating long-form copy gives more context to search engines on what the business is about and helps rank for more relevant keywords! Adding a description about the business, unique services that are offered would help. Because the more words or relevant terms there are, the easier it's going to be for Google to crawl and understand the intent of the site which will give more potential for ranking and more traffic.

### **Keyword Analysis**

Here are five keywords that I would suggest the client to target and improve their rankings on the Search Engine Results Page (SERP).

**[Wedding photography]:** I chose this keyword because it lets Google know of one specific service that the business has to offer and who their target audience is (wedding planning). Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has 9,000 searches x month.

**[photographer in pensacola fl]:** This term tells Google the location of the business, and that the business is about people who do photography. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 390 searches x month and with only 15% keyword difficulty specifically in the Pensacola area.

(The search volume is much less compared to the first keyword - Wedding photography- because here I added the specific location so the search volume is decreased because of the location targeted)

**[Family photo session]:** This keyword is to rank for the family service page. It is also included in the value proposition that I wrote in the beginning. It should also include in the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has decent search volume, 1600 searches x month.

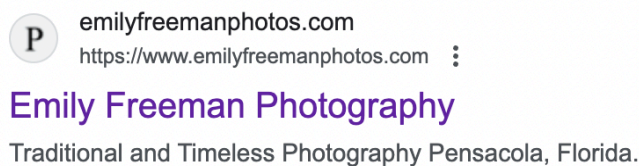
**[Maternity Photographer]:** This keyword is chosen because it serves up similar competitors on SERP with similar services which tells me that Google ranks their business with this keyword. If someone types in this keyword then this business will show up. And it also has good search demand 2,400 searches x month.

[**Senior portrait photographers**]: I choose this one because it will tell Google again the type of service this business offers, also being specific that it is portraits. And it also is relevant to the value proposition text. And when searched in SERP it shows relevant types of businesses. The search volume is decent too 320 searches x month.

## Title Tags

What is a title tag and why is it important in SEO? If a keyword is typed in the search bar, the first sentence that shows up is the Title Tag. It is what's displayed on the SERP. An HTML element displayed on the SERP that defines the title of a webpage. It tells visitors and also Google the intent of the page and what are we trying to rank for. And it also could improve clicks going to the website.

**Inserted Screenshot from Google showing the title tag of the homepage:**



**Inserted Screenshot from the Screaming Frog site crawl displaying some of the title tags of the website:**

	Address	Occurrences	Title 1
1	https://www.emilyfreemanphotos.com/	1	Emily Freeman Photography
2	https://www.emilyfreemanphotos.com/newborn/	1	newborn - Emily Freeman Photography
3	https://www.emilyfreemanphotos.com/portfolio/	1	Portfolio - Emily Freeman Photography
4	https://www.emilyfreemanphotos.com/weddings/	1	Weddings - Emily Freeman Photography
5	https://www.emilyfreemanphotos.com/family/	1	Family - Emily Freeman Photography
6	https://www.emilyfreemanphotos.com/senior/	1	Senior - Emily Freeman Photography
7	https://www.emilyfreemanphotos.com/investment/	1	Investment - Emily Freeman Photography
8	https://www.emilyfreemanphotos.com/contact/	1	Contact - Emily Freeman Photography
9	https://www.emilyfreemanphotos.com/about-me/	1	About Me - Emily Freeman Photography

## Issues noted:

- All Title tags are present. None are missing

**Issues noted:**

- 8 out of 9 meta descriptions are missing. Each page should have its own unique description which should describe the intent of the page.
- If the meta description isn't written then Google will pull from the pages anything they think is relative. Sometimes that will serve irrelevant things.
- Having a description for every page that has at least 150-160 character is very important

### **Optimized Meta-Description for the Homepage:**

A Photographer in Pensacola who specializes in shooting weddings, maternity, newborn, seniors, and family photos. Servicing the local area of Pensacola, Florida and surrounding areas

### **Header Tags**

A header tag or H tag is important because Its a HTML element that will live on the web page itself which is going to be my page title. It goes from H1 to H6 in order to tell google the relevancy of content

### **Inserted Screenshot from Screaming Frog showing H1 title tags:**

The screenshot shows the Screaming Frog SEO Spider interface. The main table displays the following data:

Address	Occurrences	H1-1	H1-1 Length	H1-2
1 https://www.emilyfreemanphotos.com/	2	Traditional and Timeless	24	My Special
2 https://www.emilyfreemanphotos.com/newborn/	1	Maternity	9	
3 https://www.emilyfreemanphotos.com/portfolio/	1	Choose your experience	22	
4 https://www.emilyfreemanphotos.com/weddings/	2	Weddings	8	"And above
5 https://www.emilyfreemanphotos.com/family/	2	Family	6	"Emily mad
6 https://www.emilyfreemanphotos.com/senior/	2	Seniors	7	"I believe th
7 https://www.emilyfreemanphotos.com/investment/	2	Investment	10	EPF PORTF
8 https://www.emilyfreemanphotos.com/contact/	1	Let's Get Started!	18	
9 https://www.emilyfreemanphotos.com/about-me/	2	Meet Emily	10	Meet Peter

On the right side, the 'Overview' tab is selected, showing a summary of H1 tags:

Issue	URLs	% of ...
Missing	9	100%
Duplicate	0	0%
Multiple	0	0%
All	9	100%
Missing	0	0%
Duplicate	0	0%
Over 70 Characters	2	22.22%
Multiple	6	66.67%
Alt Text in H1	0	0%
Non-Sequential	0	0%

### **Issues noted:**

All the H1 tags are present. None are missing.

No duplicates

The homepage H1 tag has an irrelevant keyword (Traditional and Timeless) which decreases the chances to rank

### **Optimized Header Tags for the Homepage:**

H1- Photographer in Pensacola: Wedding & Family Photography

H2 - Creating traditional and timeless wedding and family photography

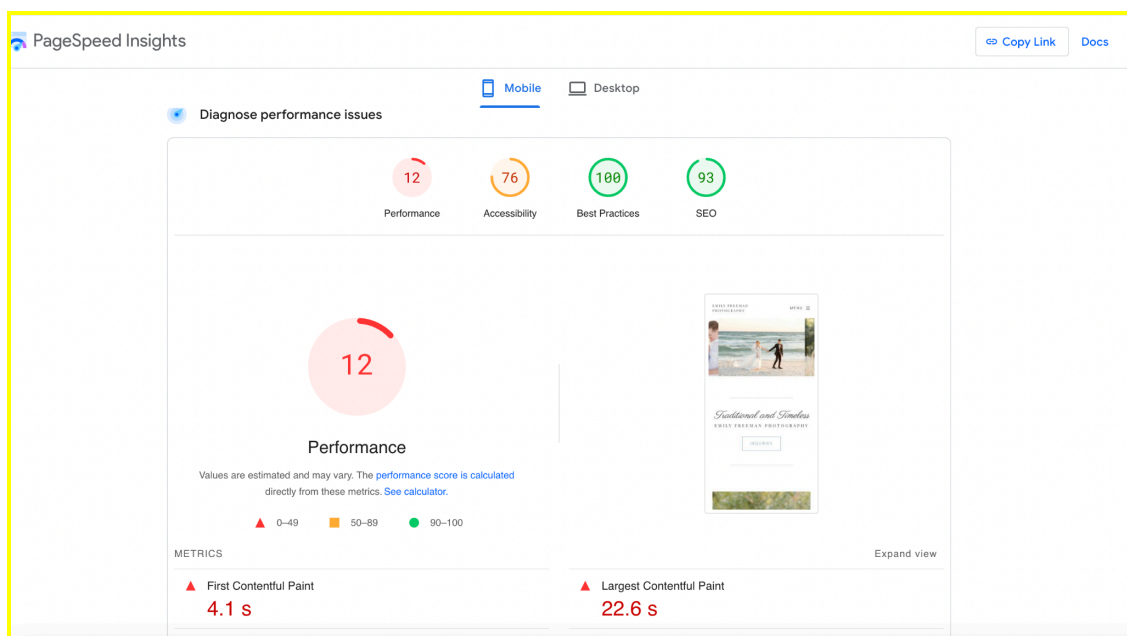
H3- Book Expert Family Photo Sessions

# Technical SEO

## Site Speed Analysis:

It's important because the faster the site speed is, the easier it's going to be to create a conversion, and make sure that visitors have an easier way engaging with the site. It reduces the bounce rate and increases user satisfaction. A fast-loading website is a page load time of 3 seconds or less. Also, the speed is a ranking factor, so the faster the speed the more chances that google will prioritize our website vs ones that are slower.

## Inserted Screenshot from [Page Speed Insights](#) results:



## Issues noted:

-Page Speed Insights indicates that the website has a **low** site speed and needs to be improved by avoiding large layout shifts. A layout shift can lead to users clicking the wrong button. It leads to a poor user experience and can potentially cause visitors to bounce off your site

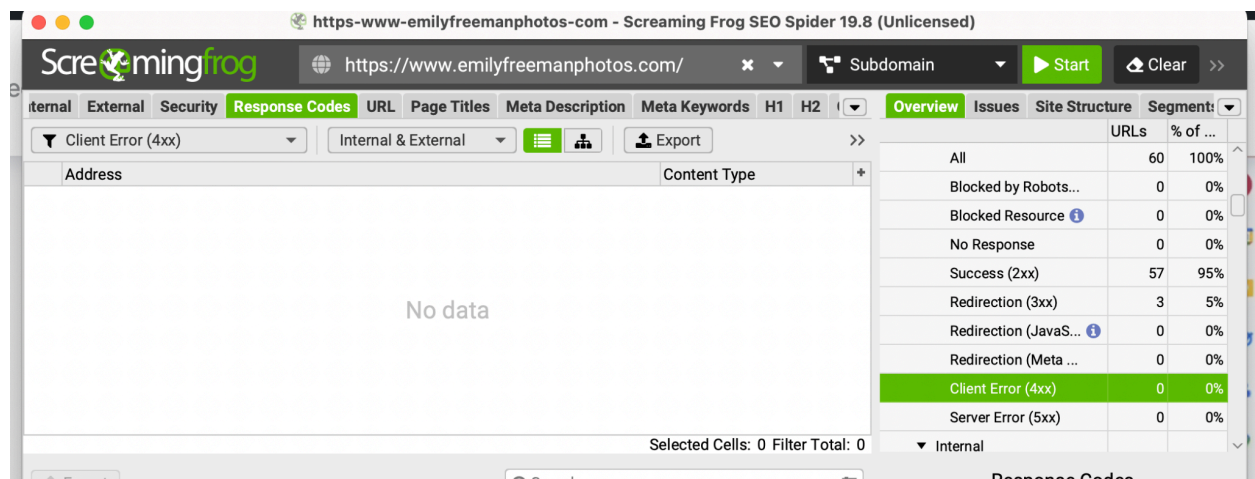
### **Solution:**

To reduce the initial large layout shifts - You can specify the image and video dimensions by adding height and width attributes to the page's back-end.

### **404 pages or Broken Links**

A broken link is a hyperlink that points to a page or resource that does not exist. Sometimes, these linked pages were deleted or moved without a redirection set up. And it decreases the potential to rank for targeted keywords.

**Inserted Screenshot from Screaming Frog showing if there are any 404 errors:**



### **Issues noted:**

-No broken links exist on the site.

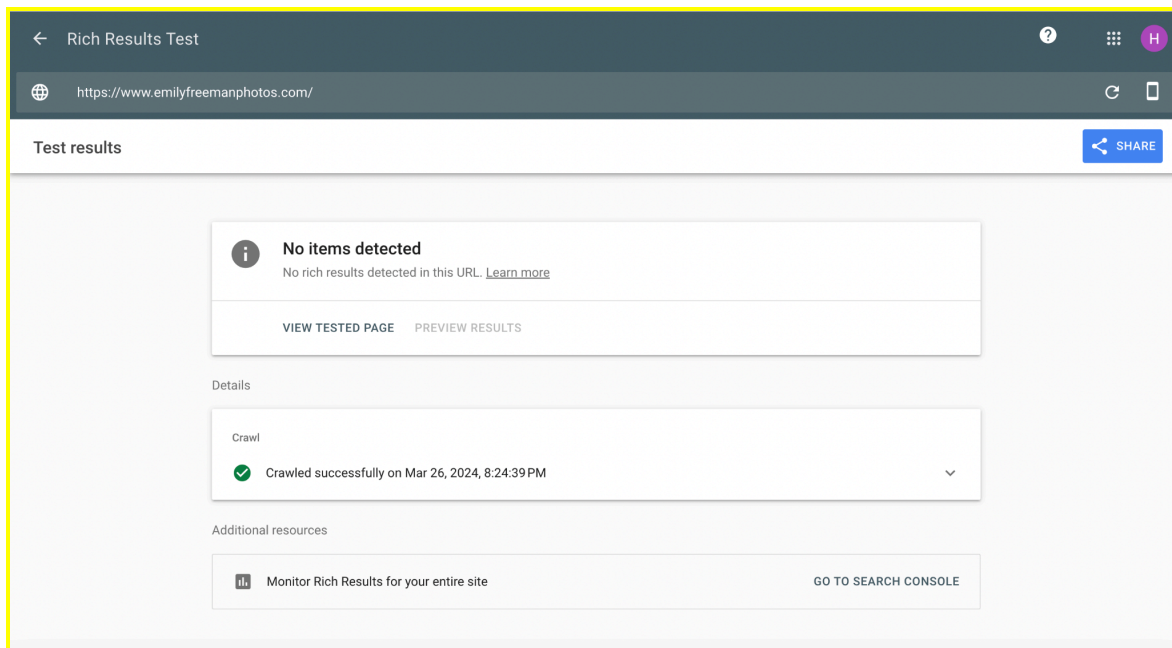
### **Solution:**

-To resolve a 404 in the future, determine if the link needs to exist anymore on the site or has any potential for traffic. Check the inlinks in screaming frog and remove the broken link from the site and de-indexed from the SERP.

## Schema Markup:

Schema markup is a type of code or HTML code that the business has added to a certain website. What that does is just provides additional concept about what the page is about and any features that we could have showing or displaying on the SERP.

[Inserted Screenshot from [Rich Results Test](#)]



## Issues noted:

Schema markup types do not exist.

## Solution:

There are no Schema markups on the website. However, By adding one it will help the search engines understand the information on a page., improve the chances of this business appearing within the SERP, which can earn a page more clicks. You can see that, unlike the words on a page, schema is a form of structured data.

From all of the options that are available , one of the more beneficial schema markups for this business would be Rating/Review. That way we can increase online visibility, build trust, and attract more attention to your SERP listing.

## Competitive Analysis

By doing a quick search on Google for the keyword [**Pensaocola Photographers**] here is [EMILY FREEMAN PHOTOGRAPHY]'s top competitor for this term.

[**LINDSEY FRIAR PHOTOGRAPHY**]

Here is how [EMILY FREEMAN PHOTOGRAPHY] compares to their competitor [LINDSEY FRIAR PHOTOGRAPHY]

### EMILY FREEMAN PHOTOGRAPHY

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
4	3	2	--

### LINDSEY FRIAR PHOTOGRAPHY

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
14	99	77	--

**Domain Authority:** It is used to measure the overall strength and credibility of a domain in relation to its ability to rank well in search engine results pages (SERPs). Domain Authority is calculated based on various factors such as the quality and quantity of inbound links (backlinks) pointing to the domain

**Solution:** EMILY FREEMAN PHOTOGRAPHY has a lower DA score than its competitor, however, updating its overall site structure, and content quality will improve their Domain Authority.

**Linking Root Domains:** Linking Root Domains simply refers to the number of unique websites that link back to your website. It's like counting how many different friends mention you in their conversations, rather than how many times they mention you overall.

**Solution:** Emily Freeman photography has less links compared to her competitors therefore, Contributing guest posts to reputable websites in your niche by gaining backlinks. Here is an example of competitors that have more domain authority.

<https://annmangumphotography.com/> and <https://www.lindseyfriar.com/>

(The reason why we are getting links from the same niche is because it increases that site's relevancy within the photography community, reaches a wider audience, and earns valuable backlinks to your website. With this, it'll be easier for Google to rank it for photography terms.)

**Ranking Keywords:** Ranking keywords are specific words or phrases that a website aims to appear for in search engine results pages (SERPs). When users enter these keywords into a search engine, the goal is for the website to rank highly, ideally on the first page of results.

**Solution:** Optimize website's pages for the target keywords by incorporating them into key on-page elements such as titles, meta descriptions, headings, and body content.

### Summary:

1. Every service has its own landing page (which is very good) however, implementing a keyword research within the copy of every page would help with optimization.
2. The site speed seems like it needs more attention since the score showed up very low

Making the changes above can help your business improve its traffic, conversion rate, and bottom line.