

SEO AUDIT

WEBSITE NAME : FREE FILTERING

WEBSITE DOMAIN URL: <https://freefiltering.org/>

SEO AUDIT DATE: January 10, 2023

NOTE: This is an initial audit because I don't have access to Google Search Console and Google Analytics to see some details.

SEO AUDIT TABLE OF CONTENTS

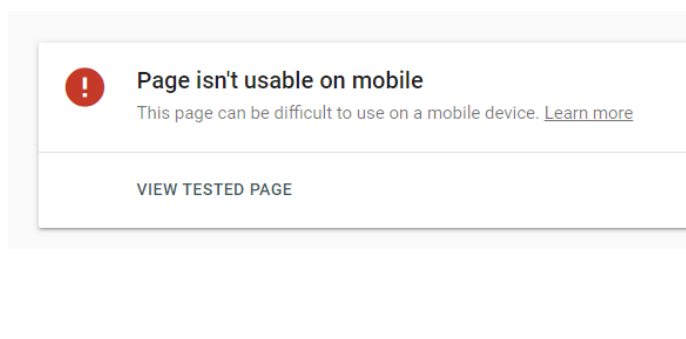
- 1) [Mobile Friendliness](#)
- 2) [Multiple versions of the site.](#)
- 3) [Website loading speed.](#)
- 4) [Zombie Pages](#)
- 5) [Indexing Problems](#)
- 6) [Organic Search Traffic](#)
- 7) [On-Page Fundamentals](#)
- 8) [Keyword Rankings](#)
- 9) [Backlinks](#)
- 10) [Broken Links](#)
- 11) [Competitive Analysis](#)

- 12) [Opportunities to improve site content](#)
- 13) [UX Signals and Search Intent](#)
- 14) [Website Architecture](#)
- 15) [Featured Snippet opportunities](#)

1) MOBILE FRIENDLINESS

[>>>Back to the table of contents](#)

- Google started using their Mobile-First Algorithm.
- 60% of Google searches come from mobile devices.

	<p>NOTE:</p> <p>Text too small to read A significant portion of the text on the page is too small relative to the width of the page. This makes the text hard to read on a mobile device. Look at the test screenshot for your device to try to identify the problematic text.</p> <p>Content wider than screen Horizontal scrolling is necessary to see words and images on the page. This happens when pages use absolute values in CSS declarations, or use</p>
--	--

Why it's not usable

- ❗ Clickable elements too close together
- ❗ Content wider than screen

images designed to look best at a specific browser width (such as 980px).

2) MULTIPLE VERSIONS OF THE SITE

[>>>Back to the table of contents](#)

- Unless these 4 different versions of the homepage URL are redirected properly, Google will consider them completely separate websites.

1. <http://freefiltering.org>
<https://freefiltering.org>
<http://www.freefiltering.org>
<https://www.freefiltering.org>

NOTE:

They should all redirect to one URL. If not, set up 301 redirects to avoid duplicate content problems.

RESULT:

They all redirect to one URL . Good

3) WEBSITE LOADING SPEED

[>>>Back to the table of contents](#)

Faster loading speeds help with search rankings.

The image displays two screenshots of Google PageSpeed Insights, comparing performance metrics for Mobile and Desktop. The Mobile view shows a 'Failed' Core Web Vitals assessment, while the Desktop view shows a 'Good' assessment. The metrics are as follows:

Metric	Mobile	Desktop
Largest Contentful Paint (LCP)	5.9 s	7 s
First Input Delay (FID)	22 ms	4 ms
Cumulative Layout Shift (CLS)	0.12	0.18
First Contentful Paint (FCP)	4.7 s	5.1 s
Interaction to Next Paint (INP)	394 ms	240 ms
Time to First Byte (TTFB)	2.8 s	2.8 s

NOTE:
Clean up your site's HTML code with the issues on the left

Make sure to also test popular pages from your site, like blog posts, service pages, and category pages.

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

Performance Summary

Opportunities & Experiments NEW [Explore All](#)

Is it Quick? Needs Improvement.

This site was very slow to connect and deliver initial code. It began rendering content with considerable delay. The largest contentful paint time was slower than ideal.



Is it Usable? Needs Improvement.

This site had minor layout shifts. It took a long time to become interactive. It had 4 accessibility issues, 1 critical. 45.39% of HTML was generated client-side, delaying usability.



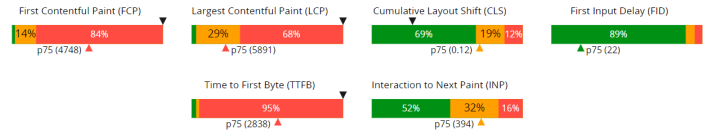
Is it Resilient? Not bad...

This site had many render-blocking 3rd party requests. It had no security issues detected. Dependence on client-generated HTML risks fragility.



Real User Measurements (Collected anonymously by Chrome browser via Chrome User Experience Report, between December 12, 2022 and January 8, 2023)

Key: WPT's Metrics for comparison: [First View](#)



GTmetrix Grade	Performance	Structure	LCP	TBT	CLS
E	55%	51%	4.2s	41ms	0.08

Summary Performance Structure Waterfall Video History



Top Issues

All FCP LCP TBT CLS These audits are identified as the top issues impacting your performance

IMPACT	AUDIT
High	Eliminate render-blocking resources FCP LCP
High	Reduce initial server response time FCP LCP
Med-High	Combine images using CSS sprites FCP LCP
Med	Avoid enormous network payloads LCP
Med	Serve static assets with an efficient cache policy

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

[See all Structure audits](#)

4) ZOMBIE PAGES

[>>>Back to the table of contents](#)

- These are pages that don't have value and can be deleted. (Like archive pages, category and tag pages, search result pages, etc.)

You can find Zombie Pages through Google Search Console

Here are the most common types of Zombie Pages:

- Archive pages
- Category and tag pages (WordPress)
- Search result pages

NOTE:

Deleting or noindexing Zombie Pages can improve your crawl rate and rankings.

You can use your Google search Console. You will find the tools that will allow you to detect pages with low or decreasing performance.

The “performance” tab (+ new + page), very easy to use (especially if your site is only a few pages long), will allow you to compare the

- Old press releases
- Boilerplate content
- Thin content (<50 words)

evolution over time of traffic on each of your pages and thus detect those that are experiencing a sharp drop in traffic.

The “**excluded**” tab (+ coverage + excluded) will allow you to analyze two types of zombie pages:

Once your zombie pages have been deleted, don't forget to redirect (301) the URLs of these pages to the pillar pages of the appropriate category or to other pages that deal with a similar theme.

5) INDEXING PROBLEMS

[>>>Back to the table of contents](#)

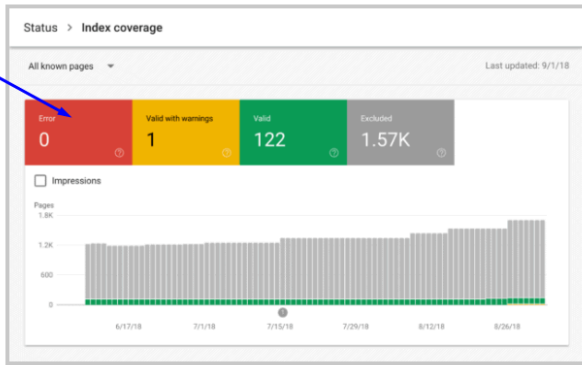
- Find web pages that Google isn't indexing.

Go to Google Search COnsole and go to Index Coverage.
The goal is 0 Error, meaning all the desired pages are indexed by Google

See sample below:

NOTE:

Make sure any noindexed pages are blocked on purpose.



6) ORGANIC SEARCH TRAFFIC

[>>>Back to the table of contents](#)

- See how much organic traffic you're getting.

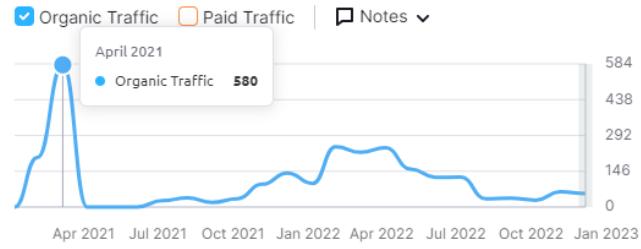
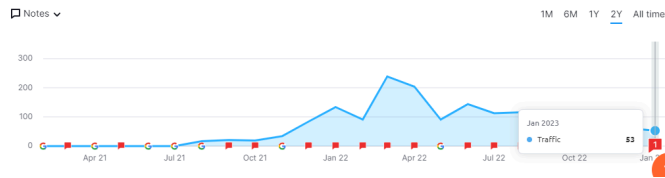
NOTE

You can see more the specified details through your Google Analytics/
 Look at the site's organic search traffic in Google Analytics. (Acquisition
 >> All Traffic >> Channels >> Organic Search)

If your organic traffic is flat (or declining), **no worries**.

Keywords 120 -1.64% Traffic 53 -14.52% Traffic Cost \$73 -0.41% Branded Traffic 0 0.0% Non-Branded Traffic 53 -14.52%

Estimated Traffic Trend



If using Semrush

The goal in this step is just to establish benchmarks.

Things should start to improve once we finish this SEO audit and improve.

7) ON PAGE FUNDAMENTALS

[>>>Back to the table of contents](#)

		Current Observations	Suggestions
Keyword in title H1	<input type="checkbox"/>	No keyword/s	Add H1s
Meta title optimized	<input type="checkbox"/>	Not so optimized	Need to Improve
Meta description optimized	<input type="checkbox"/>	The description meta tag is empty	The description meta tag is empty
Page organized with H2s, H3s, bullets, lists	<input type="checkbox"/>	Lack of H2, H3 and Bullet Points	Need to put H2 and H3 , Bullet points
Keyword in H2s	<input type="checkbox"/>	Lack of H2	Add H2s
Images to break up text	<input type="checkbox"/>	No Images on texts	Add more images content in between texts
Keyword in image filename and alt text	<input type="checkbox"/>	No keyword on images and alt text	Add keywords on the Alt text
Images compressed/sized	<input checked="" type="checkbox"/>	Images are less than 132kb	image file size (132KB or lower image file size is recommended file
Information accurate, quality, up to date	<input checked="" type="checkbox"/>	Some contents are detected copied/plag	Need to increase more quality contents
Has backlinks	<input checked="" type="checkbox"/>	8K Backlinks but 25 DR	Need to have acquire more and quality backlinks
No broken links (404 Pages)	<input type="checkbox"/>	1 Broken Link Detected	Must remove or redirect
Linked to from other relevant pages	<input checked="" type="checkbox"/>	Has connection with other sites	Need to improve
Internal Links	<input type="checkbox"/>	24 links detected	Need to add more internal links for the user to make your site very
Geotagged Imgs	<input type="checkbox"/>	Slide images	The slide images are not geo tagged
0% Plagiarized Contents	<input type="checkbox"/>	detected 85% plagiarized, copied content	We need to have 0% plagiarism on the content of the pages

8) KEYWORD RANKINGS

[>>>Back to the table of contents](#)

- In addition to traffic data in Google Analytics, monitoring keyword rankings is a great way to see progress.

Organic Search Positions 1 - 100 (120) + Add to keyword list Manage columns 13/16 Export

Keyword	Intent	SF	Pos.	D...	Traf...	T...	Vo...	K...	CP...	URL
> <input type="checkbox"/> www.free porn >>	N	☆	* → 58	new	0	< 0.01	8.1K	36	1.8	freefiltering...
> <input type="checkbox"/> free internet porn >>	C	☆	66 → 66	0	0	< 0.01	2.4K	25	1.2	freefiltering...
> <input type="checkbox"/> www free porn >>	N	☆	67 → 67	0	0	< 0.01	1.9K	23	1.8	freefiltering...
> <input type="checkbox"/> free porn blocker >>	C	☆ ±2	16 → 11	↑ 5	19	35.84	1K	50	1.1	freefiltering...
> <input type="checkbox"/> arris sbg7600ac2 >>	I T	☆ ±5	61 → 61	0	0	< 0.01	880	38	1.7	help.freefit...
> <input type="checkbox"/> sbg7600ac2 >>	I T	☆ ±3	58 → 58	0	0	< 0.01	720	36	1.4	help.freefit...
> <input type="checkbox"/> porn blocker free >>	C	☆ ±5	16 → 16	0	3	5.66	720	50	1.1	freef...

Note:

We can see some keywords here on the left that people are typing in search query (that also bring some traffic on our site) but seem irrelevant like www. Free porn and free internet porn

Organic Research

Top Organic Keywords 122

Keyword	Intent	Pos.	Volume	CPC (U...	Traff...
free filtering >>	C	1	70	0.61	43.58
free christian i... >>	C	4	110	1.76	17.94
free porn bloc... >>	C	16	1K	1.06	12.82
porn blocker f... >>	C	16	720	1.06	7.69
pomblocker fr... >>	C	12	210	1.06	5.12

-on the left are the top organic keywords (but t the intent is more of "FREE"

-You can access here the Keyword Research that we have tackled last time

CLICK HERE TO ACCESS THE SHEET:
<https://docs.google.com/spreadsheets/d/1hf1>

KEYWORD RESEARCH (FREE FILTERING) ☆ 📄 🌐

File Edit View Insert Format Data Tools Extensions Help Last edit was 2 minutes ago

100% \$ % ,0_ .00 123 Arial 11 B I U A

14:14 porn blockers

	A	B	C	D	E	F	G
1					* Less than 50 KD is ideal		TOP DOM
2	Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL
3	porn blocking	1	1	1000	44	1.56	anny.com/fe
4	porn blockers	1	1	880	44	1.56	anny.com/fe
5	porn blocker app	1	11	1000	43	1.75	anny.com/fe
6	best porn blocker	1	1	590	33	1.99	anny.com/fe
7	porn filter	1	1	590	49	1.68	anny.com/fe
8	porn blocker	3	4	5400	37	1.56	anny.com/fe
9	porn block	5	5	3600	51	2.31	anny.com/fe
10	block porn	7	7	1300	52	1.56	anny.com/fe
11	pornblocker	7	7	1000	49	1.56	anny.com/fe
12	free porn blocker	3	3	1000	53	1.06	https://ther
13	porn filter	5	5	590	49	1.68	https://ther
14	porn blockers	12	12	880	44	1.56	https://ther
15	porn filter	4	4	590	49	1.68	https://www
16	porn blocker free	5	5	720	50	1.06	https://www

+ ☰ PORN BLOCKER FREE PORN SITE BLOCKER FREE PORN BLOCKER SWEETSPOT KE

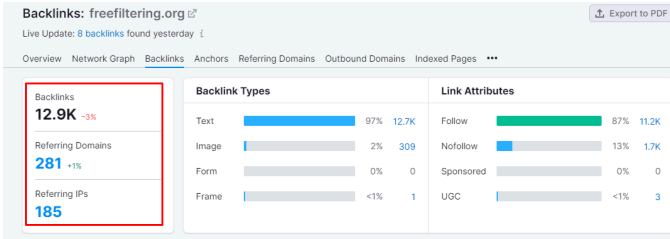
[AfR3Zt_1wyOltb72HdClmOhuCrMbnY__xpt](#)
[GeP-E/edit?usp=sharing](#)

9) BACKLINKS

[>>>Back to the table of contents](#)

Backlinks are very REALLY important.

Backlinks correlate with rankings **more than any other factor.**



-As of January 11, 2023, you have 12.9K Backlinks ; 281 Referring Domains and 185 referring IPs; 11.2 K Follow ; 1.7k NoFollow

Backlinks - A backlink is when one website links to your site usually because they found your site very helpful and valuable to their audience.

Referring Domains - are websites linking to you from which the target website or web page has one or more backlinks.

Referring IP- refers to an IP address which hosts at least one website that contains a link to the given target URL or Domain. Many domains, (websites), can be hosted on one IP address.

Follow Link - Follow links are links that count as points, pushing SEO link juice and boosting the page rank of the linked-to sites, helping them go higher in the SERPs as a result.

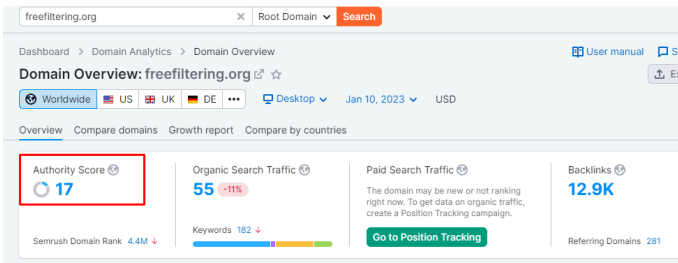
NoFollow Link- These links do not influence the search engine rankings of the destination URL because Google does not transfer PageRank or anchor text across them. In fact, Google doesn't even crawl nofollowed links.

I stand corrected about NoFollow Link

Just because they don't provide SEO link value doesn't mean no follow links are worthless. No follow links still provide valuable referral traffic. A well-placed blog comment or a relevant forum post, no follow or not, **can send a huge amount of traffic to your site, which then can funnel down to leads and conversions!**

-The authority score is 17.

Authority Score is the compound domain score that grades the overall quality of a website or a webpage. It tells you how much authority your site has... based on a combination of the quantity AND quality of your backlinks.



Anchor Text	Backlinks	Domains	First Seen	Last Seen
https://freefiltering.org/community/topic/mode...	23	1	Sep 24, 2022	2d ago
https://freefiltering.org/community/topic/canon...	22	1	Oct 11, 2022	2d ago
https://freefiltering.org/community/topic/sony...	22	1	Sep 22, 2022	2d ago
how to build a lego spaceship instructions	21	4	Sep 26, 2022	Dec 6, 2022
mytee lite 8070 parts handling	21	12	Oct 25, 2022	3d ago
https://www.freefiltering.org	20	9	Jan 10, 2022	14h ago
https://freefiltering.org/community/topic/netge...	20	1	Nov 18, 2022	Jan 8, 2023
https://freefiltering.org/community/topic/toyot...	20	1	Sep 23, 2022	3d ago
https://freefiltering.org/community/topic/whirt...	20	1	Sep 23, 2022	8h ago
https://freefiltering.org/community/topic/renau...	19	1	Oct 11, 2022	5d ago
https://freefiltering.org/community/topic/honda...	19	1	Sep 23, 2022	5d ago
https://freefiltering.org/?q=https%3A%2F%2Ffreefiltering.org%2F&searchType=domain&filter=%2B%7Canchor%7C%5C%7C%20how%20to%20build%20a%20lego%20spaceship%20instructions			Oct 8, 2022	Dec 7, 2022

-There are sites that are spammy that are linking to your site with the anchor text

Backlinks 1 - 10 (10)

All Active New Lost Time period All Follow Nofollow Sponsored UGC Links per ref. domain All 1 3 10

Link pla... Ref. page ... Ref. page L... Mobile frien... Filter by title or URL Advanced filters

Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen
0	icom ic228h service manual - Ind... indiewritersupport.com/photo/lab ums/icom-ic228h-service-manual EN	471	166	Technics sa r177 s manuale freefiltering.org/community/topi c/technics-sa-r177-s-manuale/	Dec 10, 2022	Dec 10, 2022
0	Science fair manual - Inflatable A... inflatableanime.ning.com/photo/al bums/science-fair-manual EN	8	94	Technics sa r177 s manuale freefiltering.org/community/topi c/technics-sa-r177-s-manuale/	12d ago	12d ago
0	2000 polaris sportsman 400 man... www.cbabaseball.org/photo/albu ms/2000-polaris-sportsman-400- manuale EN	18	75	Technics sa r177 s manuale freefiltering.org/community/topi c/technics-sa-r177-s-manuale/	Dec 7, 2022	Dec 7, 2022

-These are sample sites that link to you and seems spammy.

-This is a real site that links to you and seems spammy.

-This is a sample of a toxic link domain that can hurt your site.

-As a result, **they can and will hurt your SEO if there are enough of them**, so it's essential to know how to spot them and understand what to do if you find you have them.



Solution:

- 1) You can request the spam web owner to remove your site on their hyperlink on anchor text from their page. But the chances of getting a low-quality backlink removed by asking the offending webmaster nicely are close to zero
- 2) The other solution is , **Create and Submit a Disavow File to Google.**

Pro Tip: Spammy links are a normal part of any link profile. So don't stress if you see a few black hat links.

10) BROKEN LINKS

[>>>Back to the table of contents](#)

Broken links are bad for user experience which CAN hurt SEO.

These are 404 errors in Google Search Console's Index Coverage report.

-Look for 404 errors in Google Search Console's [Index Coverage report](#). There will probably be some, which is fine. But if any important pages have errors, you should fix the problems.

-Good! There are no broken links. It is good for user experience because all of your pages are not broken (no 404 eros)

1

Enter your URL (e.g. www.example.com) - by doing so you agree to these [Terms](#)

2

Security code



[Generate new code](#)

- Report distinct broken links only
- Report all occurrences of each dead link (*may be slower*)

[Find broken links now!](#)

To see t

Status

COMPLETED!

Processed 9 web pages, found 0 broken links

11) COMPETITIVE ANALYSIS

[>>>Back to the table of contents](#)

It helps what keywords you can also use on some contents on your page

-These are the top competitors.

Organic Competitors 1 - 100 (150)

Domain	Com. Level	Common Keywords	SE Keywords	Traffic
befreeinchrist.com	33%	7	18	3
theoutletonline.com	31%	7	43	27
truevine.net	30%	11	578	606
blessedhopebaptistchurch.net	21%	5	77	251
faithsaves.net	17%	10	1.3K	157
theredbrickchurch.org	16%	9	851	538
safernetvpn.com	14%	8	281	186
practicalchristianhelp.com	13%	3	216	8
brccva.org	11%	4	310	173

*If websites have a large number of common keywords, they can be considered competitors.

Organic Research

Top Organic Keywords 18

Keyword	Intent	Pos.	Volume	CPC (U...)	Traff...
free christian i... >>	C	6	110	1.76	100.00
christian help ... >>	C	91	30	2.00	0.00
anthem john p... >>	I	61	30	0.00	0.00
30 day prayer... >>	I	75	20	2.86	0.00
free porn bloc... >>	C	64	20	1.75	0.00

-These are the top organic keywords by the top competitor befreeinchrist.com

-If your competitors rank for these keywords, you have a good chance to rank for them too.

12) OPPORTUNITIES TO IMPROVE SITE CONTENT

[>>>Back to the table of contents](#)

1. Site content can be spruced up with modern copywriting practices. Which can help reduce bounce rates, increase dwell time and improve rankings.

That means these can help:

- A) Very short introductions.
- B) Small paragraphs.
- C) Lots of subheaders.
- D) Visuals, images and video.

13) UX SIGNALS AND SEARCH CONTENT

[>>>Back to the table of contents](#)

UX signals are behavioral patterns measured by Google to determine a user's experience on your site. Two of the most crucial of these behavioral metrics are click through rate (**CTR**), and **bounce rate**.

You can analyze your CTR on **Google Search Console** and Bounce Rate to **Google Analytics**

Goal is increase CTR and Lower the Bounce Rate

Some Important Tips to Improve CTR and Lower Bounce Rate

Does the site provide what searchers are looking for?

Is its content up to date? Well designed?

Is it presented the way Google wants for the keywords it's targeting?

(Check by making a Google search for those keywords. If the top results all use one format or style of article, that's what Google wants.)

14) WEBSITE ARCHITECTURE

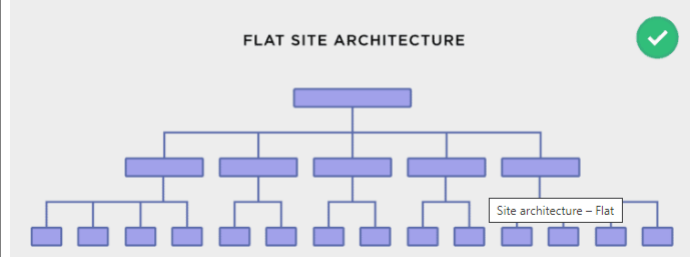
[>>>Back to the table of contents](#)

Website architecture is REALLY important for SEO.

It's how the pages on your site are organized.

NOTE:

We must want to have the website to be in Flat Structure for it helps search engines find and index all of your pages and to tell Google which pages are important.



-And Yes, Free Filtering has a good site architecture. See the left



15) FEATURED SNIPPET OPPORTUNITIES

[>>>Back to the table of contents](#)

Featured snippets come from web search listings. Google's automated systems determine whether a page would make a good featured snippet to highlight for a specific search request.

Here are the 5 main things that are needed:

- a. Mobile-optimized content
- b. HTTPS installed
- c. Lots of headers (H2 and H3 tags)
- d. Short answers to questions (42 words)
- e. Links out to authority resources