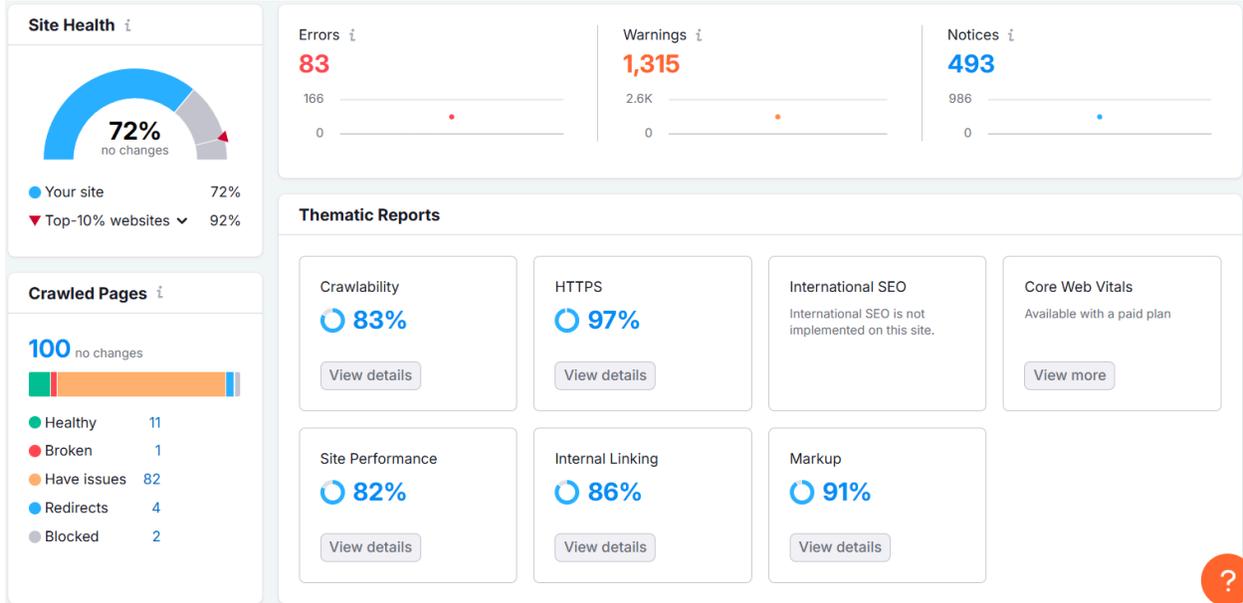# WE HIKE TO HEAL

Site Audit for [WeHikeToHeal](#)

Technical SEO
Keyword Analysis
On-page SEO
Content Analysis
Competitive Analysis

Technical SEO

Site Health ⓘ

72% no changes

- Your site — 72%
- ▼ Top-10% websites ⌄ — 92%

Errors ⓘ
83
166
0

Warnings ⓘ
1,315
2.6K
0

Notices ⓘ
493
986
0

Crawled Pages ⓘ

100 no changes

- ● Healthy — 11
- ● Broken — 1
- ● Have issues — 82
- ● Redirects — 4
- ● Blocked — 2

Thematic Reports

Crawlability
◐ **83%**
[View details]

HTTPS
◐ **97%**
[View details]

International SEO
International SEO is not implemented on this site.

Core Web Vitals
Available with a paid plan
[View more]

Site Performance
◐ **82%**
[View details]

Internal Linking
◐ **86%**
[View details]

Markup
◐ **91%**
[View details]

Crawlability and Indexability

Crawlability is the ability of a search engine to access a web page and crawl its content while indexability refers to the ability of a search engine to analyze the content it crawls to add to its index.

36 pages have been found to have slow page load speed and 1 page has a 404 response code.

Crawl Budget Waste ⓘ

Temporary redirects	0
Permanent redirects	4
Duplicate content	2
Canonical to another page	6
Large page size	0
Slow page (HTML) load speed	36
Blocked from crawling	2
4xx errors	1
5xx errors	0
Redirect chains and loops	0

HTTP Status Code

- ● 5xx — 0
- ● 4xx — 1
- ● 3xx — 4
- ● 2xx — 95
- ● 1xx — 0
- ● No code — 0

There were 7 errors, 10 warnings, and 8 notices found for WHTH.

Errors (7) *i*

36 pages have slow load speed Why and how to fix it | 36 new issues | Send to... ◉

34 structured data items are invalid Why and how to fix it | 34 new issues | Send to... ◉

6 issues with broken internal JavaScript and CSS files Why and how to fix it | 6 new issues | Send to... ◉

2 issues with duplicate title tags Why and how to fix it | 2 new issues | Send to... ◉

2 pages have duplicate content issues Why and how to fix it | 2 new issues | Send to... ◉

2 internal links are broken Why and how to fix it | 2 new issues | Send to... ◉

1 page returned a 4XX status code Why and how to fix it | 1 new issue | Send to... ◉

Warnings (10) *i*

792 issues with unminified JavaScript and CSS files Why and how to fix it | 792 new issues | Send to... ◉

164 links on HTTPS pages lead to HTTP page Why and how to fix it | 164 new issues | Send to... ◉

99 outgoing internal links contain nofollow attribute Why and how to fix it | 99 new issues | Send to... ◉

81 pages have low text-HTML ratio Why and how to fix it | 81 new issues | Send to... ◉

62 pages don't have meta descriptions Why and how to fix it | 62 new issues | Send to... ◉

52 pages use too many JavaScript and CSS files Why and how to fix it | 52 new issues | Send to... ◉

33 pages don't have an h1 heading Why and how to fix it | 33 new issues | Send to... ◉

19 pages have a low word count Why and how to fix it | 19 new issues | Send to... ◉

11 pages have too much text within the title tags Why and how to fix it | 11 new issues | Send to... ◉

2 issues with blocked internal resources in robots.txt Why and how to fix it | 2 new issues | Send to... ◉

Notices (8) *i*

246 URLs with a permanent redirect Why and how to fix it | 246 new issues | Send to... ◉

99 outgoing external links contain nofollow attributes Why and how to fix it | 99 new issues | Send to... ◉

71 resources are formatted as page link Why and how to fix it | 71 new issues | Send to... ◉

35 links have non-descriptive anchor text Why and how to fix it | 35 new issues | Send to... ◉

21 pages have only one incoming internal link Why and how to fix it | 21 new issues | Send to... ◉

16 links have no anchor text Why and how to fix it | 16 new issues | Send to... ◉

3 pages have more than one H1 tag Why and how to fix it | 3 new issues | Send to... ◉

2 pages are blocked from crawling Why and how to fix it | 2 new issues | Send to... ◉

Core Web Vitals

Core Web Vitals are a set of three metrics that measure the speed, interactivity, and visual stability of a webpage. They are a huge ranking factor that can also affect user experience.

Largest Contentful Paint (LCP) is the time it takes for a browser to load the largest block of content on your homepage. This should be *less or equal to 2.5 seconds.*

Total Blocking Time (TBT) is the total amount of time that the main thread of a webpage gets blocked due to long tasks, preventing it from responding to user interactions while processing the load. This should be *less than 200 milliseconds.*

Cumulative Layout Shift (or CLS) is a measure of how much a webpage unexpectedly shifts during its life. This should have a score of *less than 0.1.*
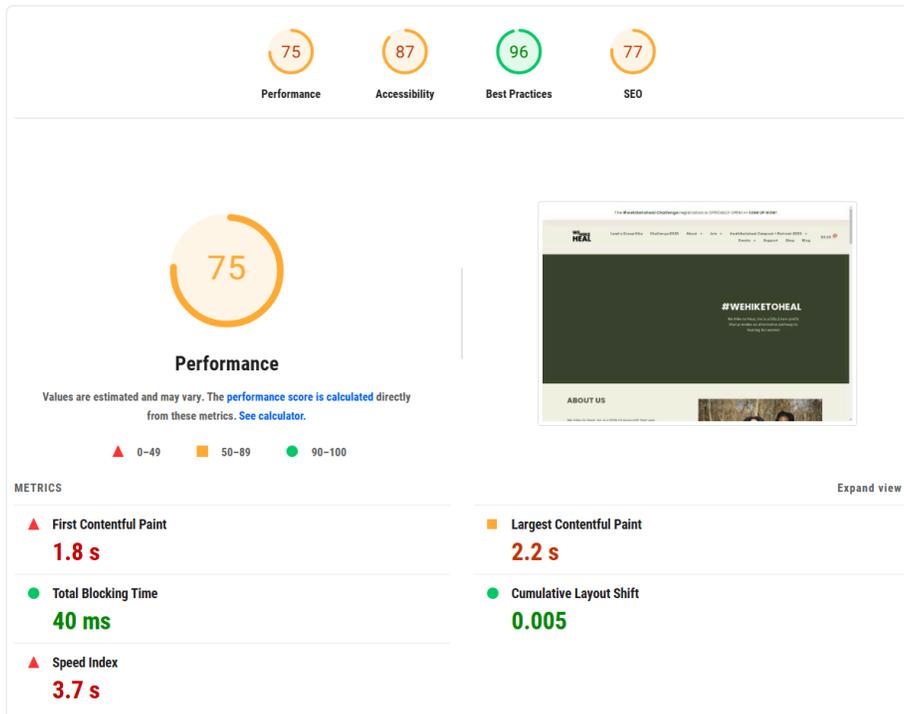
WHTH core web vitals need to be improved. This can be improved by reducing javascript execution time, minifying images, and more. Click here for full [mobile report](#) and [desktop report](#).

Site Architecture

Crawl Depth
Pages should not be more than 3 clicks deep. Too many pages buried in the architecture signals that there is unimportant or poor content within the site.

WHTH has excellent crawl depth with no pages being more than 3 clicks deep.

Pages Crawl Depth

100
pages

- ● 1 click   48%   48
- ● 2 clicks   41%   41
- ● 3 clicks   11%   11
- ● 4+ clicks   0%   0
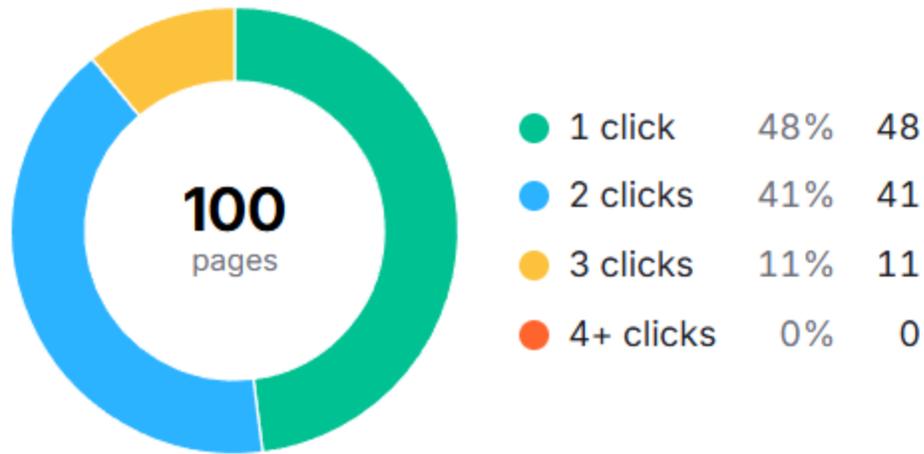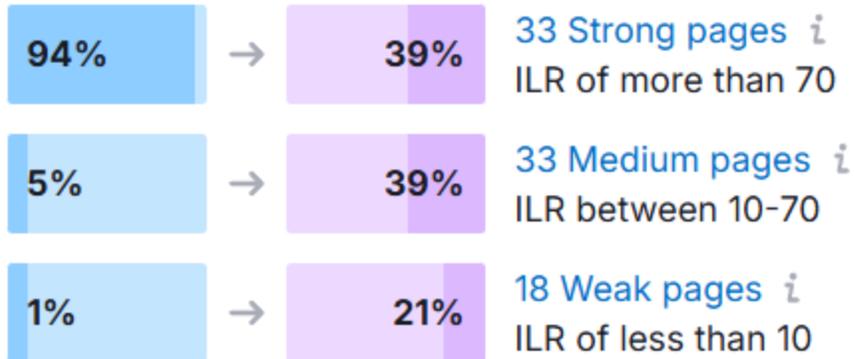
Internal Link Distribution

Internal linking tells search engines the relationship of web pages and which pages are the most important. Internal LinkRank (ILR) measures the link juice flow between your website's pages using a 100-point scale (from 0 to 100). If a page is linked by a large number of authoritative pages within your website, it will have a high LinkRank score.

There are 18 pages with weak ILR on the site. It's important to look through these pages and have important pages have more incoming internal links. Top level pages such as the home page should have more links pointing towards it. Have top level pages interlink with lower level pages.

Internal Link Distribution *i*

Links		Pages	
94%	→	**39%**	33 Strong pages *i* ILR of more than 70
5%	→	**39%**	33 Medium pages *i* ILR between 10-70
1%	→	**21%**	18 Weak pages *i* ILR of less than 10

← **https://wehiketoheal.org/** ⬈
Home - We Hike to Heal

Canonicalization	Incoming Internal Links	Outgoing Internal Links	Outgoing External Links	Markup	Structured data Items
Page links to itself	1 URL	34 links	14 links	4 types	4 items

Additionally, 2 pages have been found to have broken internal links and 99 pages have Nofollow attribute internal links. It is recommended to set internal links to Dofollow because Nofollow internal links interfere with link juice flow.

Internal Link Issues ⓘ

Errors

Broken internal links	Why and how to fix it	2 issues
Malformed links	Learn more	No issues

Warnings

Broken external links	Learn more	No issues
Too many on-page links	Learn more	No issues
Nofollow attributes in outgoing internal links	Why and how to fix it	99 issues
Too long link URLs	Learn more	No issues

Responsiveness

A responsive website enhances user experience by adapting to different screen sizes, ensuring easy navigation and faster load times. This aligns with Google's mobile-first indexing, leading to better SEO rankings.

WHTH is optimized for desktop and mobile, but not for tablets.

Structured Data

Structured data is code that helps search engines understand and categorize the content of web pages and improve indexability. This allows search engines to retrieve more informative results for users in the form of rich snippets, FAQ's, and other SERP features.

All pages with a 202 status code have been found to have at least one type of microdata. However, 34 structured data items (event markups) have invalid structured data.
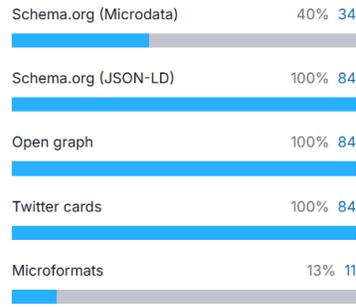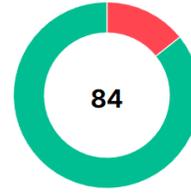
Pages with Markup ⓘ

84
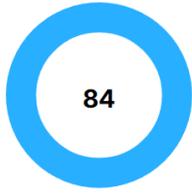
- 🔵 with markup   100%   84
- ⚪ no markup   0%   0

[View full report]

Pages by Markup Type ⓘ

Schema.org (Microdata)	40%	34
Schema.org (JSON-LD)	100%	84
Open graph	100%	84
Twitter cards	100%	84
Microformats	13%	11

Structured Data by Pages ⌄

84

- 🔴 Invalid structured data   15%   12
- 🟢 Valid structured data   85%   72
- ⚪ No structured data   0%   0

Structured Data Items ⓘ

Item	🔴 Invalid	🟢 Valid	Total amount
Event	34	108	
Breadcrumb	0	92	
Organization	0	91	
Sitelinks search box	0	84	
Article	0	9	
Product snippet	0	7	
Site names	0	2	

KW Analysis

Trend
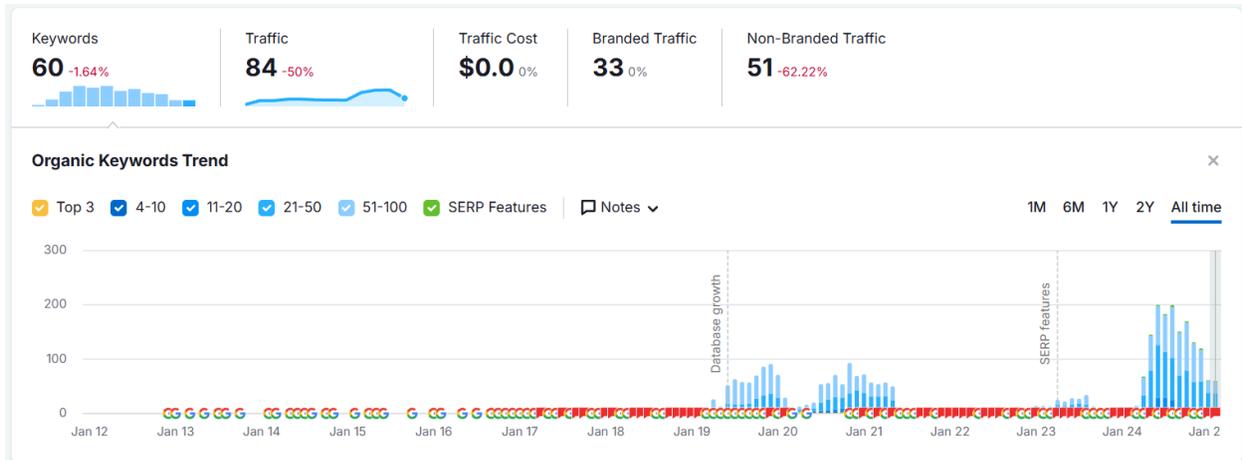
WHTH is currently ranking for 60 keywords, but has experienced a decrease in traffic.

Low-hanging fruit keywords

Keywords currently ranking in positions 2-15. These are the keywords and pages that require the least amount of resources to increase rank and organic traffic. Thus, focusing efforts on low-hanging fruit keywords first is the fastest way to increase rank and organic traffic.

WHTH has 2 low hanging fruit keywords, a branded keyword and the keyword "ladies hiking club fayetteville ga".

Existing KWs and Clustering Opportunity KWs

Keywords currently ranking from positions 16-50 and positions 51-100, respectively. These keywords and pages can be used to create content hubs. Content hubs help to establish topical authority, a site's perceived credibility about a certain topic.

WDC has 58 keywords ranking in positions 16-50 and 51-100 that could be used to make topic clusters.

On-page SEO

Value Proposition

A good value proposition should have keywords and communicate the intent of the organization and what makes them unique from competitors. A value proposition not only makes it clear to users what they offer, it is also an opportunity to give context to search engines as to what the site is trying to rank for.

The hero section talks about what WHTH offers as an organization. However, this can be improved by including keywords and being more descriptive about what the organization offers. Add CTAs.

Meta Tags
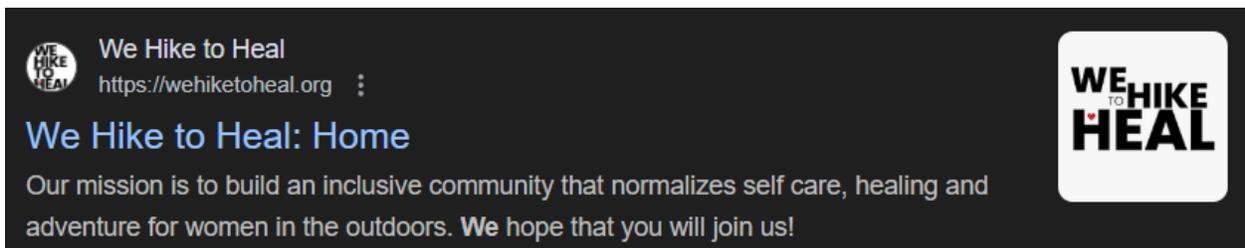
Title tags

Title tags are HTML elements that indicate the title of a web page. They help search engines understand the content of the page and its relevance to a search query. This also serves as the clickable link displayed in the SERP. It gives the user an idea as to what the website is about and influences click-through rate (CTR). Title tags should be between 51-60 characters in length to avoid being cut off in the SERP.

WDC has no missing title tags. However, the title tag could be improved by including keywords and maximizing the character limit so it takes up more space in the SERP. Additionally, make unique title tags for the pages with duplicate title tags.

▼ Page Titles		
All	90	100%
Missing	0	0%
Duplicate	3	3.33%
Over 60 Characters	24	26.67%
Below 30 Characters	17	18.89%
Over 561 Pixels	23	25.56%
Below 200 Pixels	3	3.33%
Same as H1	0	0%
Multiple	0	0%
Outside <head>	0	0%

Meta descriptions

Meta descriptions are another HTML component of web pages. It provides a summary of the contents of the web page, helping both the search engine and the users understand what the page is about. Meta descriptions appear beneath the title tag in the SERP and help persuade users to visit the website. Meta descriptions should be between 150-160 characters.

WHTH has 59 missing meta descriptions. Add meta descriptions to these pages. It is recommended to include the primary and latent semantic indexing (LSI) keywords (keywords that are related to the primary keyword) in the meta description and to maximize the character limit.

▼ Meta Description		
All	90	100%
Missing	59	65.56%
Duplicate	0	0%
Over 155 Characters	7	7.78%
Below 70 Characters	0	0%
Over 985 Pixels	8	8.89%
Below 400 Pixels	0	0%
Multiple	0	0%
Outside <head>	0	0%

Header tags

Header tags are HTML elements that are used to distinguish the headings from the subheadings and the rest of the content. Header tags organize the content of the website in a hierarchical manner. This improves the readability of the content for both search engines and users.

WHTH has 32 missing H1 tags. Assign H1 tags in these pages. Use primary keywords in the header tags. Additionally, make unique H1 tags for the 9 pages with duplicate H1 tags.

▼ H1		
All	90	100%
Missing	32	35.56%
Duplicate	9	10%
Over 70 Characters	5	5.56%
Multiple	3	3.33%
Alt Text in H1	0	0%
Non-Sequential	2	2.22%

Internal Links and Anchor Text

Search engines scan anchor texts because they provide context about the linked page. Hence, it is best to add keywords in the anchor text of links. Having a clear CTA also guides users and increases the likelihood that they will complete a desired action before leaving the site.

Include keywords in the anchor texts of internals. Example: Instead of "Learn More", use "Learn About WeHikeToHeal".

ABOUT US

We Hike to Heal, Inc is a 501(c)3 nonprofit that was established by the founders of the Outdoor Journal Tour in July of 2022.

Our mission is to build an inclusive community that normalizes self care, creates a sacred space for healing and adventure, and prioritizes the mental and emotional wellbeing of all women.

Because we believe that when women thrive, the world thrives.

Learn More

Copywriting

Long-form copy provides more opportunities to rank for relevant keywords and gives more context to search engines as to what the business is about.

There is no long-form copy on the site. Create long-form copy in the home page using the primary keyword and LSI keywords. Example: Talk about the struggles of women, how WeHikeToHeal has helped women, etc.

Site Navigation

It is best to have a dedicated page for every topic or keyword that an organization wants to rank for instead of having all the topics in one page. This makes it easier for search engines to determine the intent of each page and its relevance to search queries and allows the website to rank for different terms.

WHTH has a dedicated page for each of their events. However, consider having a static page going through the inclusions of a typical event. Additionally, categorize content pages and separate the blog content from news/announcements.

Content Analysis

Content analysis and strategy is done for *every page and keyword that you want to rank*. For a page to rank, it must match a keyword's search intent, contain better content, and/or possess higher page authority or backlinks in comparison to competitors in the SERP.

Keyword Cannibalization

Keyword cannibalization occurs when you have various blog posts or articles on your site that can rank for the same search query in Google. This happens when multiple pages on a site target the same keyword(s) and serve the same purpose. As a result, search engines can't discern which content to rank higher. You're "cannibalizing" your results by splitting CTR, links, content, and conversions between two pages that should be one.

WHTH does not have cannibalized keywords. Nevertheless, keyword cannibalization can be fixed by merging the content, using canonical tags, deindexing one page, or deoptimizing cannibal pages.

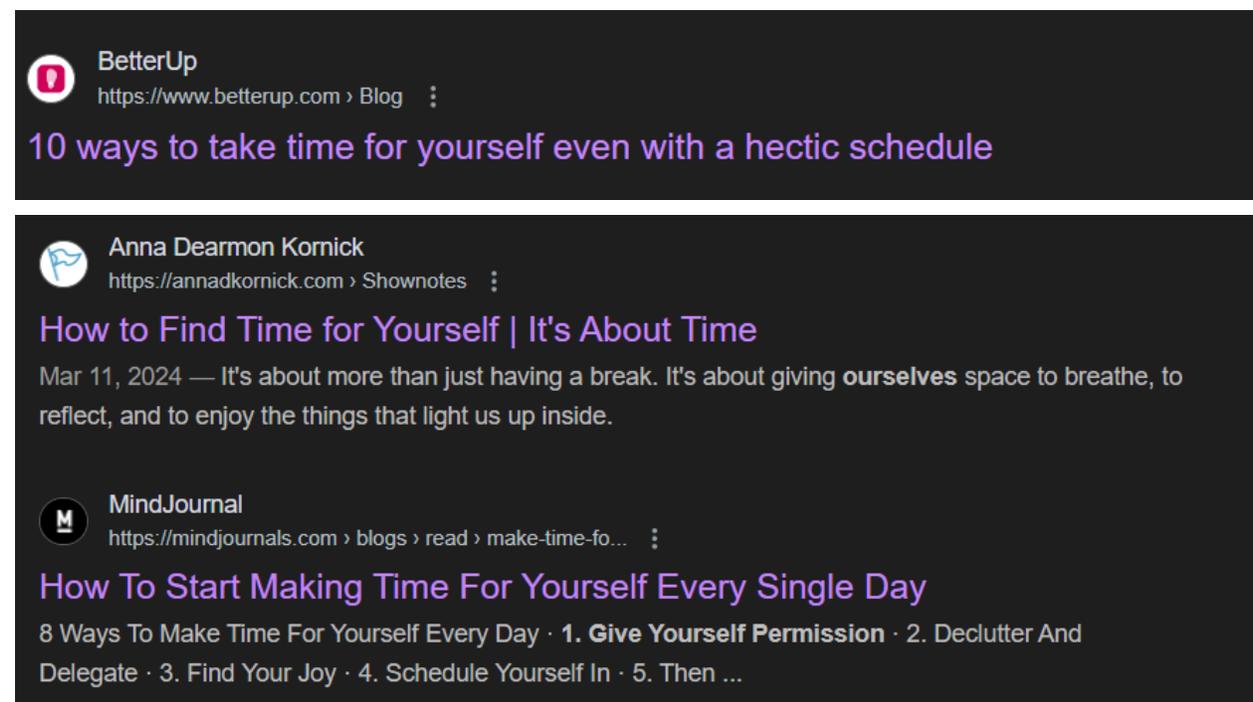For reference, here is the link to the page in this analysis:
[Finding Time for Yourself – A Guide for Corporate Baddies, Wives, and Moms](#)

Content Quality

Search Intent
For a page to rank, it must match what the user is looking for. The pages currently ranking in the first page of the SERP contain lists or a step-by-step process about the topic.

WHTH has the same type of content as the pages ranking in the first page. This indicates that the content matches with the search intent.

Readability
Readability is important for SEO because clear, easy-to-understand content keeps users engaged, reduces bounce rates, and helps search engines rank your pages higher.

The content has good structure. It uses short paragraphs, bullet points, and simple language. However, make sure to properly assign header tags to help search engines understand the hierarchy of the content.

Content Length

Generally, long-form content tends to be ranked higher because it increases dwell time, attracts more backlinks, and ranks for a wider range of keywords. Take note that content length still depends on search intent and SERP competition.

On average, the top 3 pages for the keyword "finding time for yourself" have an average word count of 2300. Aim to have a word count around this range.

We found **1432 words on https://wehiketoheal.org/2024/08/31/finding-time-for-yourself-a-guide-for-corporate-baddies-wives-and-moms/**

Multimedia

Multimedia enhances user engagement, and increases the likelihood of earning backlinks and showing up as rich snippets or featured results in the SERP.

There is only one image per article. Consider adding more multimedia content in the pages.

Internal and External Linking

Internal linking helps to keep users on the site and sends signals to Google that you provide a breadth of information about a certain topic.

WHTH has no internal linking in the content. Organize content into topic clusters. Topic clusters should have cluster pages that link up to a pillar page and vice versa. Consider adding in a table of contents that is anchored to different sections of the page and a read also section that links to other content pages in the site.

Outbound external links show Google that you care about quality and that you're producing fair, well-researched content. They are important for SEO because they help to build trust and authority with your audience by showing them that you have sources for your information.

WHTH has no external links in the content pointing to high domain authority sites.

Keyword Optimization

Primary KW should be in the URL, Title Tag, Meta Description, H1 Tag, first sentence, and last sentence of each page.

The primary keyword is present in the URL, Title Tag, Meta Description, H1 Tag, and in the first paragraph.

Latent Semantic Indexing (LSI) keywords are conceptually related terms that search engines use to deeply understand the content on a webpage.

The content uses related keywords such as: self-care, well-being, calm, peace, mindfulness, breaks, and etc.

Competitive Analysis

Backlink Profile
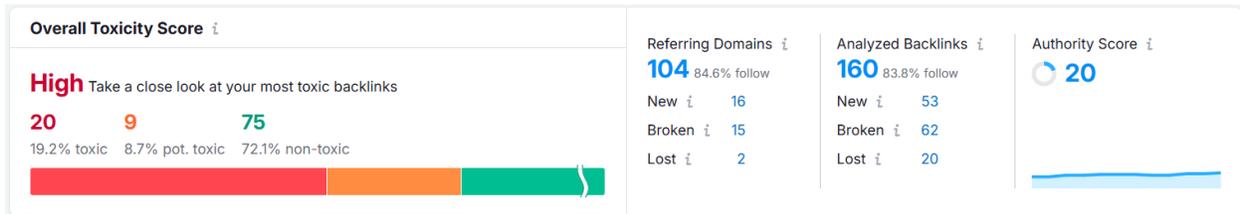
WHTH has 160 backlinks, 84% of which are dofollow, and 104 referring domains.

Toxic Links
Toxic links are links that have the potential to harm a website's ability to rank.

There are 20 toxic links for WHTH, most coming from low-quality directories. Reach out to owners of these sites to remove these links. Disavow links as a last resort.

Referring Domains and Anchor Text
The majority of referring domains have an authority score of 0-20 and are relevant to WHTH. Anchor texts are varied. These are all signs of white hat link building.

Backlinks by Anchor Type ⓘ

Money ⓘ	3.1%	5
Compound ⓘ	8.8%	14
Branded ⓘ	52.5%	84
Organic ⓘ	3.8%	6
Other ⓘ	25.6%	41
Naked ⓘ	3.1%	5
Empty ⓘ	3.1%	5

View full report

Top 100 Anchors ⓘ

All types | Money | Compound | Branded | ...

Anchor Text	Domains	Backlinks ⌄
wehiketoheal	27	32
wehiketoheal.org	22	22
We Hike to Heal	16	20
Outdoor Journal Tour	7	7
Empty Anchor	5	5
Website	3	4
www.wehiketoheal.org	3	4
Sign up for a hike	3	4
Summer Raffle	1	4
Join the Community	1	4
OUR NONPROFIT	1	4

Domain Authority

Domain Authority is a metric that estimates how likely a website is to appear in the SERP in comparison to competitors. The closer the authority score is to 100, the more likely it is to appear and rank higher in the SERP.

WHTH has an authority score of 20. Domain authority can primarily be improved by building a solid backlink profile and by improving the site structure and producing valuable content or increasing topical authority, which is authority gained from being known as an expert in one's niche.

Organic Competitors

The following are the top organic competitors for WHTH.

Organic Competitors 82

⬆ Export

Domain	Com. Level ⌄		Common Keywords	SE Keywords	Traffic	Costs	Paid Keywords
jesscrocker.com ⤴		39%	1	5	0	0	0
hikeandhealwellness.org ⤴		35%	1	19	0	0	0
cashmerecanyons.com ⤴		33%	4	54	33	0	0
hiketheworld.com ⤴		28%	1	9	0	0	0
elevatedteebox.com ⤴		13%	1	38	109	28	0
elevatedfit.org ⤴		12%	1	8	6	0	0
refugeewomensnetworkinc.org ⤴		6%	1	72	302	1.44K	0
traildames.com ⤴		5%	1	224	59	7	0
healedwomenheal.org ⤴		5%	1	29	72	27	0
juneallen.net ⤴		5%	1	96	15	1	0

The Competitive Positioning Map shows the strengths and weaknesses of a competitive domains' presence in organic search results. The larger the circle, the more visibility a domain has.

WHTH is ranking for more keywords than its competitors and has nearly the same visibility as one of its competitors.
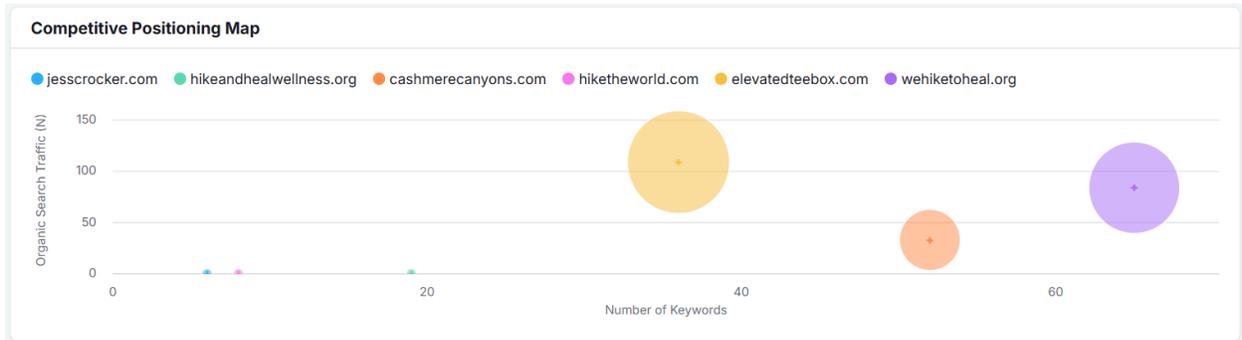
Backlink Gap

A backlink gap analysis reveals websites that link to your competitors but not to you, helping you acquire quality backlinks and strengthen domain authority.
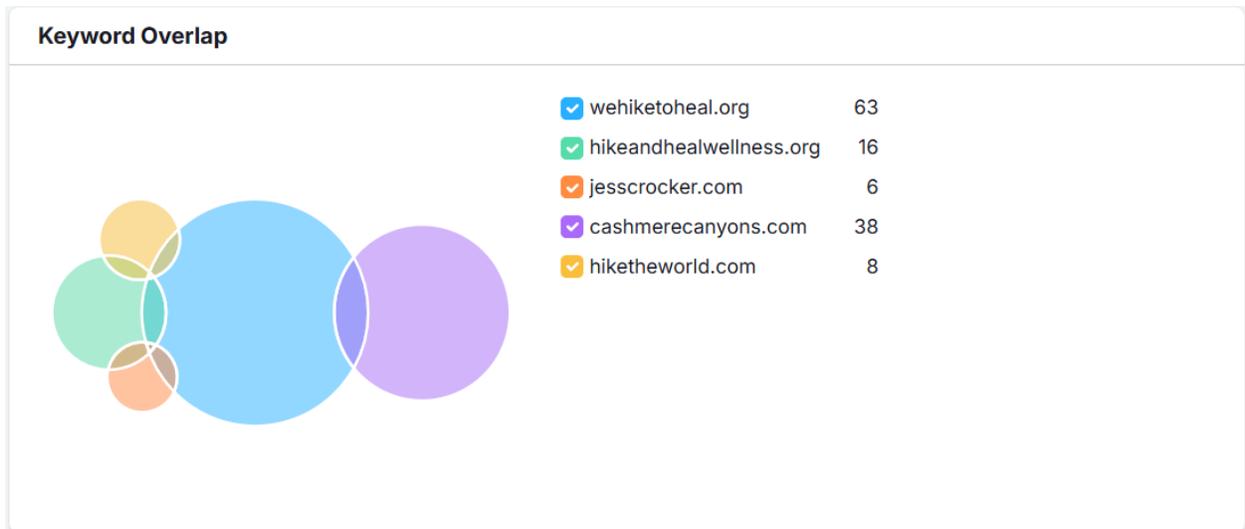
The table below shows the referring domains that point to all competitors but not to WHTH. These sites are good opportunities for link-building efforts.

	Referring Domain 1 – 69 (69)	AS	Monthly Visits	Matches	● wehiket...	● jesscroc...	● hikeand...	● cashmer...	● hikethe...
☐	brides.com ↗ Online Services	72 ⌄	2.9M	1/5	0	› 1	0	0	0
☐	meetup.com ↗ Events Services	67 ⌄	18M	1/5	0	› 1	0	0	0
☐	mountaineers.org ↗ Recreational Facilities	45 ⌄	200K	1/5	0	0	0	› 2	0
☐	explorewashingtonstate.com ↗ Travel & Tourism	34 ⌄	14.7K	1/5	0	0	0	› 1	0
☐	nynjtc.org ↗ Nonprofit Organizations	34 ⌄	46.9K	1/5	0	0	0	0	› 7
☐	cdlandtrust.org ↗ Ecology & Environment	29 ⌄	2K	1/5	0	0	0	› 3	0
☐	wenatcheeoutdoors.org ↗ Travel & Tourism	29 ⌄	28.5K	1/5	0	0	0	› 2	0
☐	theactiveamputee.org ↗ Medical Devices & Equipment	23 ⌄	136	1/5	0	0	0	0	› 1
☐	njspots.com ↗ Travel & Tourism	22 ⌄	1.5K	1/5	0	0	0	0	›

Referring Domain 1 – 69 (69)	AS	Monthly Visits	Matches	● wehiket...	● jesscroc...	● hikeand...	● cashmer...	● hikethe...
quero.party ⤴	6 ⌄	5.7K	3/5	0	› 1	0	› 1	› 1
agmermer.pro ⤴	2 ⌄	36.7K	3/5	0	› 2	0	› 1	› 2
fldh.info ⤴	2 ⌄	22.4K	3/5	0	› 2	0	› 3	› 2
selfie-battles-are-for-amateurs-tim--kali... ⤴	2 ⌄	16.4K	3/5	0	› 1	0	› 2	› 2
anchorurl.cloud ⤴	5 ⌄	3.5K	2/5	0	› 1	0	0	› 1
drjack.world ⤴	5 ⌄	8.1K	2/5	0	› 1	0	0	› 2
shortenurls.eu ⤴	5 ⌄	4.4K	2/5	0	› 1	0	0	› 1
atomizelink.icu ⤴	3 ⌄	4.7K	2/5	0	› 1	0	0	› 1
byteshort.xyz ⤴	3 ⌄	446	2/5	0	› 1	0	0	› 1
isonade.pages.dev ⤴	2 ⌄	1.5K	2/5	0	› 1	0	› 1	0

Keyword Gap

A keyword gap analysis helps you identify missed opportunities by finding keywords your competitors rank for but you don't, allowing you to improve search visibility and outperform them. The graph below shows that WHTH has some shared ranking keywords with its competitors.

Keyword Overlap

☑ wehiketoheal.org	63
☑ hikeandhealwellness.org	16
☑ jesscrocker.com	6
☑ cashmerecanyons.com	38
☑ hiketheworld.com	8

The following are the top performing keywords for each competitor:
1. Hike And Heal Wellness

Keyword	Intent	Position	SF		Traffic	Traffic %	Volume	KD %	URL	Updated
heal									ss.org/about	
we hike to heal	N	26		6	0	< 0.01	40	30	www.hikeandhealwellness.org/our-chapters	Feb 08
we hike to heal	N	33		6	0	< 0.01	40	30	www.hikeandhealwellness.org/press	Feb 08
hiking groups philadelphia	I	24		4	0	< 0.01	70	12	www.hikeandhealwellness.org/about	Feb 01
heal wellness	C N	33		8	0	< 0.01	480	35	www.hikeandhealwellness.org/	Feb 14
hoodie hike	I T	18		7	0	< 0.01	30	0	www.hikeandhealwellness.org/shop/p/hikehive2024sweatshirt	Feb 11
heal 2 wellness	I T	40		5	0	< 0.01	90	18	www.hikeandhealwellness.org/	Feb 02
the healing trail	N	39		7	0	< 0.01	110	24	www.hikeandhealwellness.org/	3 days
joshua tree retreats	C	18		6	0	< 0.01	70	17	www.hikeandhealwellness.org/shop/p/joshua-tree-retreat	Feb 03

2. Cashmere Canyons

Keyword	Intent	Position	SF		Traffic	Traffic %	Volume	KD %	URL	Updated
cashmere canyons	I T	1		8	7	21.21	30	3	www.cashmerecanyons.com/	Feb 03
nahahum trailhead	I T			7	2	6.06	50	12	cashmerecanyons.com/	Feb 06
hay canyon	I	5		6	2	6.06	70	0	www.cashmerecanyons.com/	Jan 26
nahahum trail	I T			8	2	6.06	50	12	cashmerecanyons.com/	Feb 05
nahahum trailhead	I T	7		7	1	3.03	50	12	www.cashmerecanyons.com/	Feb 06
nahahum canyon	I	9		6	1	3.03	70	10	www.cashmerecanyons.com/	Jan 26
cashmere canyons	I T	5		8	1	3.03	30	3	www.cashmerecanyons.com/trail-map	Feb 03
cashmere wa directions	I	5		6	1	3.03	50	9	cashmerecanyons.com/directions	4 days
nahahum trail	I T	8		8	1	3.03	50	12	www.cashmerecanyons.com/	Feb

3. Hike The World

	Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updated
>	⊕ windess	I	33	5	0	< 0.01	720	13 ●	www.hiketheworld.com/ trailtales	Feb 07
>	⊕ we hike to heal	N	4	6	0	< 0.01	40	30 ●	www.hiketheworld.com/ trailtales/we-hike-to-heal	Feb 08
>	⊕ erica trail	I	84	5	0	< 0.01	30	18 ●	www.hiketheworld.com/ trailtales/erica-garfinkle	Feb 04
>	⊕ zachariah miles	I	99	4	0	< 0.01	70	24 ●	www.hiketheworld.com/ trailtales/zachariah-nagy	Feb 09
>	⊕ rustic ceramic mugs	I T	68	7	0	< 0.01	30	3 ●	www.hiketheworld.com/ shop/p/htw-rustic-logo-mug	Feb 11
>	⊕ hikers compass	I T	41	10	0	< 0.01	170	20 ●	www.hiketheworld.com/ trailtales/the-hikers-compass	Feb 07
>	⊕ hike footwear return policy	I T	32	3	0	< 0.01	50	17 ●	www.hiketheworld.com/ return-policy	Feb 01
>	⊕ he is not here nagy	I	90	2	0	< 0.01	170	20 ●	www.hiketheworld.com/ trailtales/zachariah-nagy	Feb ?

Summary

Technical SEO

What's Done Right: The website has excellent crawl depth and is optimized for desktop and mobile. Additionally, structured data is present on all pages with a 202 status code.

What Needs Improvement: Core Web Vitals and site speed need improvement. There were broken internal links, nofollow internal links, and a 404 status code found in the site. Internal linking structure needs improvement. The site is not fully optimized for tablets, and some structured data items contain errors.

How to Improve: Reduce JavaScript execution time, optimize images, and minify code to improve Core Web Vitals. Fix broken links, update nofollow internal links to dofollow where applicable, and optimize structured data for accuracy. Have more incoming internal links to important pages such as the home page. Ensure the site adapts properly to tablet screens.

Keyword Analysis

What's Done Right: The site ranks for 60 keywords and has identified two low-hanging fruit keywords that can be targeted for quick ranking improvements. There is also an opportunity to create content hubs using 58 ranking keywords.

What Needs Improvement: Traffic has decreased, and the number of ranking keywords is relatively low. Content clusters have not yet been created to improve topical authority.

How to Improve: Prioritize optimizing content for low-hanging fruit keywords to boost rankings quickly. Develop content clusters by grouping related topics and interlinking them to establish authority.

On-Page SEO

What's Done Right: The hero section talks about what WHTH offers as an organization and there are no missing title tags. Moreover, WHTH has a dedicated page for each of their events.

What Needs Improvement: The hero section lacks keywords and CTAs. There are pages with missing meta descriptions, and missing and/or duplicate H1 tags. There are meta tags with no keywords. The home page has no long-form content. Internal link anchor texts are vague and do not use keywords.

How to Improve: Add relevant keywords and CTAs to the hero section. Optimize meta tags by including primary keywords and using the full character limit. Create keyword-optimized meta descriptions, H1 tags, and anchor texts. Implement long-form content on key pages, improve navigation by separating blog content from news/announcements, and use keywords in the anchor texts of internal links.

Content Analysis

What's Done Right: The site's content aligns well with search intent, has good readability, and includes LSI keywords. There are no issues with keyword cannibalization.

What Needs Improvement: Content pages have little to no multimedia, internal links, and external links. Content length is shorter than top-ranking competitors.

How to Improve: Expand articles to match the average word count of top-ranking pages. Incorporate additional images, videos, and/or infographics to improve engagement. Use internal links to create topic clusters and add external links to authoritative sources for credibility.

Competitive Analysis

What's Done Right: WHTH has a natural link profile. WHTH has an authority score of 20 and has good visibility in comparison to competitors.

What Needs Improvement: There are toxic backlinks coming from low-quality directories that could harm rankings. The number of backlinks and referring domains can be increased.

How to Improve: Reach out to site owners to remove toxic backlinks and disavow harmful links as a <u>last resort</u>. Focus on building high-quality backlinks from authoritative websites through guest posting and other link building strategies.