

FC Mart UK

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The Good

Some First Page Rankings

Your website is performing well for many keywords. That means that your website has trust and is primed to rank for more keywords with the right actions.

Here are a few examples:

Keywords	Pages

Branded Searches

Your website is getting around -- branded searches per month. This is valuable for a variety of reasons, but it demonstrates that you're building your brand. This is a safeguard against keyword volatility. Keep it up!

Here are a few branded searches from the month of April:

Branded Searches	Clicks	Impressions

High-Quality Backlinks

Your website has a good number of quality backlinks in your profile. This is great because acquiring new backlinks is a time-consuming and capital-intensive process.

Authority Score (AS) is important for your website's SEO. A high AS shows that a website has high-quality backlinks from other authoritative websites.

AS	Link

Recommendations

Level 1 Actions

Level "1" actions can potentially have the biggest impact on your organic search performance.

Satisfy Searcher Intent Better

Satisfying "searcher intent" is a key component to ranking well in Google. In short, you need to give the searcher exactly what they're looking for.

There are four primary types of searcher intent:

1. **Informational** - Informational queries indicate that searchers are at the top of the funnel or are early in the sales cycle. An example is: "how to buy baseball cleats" or "what is a CRM".
2. **Transactional** - Transactional queries indicate that searchers are in the middle of the funnel. An example is: "buy baseball cleats".
3. **Comparison** - Transactional and Comparison queries go together. An example is: "Nike baseball cleats vs. Adidas baseball cleats" or "Ahrefs vs Moz".
4. **Navigational** - Navigational queries occur when a searcher already knows your brand and they're navigating (searching in Google) to it. An example is: "Nike" or "TKX Media".

Understanding these different stages is fundamental because it will dictate how you structure pages around your target keyword phrases.

Please refer to the [Technical Audit](#) we conducted to see how we can create better service pages for each location by submitting 301 redirects, fixing URL structures, focusing on main keywords, and more.

Upgrade Content Quality

An effective page leaves the searcher with no unanswered questions. It doesn't matter whether it's a blog post or product page, your goal should be to add as much value as humanly possible. After analyzing some of your blog posts, we believe that they can be much deeper. You can increase the quality of these content assets by adding unique research/case studies, injecting quotes from relevant experts, using unique images/videos/audio/infographics, and generally making the content longer. If you want to take your content quality up another notch, you should also consider using custom designs for your most important content assets.

Some examples of pages that need content quality upgrades include:

[Content Analysis \(FC Mart UK\)](#)

Fix Thin Content

Thin content (< 400 words per page) will rarely drive organic search traffic and is ineffective for ranking purposes. Plus, having excessive amounts of thin content can result in "Index Bloat". As a result, Google may crawl your website less.

There are a few solutions for handling thin content:

1. You can upgrade the page and add more content
2. You can "No Index, follow" the pages which will remove the pages from Google's index.
3. You can delete the pages altogether and let them 404 if they are serving your business no purpose. Google will crawl your page, identify the 404, and remove it from the index.
4. You can 301 redirect the page to a stronger, more comprehensive asset/page.

Keep in mind: Some pages can still be considered "thin" even if they have over 400 words. For example, if a page is targeting a complex topic, but barely scratches the surface, it may be considered thin. Use your best judgment.

Improve Page-Level Optimization

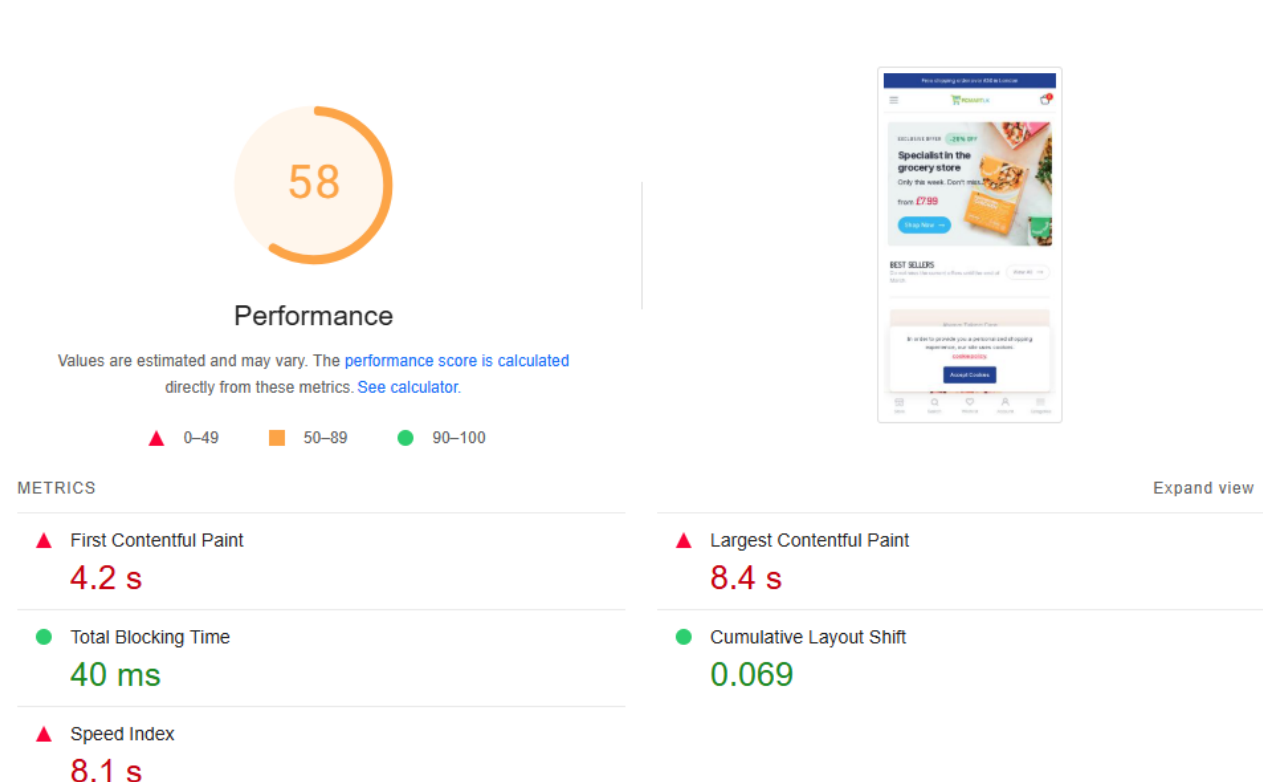
Many of your pages/blog posts are missing important page-level optimization elements. Some page-level optimization methods you should use include:

- Placing the target keyword phrase in your title, first sentence, and last sentence at the very minimum.
- Optimizing title tags and meta descriptions
- Adding external links to trustworthy, authoritative sources within the meat of the content
- Adding video or audio content
- Using unique images

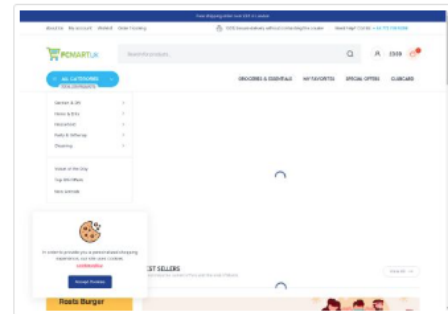
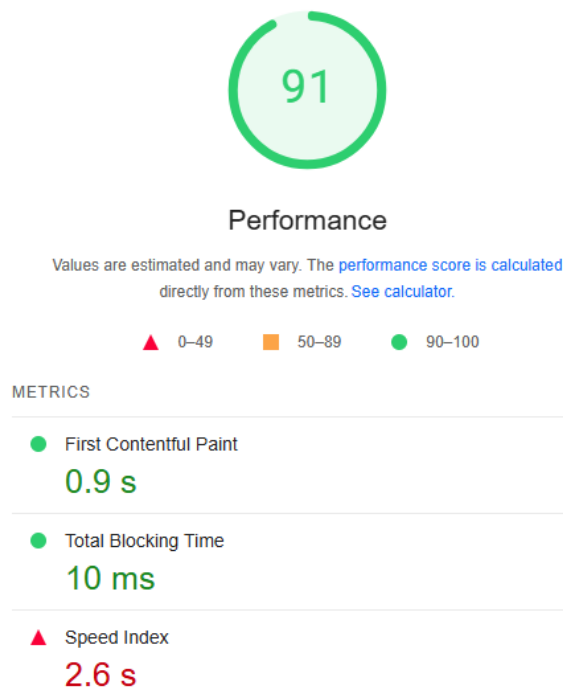
Increase Website Loading Speed

Website loading speed is a major ranking factor because of how much it impacts User Experience (UX). It currently takes around 8.1 seconds for your homepage to fully load on mobile while 2.6 seconds for your homepage to fully load on desktop (see screenshots below).

Mobile:



Desktop:



[Expand view](#)



Many website visitors are using their cell phones and desktops (see screenshot below from Google Search Console). It's important the website is optimized for both mobile and desktop, so we keep the visitors longer on the website.

TKX Media recommends trying to get your website loading speed consistently **below 2 seconds**. Use [PageSpeed Insights](#), [Pingdom](#), or [GTMetrix](#) to benchmark your speed and learn how to increase it.

Reduce Image Size

Many of your images are over 100 KBs. I recommend using [Optimizilla](#) to compress your image.

Avoid Image Downsizing

It's important that you upload your images as the size that they'll be on your website. This helps prevent downsizing, which can reduce your website loading speed.

Minify CSS & JavaScript Files

Minifying these files can help increase your website loading speed.

Improve User Metrics

User metrics inside Google Analytics such as “Avg. Session Duration” and “Returning Visitors” are extremely useful for understanding how users are engaging with your website and content.

Your Avg. Session Duration =

Returning Visitors =

Getting visitors back to your website is important for your brand and sales. It's also a positive user signal because it shows that your website/business is adding value. Either through the quality of your products or through the quality of your content. Keep in mind that certain traffic sources like organic search traffic will have a low percentage of Returning Visitors.

Some ways to increase your percentage of Returning Visitors are:

- Social media marketing on owned assets
- Retargeting ads
- Email marketing
- Drive more branded searches

Consider Removing Low-Quality Backlinks (With Caution)

There are some questionable backlinks in your link profile. These backlinks may be working in the short-term, but there's a high probability that they'll hurt you in the long-term. If you see a decline in rankings and organic search traffic, this is the first place you need to tackle.

The safest approach is to remove one low-quality backlink, annotate the day it was removed (in Google Analytics), and then measure the performance after Google has crawled the page that was hosting your backlink. I don't recommend trying to remove all the backlinks at once because it will reduce your site's authority, which could hurt your rankings. The key is take it slow and replace the low-quality backlinks with higher quality backlinks.

Create Linkable Assets

It's challenging to acquire quality backlinks to homepage, service, category, or product pages. That's why creating and investing in linkable assets is a good route to take. A “linkable asset” is an informational piece of content that websites are more willing to link to. If executed correctly, you'll gain backlink to this informational content, which will build your site's overall authority. Some examples of “linkable assets” are in-depth “how-to” guides, data-driven assets, or infographics.

We can conduct a **Content Analysis** for FC Mart UK to see which blogs can use infographics and refresh evergreen content to create guides and other pieces of useful content for the user.

The best approach for finding ideas to analyze your competitors or larger well-known brands on the national level. Just go to Google and enter a broad phrase such as “TARGET NICHE”. Copy a URL, open up Ahrefs, and paste the URL in the site explorer. After the analysis is complete, click on “Best by links”. The goal is to see what pages on their website have attracted the most backlinks because then you can reach out to those same sources promoting your linkable assets.

Acquire More High-Quality Backlinks

Backlinks are one of the most important pieces to ranking well in Google. The key is to acquire high-quality backlinks and live by the motto: “quality over quantity”. Google [stated](#) that “the authority of a web page is now a more important signal in the ranking.” That means acquiring quality backlinks to your most important pages is more important than ever.

Here are a few ways to accomplish that goal:

Geo-Targeted Opportunities

Getting backlinks from specific cities and relevant websites nationwide is important. Use the following search strings in Google and social media to find some:

“United Kingdom” + “directory”

“Rochdale” + “directory”

Niche-Relevant Opportunities

- Guest Posts – Best Online Grocery Store + “write for us” // Grocery Store + “guest post”

Extract Link Opportunities from Competitors

TKX Media can conduct competitor audits to find link opportunities.

Fix Index Bloat

“Index bloat” is when you have pages that shouldn’t be indexed in Google. This can hurt your crawl rate (how often Google’s spiders visit your website) and can lead to issues regarding thin and duplicate content (which is what Google’s Panda algorithm targets).

Here are options we can help you follow:

- “No Index, follow” the pages which will remove the pages from Google's index
- Delete the pages all together and let them 404 if they are serving your business no purpose
- Google will crawl your page, identify the 404, and remove it from the index
- 301 redirect the page to a stronger, more comprehensive asset/page

Target One Primary Keyword Per Page

It's best to target one primary keyword per page. Not only will your pages perform better for the target keyword, but it's actually easy to structure pages around a single keyword phrase.

For example, this page <https://fcmart.uk/> is broadly targeting “Best Online Grocery Store”. When the user clicks “Car Dealerships” in the main menu drop down, they expect to see content specifically related to car dealerships, not every type of commercial application.

It would be best to create a separate page for one of these keywords. Ideally the one that isn't performing well.

Keep in mind: You can target slight variations of your primary keyword on the same page. For example, if my primary keyword is “St Louis SEO company”, I could also target all variations of that keyword phrase on the same page such as “STL SEO company”, “SEO agency in St Louis”, “Search Engine Optimization company in STL”, etc. But if I wanted to target “St Louis web design company”, I would create an entirely different page because the intent for those primary keywords is totally different.

Level 2 Actions

Consider Updating Your Content

[Google said](#), “We also prioritize fresher content, so you're more likely to visit a site that has been updated recently.” That means that the most important pages on your website need to be continually updated and improved. We identified some pages that may be outdated and ready for some upgrades.

Optimize Internal Link Anchor Text

Your internal link anchor text should be as descriptive and as targeted as possible. In fact, it's best to use exact match anchor text (your target keyword for the page) for most of your internal

links. That is, unless the links are placed in your sitewide navigation. Otherwise, they should be keyword-rich (this principle does NOT apply to external links).

We found several instances of internal link anchor text usage that can be improved. To improve your On-Page SEO, TKX Media recommends going through each page and cleaning up your anchor text.

Optimize Pages for Low Hanging Fruits

Optimizing pages for "low-hanging fruits" refers to targeting easier, less competitive keywords that can drive traffic quickly and improve your site's search engine ranking. Here's how to do it:

1. Identify Low-Hanging Fruit Keywords

- Long-tail keywords
- Low-competition keywords
- Keyword gaps

2. Optimize On-Page SEO

- Title Tags
- Meta Descriptions
- Headings
- Content Optimization
- Internal Linking

3. Improve Content Quality

- User intent
- Content length
- Multimedia

4. Increase Page Speed and Mobile Optimization

- Page speed
- Mobile friendliness

5. Use Local SEO

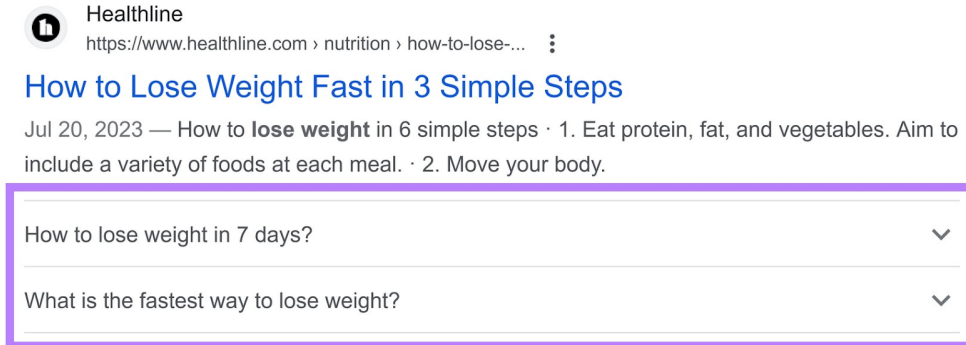
6. Build Backlinks

7. Monitor and Adjust

Use Structured Markup on Location Details

Structured markup (or schema markup) helps Google understand your page better. [Use this tool](#) to create the structured markup. Then, [use this tool](#) to test it once it's live.

Adding schema markup to FAQs that are in blogs also helps businesses earn rich snippets on Google. See one example of a rich snippet below (there are many [different types](#) of rich snippets)



Establish Ways to Remarket

According to several studies, around 80% of visitors will never return back to your website. That's why it's critical that you establish some ways to remarket to these visitors. One way to remarket is to make sure you have a Facebook Pixel installed on your website. Then, you need to build a custom audience inside Facebook for "All Website Visitors". You don't need to necessarily advertise to these individuals right away, but you should at least have the ability to when you're ready. It takes time to gather pixel data, so installing one should be a priority.

FC Mart's website does not have social accounts added. First, all social accounts need to be added to the website, and after that, the Facebook Pixel needs to be added.

Level 3 Actions

Level 3 actions won't have a huge impact on your performance on their own but fixing them makes your site and SEO better as a whole.

Optimize Your Title Tags

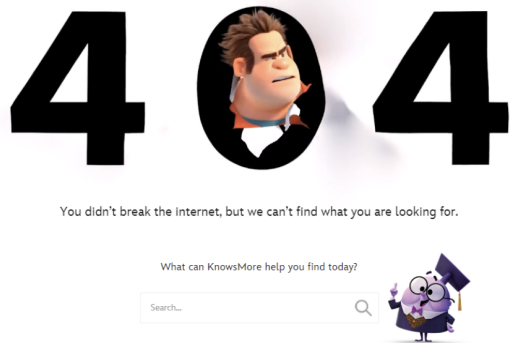
Shorten Titles Over 65 Characters

Aim to keep your titles below 65 characters because Google will truncate in the SERPs if they go over.

Upgrade 404 Page Design

Your current 404-page design isn't helpful for your users at all. The goal of your 404 page should be to get the users to stay on your website by guiding them to a different part of your website. Less is more.

To help the user find the page they're looking for, consider adding a search box like Disney:



Resources

- [The Best 404 Pages: 37 Examples You Need to See](#)

No Follow Paid Links

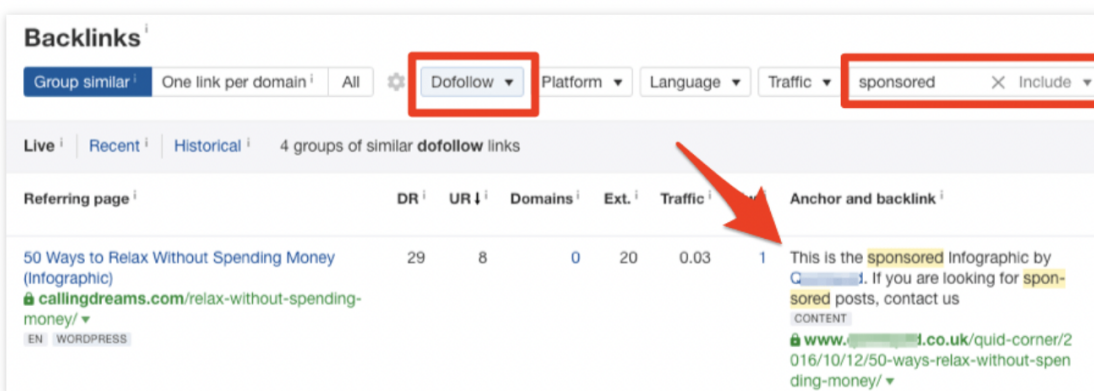
You should add a "Nofollow" tag to any affiliate or sponsored link. This is a policy stated in Google's Webmaster Guidelines, which means it's a factor they'll penalize a website for. Also, keep in mind that if we can find what we believe to be a paid link, then Google can too.

Backlinks from sponsored posts should always be nofollowed.

That's because you're effectively paying for the link, so it shouldn't pass PageRank.

To find such links, search for the word "sponsored" in the **Backlinks** report for your website in [Ahrefs Site Explorer](#).

Site Explorer > Backlinks > search for "sponsored" > filter for "dofollow"



Fix All Issues Inside Google Search Console

Your website has a large number of indexing issues. These issues can be found inside Google Search Console.

Optimize Meta Descriptions

A meta description is a summary of a webpage's content that appears below the title in search engine results. It provides both search engines and users with a concise preview of what the page is about. Although Google doesn't directly use meta descriptions as a ranking factor, a well-written meta description can influence click-through rates (CTR), which can indirectly impact SEO.

Properties of Good Meta Description

- Concise and Clear
- Incorporate Keywords
- Engaging and Action-Oriented
- Unique for Each Page

Length for Meta Description According to Google:

- Ideal Length: Around 150-160 characters

Fix Broken Links

A broken backlink is a hyperlink that leads to a page or website that no longer exists, resulting in a 404 error. Also referred to as dead or broken inbound links, these issues arise when a linked page is deleted, moved without a proper redirect, or altered in a way that makes the original link invalid.

Write Copy for Missing ALT Text on Images

ALT tags are used by search engines to describe what an image is about. They also help with your Google image search performance as well.

Challenges

Google Search Console & Google Analytics

Here are some key data points to analyze.

For Google Analytics, TKX Media will analyze your:

- **Bounce Rate** - In most cases, you want to reduce your bounce rate.
- **Avg. Session Duration** - Reducing your bounce rate usually increases your Avg. Session Duration, which is a positive user signal.
- **Returning Visitor** - People returning to your website is a signal of trust. Whether this is a Google ranking factor or not is irrelevant. Getting people back to your website is a good business objective.

For Google Search Console, TKX Media will help you cover this bullet point list:

- Are any of your website's top 10 searches branded?
- Is your website using Structured Data?
 - Are there any structured data errors?
- Is the website using Rich Cards?
 - Are there any errors with the rich cards?
- Does your website have HTML Improvements?
- Does your website have a high quantity of links from one or more websites (more than 100)?
- Does your website have any Manual Actions?
- Does your website have any Mobile Usability issues?

- Does your website have any spikes in total pages indexed? This may be an indication of index bloat.
- Does your website have any pages blocked by robots?
- Does your website have any Blocked Resources?
- Does your website have any Crawl Errors?
- Does your website have any abnormalities in crawl rate?
- Does your robots.txt file have any “Errors” or “Warnings”?
- Does your website have any sitemap issues?
- Does your website have any Security Issues?