SEO Audit & Action Plan

https://www.nativeoutdoors.com/

Hi,

I have analyzed your website and created this comprehensive report summarizing its strengths and weaknesses. I've identified key areas for improvement and estimated the potential increase in organic traffic we can achieve.

Furthermore, I've devised a detailed plan for an SEO campaign spanning the next three months. This plan considers competition, budgetary constraints, and available resources, ensuring a strategic approach to maximizing results.

So, this report consists of the following chapters:

CHAPTER 01: KEYWORDS AUDIT

The website is getting 2k traffic on 7k keywords with USA location.
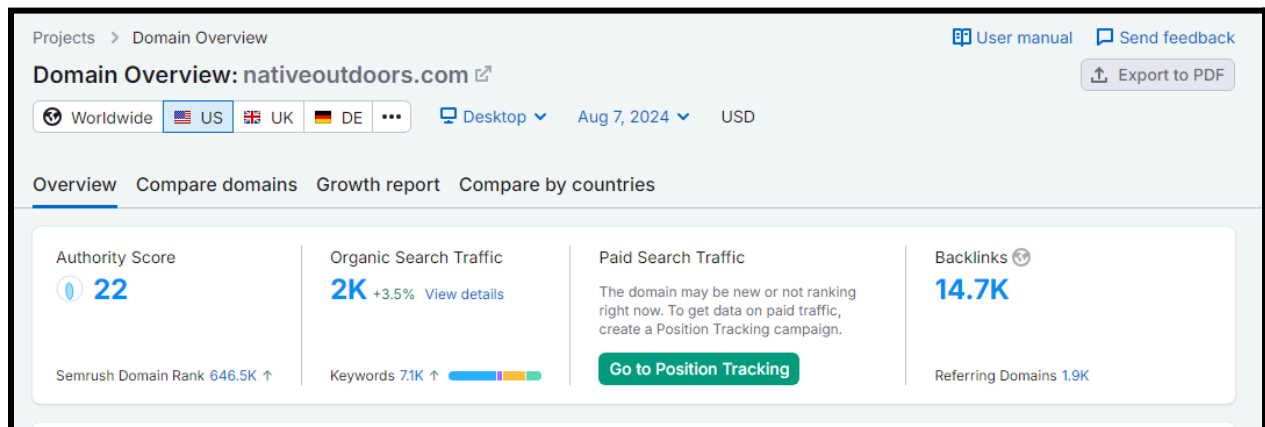
According to my analysis:

- This website is created for ecommerce products like gadgets in the USA, but the relevant pages and categories are missing on page seo.

Recommendations: Focus on products categories to rank with proper on page seo techniques.

CHAPTER 02: TECHNICAL SEO

There are technical errors on the website that can be easily resolved with proper attention and effort. We also need to add a proper sitemap.

Here are the errors we will need to fix in the future:

- Broken links.
- Improve URL structure.
- Redirection Links.
- Improve SEO titles and meta descriptions.
- Improve internal linking and CTA placements.

CHAPTER 03: WEBSITE DESIGN AUDIT
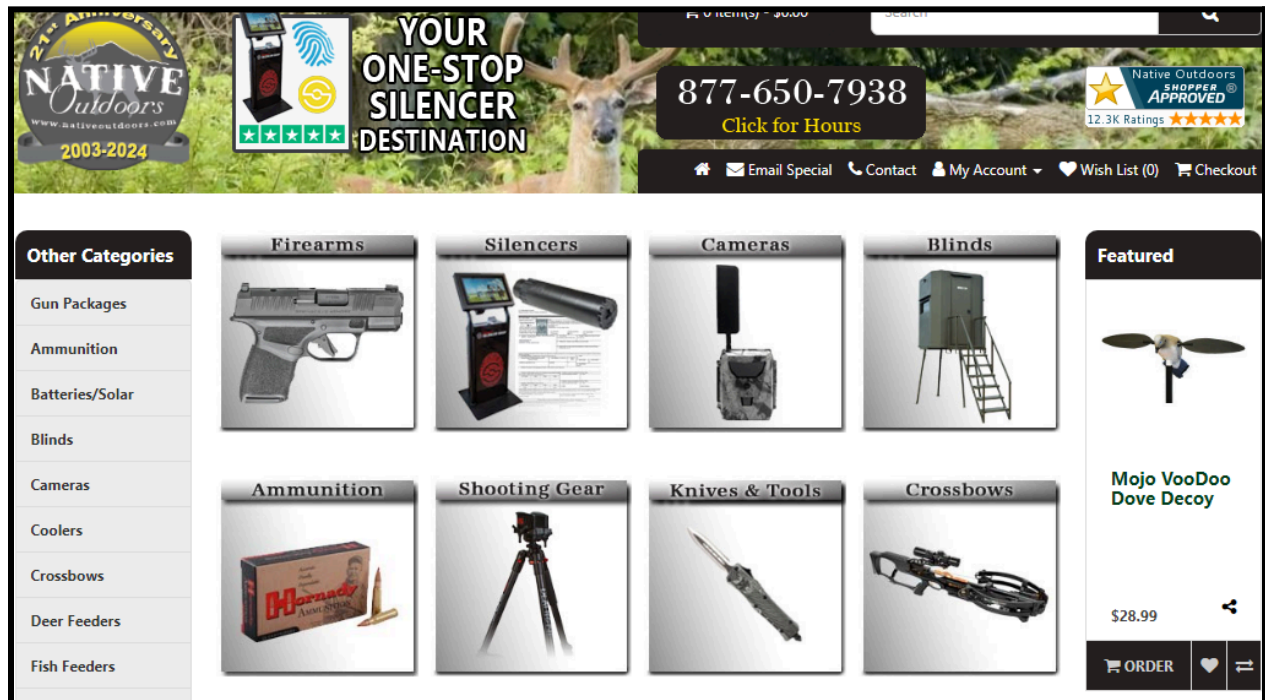
The current website design with **open cart** CMS & does not require a redesign at this time. But if you want to redesign with shopify or wordpress in future then follow this top competitor design,
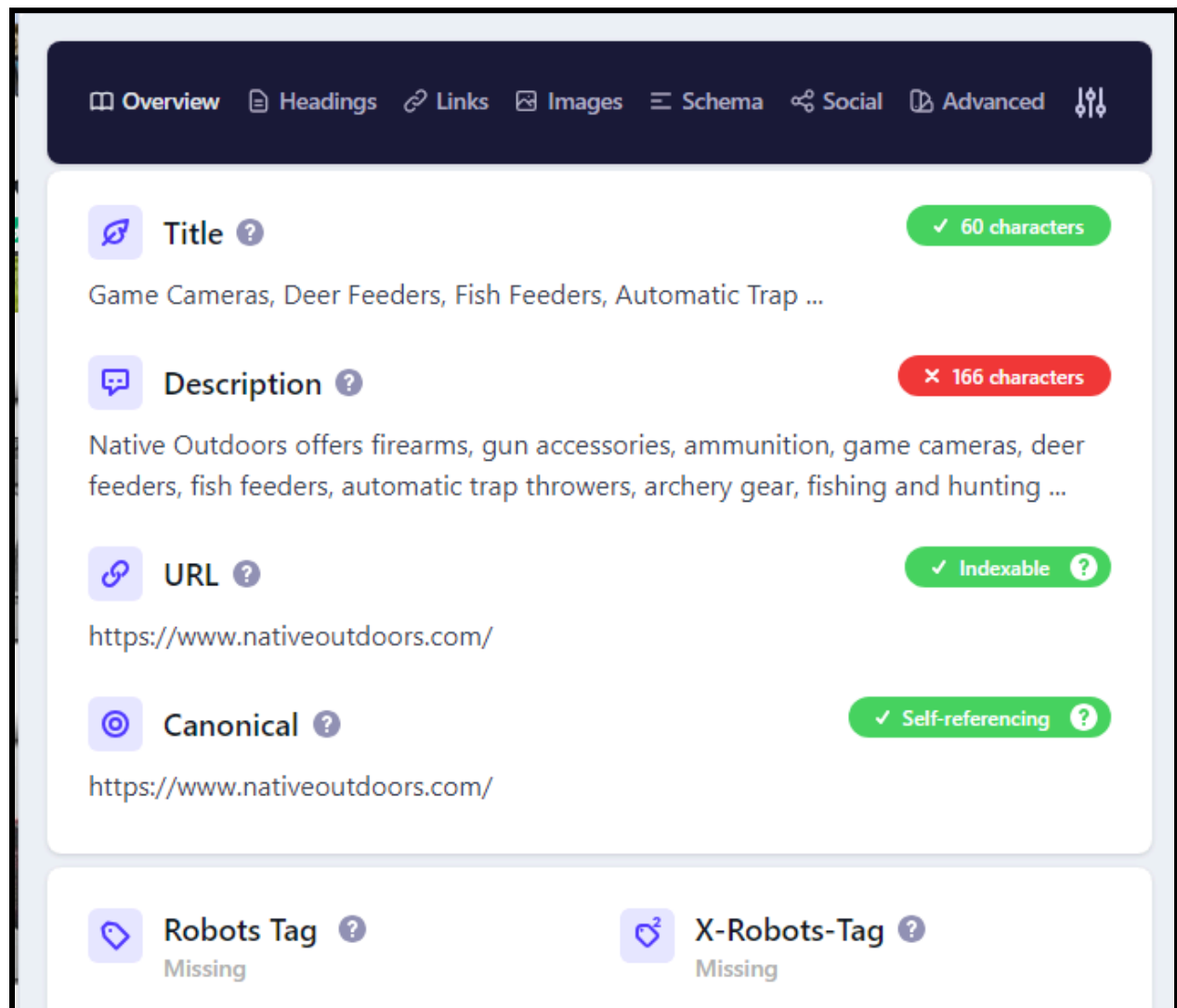https://www.outdoorsforless.com/

Recommendations: Use shopify or wordpress, because these CMS are having high ROI, good design and easy to use.

CHAPTER 04: ONPAGE SEO AUDIT

There are many onpage elements that we need to improve.

4.1 SEO TITLES and Description

The SEO meta data is fine but, we can improve it by adding powerful keywords.

4.2 CONTENT QUALITY OF LANDING PAGES

The homepage does not use proper HTML structure, specifically in the use of heading tags (H1, H2, H3) and paragraph tags (P). We can add more H tags with helpful content.

- Meta Title & Meta descriptions haven't been properly optimized.
- Keywords in the content are not properly optimized.
- Not Using Proper Call to action.

Google recommends using appropriate heading tags to help search engines understand the structure and hierarchy of the content. This allows search engines to better interpret the relevance and importance of the content on the page.

Additionally, using meta tags helps improve readability and accessibility for both users and search engines. Failure to use these elements according to Google's guidelines may negatively impact the website's search engine rankings and overall user experience.

CHAPTER 05: ADD SITEMAP & SCHEMA MARKUP

Sitemap and Schema Markup play crucial roles in enhancing a website's visibility and search engine understanding.

Your website sitemap is missing which is crucial for google to understand about the activity of the website.

A sitemap provides a structured map of the website's content, helping search engine crawlers index and navigate through the site more efficiently. The absence of a sitemap means that search engines may struggle to index all relevant pages of the website, potentially leading to lower visibility in search results.

Sitemap Should be like this,

Additionally, **Schema Markup** provides rich snippets of information that search engines can display in search results, improving the visibility and click-through rates of web pages.

By implementing both a sitemap and Schema Markup on the homepage and service pages, the website can improve its search engine visibility, enhance user experience, and potentially increase organic traffic and click-through rates.
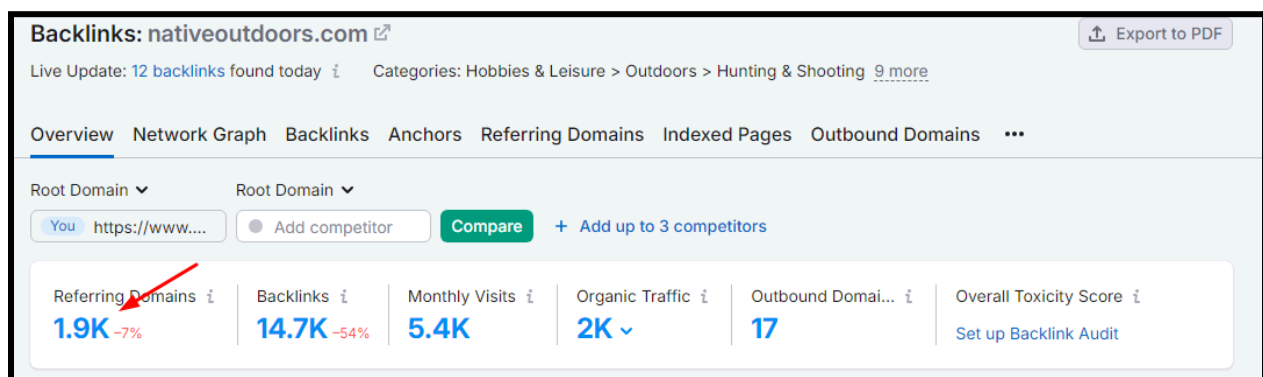
CHAPTER 06: BLOG STRATEGY AUDIT

Blogging is a powerful tool for building authority and credibility within a niche or industry. By consistently publishing high-quality blog posts that address relevant topics, a website can demonstrate expertise, provide valuable insights to its audience, and attract organic traffic.

If you are interested, we will definitely research some topics later.

CHAPTER 07: BACKLINKS AUDIT

Backlinks are crucial for improving a website's authority and visibility in search engine results. They serve as votes of confidence from other websites, indicating that your content is valuable and worth linking to.

However, your website has 1900 referring domains which is good for link diversity and quantity.

Backlinks: nativeoutdoors.com

Live Update: 12 backlinks found today   Categories: Hobbies & Leisure > Outdoors > Hunting & Shooting 9 more

Overview   Network Graph   Backlinks   Anchors   Referring Domains   Indexed Pages   Outbound Domains   •••

| Referring Domains	Backlinks	Monthly Visits	Organic Traffic	Outbound Domai...	Overall Toxicity Score
1.9K -7%	**14.7K** -54%	**5.4K**	**2K** ⌄	**17**	Set up Backlink Audit

To improve the website's backlink profile, it's essential to focus on building high-quality backlinks from a diverse range of authoritative websites within the industry or niche.

This can be achieved through various strategies such as guest blogging, reaching out to relevant websites for link partnerships or collaborations, creating compelling content that naturally attracts backlinks, and participating in industry forums or communities where backlink opportunities may arise.

Recommendations: By actively seeking out and acquiring more backlinks from reputable sources, the website can enhance its authority, improve search engine rankings, and attract more organic traffic.

CHAPTER 08: COMPETITOR ANALYSIS

1. https://www.allseasonsfeeders.com/
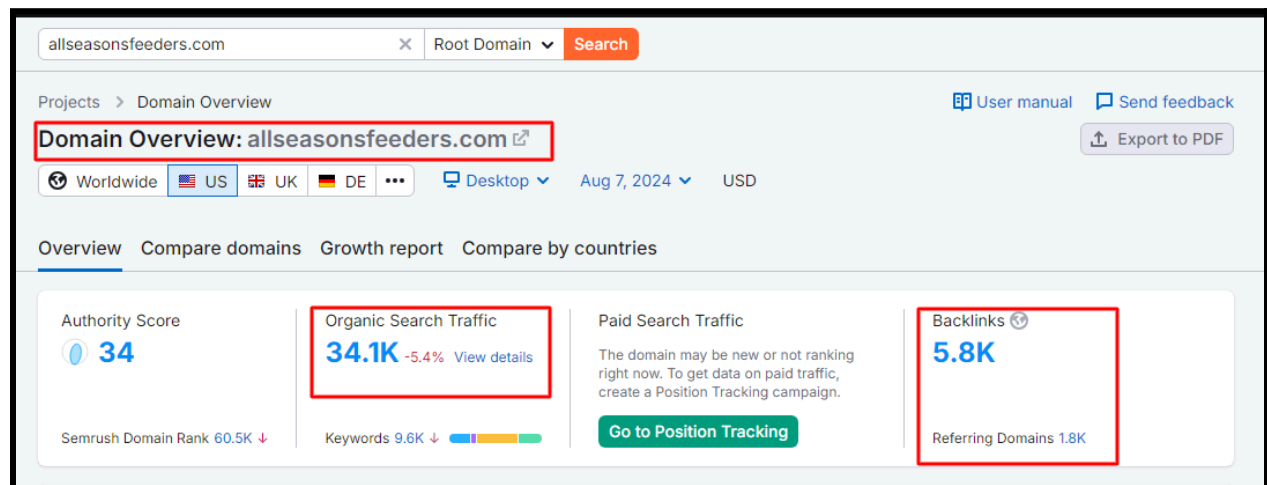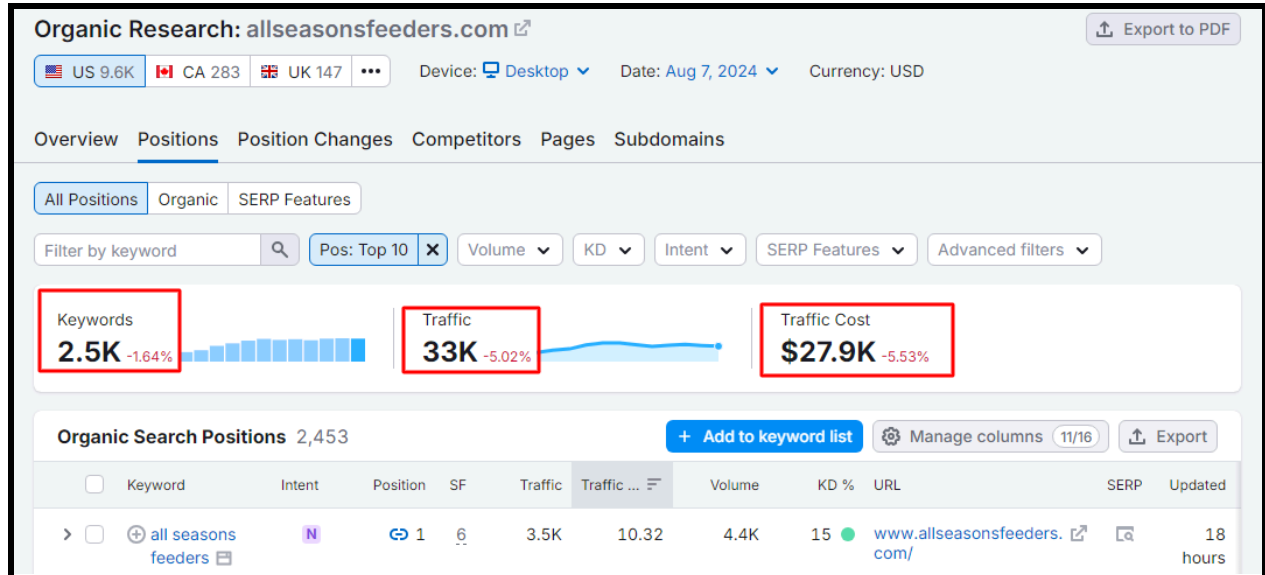

- The site gets 34k organic visitors per month from USA.
- Has a solid onpage, structural, and content coverage base.
- This site has 2500k keywords on top 10 position in London and 1800 referring backlinks which are highly relevant sites and relatively easy to achieve.

Bottom Line

- Website SEO is worth considering.
- Website need onpage, technical, onsite, and content optimization..
- We need to acquire backlinks on a monthly basis.
- SEO is an ongoing process and for better results, you should work on it on a monthly basis.
- Additionally, it's important to note that according to Google, a minimum of 3 to 4 months is required to rank main keywords or pages.

  Overall, we can achieve an organic traffic of around 500+ in 2 to 3 months.

Action Plan

Here are some of the keywords that will improve the ranking after 3 month,

- Deer Feeders
- Automatic Trap Throwers
- Fish Feeders
- Game Cameras
- Thermal Scopes

The best SEO types for your business will be,

- On-Page SEO (E-commerce SEO + Content SEO)
- Off page
- Technical SEO

1st Month

- **On-page SEO**: improve metadata, content, images alt, etc.
- **Technical SEO**: Implement schema markup, sitemap, and speed optimization. Also, configure SEO plugins like Yoast.
- Make sure all the onsite SEO elements are up to the mark.
- Write and improve content for 5 category pages.
- Provide 50 backlinks with 5 guest posting (DA40+, Traffic:50k+)

NOTE: I will discuss with you how many pages we should work on first. Then, we will have a live meeting to address any confusion you may have.

Budget: Minimum $300-$500 (monthly) will be spent to provide all the mentioned services.

2nd Month

- Address Google Search Console, indexing, crawling, and SEMRush errors.
- Write and improve content for 5 categories pages.
- Ongoing website maintenance: speed, backup, security, and other maintenance tasks on request.
- Provide high quality 50 backlinks with 5 guest posting (DA40+, Traffic:50k+)

3rd Month

- Address Google Search Console, indexing, crawling, and SEMRush errors.

- Provide high quality 50 backlinks with 5 guest posting (DA40+, Traffic:50k+)
- Write and improve content for 5 categorized pages.
- Ongoing website maintenance: speed, backup, security, and other maintenance tasks on request.

Possible Results:

- Increase in organic traffic - around 500-1000 at the end of 3rd month.
- Your main 5 kws will rank on google first page.
- Increased sales, customers, and business.

I look forward to working with you,

If you have any questions, please drop me a message!

- **Tayyab SEO**