

SEO Audit for Aware.in



A brief demonstration of some of my current search engine optimization skills

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Introduction

This document outlines how I underwent an SEO audit for Aware, a health care website owned by a Cardiologist Dr. Satish Madiraju. For reference, here is the link: <https://www.aware.in/>

I used the following SEO tools such as:

- Google Keyword Planner
- Google Search Console
- Semrush

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

- On-Page SEO
- Off-Page SEO

On-Page SEO

The core pages were not optimized and the following issues were noted:

- Unoptimized title tag
- no internal links on blogs
- no H1s

Scenario: Upon my research, I discovered the previous meta tags were not optimized and the website was struggling to get the desired traffic. After a deep dive into keyword research, I came up with relevant blog topics, changed meta tags & improved internal linking to witness a huge traffic growth.

Keyword Analysis

After learning what the client does on their website, I performed a complex keyword research for the keyword: **health tracking**

The following are screenshots of my research

Here are some keywords that I suggested to consider adding to their website content

| Aware: Keyword Research | | | | |
|-------------------------|---|--|--|--|
| Website: | https://www.aware.in/ | | | |
| Location: | India | | | |

| Level - 1 | Keyword | Avg. Monthly Search Volume | Search Intent | Competition |
|---|--------------------------------------|----------------------------|--------------------------|-------------|
| https://www.aware.in/ | personal health assistant app | 10 | Commercial | Low |
| | heart health check up | 720 | Commercial | Medium |
| | self care assessment tool | 50 | Informational/Commercial | Medium |
| | health goals app | 50 | Commercial | Medium |
| | preventive heart check up | 70 | Commercial | Medium |
| | personalized health & wellness plan | 50 | Commercial | Medium |
| | total health weight loss program | 30 | Commercial | Medium |
| | health checkup app | 210 | Commercial | Medium |
| | cardiac health checkup | 320 | Commercial | Medium |
| | most accurate heart rate monitor app | 50 | Commercial | Medium |
| | health risk assessment tool free | 70 | Commercial | Medium |
| | best health record app | 90 | Commercial | Medium |
| | real time health monitoring | 90 | Commercial | Medium |
| | daily health journal app | 10 | Commercial | Medium |
| | personal health record app | 10 | Commercial | Low |

I am suggesting these keywords as they have a decent amount of monthly searches on Google. Also these keywords are low competition so it will be easier to rank for them.

I also did a comprehensive research on the core pages to identify relevant keywords.

Where I would Apply These Keywords

I suggested incorporating the keywords on the title, meta description, and H1.

Blog Topics

I created a content strategy where we started creating content briefs on the more technical side of health like various tests to find out chronic conditions relating to heart health, diabetes and so on. Upon publishing, the blogs instantly started to rank in the top 10 and gained traffic.

| Top pages ↑ | ↓ Clicks | Impressions |
|---|----------|-------------|
| https://www.aware.in/post/no-carbs-indian-diet | 1,117 | 31,193 |
| https://www.aware.in/post/yoga-mudra-for-high-blood-pressure | 586 | 11,873 |
| https://www.aware.in/post/mosambi-juice-health-benefits | 510 | 123,634 |
| https://www.aware.in/post/groundnut-benefits | 288 | 42,069 |
| https://www.aware.in/post/curry-leaves-benefits | 195 | 28,402 |
| https://www.aware.in/post/types-and-benefits-of-millet | 172 | 30,365 |
| https://www.aware.in/post/benefits-of-horse-gram | 160 | 28,633 |
| https://www.aware.in/post/benefits-of-mappillai-samba-rice | 140 | 9,053 |
| https://www.aware.in/post/indian-diabetic-diet-chart-patients | 125 | 9,826 |
| https://www.aware.in/post/daily-protein-requirement | 118 | 14,685 |

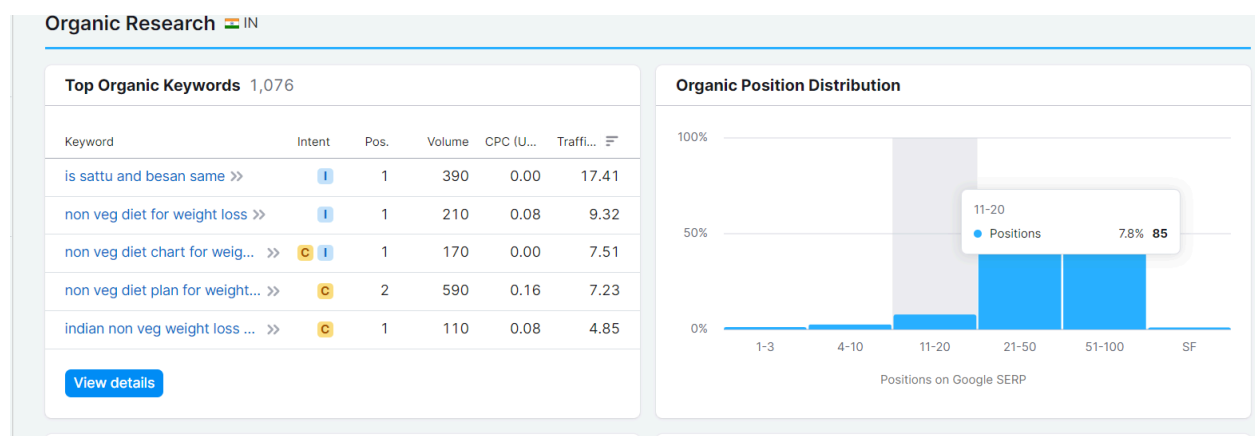
Currently, I've suggested the client utilize blank spaces on the website to increase retention of the users by including either downloadable buttons for conversions and including relevant keyword rich tags to find their preferred blogs.

Blog Optimization

The existing blogs required optimization, so I identified their primary keywords and strategically incorporated them into the titles, meta descriptions, headers, and internal links to enhance visibility and improve search rankings.

Off-Page SEO

Discovered relevant health websites that invite health experts to share their insights and secured backlinks. I check metrics like DA, traffic source, and spam before I decide to publish guest post on those websites. Also, building connections on linkedin with prospects to secure backlinks.



After a glance on the organic keywords, I knew this was the right website to publish a guest post on.

Final Thoughts

Overall, I helped them grow their traffic and increase conversions. After implementing on page and off page activities, the clicks increased as seen in the below screenshot. The comparison is between the last 6 months and the previous 6 months.

