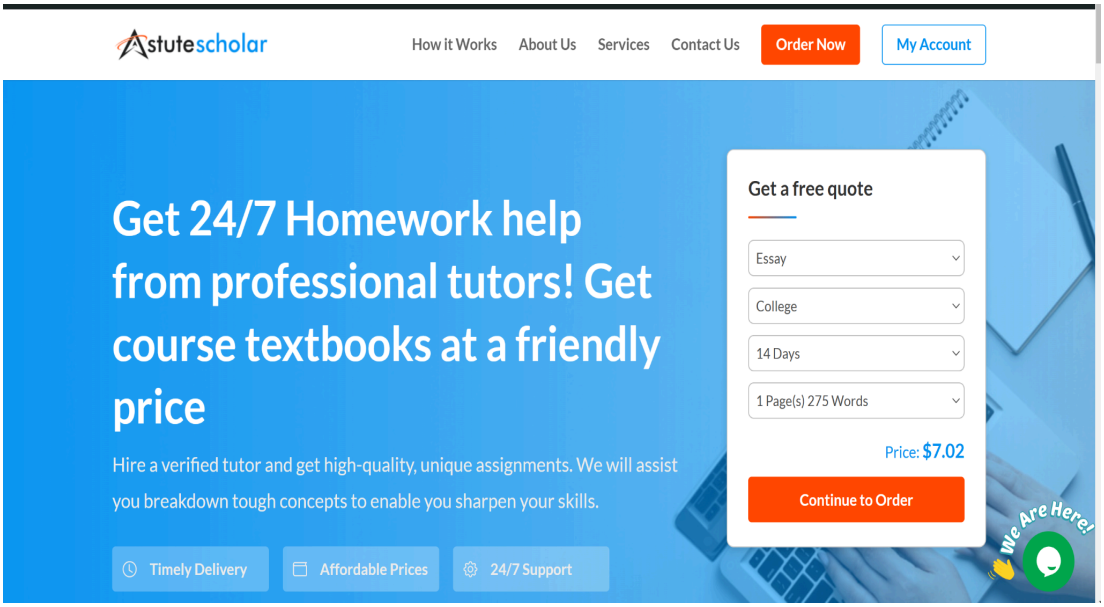
SEO Audit for Astute Scholar

By Dennis Kiplimo



https://astutescholar.com/

Top suggestions that will improve [Insert website name]'s organic visibility

Write a brief summary of actions that will make the most impact for the website. What has been done well in the site, what needs attention, what can be optimized? ***(I suggest doing this as your last step, once each section is filled out.)

On-Page SEO

Home Page Elements

Value Proposition:

The value proposition is present but lacks specificity, fails to clearly communicate the business intent, and attempts to address multiple services without a clear focus; to improve, it should concentrate on one primary service (e.g., "24/7 online tutoring for math, science, and essay writing"), use relevant keywords (e.g., "expert homework help"), highlight unique benefits (e.g., "master your courses with round-the-clock expert assistance"), and ensure the message is clear, user-centric, and optimized for SEO.

Solution:

A value proposition is helpful for SEO because it tells customers what they have to offer whilst telling Google the intent of their business and what to rank for on the SERP.

EX:

Get expert assignment help 24/7 from professional tutors! Whether it's math, science, or writing, our personalized support ensures you stay ahead in your studies. Trusted by students worldwide, we provide instant solutions tailored to your needs—boost your grades with us today!

Site Navigation:

Each service that Astute Scholar has to offer does not have its own dedicated landing page.

Solution:

Creating a dedicated landing page for each service offered, such as "Essay Writing Help" or "Programming Assignment Assistance," would improve SEO by allowing Google to crawl and rank each page individually, enhance user experience by providing focused and detailed information, boost conversion rates with tailored calls-to-action, increase content relevance with service-specific details and keywords, and optimize ad campaigns by directing users to highly relevant pages.

This is important because Google needs to easily crawl each landing page and identify its intent. As long as each landing page has a specific topic, Google can rank this website for differing terms: (programming assignment help, essay writing help, etc.)

Internal Links:

From the homepage, there are only two internal links directing users to the order page and the account management page. While there are CTAs present, they are too generic (e.g., "Order Now") and lack SEO optimization. Additionally, these links do not clearly communicate the intent of the pages they lead to or help Google understand their purpose.

Solution:

Internal links are vital to SEO because they tell Google the relationship between different pages of the site, more visibility on the SERP and the anchor text is crawled to tell Google more about the site's content. A CTA (call to action), such as making an order/service form, allows the site to gain contact information from the user and more potential for retaining customers.

EX:

To improve internal linking and CTA relevance, add links that direct users to specific service pages with optimized anchor text. For example:

Consider adding a link to the "Essay Writing" service page with the anchor text "Explore Professional Essay Writing Services" or a link to the "Programming Assignment Help" page with the anchor text "Get 24/7 Programming Assignment Assistance," as these examples use targeted keywords to enhance SEO and guide users effectively.

Phone Number & Location:

Even though the business has no physical address, it has a "Contact Us" page that provides valuable communication options such as email, WhatsApp, and live chat, which build trust and credibility..

Solution:

While the absence of a physical address limits local SEO potential, the "Contact Us" page can still be optimized to strengthen global SEO by implementing structured data for contact details, ensuring search engines understand and display the information effectively.

Additionally, Including clear, action-driven CTAs in the homepage copy like "Chat Now for Expert Homework Help" or "Contact Us for Fast and Reliable Assignment Support" will not only improve user engagement but also boost search visibility, ensuring the website appeals to a global audience, particularly U.S. students.

Copywriting:

There is thin copy on the homepage with minimal use of keywords to target.

Solution:

Create long-form copy to give more context to search engines on what the business is about and help rank for more relevant keywords.

Keyword Analysis

Here are three keywords that I would suggest the client to target and improve their rankings on the Search Engine Results Page (SERP).

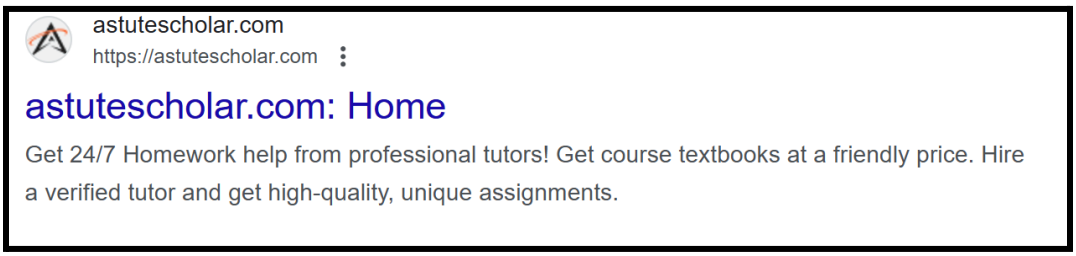
Assignment Help: This term is highly relevant and directly aligns with the website's services and target audience (students seeking academic assistance). With a global search volume of 39.8K and 3.6K in the US, it demonstrates strong demand. Despite a 66% difficulty (as per Semrush), the keyword was chosen for its clarity in communicating the site's purpose to Google. Its informational intent makes it ideal for attracting targeted traffic to the site.

Online Homework help: Despite its difficulty score of 64, this keyword is highly relevant for targeting students seeking digital homework assistance. With a search volume of 390, it represents a niche but valuable opportunity to attract users with specific needs. Its informational intent aligns with the site's services, making it a worthwhile addition to complement the primary keyword and broaden reach, especially for students preferring online solutions.

Order Assignment Online: This term is highly relevant and aligns with the website's services, specifically targeting users ready to purchase assignment help. With a search volume of 110 and a low difficulty score of 35 (as per Semrush), it presents a manageable opportunity to rank. Its transactional intent makes it ideal for driving conversions and attracting users looking to place an order immediately.

Title Tags

A title tag is an HTML element displayed on the SERP that defines the title of a webpage. Search engines use a title tag to understand the content of a page, what the page is trying to rank for and also helps improve CTR if the user deems it relevant to their search.



	Address	...	Title 1
1	https://astutescholar.com/	1	Home - astutescholar.com
2	https://astutescholar.com/how-it-works/	1	How it Works - astutescholar.com
3	https://astutescholar.com/services/	1	Services - astutescholar.com
4	https://astutescholar.com/orders/stud/new	1	Order Panel - astutescholar.com
5	https://astutescholar.com/orders/register	1	Order Panel - astutescholar.com
6	https://astutescholar.com/about-us/	1	About Us - astutescholar.com
7	https://astutescholar.com/contact-us/	1	Contact Us - astutescholar.com
8	https://astutescholar.com/orders/user/register	1	Order Panel - astutescholar.com

Issues noted:

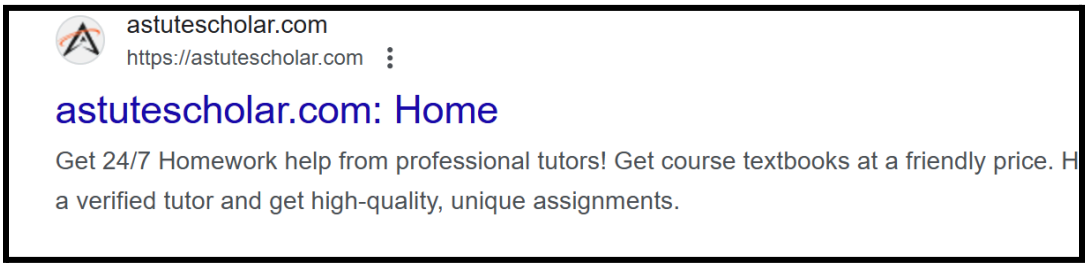
Title tags are missing on all the main pages of the website, which significantly hinders search engine visibility and the ability to target relevant keywords effectively.

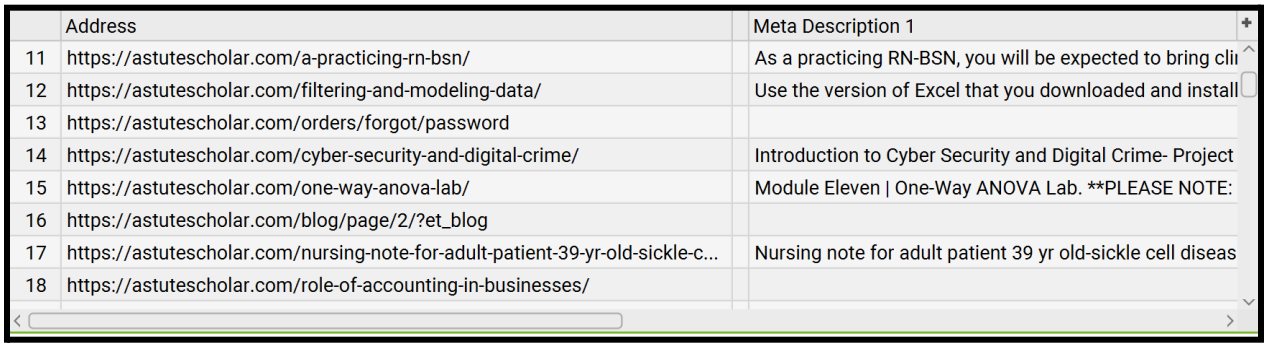
Optimized Title Tag for the Homepage:

Astute Scholar: The Leading Online Assignment Help Platform

Meta Descriptions

A meta description is an HTML tag that summarizes a webpage's content on the SERP which allows search engine's to to understand its intent and lets users identify the site's relevancy.





	Address	Meta Description 1
11	https://astutescholar.com/a-practicing-rn-bsn/	As a practicing RN-BSN, you will be expected to bring cli
12	https://astutescholar.com/filtering-and-modeling-data/	Use the version of Excel that you downloaded and install
13	https://astutescholar.com/orders/forgot/password	
14	https://astutescholar.com/cyber-security-and-digital-crime/	Introduction to Cyber Security and Digital Crime- Project
15	https://astutescholar.com/one-way-anova-lab/	Module Eleven | One-Way ANOVA Lab. **PLEASE NOTE:
16	https://astutescholar.com/blog/page/2/?et_blog	
17	https://astutescholar.com/nursing-note-for-adult-patient-39-yr-old-sickle-c...	Nursing note for adult patient 39 yr old-sickle cell diseas
18	https://astutescholar.com/role-of-accounting-in-businesses/	

Issues noted:

15 meta descriptions are missing, 14 are over 155 characters, and 1 is below 70 characters. The meta descriptions present are either too short or contain irrelevant keywords and content that fail to clearly describe what the page is about. As a result, Google has rewritten them, which limits the website's ability to control how its pages appear in search results, potentially reducing click-through rates and negatively impacting overall SEO performance.

Note:

-Each page should have its own unique description, at least 150-160 characters, that describes the intent of the page, thus improving user-experience and potential for search engines to rank each page.
-The meta-description is optimized since it has keywords that describe the business, its services and also its location.

Optimized Meta-Description for the Homepage: Write an optimized meta-description for the Homepage.

Discover the best **dog daycare in Los Angeles**. Our pet facility includes dog and cat boarding, dog grooming services and adoptions to find your forever friend.

Header Tags

A header tag or H tag, is an HTML element used to define headings and subheadings on a webpage. Search engines use header tags to understand the hierarchy and relevance of content, helping to improve the page's visibility and ranking in search results.

2	https://astutescholar.com/how-it-works/	How it Works
3	https://astutescholar.com/services/	Our Services
4	https://astutescholar.com/orders/stud/new	
5	https://astutescholar.com/orders/register	
6	https://astutescholar.com/about-us/	About Us

Issues noted:

-There are 6 missing H1 tags which is an issue because search engines will not understand each page title of the website, thus decreasing the site's probability to rank for relevant terms.
-There are 11 duplicate H1 tags which is not ideal since search engines will not be able to differentiate the context of each page.
-Each H1 tag has irrelevant keywords which decreases the likelihood of ranking for your target keywords.

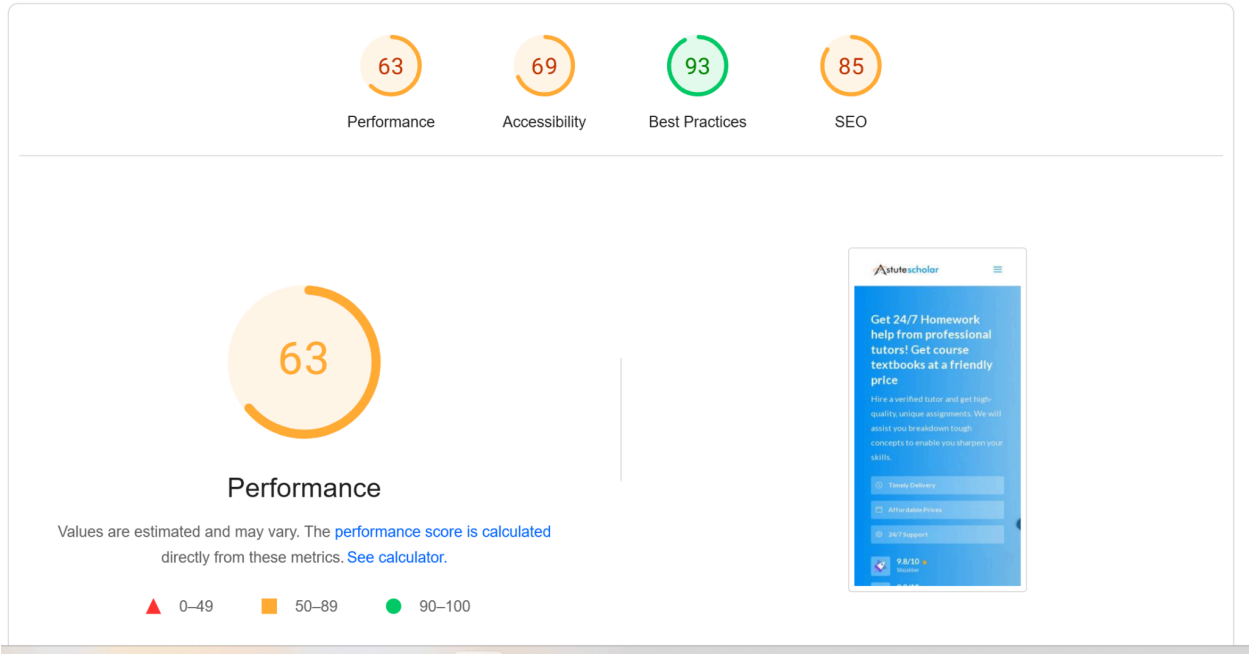
Optimized Header Tags for the Homepage: Write an optimized H1, H2 & H3 for the Homepage.

H1: The Best **Dog Daycare in Los Angeles**
H2: Offering Luxury **Dog Grooming** and Pet Training in West LA
H3: Why Our Customers Love Our **Doggie Daycare Services**

Technical SEO

Site Speed Analysis

Faster-loading websites provide a better user experience, reducing bounce rates and increasing user satisfaction. Search engines factor site speed as a ranking factor, influencing a site's position in search results. A fast-loading website is a page load time of 3 seconds or less.



Issues noted:

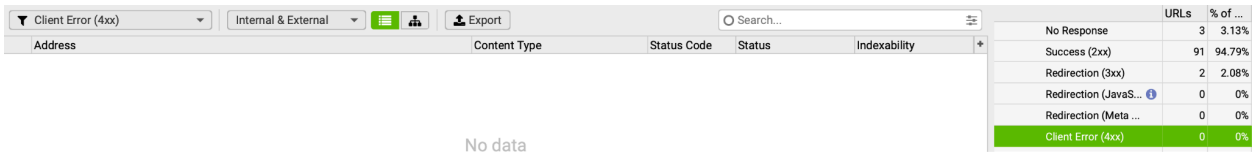
-Page Speed Insights indicates that the website has an average site speed but can be improved by reducing unused Javascript

Solution:

-To reduce the initial unused Javascript, remove unwanted data (videos, animations, product carousels, etc.)

404 pages or Broken Links

A 404 response code indicates that the requested webpage could not be found on the server. If a 404 is not resolved, this could lead to lower engagement to the site, bad user-experience and decreased potential to rank for target keywords.



Issues noted:

-There are 6 broken links on the site.

	Address	Content Type	Status Code	Status
1	https://astutescholar.com/orders/js/icheck/icheck.min.js	text/html; charset=UTF-8	404	Not Found
2	https://www.pmi.org/learning/library/stakeholder-inclusivene...	text/html; charset=UTF-8	403	Forbidden
3	https://www.projectmanagement.com/blog-post/27649/Proj...	text/html; charset=UTF-8	403	Forbidden
4	https://www.pmi.org/learning/library/vendors-cost-more-proj...	text/html; charset=UTF-8	403	Forbidden
5	https://www.pmi.org/learning/library/cost-quality-communic...	text/html; charset=UTF-8	403	Forbidden
6	https://ksufed.kennesaw.edu/	text/html; charset=us-ascii	404	Not Found

Solution:

	Address	Content Type	Status Code	Status
1	https://astutescholar.com/orders/js/icheck/icheck.min.js	text/html; charset=UTF-8	404	Not Found
2	https://www.pmi.org/learning/library/stakeholder-inclusivene...	text/html; charset=UTF-8	403	Forbidden
3	https://www.projectmanagement.com/blog-post/27649/Proj...	text/html; charset=UTF-8	403	Forbidden
4	https://www.pmi.org/learning/library/vendors-cost-more-proj...	text/html; charset=UTF-8	403	Forbidden
5	https://www.pmi.org/learning/library/cost-quality-communic...	text/html; charset=UTF-8	403	Forbidden
6	https://ksufed.kennesaw.edu/	text/html; charset=us-ascii	404	Not Found
7	https://www.projectmanagement.com/articles/364444/Cultu...	text/html; charset=UTF-8	403	Forbidden
8	https://www.chronicle.com/article/5-lessons-from-a-race-and...	text/html; charset=UTF-8	403	Forbidden

Selected Cells: 1 Filter Total: 24

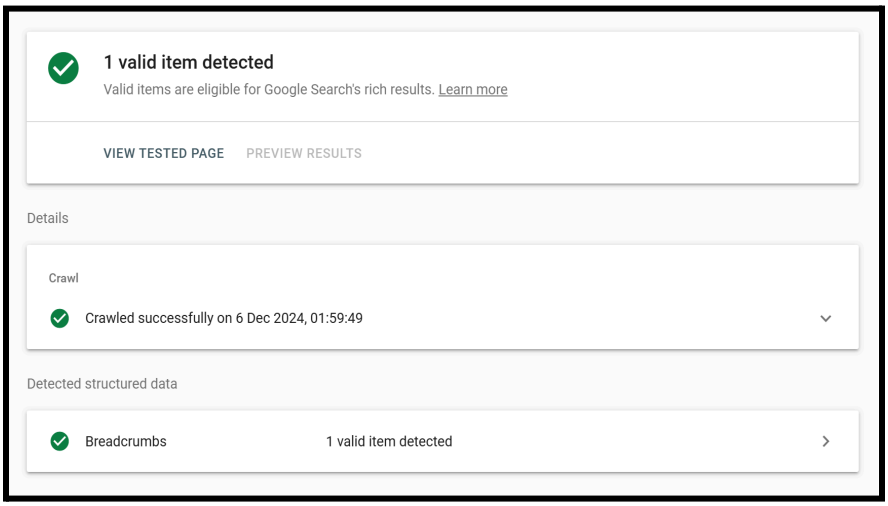
All Link Types | All Link Origin Types | E... | Search...

From	To
https://astutescholar.com/orders/register	https://astutescholar.com/orders/js/icheck/icheck.min.js
https://astutescholar.com/orders/stud/new	https://astutescholar.com/orders/js/icheck/icheck.min.js
https://astutescholar.com/orders/user/register	https://astutescholar.com/orders/js/icheck/icheck.min.js
https://astutescholar.com/orders/login	https://astutescholar.com/orders/js/icheck/icheck.min.js
https://astutescholar.com/orders/forgot/password	https://astutescholar.com/orders/js/icheck/icheck.min.js

To fix this, the file path should be updated if it exists or replaced with an appropriate script, and regular link audits should be conducted to prevent future 404 errors while implementing a custom 404 page to guide users when errors occur.

Schema Markup

Schema markup/structured data is a code added to a webpage to provide search engines with additional context about a particular page on the site and can result in visually appealing results in the form of rich snippets, FAQ's, and other features displayed on the SERP.



Issues noted:

The website has one schema markup type present, which is breadcrumbs, and there are no errors.

Solution:

Breadcrumb schema is important as it helps search engines understand the site's structure, making navigation easier for users by showing their location within the website. However, the website could further benefit from implementing additional schema types, such as Review schema to showcase user reviews, Rating schema to display overall ratings, and FAQ schema to answer common questions directly in search results. These additional schema types would enhance search visibility, improve click-through rates, and make the website more engaging for users.

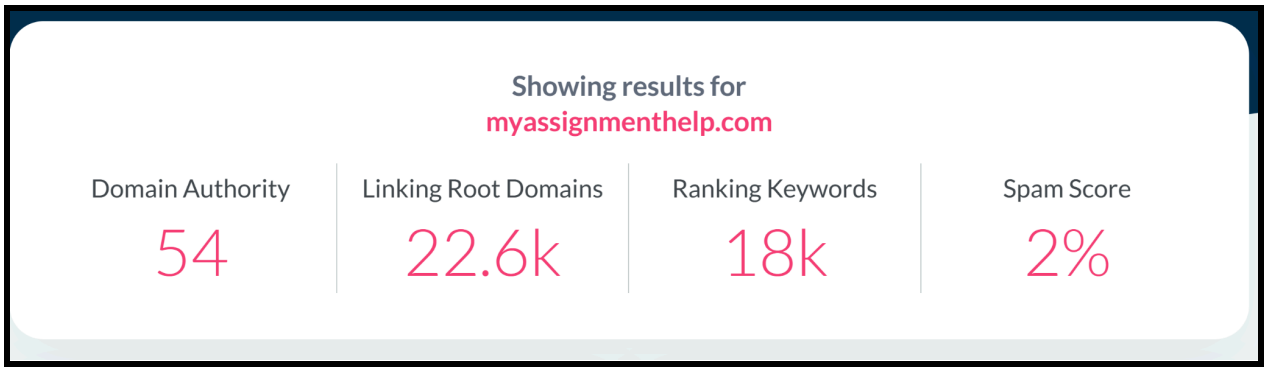
Competitive Analysis

By doing a quick search on Google for the keyword assignment help services, here is Astutescholar's top competitor for this term.

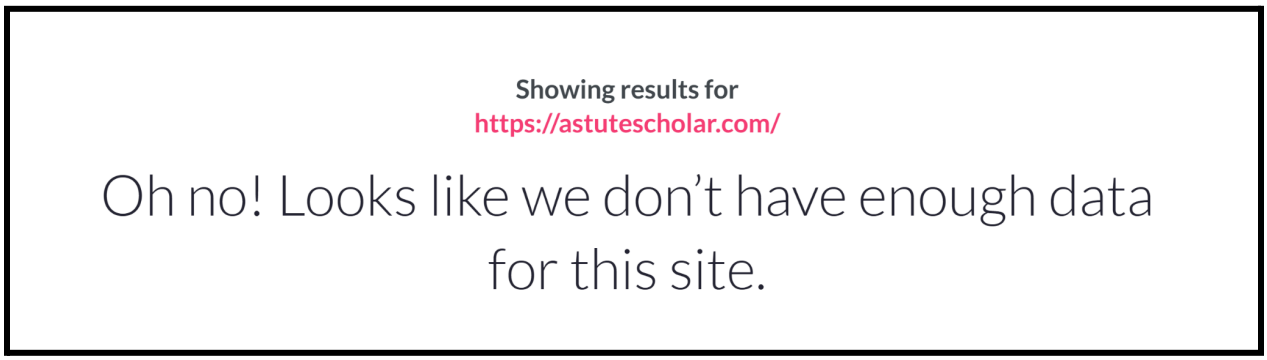
myassignmenthelp.com

Here is how Astute scholar compares to their competitor Myassignmenthelp.

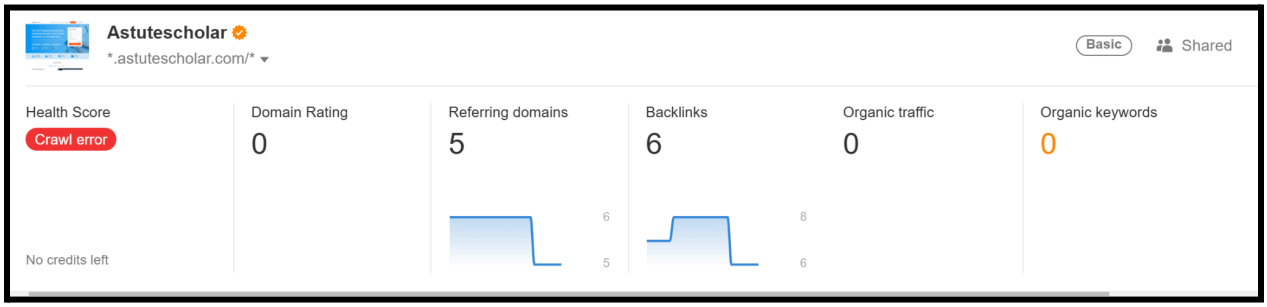
MyAssignmentHelp



Astute Scholar



Note: When analyzed using **MOZ**, no data was available for AstuteScholar. This lack of results likely indicates that the site currently has a low presence in terms of domain authority, backlinks, or ranking keywords, and does not rank prominently in search engine results. I therefore plugged aAstute Scholar to Ahrefs which provided the following insights:



This data confirms that AstuteScholar has minimal online authority and visibility, with no significant backlinks, ranking keywords, or organic traffic. Addressing these gaps through improved site structure, content optimization, and backlink-building strategies is critical for enhancing their competitive positioning.

Domain Authority: This is the overall "popularity" or authority score that the site has on the SERP. The closer the DA score is to 100, the more potential there is for search engines to rank the site higher on the SERP.

> **Solution:** AstuteScholar has a Domain Authority of 0 compared to MyAssignmentHelp 54. Updating its overall site structure, improving content quality, and building backlinks will significantly improve its DA.

Linking Root Domains: The number of unique root domains (distinct websites) that contain at least one backlink pointing to your website. The more diverse your backlinks are stemming from differing websites, the more potential for traffic and increased ranking on the SERP.

> **Solution:** AstuteScholar has only 5 referring domains compared to MyAssignmentHelp's 22.6k. This can be improved by gaining backlinks from reputable sites related to education or student services, such as academic blogs or directories.

Ranking Keywords: This is the number of keywords a website ranks for on the SERP. A website with a high number of ranking keywords captures more organic traffic.

> **Solution:** AstuteScholar ranks for 0 keywords compared to MyAssignmentHelp's 18k. This can be improved by creating long-form, high-quality content optimized for targeted keywords identified through keyword research.