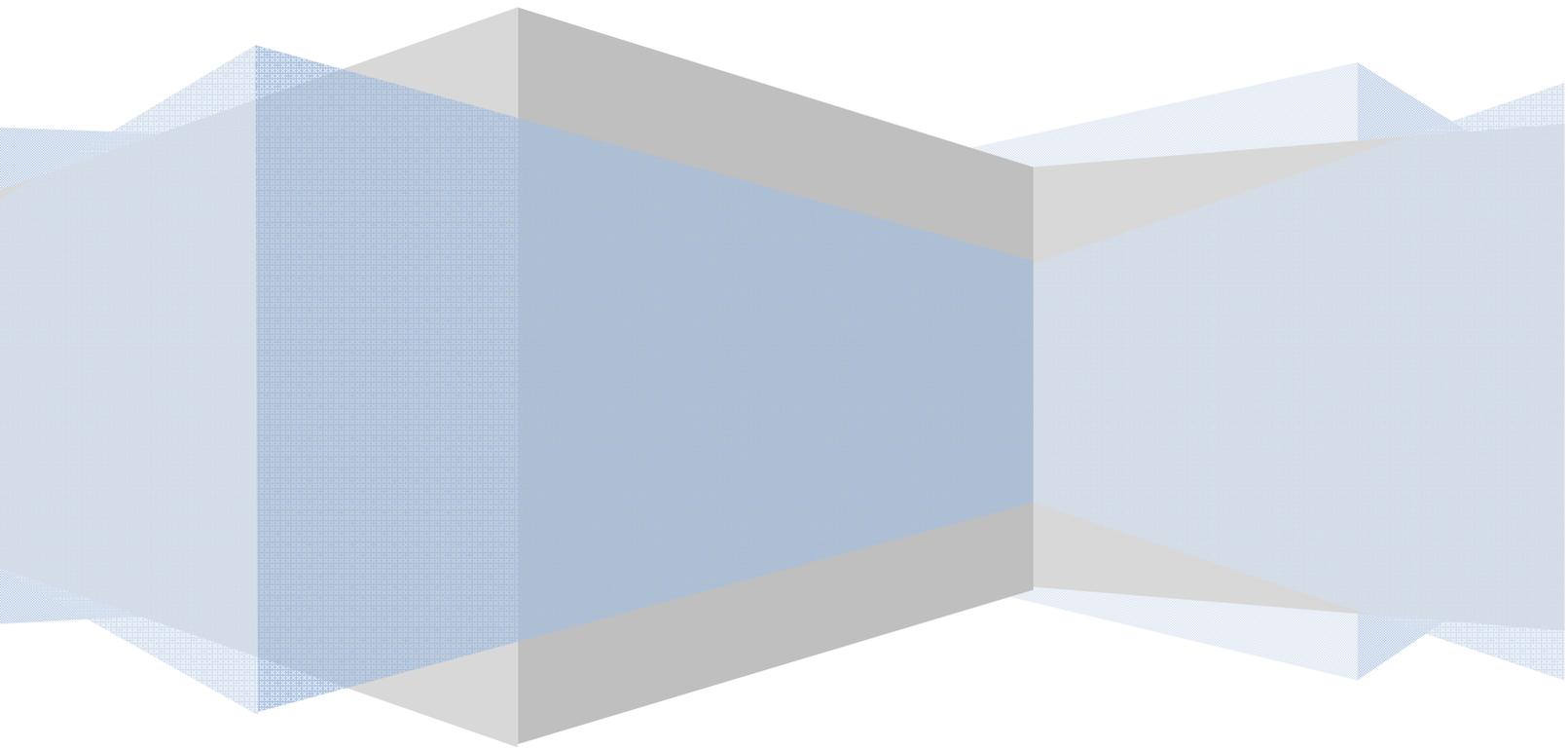


SEO AUDIT

Wildflower Favours

BY SEODOC.CO.UK



ATTACHMENTS:

- www.seodoc.co.uk/reports.zip
- Contains 12 Excel sheets (Top10 competitors backlink details, keyword research and meta data suggestions)

SUMMARY

- 1. Backlink Profile Analysis..... page 3*
- 2. Anchor Text Profile Analysis..... page 3*
- 3. On-Page Optimizationpage 4*
- 4. Social Signalspage 12*
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1. Backlink Profile Analysis

- Wildflower Favours' total number of backlinks is **1242**, which theoretically speaking is great. However, there are only **100** referring domains (hosted on **100** unique IP's) which means things aren't as good as initially seemed, but they are still OK;
- All of your backlinks are coming from **100** referring domains, which is OK, but you will need more, especially if you want a 1st page ranking on Google.co.uk for competitive keywords;
- Most of your backlinks are not contextual links;
- Most backlinks are from theme related websites, which is great;
- Almost all of your backlinks are pointing to your homepage, which makes things seem unnatural, as most websites receive links to their internal pages too. It would be great if you started creating more backlinks for the product pages, such as:

<http://www.wildflower-favours.co.uk/Seed-Packets/>

<http://www.wildflower-favours.co.uk/Plantable-Seed-Papers/>

- Links to internal pages let Google know that people are interested in your website's content, which leads to considering it more important;
- Most of your backlinks are do-follow, which technically is an issue. The percentage of no-follow links should be significantly higher to make the backlink profile seem more natural.

2. Anchor Text Profile Analysis

- Technically, Wildflower Favours' anchor text profile is well balanced, as it contains both money keywords and brand names. This is a good thing, as after Google's Penguin update, brand name anchor text is considered 'natural' by Google. The best solution is having a good proportion of brand name anchors, money keywords and neutral keywords (i.e. 'click here', 'website' etc.)
- **43.6%** of the anchor text is <http://www.wildflower-favours.co.uk> and **30.2%** is **wildflower favours**, which is OK. Your current anchor text approach has a certain SEO value, as you are currently focusing your SEO efforts on **wildflower favours**, which is the most relevant keyword combination for your business, even if doesn't have a huge traffic potential. It would have been great if you also used other popular keyword combinations as anchor text, as this would have allowed you to rank well for other good keywords too;
- The high percentage of **wildflower favours** anchor text allowed you to rank 1st page of Google.co.uk for this keyword. Sure, your domain name helped too;

3. On-Page Optimization

The on-page SEO analysis will focus on the following pages:

- <http://www.wildflower-favours.co.uk/>
- <http://www.wildflower-favours.co.uk/Accessories/>
- <http://www.wildflower-favours.co.uk/Chalkboard/>
- <http://www.wildflower-favours.co.uk/Confetti/>
- <http://www.wildflower-favours.co.uk/Favours/>

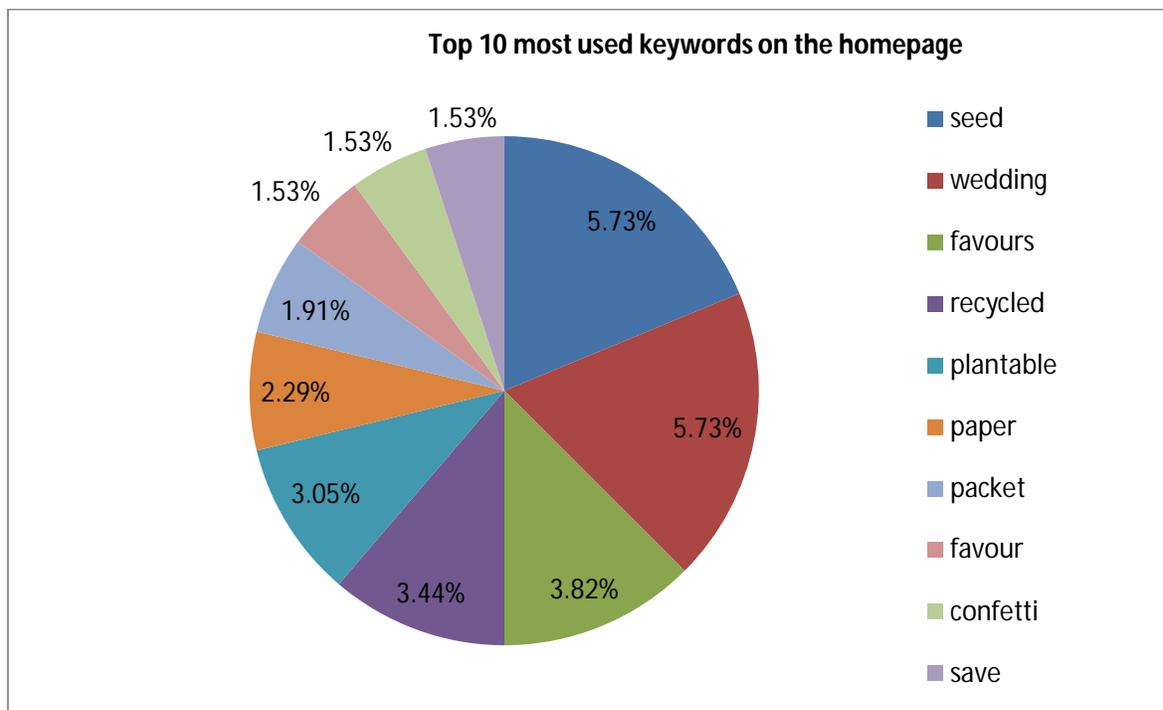
F. <http://www.wildflower-favours.co.uk/Paper-Envelopes/>

G. <http://www.wildflower-favours.co.uk/Stationery-etc/>

A.) <http://www.wildflower-favours.co.uk/>

- The homepage's title is **Wildflower Favours - Wedding Favours**, which is OK. You should know that the keywords at the left of the title tags are the most important to search engines, as in most languages worldwide the sentence begins from left to right. The homepage's title should be something that reflects your website's activity in the best way possible, while still containing keyword combinations with high traffic potential.
- In most cases, the title is the snippet that shows in Google's search results.
- The title tag is extremely important as, along with the backlinks, lets search engines know what your website is about. Your homepage's meta title tag is focusing on 2 keyword combinations, '**wildflower favours**', which has few monthly queries on Google.co.uk and '**wedding favours**', which is extremely popular, but also extremely competitive. Considering you currently rank 4th page on Google.co.uk for '**wedding favours**', I recommend focusing more on this keyword. Normally, I would have not advised you to focus on such a competitive keyword combination, but you already rank so close to the 1st page, which means you have high chances of getting a very good ranking;
- When title tags and description tags contain the same keywords or at least some of the keywords you've used as anchor texts for your backlinks, you have higher chances of ranking well for these keywords.
- The Meta description of this page is **missing, which is not OK at all**;
- The Meta description should provide concise explanations of the homepage's content. A well written Meta description is very useful in gaining user click-through from SERPs.
- The keywords tag is empty;
- The written content is of **530 words with 4036 characters**;

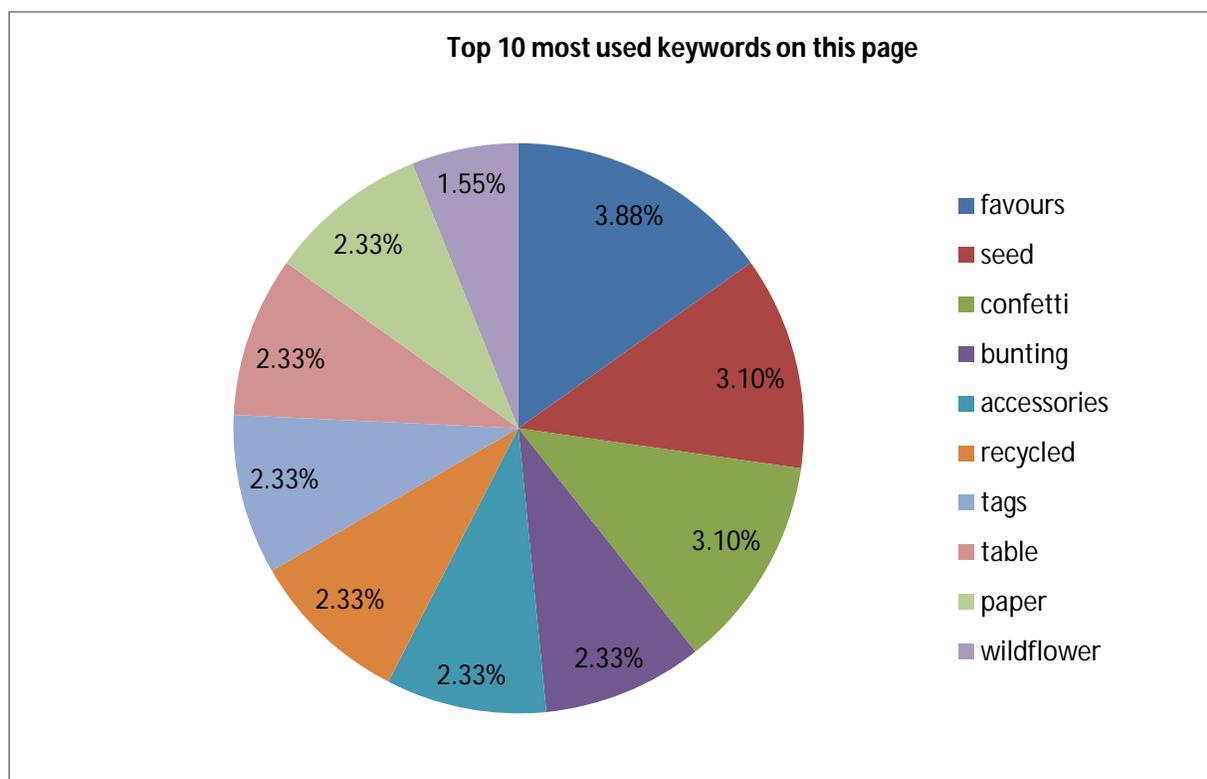
- ➔ Your content text represents **9.78%** from your webpage source code. This is a low ratio and you might need to add more content. A higher ratio would have a significant positive effect on the website's search engine rankings;
- ➔ You do have a sitemap, which is OK;
- ➔ This page has **41** 'img' tags and **11** of them don't have the required 'alt' attribute, which isn't OK;
- ➔ Your website is hosted on a server in Portugal, which technically is an issue if you want to rank well on Google.co.uk;



B.) <http://www.wildflower-favours.co.uk/Accessories/>

- ➔ This internal page's meta title tag is ***Wildflower Favours :: Accessories***, which is not OK, as it only focuses on ***Wildflower Favours***;
- ➔ The Meta description of this page is missing, which is not OK at all;
- ➔ The keywords tag is empty;
- ➔ The written content is of **219 words with 1909 characters**;

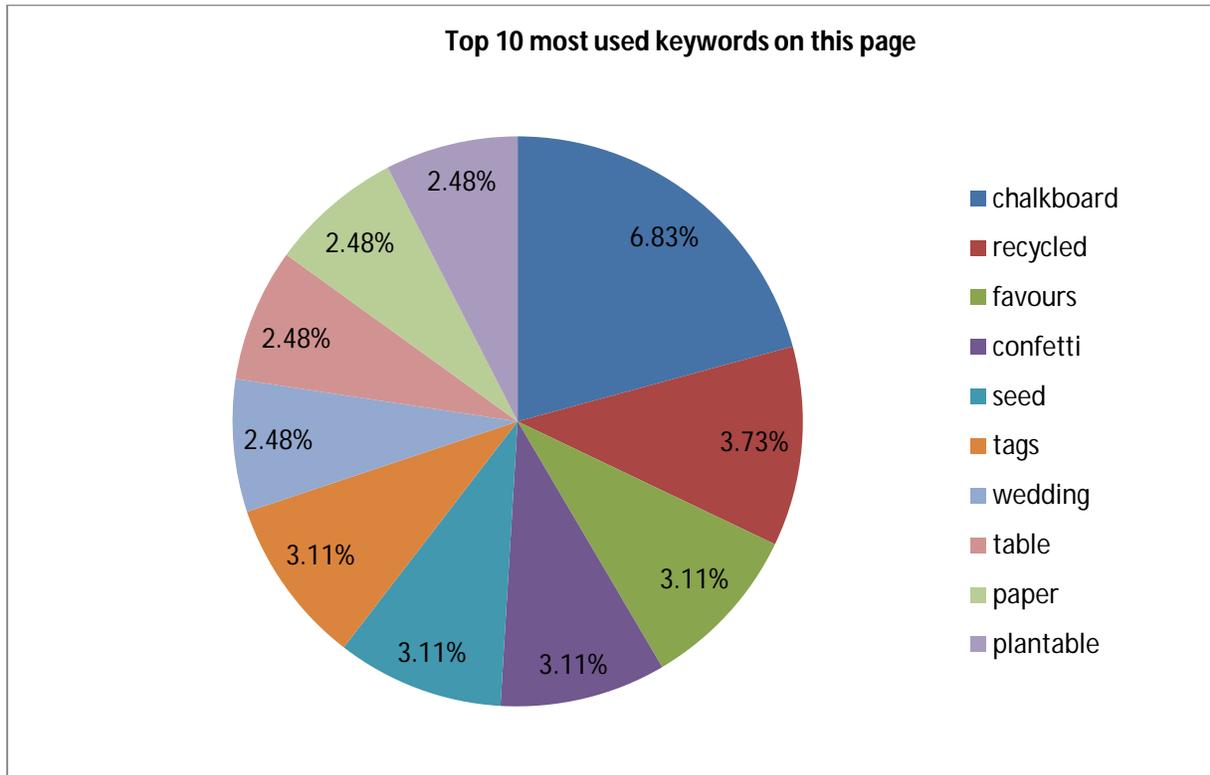
- Your content text represents **6.63%** from your webpage source code. This is a low ratio and you might need to add more content;
- This page has **27** 'img' tags and **8** of them don't have the required 'alt' attribute, which is not OK;



C.) <http://www.wildflower-favours.co.uk/Chalkboard/>

- This internal page's meta title tag is ***Chalkboard products - Wildflower Wedding Favours*** which is OK, but it could have been better;
- The Meta description of this page is too short;
- The keywords tag is empty;
- The written content is of **310 words with 2746 characters**;
- Your content text represents **6.88%** from your webpage source code. This is a low ratio and you might need to add more content;

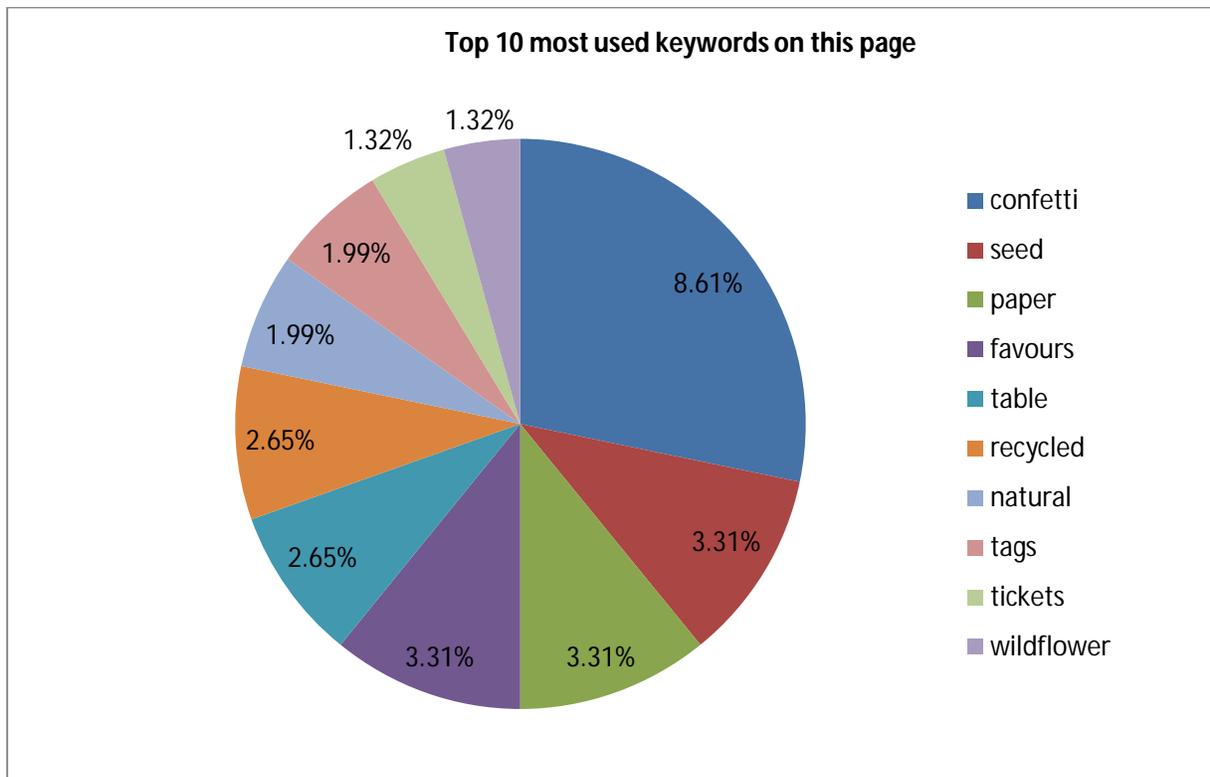
- This page has 34 'img' tags and 10 of them don't have the required 'alt' attribute, which is not OK;



D.) <http://www.wildflower-favours.co.uk/Confetti/>

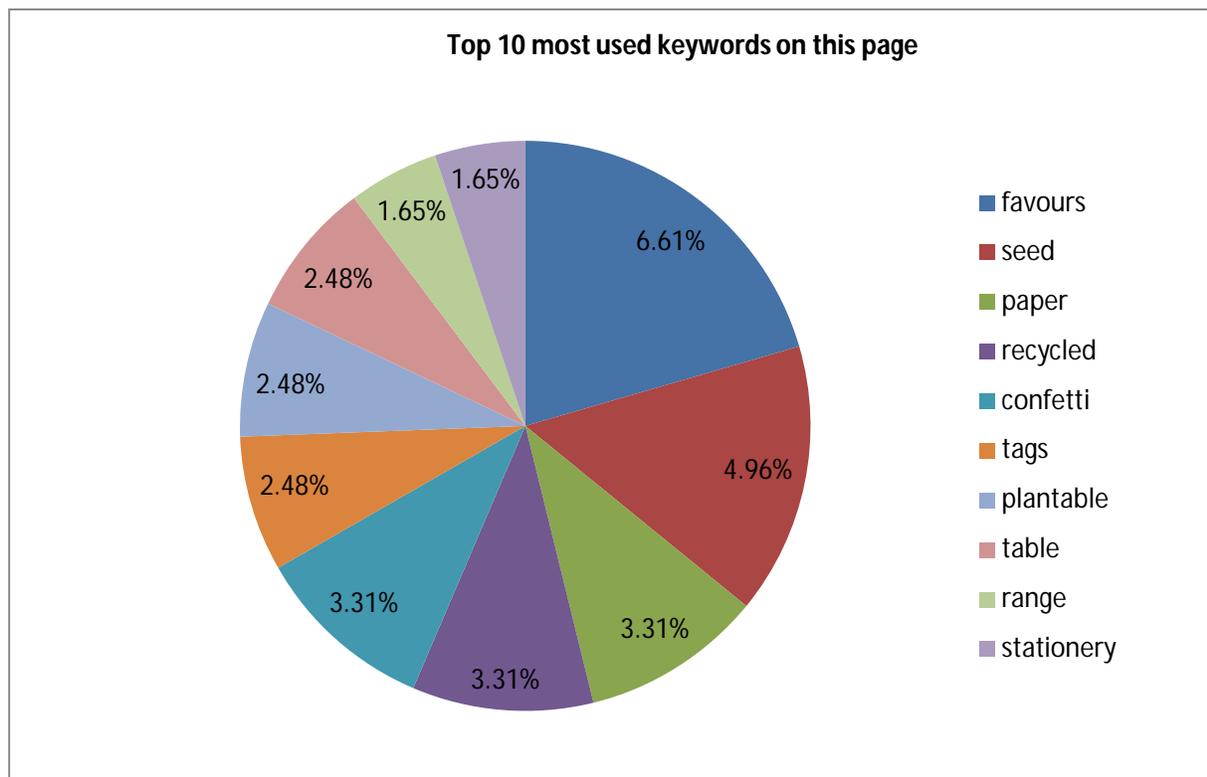
- This internal page's meta title tag is ***Wildflower Favours :: Confetti***, which is not OK, as it only focuses on ***Wildflower Favours***;
- The Meta description of this page is missing, which is not OK at all;
- The keywords tag is empty;
- The written content is of **249 words with 2169 characters**;
- Your content text represents **7.01%** from your webpage source code. This is a low ratio and you might need to add more content;
- The written content is not optimized for the right keywords;

- This page has 27 'img' tags and 8 of them don't have the required 'alt' attribute, which is not OK;



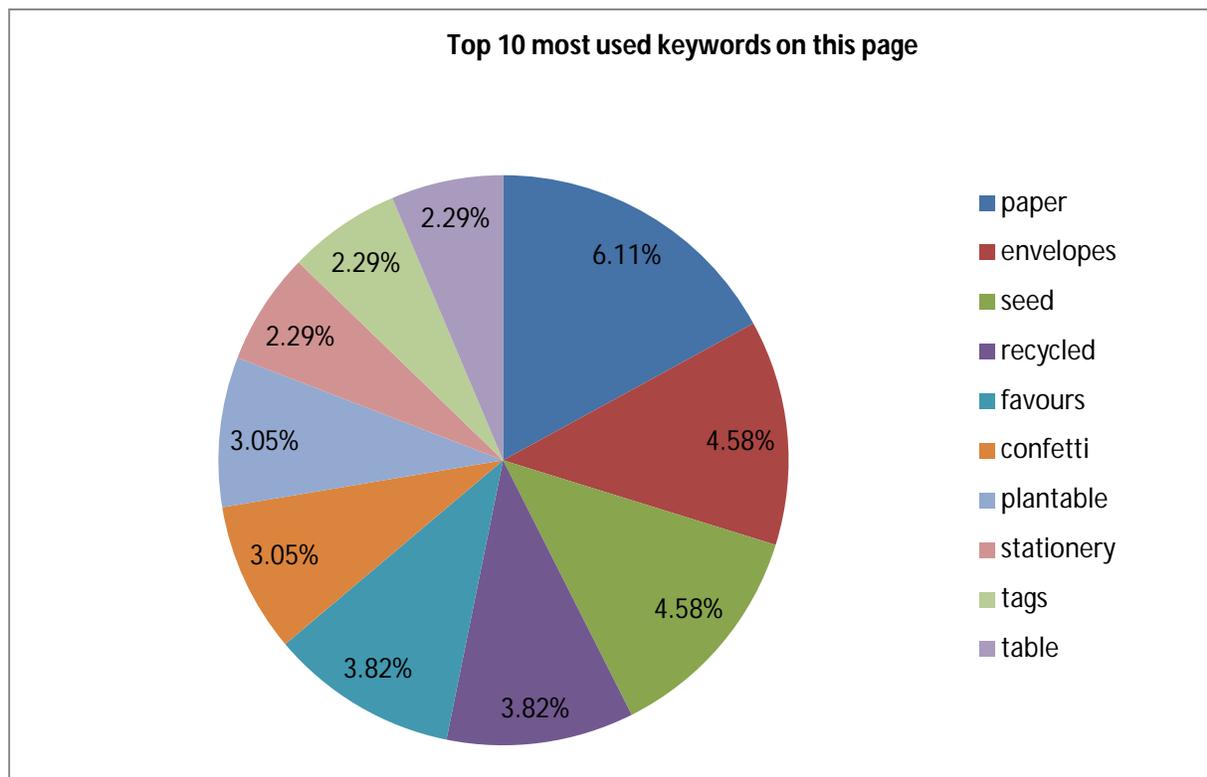
E.) <http://www.wildflower-favours.co.uk/Favours/>

- This internal page's meta title tag is ***Wedding Favours - Wildflower Wedding Favours***, which is OK;
- The Meta description of this page is too short and it doesn't contain the right keywords;
- The keywords tag is OK;
- The written content is of **197 words with 1635 characters**;
- Your content text represents **7.60%** from your webpage source code. This is a low ratio and you might need to add more content;
- The written content is not optimized for the right keywords;
- This page has **21** 'img' tags and **5** of them don't have the required 'alt' attribute, which is not OK;



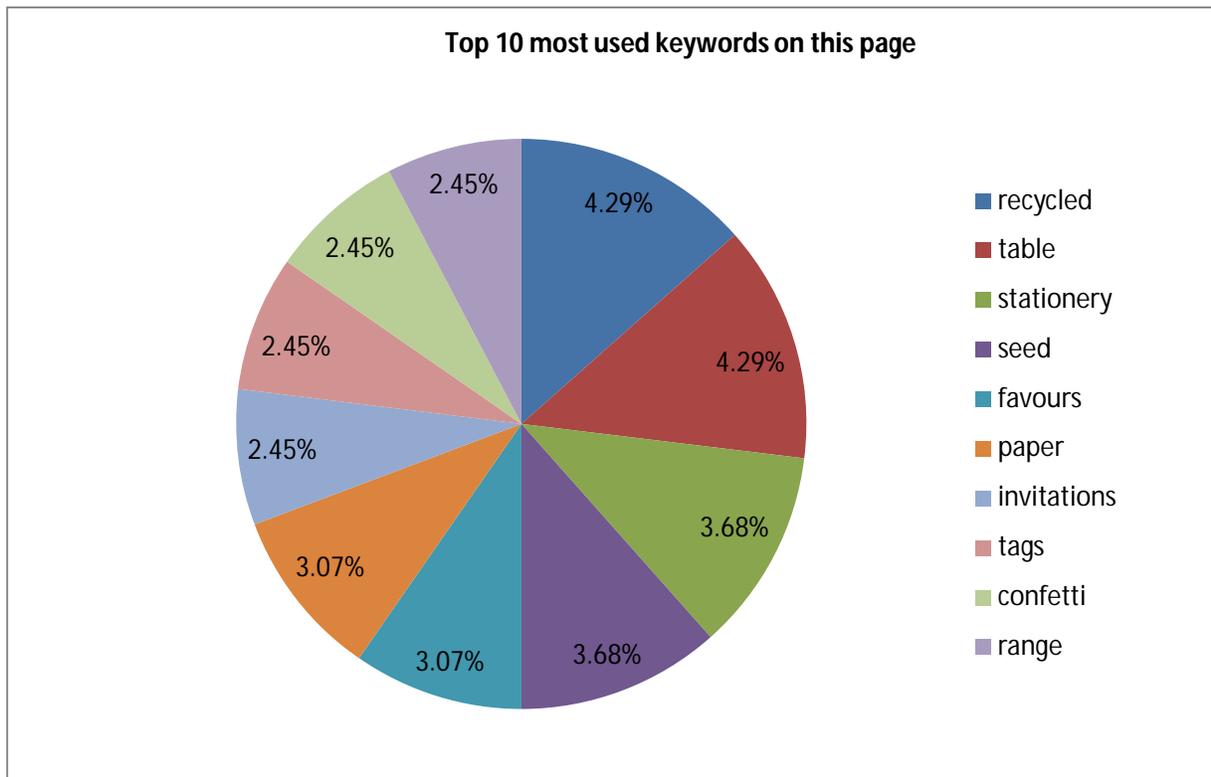
F.) <http://www.wildflower-favours.co.uk/Paper-Envelopes/>

- ➔ This internal page's meta title tag is ***Plantable and recycled paper and envelopes - Wildflower Wedding Favours***, which is OK, but could have been better;
- ➔ The Meta description of this page is missing;
- ➔ The keywords tag is OK;
- ➔ The written content is of **209 words with 1713 characters**;
- ➔ Your content text represents **8.00%** from your webpage source code. This is a low ratio and you might need to add more content;
- ➔ The written content is not optimized for the right keywords;
- ➔ This page has **21 'img' tags** and **5** of them don't have the required 'alt' attribute, which is not OK;



G.) <http://www.wildflower-favours.co.uk/Stationery-etc/>

- ➔ This internal page's meta title tag is ***Eco-friendly wedding invitations - Wildflower Wedding Favours***, which is not OK, but could have been better;
- ➔ The Meta description of this page is OK;
- ➔ The keywords tag is too long;
- ➔ The written content is of **241 words with 2055 characters**;
- ➔ Your content text represents **7.33%** from your webpage source code. This is a low ratio and you might need to add more content;
- ➔ The written content is not optimized for the right keywords;
- ➔ This page has **30** 'img' tags and **11** of them don't have the required 'alt' attribute, which is not OK;



4. Social Signals

- ➔ Wildflower Favours' official Twitter account is OK, but you should have more followers than people you're following;
- ➔ Wildflower Favours' official Facebook page has 2,457 likes and a significant number of posts, which is OK;
- ➔ Wildflower Favours' official Google Plus page is not updated and doesn't have much content;
- ➔ Search engines are increasingly using social media activity to determine which pages are most relevant for keyword searches. In order to increase your page rank and to increase revenue generated through organic search you should definitely increase your website social media engagement;

5. Competition Overview

The competition will be established based on the Google.co.uk rankings for **wedding favours**. I also recommend focusing your SEO efforts on this keyword combination, which has **22,000 exact match monthly queries** on Google.co.uk. Ranking first page on Google.co.uk for this keyword would significantly change your business. There will be more information on this in the *Recommendations* section.

A. www.notonthehighstreet.com

- This competitor currently ranks #1st on Google.co.uk for **Wedding favours**;
- They currently have more than 25000 backlinks from 4814 referring domains on 2899 unique IP's, which is very good;
- The referring domains are not hosted on the same IP, which is great;
- **10.70%** of the anchor text is **not on the high street**, which is not great at all;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are not contextual;
- Most backlinks are do-follow;

B. www.favourfairy.co.uk

- This competitor currently ranks #2nd on Google.co.uk for **Wedding favours**;
- They currently have 2349 backlinks from 120 referring domains on 112 unique IP's, which is OK;

- The referring domains are not hosted on the same IP, which is great;
- **71.00%** of the anchor text is ***www.favourfairy.co.uk***, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are not contextual;
- Most backlinks are do-follow;

C. www.confetti.co.uk

- This competitor currently ranks #3rd on Google.co.uk for ***Wedding favours***;
- They currently have more than 25000 backlinks from 3865 referring domains on 1526 unique IP's, which is very good;
- The referring domains are not hosted on the same IP, which is great;
- **43.40%** of the anchor text is ***aristocratic/royal names***, which is not OK;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are not contextual;
- Most backlinks are do-follow;

D. www.johnlewis.com

- This competitor currently ranks #4th on Google.co.uk for **Wedding favours**;
- They currently have more than 25000 backlinks from 6862 referring domains on 3965 unique IP's, which is very good;
- The referring domains are not hosted on the same IP, which is great;
- **19.40%** of the anchor text is **john lewis**, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are from theme unrelated websites;
- Backlinks are not contextual;
- Most backlinks are do-follow;

E. www.hobbycraft.co.uk

- This competitor currently ranks #5th on Google.co.uk for **Wedding favours**;
- They currently have more than 25000 backlinks from 2968 referring domains on 1856 unique IP's, , which is very good;
- The referring domains are not hosted on the same IP, which is great;
- **57.20%** of the anchor text is **hobby craft**, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;

- Backlinks are not contextual;
- Most backlinks are do-follow;

F. www.bridesmagazine.co.uk

- This competitor currently ranks #6th on Google.co.uk for **Wedding favours**;
- They currently have more than 25000 backlinks from 1692 referring domains on 1554 unique IP's, which is very good;
- The referring domains are not hosted on the same IP, which is great;
- **36.50%** of the anchor text is **brides**, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are not contextual;
- Most backlinks are do-follow;

G. www.thorntons.co.uk

- This competitor currently ranks #7th on Google.co.uk for **Wedding favours**;
- They currently have more than 25000 backlinks from 2213 referring domains on 1582 unique IP's, which is very good;
- The referring domains are not hosted on the same IP, which is great;
- **51.80%** of the anchor text is **thorntons**, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are not contextual;
- Poor written content;
- Most backlinks are do-follow;

H. www.thelastdetail.co.uk

- This competitor currently ranks #8th on Google.co.uk for **Wedding favours**;
- They currently have 2245 backlinks from 236 referring domains on 190 unique IP's, which is OK;
- The referring domains are not hosted on the same IP, which is great;
- **42.80%** of the anchor text is **wedding and party supplies @ the last detail**, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are not contextual;
- Most backlinks are do-follow;

I. www.ukweddingfavours.co.uk

- This competitor currently ranks #9th on Google.co.uk for **Wedding favours**;
- They currently have 1651 backlinks from 318 referring domains on 318 unique IP's, which is OK;
- The referring domains are not hosted on the same IP, which is great;

- 15.90% of the anchor text is <http://www.ukweddingfavours.co.uk/blog/wedding-news/the-history-of-wedding-favours-bomboniere-or-favors/>, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Poor anchor text profile;
- Backlinks are not contextual;
- Most backlinks are do-follow;

→ <http://shop.lovehearts.com>

- This competitor currently ranks #10th on Google.co.uk for **Wedding favours**;
- They currently have 18912 backlinks from 49 referring domains on 45 unique IP's, which is not great at all;
- The referring domains are not hosted on the same IP, which is great;
- 94.70% of the anchor text is **love hearts**, which is not great;
- The on-page optimization is OK;
- The meta tags are well written;

WEAKNESSES:

- Few backlinks;
- Poor anchor text profile;
- Backlinks are from theme unrelated websites;
- Backlinks are not contextual;
- Most backlinks are do-follow;

6. Recommendations

- i. Please see the Keyword Analysis Excel sheet with the most important keyword combinations that are relevant to Wildflower Favours and their average queries.
- The keyword the website's homepage is optimized for the good keywords, but your **Wildflower Favours** should have been at the right of the title, where the less important keywords usually are. Having **Wildflower Favours** at the left would have been useful only if it had a reasonable number of monthly queries on Google.co.uk, which is not the case, as you can see below.

Keywords	Avg. Monthly Searches (exact match only)
wildflower favours	170

- I recommend optimizing the website for other keywords with more exact match queries on Google. Please see the attached Excel sheet with the traffic potential of each keyword. I have highlighted the keywords I recommend choosing from (for homepage and internal pages).

Keywords	Avg. Monthly Searches (exact match only)
wedding favours	22200
wedding favour ideas	8100
wedding stationery	8100
wedding accessories	4400
wedding favours UK	4400

wedding favors	4400
wedding accessories	4400
wedding favours ideas	2900
wedding stationery UK	2900
unusual wedding favours	1600
unique wedding favours	1000

- The main keywords to focus on should be **wedding favours, wedding favour ideas, unique wedding favours** as they are the most relevant for your activity. Actually, it's the homepage should be optimized for these keyword combinations;
- Unfortunately, the keywords you have mentioned have not much of a traffic potential, as you can see below:

Keywords	Avg. Monthly Searches (exact match only)
wildflower favours	170
green wedding	170
rustic wedding favours	140
seed wedding favours	110
personalized seed packets	90
butterfly favours	50
wedding seed packets	50
seed packet wedding favours	40
wedding favour seed packets	40

wildflower seed packets	40
wedding favors seed packets	30
wildflower wedding favours	20
green wedding favours	20
ethical wedding	20
seed packet favours	20
wedding favours seed packets	20
ethical wedding favours	10
bees wedding	10
seed packets wedding favours	10
plantable seed paper favours	0

- This means you have to focus on more general terms. However, most Google users are revealing their location to Google, so whenever users within your local area are searching for '**wedding favours**', your website will show up in their search results. This will obviously happen only if your website is well optimized;
- You can also choose **wildflower favours, green wedding, rustic wedding favours, seed wedding favours, personalized seed packets, butterfly favours, wedding seed packets, seed packet wedding favours, wedding favour seed packets, wildflower seed packets, wedding favours seed packets** as secondary keywords, as they have a good number of exact monthly searches on Google and people searching for these keyword combinations are very likely to be converted into clients. You can actually optimize your internal pages for these secondary keywords.

- The current meta data has not much of an SEO value, therefore all meta title tags, meta description tags and meta keywords tags should be re-written;
- Each page should have unique title, description and keyword tag.
- The title is maybe the most important on-page SEO element and it should be descriptive for both human visitors and search engines. It should reflect the website's activity, as well as each individual page's topic.
- When writing Meta descriptions you have to employ the keywords intelligently, but also create a compelling description that a human visitor will want to click. Direct relevance to the page and uniqueness between each page's Meta description is essential. Each description should have 150-160 characters.

NOTE: PLEASE SEE THE ATTACHED META DATA SUGESTIONS EXCEL SHEET

- ii. Start focusing on obtaining incoming links from **wedding** and **wedding favours** related **websites**. 10 links from such websites can be more important than 100 links from other non related websites. For example, links from **theme related blogs** or **major UK directories** would have a positive impact on your search engine rankings, because your direct competitors do have such theme related backlinks.
 - You should get links from websites that are well optimized for the keyword '**wedding favours**', because this will allow Google to know better that your business is related to this topic. Considering most of the websites related to this topic are likely to be competitors, you should identify local or international websites that have '**wedding favours**' in their Meta title tags and negotiate for adding a link. International

websites are more likely to add a link to your website, as they are not direct competitors. One amazing resource for getting links is UK hosted blogs that are related to **wedding favours** and **weddings**. A contextual link on such a website is more valuable than 1,000 links in low quality directories.

- It would also be great if you got backlinks from websites that have **Kent** in their title tags or content, as this will help you rank well for local users that are signed in to their Google accounts;
- Just as said above, incoming links should be contextual links rather than isolated links placed in a website's side or bottom menu.
- Considering Wildflower Favours already has a reasonable number of backlinks, 60% of the anchor text should be keyword related, while the other 40% should be brand related. Keyword anchor text should not however be spammy.
- Each anchor text should be unique and it should be a long tail keyword, as these ones look very natural to both search engines and human visitors.
- Examples of **good anchor text**:

Wildflower Favours: Wedding favours in Kent

Wildflower Wedding Favours

Unique Favour Ideas at wildflower-favours.co.uk

Great green wedding favours on wildflower-favours.co.uk

Wildflower Favours: seed packet favours

Wedding favours seed packets at wildflower-favours.co.uk

Buy online wedding favours on wildflower-favours.co.uk

Eco-friendly wedding favours

Eco-friendly confetti and wedding favours

Butterfly wedding favours

- ➔ I recommend using anchor text made of brand name and keyword combinations. After the Penguin update, Google has started emphasizing the importance of brand names in its search algorithm. However, without 'money keywords', you'd only rank well for your brand name, which has no SEO value.
- ➔ Incoming links should be spread in time and the link building process should be constant, without ups and downs.
- ➔ Incoming links should not point only to homepage, but also to internal pages.
- ➔ Do not engage in reciprocal link exchange.
- ➔ Do not engage in obtaining links from more websites hosted on the same IP.

➔ **You should absolutely change you web hosting on a UK located server;**

- ➔ It would be great if you could get your website listed on these websites:

<http://www.chosenwedding.com/wedding-directory/>

<http://www.jewishweddingdirectory.co.uk/>

<http://www.wedding-directory.org/>

<http://www.weddingdirectoryhampshire.co.uk/>

<http://www.organisedbride.co.uk/>

<http://www.bristolweddingdirectory.co.uk/>

<http://www.yourukweddingdirectory.co.uk/>

<http://www.frenchweddingstyle.com/directory/>

<http://www.mfr.co.uk/pages/wedding-directory/>

<http://www.theweddingdirectory.turnpages.co.uk/>

<http://www.hotelpelirocco.co.uk/pelirocco-wedding-directory>

<http://www.everythingforweddings.co.uk/>

<http://www.bookyourwedding.co.uk/>
<http://www.free-wedding-directory.co.uk/>
<http://www.dcthomson.co.uk/brands/scottish-wedding-directory>
<http://www.wedding-directory.net/>
<http://www.grampian-wedding-dir.com/>
<http://www.uk-wedding-directory.co.uk/>
<http://thebiggayweddingdirectory.com/>
<http://www.weddingplanner.co.uk/suppliers/directorysearch.wp>
<http://www.weddingsquest.co.uk/>
<http://www.guidesforbrides.co.uk/>
<http://www.hitched.co.uk/>
<http://www.ukbridaldirectory.co.uk/>
<http://www.yourweddingpro.co.uk/>
<http://www.scottishweddingdirectory.co.uk/>
<http://www.theweddingdirectory.co.uk/>
<http://www.ayrshireweddingdirectory.com/>
<http://directory.yourdreamshaadi.co.uk/>
<http://www.weddingdaze.co.uk/>
<http://www.dwd.co.uk/>
<http://www.5starweddingdirectory.com/>
<http://www.asian-wedding-directory.com/>
<http://directory.weddingsite.co.uk/>
<http://www.pureweddingindex.co.uk/>
<http://www.hypnotherapy-directory.org.uk/>
<http://www.business-directory-uk.co.uk/>
<http://www.cylex-uk.co.uk/>
<http://www.freeindex.co.uk/>
<http://www.uksmallbusinessdirectory.co.uk/>
<http://www.thomsonlocal.com/>

<http://www.ukbusinessdirectoryltd.co.uk/>

<http://www.near.co.uk/>

<http://www.scoot.co.uk/>

<http://www.b2bindex.co.uk/>

<http://www.thetradefinder.co.uk/>

<http://www.touchlocal.com/>

<http://www.searchme4.co.uk/>

<https://www.businesslinedirectory.com/>

<http://www.lacartes.com/location/united-kingdom/england>

<http://www.businessmagnet.co.uk/>

- When creating links on these major UK directories, please use unique descriptions and anchor text for each submission. You should actually use long tail keyword combinations as anchor text.

ATTACHMENTS:

➤ www.seodoc.co.uk/reports.zip

➤ Contains 12 Excel sheets (Top10 competitors backlink details, keyword research and meta data suggestions)