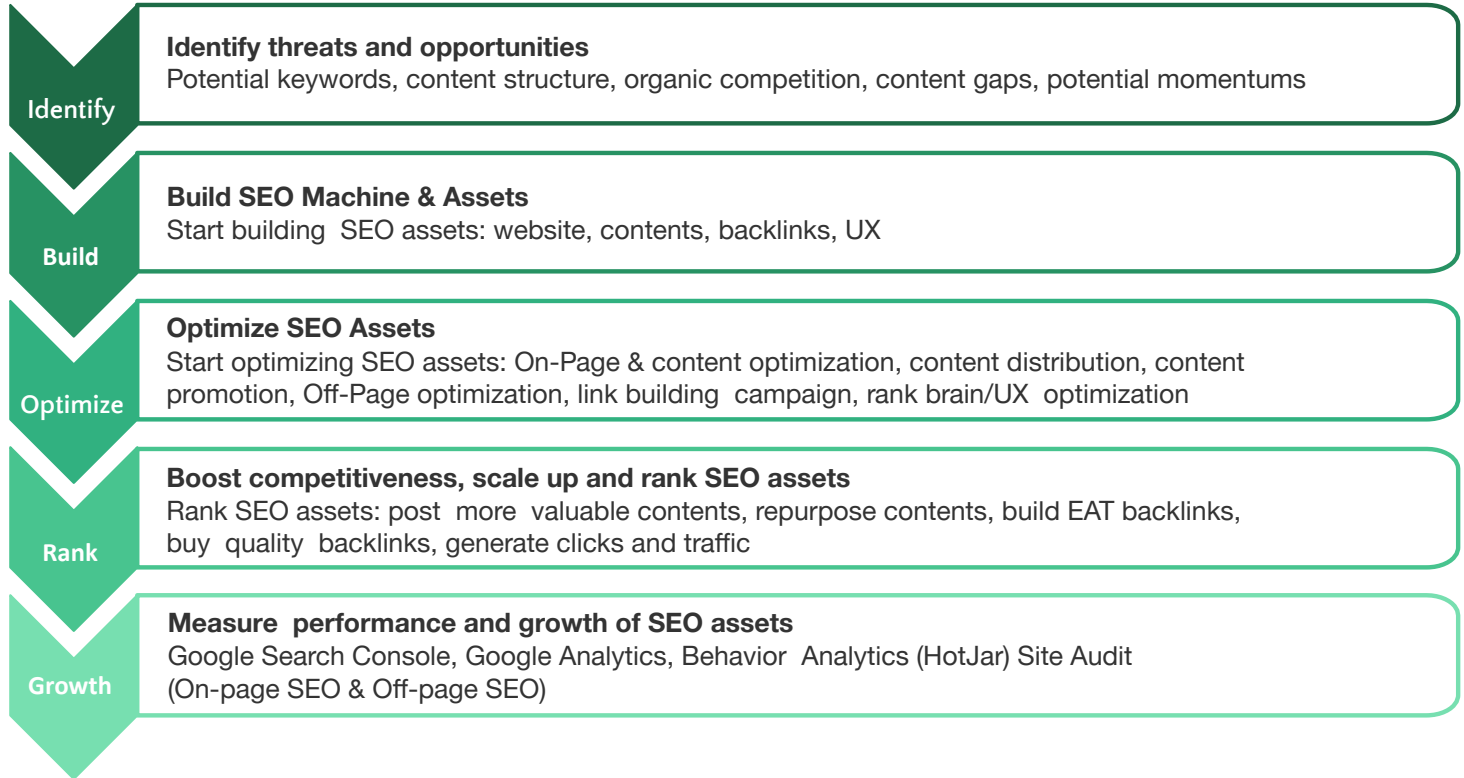


# SEARCH ENGINE OPTIMIZATION

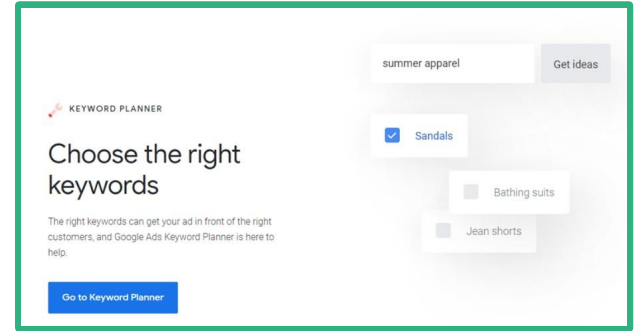
## Session 03 : **SEO Content Audit, Analysis & Action Plan**



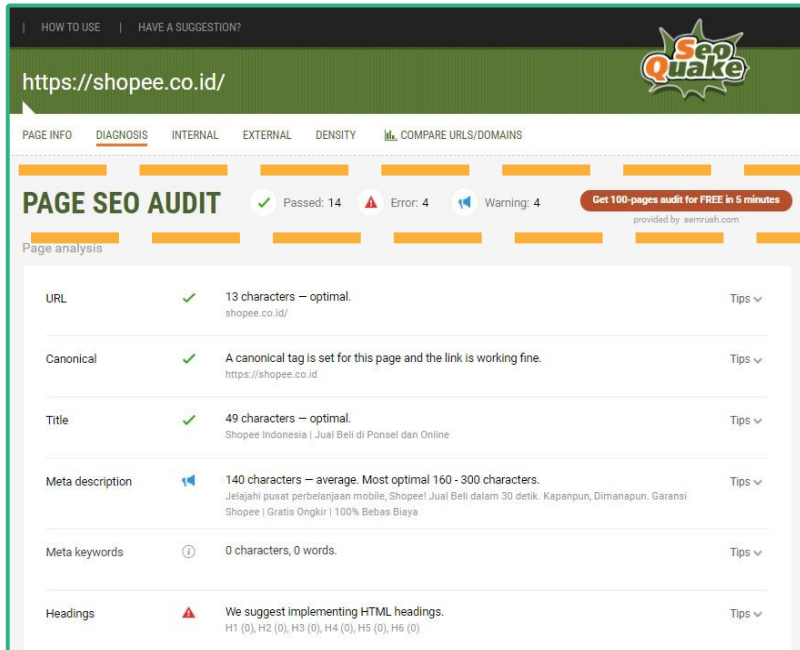
# SEO Workflow



# Keyword Research Tools




# Optimization Tools



HOW TO USE | HAVE A SUGGESTION?

https://shopee.co.id/

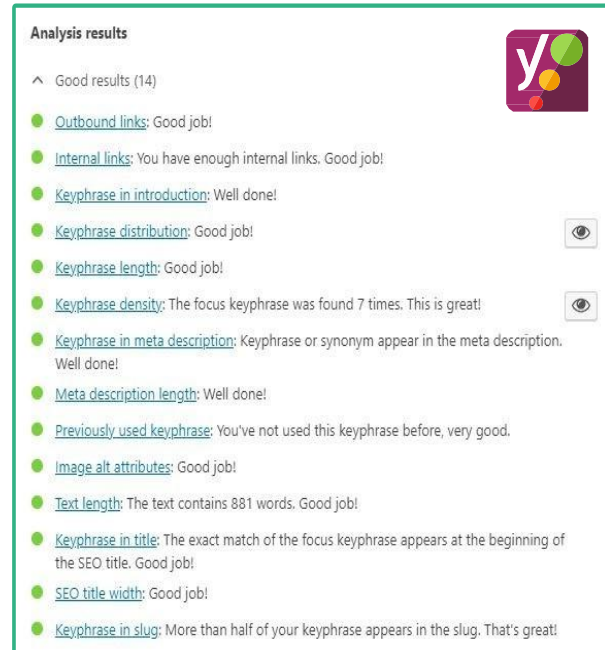
SeoQuake

PAGE INFO | **DIAGNOSIS** | INTERNAL | EXTERNAL | DENSITY |  COMPARE URLS/DOMAINS

**PAGE SEO AUDIT** ✓ Passed: 14 ⚠ Error: 4 🔊 Warning: 4 Get 100-pages audit for FREE in 5 minutes  
provided by seerush.com

Page analysis

|                  |   |  |        |
|------------------|---|--|--------|
| URL              | ✓ | 13 characters – optimal.<br>shopee.co.id/  | Tips ▼ |
| Canonical        | ✓ | A canonical tag is set for this page and the link is working fine.<br>https://shopee.co.id   | Tips ▼ |
| Title            | ✓ | 49 characters – optimal.<br>Shopee Indonesia   Jual Beli di Ponsel dan Online  | Tips ▼ |
| Meta description | 🔊 | 140 characters – average. Most optimal 160 - 300 characters.<br>Jelajahi pusat perbelanjaan mobile, Shopee! Jual Beli dalam 30 detik. Kapanpun, Dimanapun. Garansi Shopee   Gratis Ongkir   100% Bebas Biaya | Tips ▼ |
| Meta keywords    | ? | 0 characters, 0 words.   | Tips ▼ |
| Headings         | ⚠ | We suggest implementing HTML headings.<br>H1 (0), H2 (0), H3 (0), H4 (0), H5 (0), H6 (0)   | Tips ▼ |



**Analysis results**

Good results (14)

- Outbound links: Good job!
- Internal links: You have enough internal links. Good job!
- Keyphrase in introduction: Well done!
- Keyphrase distribution: Good job!
- Keyphrase length: Good job!
- Keyphrase density: The focus keyphrase was found 7 times. This is great!
- Keyphrase in meta description: Keyphrase or synonym appear in the meta description. Well done!
- Meta description length: Well done!
- Previously used keyphrase: You've not used this keyphrase before, very good.
- Image alt attributes: Good job!
- Text length: The text contains 881 words. Good job!
- Keyphrase in title: The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!
- SEO title width: Good job!
- Keyphrase in slug: More than half of your keyphrase appears in the slug. That's great!

# Content Distribution

**“Be  
Everywhere” -  
Cross Platform  
Distribution**



# Google SEO: E.A.T

**Expertise**

**Authoritativeness**

**Trustworthiness**



# Content That Ranks: E-A-T

## High-Quality Content is Expert, User-Focused Content

To create high-quality content that Google will rank (and rank well), you need to look at the three keys found in the Search Quality Evaluator Guidelines: beneficial purpose, E-A-T, and YMYL.

**Every page must have a purpose,  
Every page needs the right expertise behind it.  
YMYL pages need the highest E-A-T possible.**

Finally, remember that Google's standards are constantly changing. That is because user expectations of search are always changing, too, and Google needs to keep up to stay relevant. **And so do you.**



# Content That Ranks: Y-M-Y-L

## These pages need to contain the highest levels of E-A-T

**News and current events** on topics like business, science, politics, and technology

**Government, law, and civics-related topics** (voting, social services, legal issues, government bodies)

**Financial advice** on taxes, retirement, investments, loans, etc.

**Shopping information**, such as researching purchases

**Medical advice**, information on drugs, hospitals, emergencies, etc.

**Information on people** of a particular ethnicity, race, religion, nationality, sexuality, etc.

There are plenty of other YMYL topics, but Google says quality evaluators need to use their judgment to determine whether a page qualifies as YMYL content.

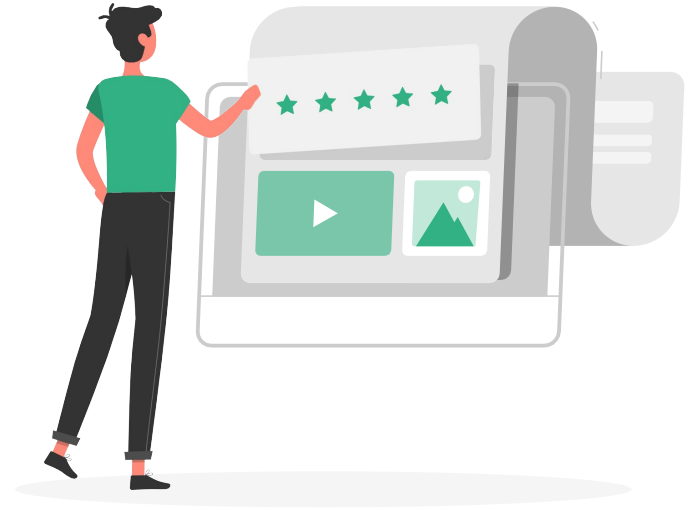
Source:  
<https://www.semrush.com/blog/eat-and-yMYL-new-google-search-guidelines-acronyms-of-quality-content/>





# How to Improve Your E-A-T?

- Quality is everything, work with credible experts
- Keep content up to date
- Build high quality backlinks and more mentions
- Get more engagements & reviews, be transparent
- Stick with your workflow, be consistent





# SEO Simulation

Ubersuggest

| SUGGESTIONS (11)         |                                    | RELATED (511) | QUESTIONS (0)    | PREPOSITIONS (0) | COMPARISONS (0) |                 |
|--------------------------|------------------------------------|---------------|------------------|------------------|-----------------|-----------------|
| <input type="checkbox"/> | KEYWORD <sup>?</sup>               |               | VOL <sup>?</sup> | CPC <sup>?</sup> | PD <sup>?</sup> | SD <sup>?</sup> |
| <input type="checkbox"/> | model kacamata                     | →             | 6,600            | Rp882,44         | 16              | 25              |
| <input type="checkbox"/> | model kacamata pria                | →             | 2,900            | Rp1,257,24       | 29              | 22              |
| <input type="checkbox"/> | model kacamata untuk wajah bulat   | →             | 2,900            | Rp1,058,77       | 28              | 14              |
| <input type="checkbox"/> | model kacamata wanita              | →             | 2,900            | Rp771,22         | 25              | 21              |
| <input type="checkbox"/> | model kacamata minus               | →             | 2,400            | Rp641,97         | 27              | 22              |
| <input type="checkbox"/> | model kacamata min                 | →             | 2,400            | Rp1,470,52       | 9               | 16              |
| <input type="checkbox"/> | model kacamata wanita terbaru 2020 | →             | 1,300            | Rp407,25         | 32              | 15              |
| <input type="checkbox"/> | model kacamata gaya wanita terbaru | →             | 1,300            | Rp273,63         | 28              | 14              |

# SEO Simulation



 intitle:"model kacamata untuk wajah bulat" 

Google Search

I'm Feeling Lucky

# SEO Simulation

## Keyword Overview: model kacamata untuk wajah bulat



The average web page that ranks in the top 10 has **3 backlinks** and a **domain score of 33**.

|   | GOOGLE SERP <sup>?</sup>   | EST. VISITS <sup>?</sup> | LINKS <sup>?</sup> | DS <sup>?</sup> | SOCIAL SHARES <sup>?</sup> |
|---|--|--------------------------|--------------------|-----------------|----------------------------|
| 1 | <a href="#">my-best.id/1365</a>     | 881                      | 0                  | 30              | 0                          |
| 2 | <a href="#">popmama.com</a>         | 469                      | 4                  | 32              | 0                          |
| 3 | <a href="#">beautynesia.id/...</a>  | 282                      | 0                  | 36              | -2                         |

# SEO Simulation

**mybest** Situs yang memperkenalkan rekomendasi produk pilihan kategori **Aksesori wanita**

Top > Fashion wanita > Aksesori wanita > 10 Rekomendasi Kacamata Terbaik untuk Wajah Bulat (Terbaru Tahun 2020)

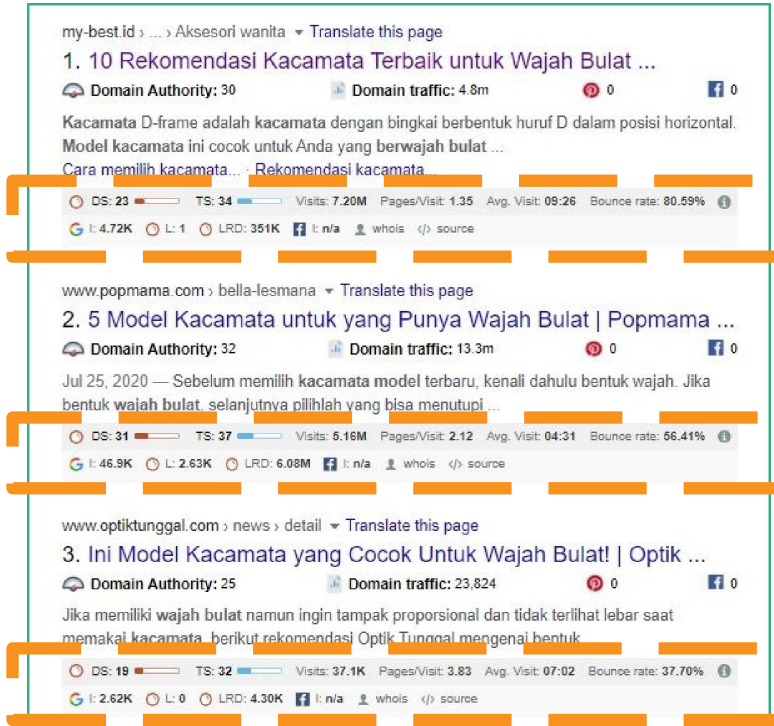


## 10 Rekomendasi Kacamata Terbaik untuk Wajah Bulat (Terbaru Tahun 2020)

Memiliki wajah bulat memang memiliki tantangan tersendiri untuk menemukan bentuk kacamata yang tepat. Pasalnya, salah memilih bentuk kacamata akan membuat wajah makin terlihat bulat. Untuk menyiasatinya, ada beberapa hal yang harus diperhatikan dalam memilih kacamata.

Melalui artikel ini, kami akan memperkenalkan cara memilih kacamata terbaik untuk Anda yang memiliki wajah bulat. Kami juga akan merekomendasikan beberapa produk dari merek seperti Giordano, William Palmer, dan Bridges Eyewear. Selamat membaca dan temukan kacamata favorit Anda!

# SEO Simulation



my-best.id › ... › Aksesoris wanita ▾ Translate this page

### 1. 10 Rekomendasi Kacamata Terbaik untuk Wajah Bulat ...

Domain Authority: 30 Domain traffic: 4.8m 0 0

Kacamata D-frame adalah kacamata dengan bingkai berbentuk huruf D dalam posisi horizontal. Model kacamata ini cocok untuk Anda yang berwajah bulat ...

Cara memilih kacamata... Rekomendasi kacamata

DS: 23 TS: 34 Visits: 7.20M Pages/Visit: 1.35 Avg. Visit: 09:26 Bounce rate: 80.59%

I: 4.72K L: 1 LRD: 351K I: n/a whols </> source

www.popmama.com › bella-lesmana ▾ Translate this page

### 2. 5 Model Kacamata untuk yang Punya Wajah Bulat | Popmama ...

Domain Authority: 32 Domain traffic: 13.3m 0 0

Jul 25, 2020 — Sebelum memilih kacamata model terbaru, kenali dahulu bentuk wajah. Jika bentuk wajah bulat, selanjutnya pilihlah yang bisa menutupi ...

DS: 31 TS: 37 Visits: 5.16M Pages/Visit: 2.12 Avg. Visit: 04:31 Bounce rate: 56.41%

I: 46.9K L: 2.63K LRD: 6.08M I: n/a whols </> source

www.optiktunggal.com › news › detail ▾ Translate this page

### 3. Ini Model Kacamata yang Cocok Untuk Wajah Bulat! | Optik ...

Domain Authority: 25 Domain traffic: 23,824 0 0

Jika memiliki wajah bulat namun ingin tampak proporsional dan tidak terlihat lebar saat memakai kacamata, berikut rekomendasi Optik Tunggol mengenai bentuk

DS: 19 TS: 32 Visits: 37.1K Pages/Visit: 3.83 Avg. Visit: 07:02 Bounce rate: 37.70%

I: 2.62K L: 0 LRD: 4.30K I: n/a whols </> source

# SEO Simulation

## Backlinks: <https://my-best.id/136588>

Report Scope: URL | Categories: Beauty & Fitness > Cosmetic Procedures 9 more

Overview **Backlinks** Anchors Referring Domains Referring IPs Indexed Pages Competitors

Backlinks  
**1**

Referring Domains  
**1**

Referring IPs  
**1**

### Backlink Types

|       |      |   |
|-------|------|---|
| Text  | 100% | 1 |
| Image | 0%   | 0 |
| Form  | 0%   | 0 |
| Frame | 0%   | 0 |

### Link Attributes

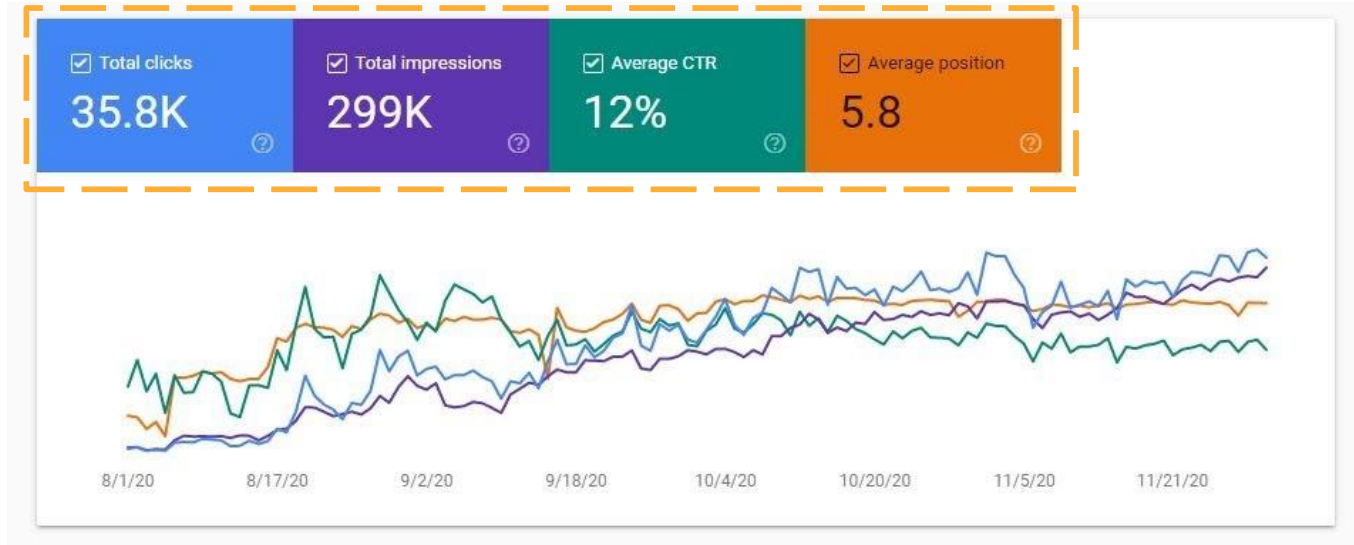
|           |      |   |
|-----------|------|---|
| Follow    | 0%   | 0 |
| Nofollow  | 100% | 1 |
| Sponsored | 0%   | 0 |
| UGC       | 0%   | 0 |

Backlinks 1 - 1 (1)

Links per ref. domain: All 1 3 10 | All links Follow Nofollow Sponsored UGC | By type: All | New | Lost | Advanced Filters

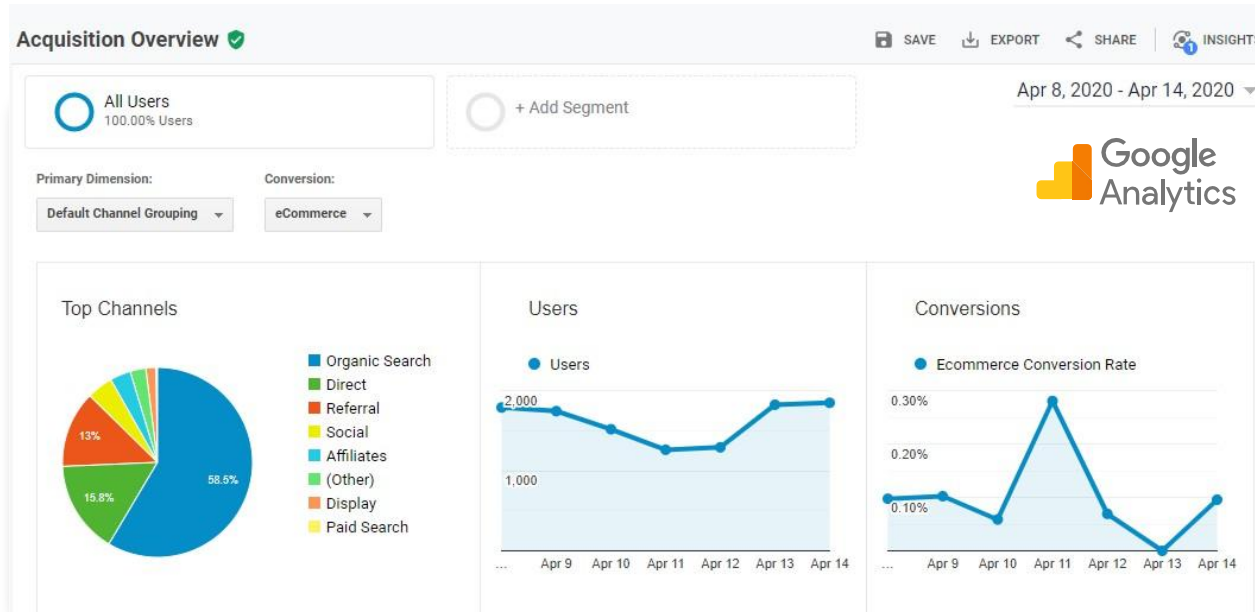
| <input type="checkbox"/> | Page AS | Source page Title and URL  | Ext. Links | Int. Links | Anchor and Target URL  | First Seen | Last Seen |
|--------------------------|---------|--|------------|------------|--|------------|-----------|
| <input type="checkbox"/> | 0       | Kacamata Wayfarer Itu   Home Design<br><a href="https://nulispreneur.org/kacamata-wayfarer-itu.html">nulispreneur.org/kacamata-wayfarer-itu.html</a> | 98         | 41         | More @ my-best.id<br><a href="https://my-best.id/136588">my-best.id/136588</a><br>Text Lost Nofollow | 3 Nov'20   | 21 Nov'20 |

# SEO Analytics Tools

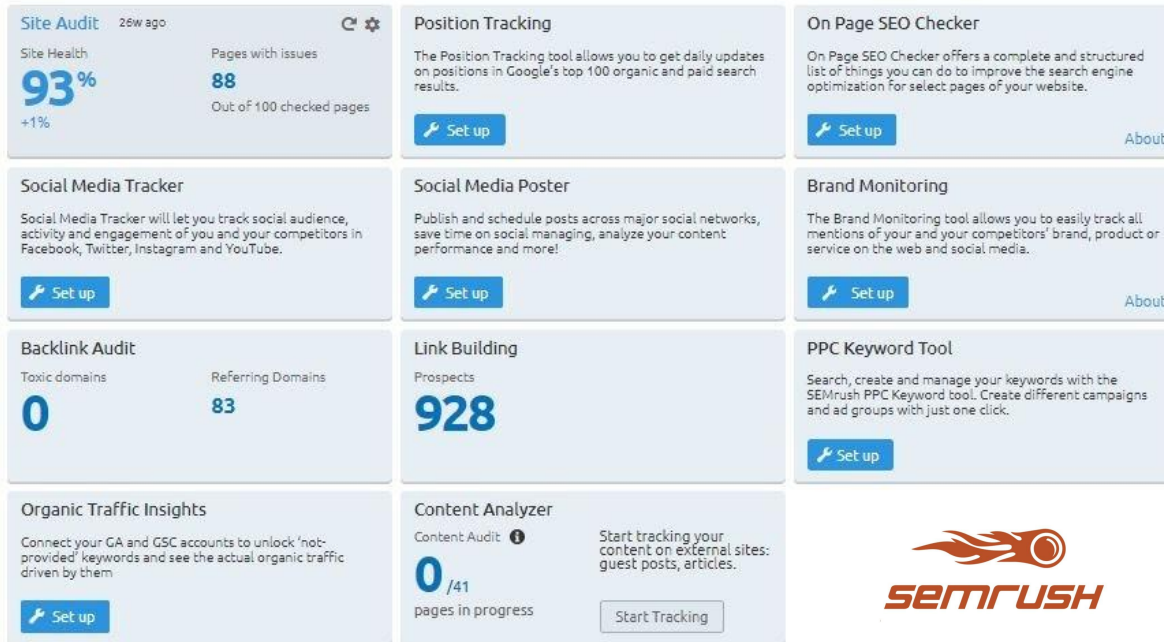




# SEO Analytics Tools



# SEMRush Dashboard

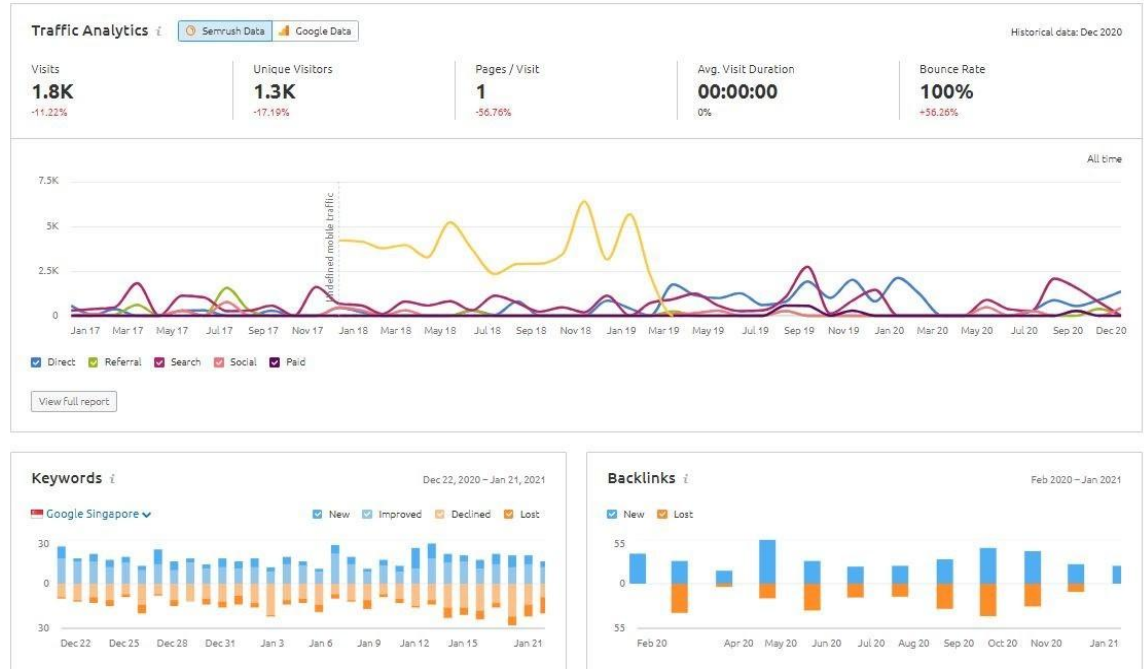


The screenshot displays the SEMRush dashboard with the following tool cards:

- Site Audit** (updated 25w ago): Site Health is 93% (+1%), with 88 pages with issues out of 100 checked pages.
- Position Tracking**: Provides daily updates on Google's top 100 organic and paid search results.
- On Page SEO Checker**: Offers a structured list of optimization suggestions for selected website pages.
- Social Media Tracker**: Tracks social audience, activity, and engagement across Facebook, Twitter, Instagram, and YouTube.
- Social Media Poster**: Allows publishing and scheduling posts across major social networks.
- Brand Monitoring**: Tracks mentions of your brand, product, or service on the web and social media.
- Backlink Audit**: Shows 0 toxic domains and 83 referring domains.
- Link Building**: Shows 928 prospects.
- PPC Keyword Tool**: Used for searching, creating, and managing keywords for different campaigns and ad groups.
- Organic Traffic Insights**: Connects GA and GSC accounts to show actual organic traffic from 'not-provided' keywords.
- Content Analyzer**: Shows 0/41 pages in progress for content tracking on external sites.

The SEMRush logo is visible in the bottom right corner of the dashboard.

# Simulation: SEMRush Dashboard



# Simulation: Ahrefs Webmaster Tools

## Ahrefs Webmaster Tools

Improve your website's SEO performance and get more traffic from search. Free for website owners.

[Sign up for free](#) +4,480 users joined AWT in the last 7 days

You'll need to verify ownership of your website to use the tools



**Overview**

Crawled URLs: 70,298

- Internal: 35,128
- External: 35,128
- Resources: 35,128

Health Score: 70

Issues: 35,128 (Errors), 2,003,348 (Warnings), 401,128 (Notices)

Found links: 172,325

- Crawled: 35,128
- Uncrawled: 3,128
- Blocked by robots.txt: 3,128

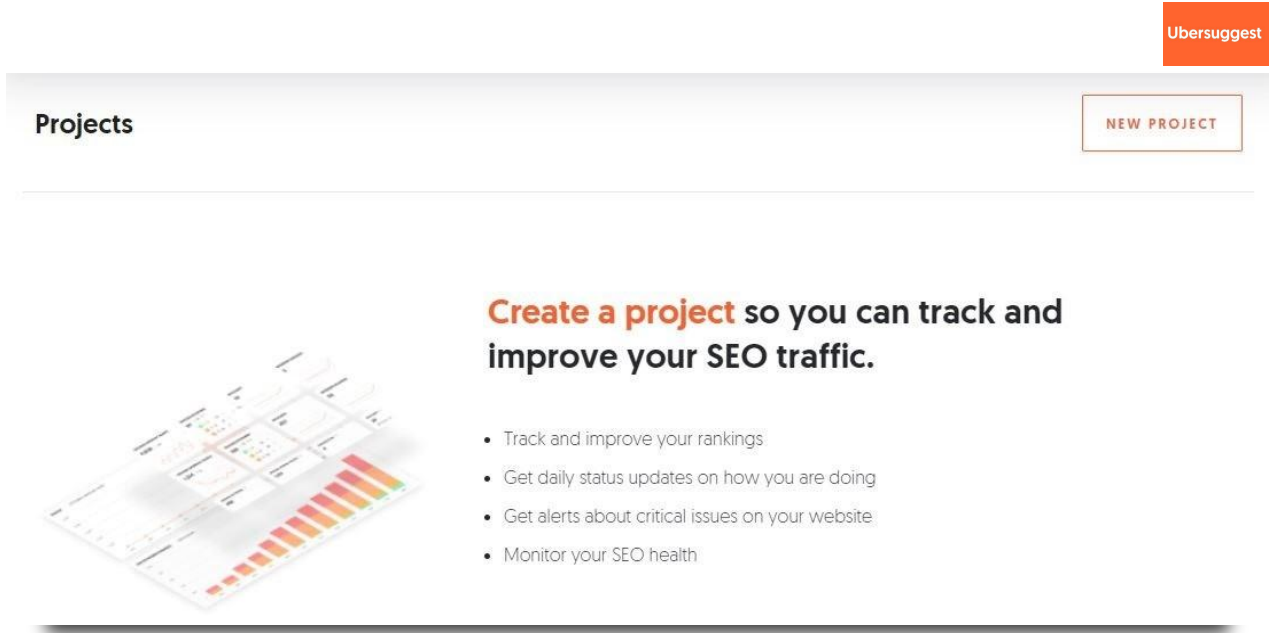
URLs by errors: 35,128 (Without errors), 35,128 (With errors)

| Issue                      | Crawled | Change | Added | New | Removed | Misc |
|----------------------------|---------|--------|-------|-----|---------|------|
| Canonical points to 4XX    | 226     | 188 ▲  | 322   | 740 | 507     |      |
| Title tag missing or empty | 322     | 317 ▲  | 484   | 740 | 256     |      |

[Watch demo](#)



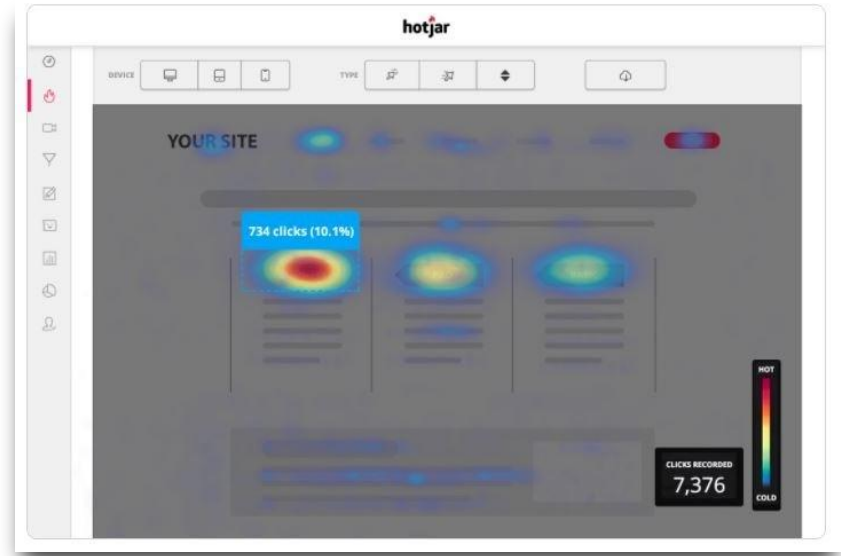
# Simulation: Ubersuggest Dashboard



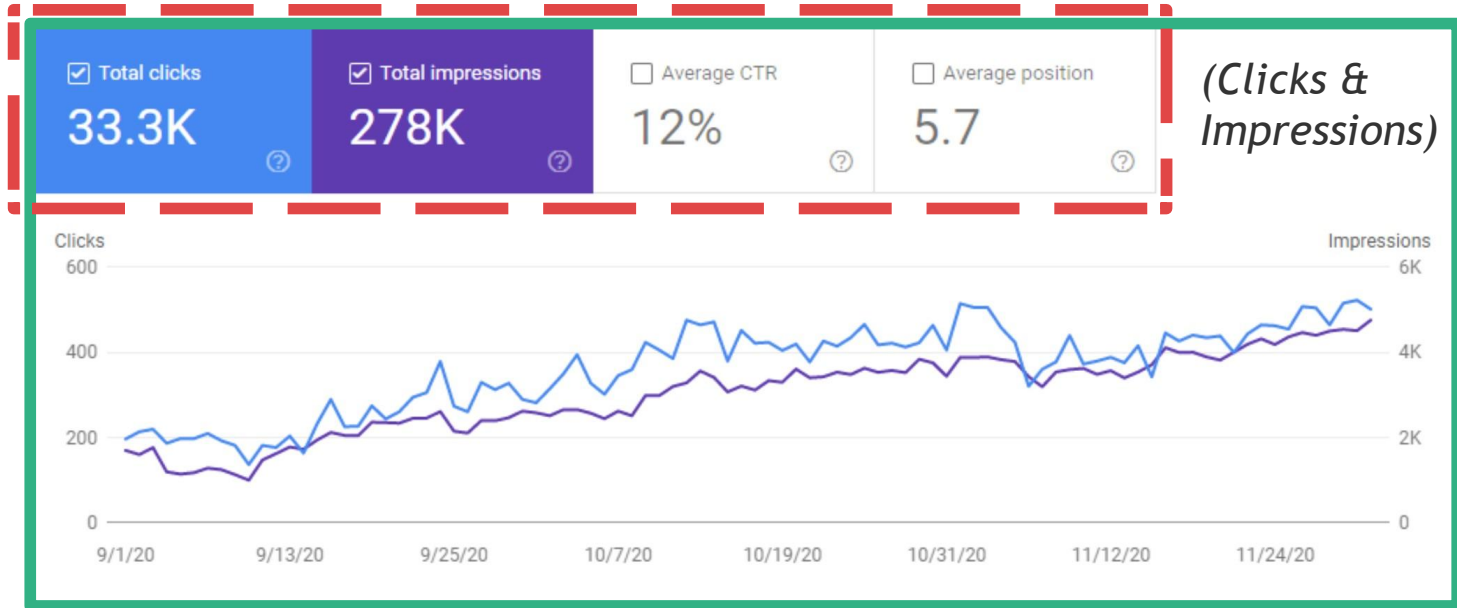
# Simulation: Hotjar Analytics

**Understand how users are  
really experiencing your site  
without drowning in numbers**

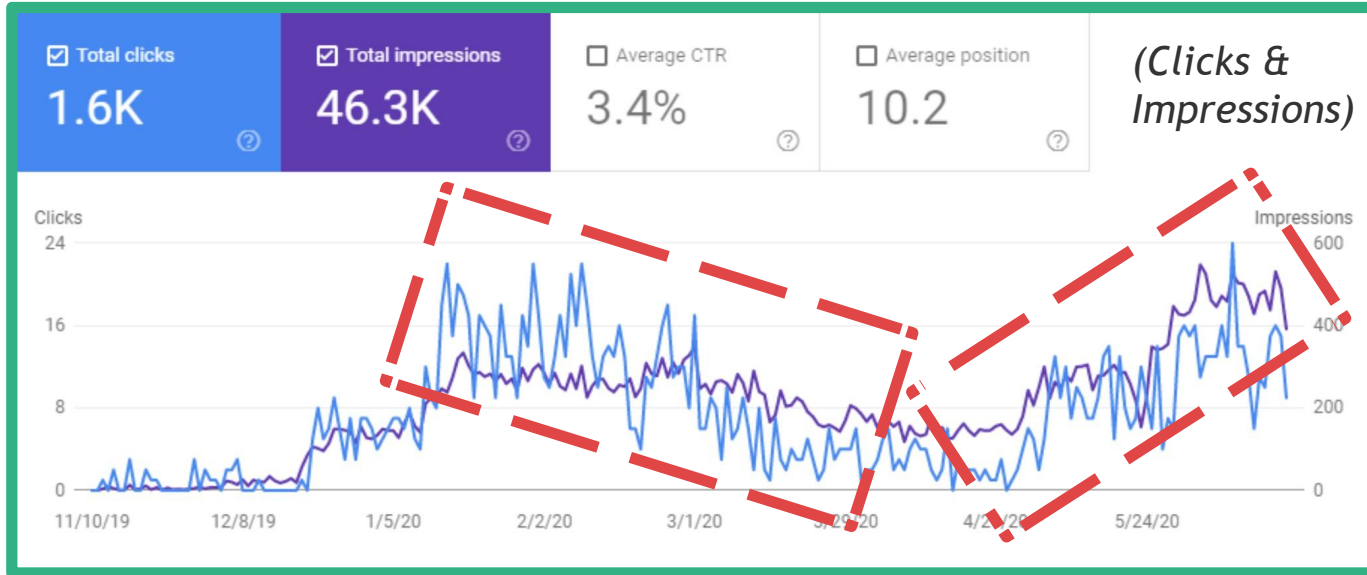
Traditional web analytic tools help you analyze traffic data. But numbers alone can't tell you what users really do on your site. Hotjar will.



# Content Performance on Organic Search

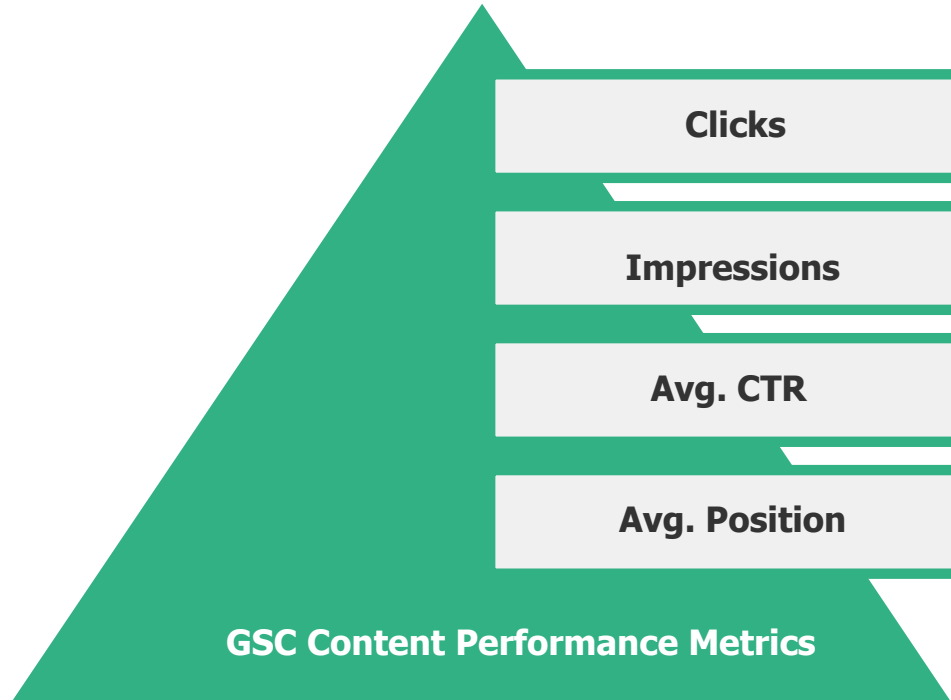


# Content Performance on Organic Search





# Content Performance Metrics



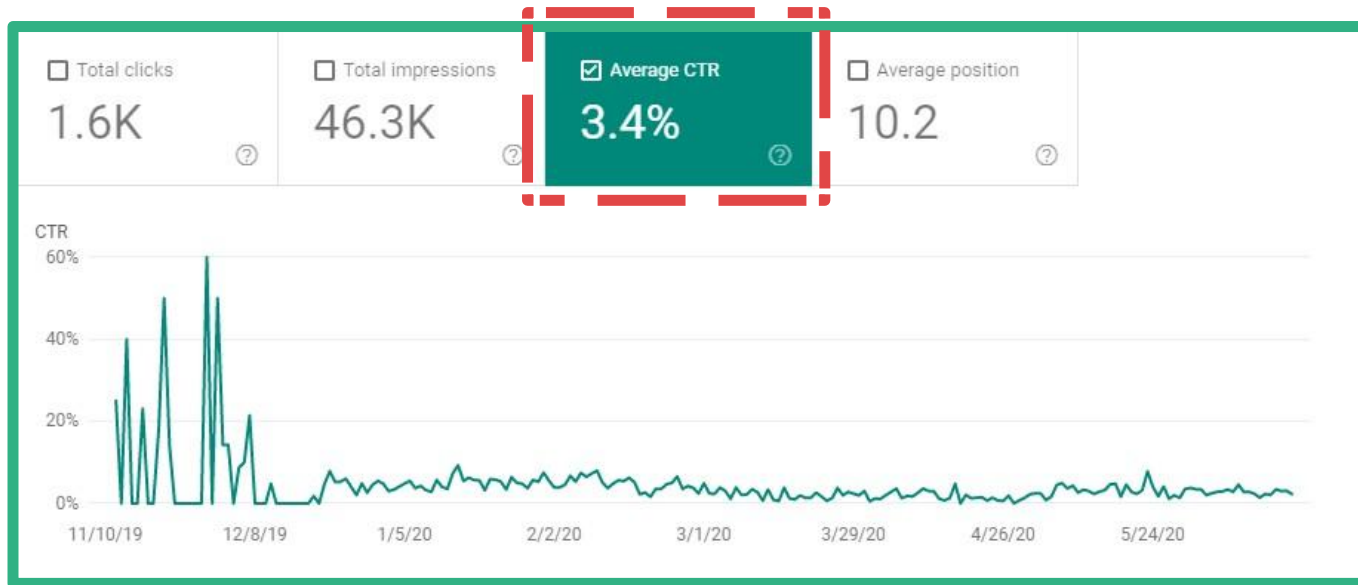
# Search Queries

| Query                       | ↓ Clicks | Impressions |
|-----------------------------|----------|-------------|
| trend kacamata 2020         | 212      | 2,252       |
| tren kacamata 2020          | 105      | 1,164       |
| model kacamata 2020         | 99       | 2,282       |
| kacamata trend 2020         | 66       | 3,259       |
| kacamata 2020               | 46       | 2,778       |
| trend kacamata wanita 2020  | 39       | 1,029       |
| trend frame kacamata 2020   | 39       | 276         |
| model kacamata terbaru 2020 | 32       | 1,381       |

# Page Performance

| Page  | ↓ Clicks | Impressions |
|---|----------|-------------|
| <a href="https://seemata.com/tampil-fresh-di-tahun-2020-dengan-model-kacamata-berikut-ini/">https://seemata.com/tampil-fresh-di-tahun-2020-dengan-model-kacamata-berikut-ini/</a>   | 1,267    | 34,466      |
| <a href="https://seemata.com/wow-ternyata-ini-lho-berbagai-macam-kacamata-sesuai-bentuk-wajah-pria-yang-buat-kamu-penasaran/">https://seemata.com/wow-ternyata-ini-lho-berbagai-macam-kacamata-sesuai-bentuk-wajah-pria-yang-buat-kamu-penasaran/</a> | 149      | 5,387       |
| <a href="https://seemata.com/">https://seemata.com/</a>   | 33       | 436         |
| <a href="https://seemata.com/ini-loh-tips-memilih-model-kacamata-tahun-2020-untuk-hijabers/">https://seemata.com/ini-loh-tips-memilih-model-kacamata-tahun-2020-untuk-hijabers/</a>   | 24       | 492         |
| <a href="https://seemata.com/652-2/">https://seemata.com/652-2/</a>   | 21       | 448         |
| <a href="https://seemata.com/selain-jenis-lensa-kacamata-berikut-ini-5-hal-penting-dalam-memilih-kacamata/">https://seemata.com/selain-jenis-lensa-kacamata-berikut-ini-5-hal-penting-dalam-memilih-kacamata/</a>                                     | 18       | 458         |
| <a href="https://seemata.com/9-model-kacamata-ikonik-para-musisi-pria-internasional/">https://seemata.com/9-model-kacamata-ikonik-para-musisi-pria-internasional/</a>   | 18       | 311         |
| <a href="https://seemata.com/7-model-kacamata-ikonik-yang-dipakai-selebri-hollywood-dalam-film/">https://seemata.com/7-model-kacamata-ikonik-yang-dipakai-selebri-hollywood-dalam-film/</a>   | 16       | 214         |
| <a href="https://seemata.com/tips-memilih-model-kacamata-yang-cocok-untuk-kalian-yang-memiliki-hidung-pe">https://seemata.com/tips-memilih-model-kacamata-yang-cocok-untuk-kalian-yang-memiliki-hidung-pe</a>   | 11       | 328         |

# Content Performance on Organic Search



## Content Performance on Organic Search



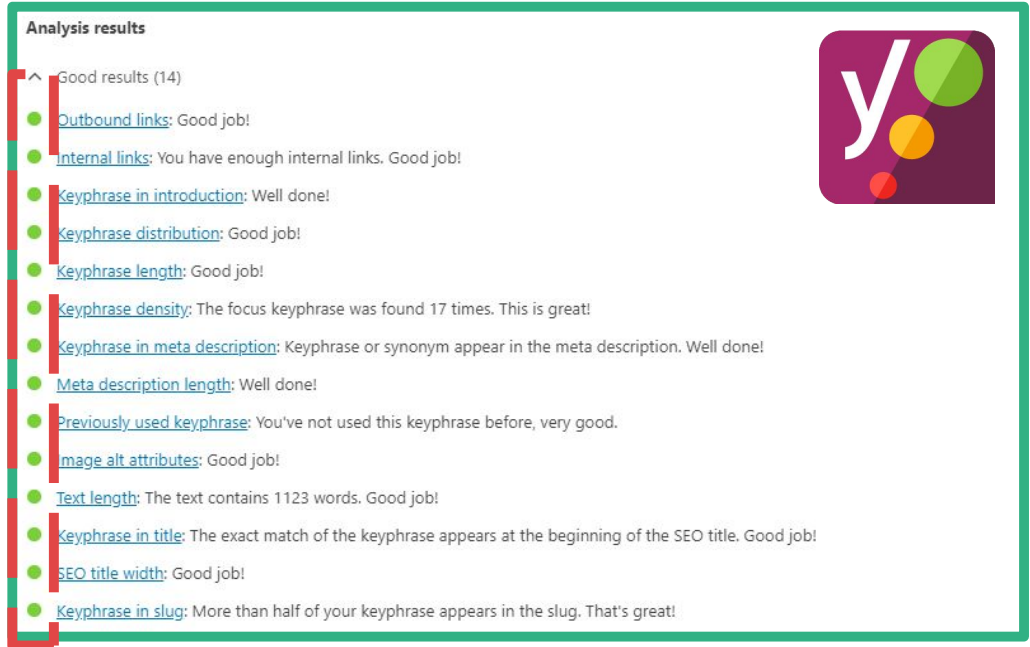
# Search Queries

| Query                       | ↓ Clicks | Impressions | CTR   | Position |
|-----------------------------|----------|-------------|-------|----------|
| trend kacamata 2020         | 212      | 2,252       | 9.4%  | 1.3      |
| tren kacamata 2020          | 105      | 1,164       | 9%    | 2.3      |
| model kacamata 2020         | 99       | 2,282       | 4.3%  | 3.4      |
| kacamata trend 2020         | 66       | 3,259       | 2%    | 1.6      |
| kacamata 2020               | 46       | 2,778       | 1.7%  | 7.1      |
| trend kacamata wanita 2020  | 39       | 1,029       | 3.8%  | 5.9      |
| trend frame kacamata 2020   | 39       | 276         | 14.1% | 2.8      |
| model kacamata terbaru 2020 | 32       | 1,381       | 2.3%  | 7        |
| seemata                     | 29       | 301         | 9.6%  | 1.6      |
| frame kacamata terbaru 2020 | 27       | 979         | 2.8%  | 8.1      |

# Page Performance


| Page  | ↓ Clicks | Impressions | CTR  | Position |
|---|----------|-------------|------|----------|
| <a href="https://seemata.com/tampil-fresh-di-tahun-2020-dengan-model-kacamata-berikut-ini/">https://seemata.com/tampil-fresh-di-tahun-2020-dengan-model-kacamata-berikut-ini/</a>   | 1,267    | 34,466      | 3.7% | 5.2      |
| <a href="https://seemata.com/wow-ternyata-ini-lho-berbagai-macam-kacamata-sesuai-bentuk-wajah-pria-yang-buat-kamu-penasaran/">https://seemata.com/wow-ternyata-ini-lho-berbagai-macam-kacamata-sesuai-bentuk-wajah-pria-yang-buat-kamu-penasaran/</a> | 149      | 5,387       | 2.8% | 20.5     |
| <a href="https://seemata.com/">https://seemata.com/</a>   | 33       | 436         | 7.6% | 12.8     |
| <a href="https://seemata.com/ini-loh-tips-memilih-model-kacamata-tahun-2020-untuk-hijabers/">https://seemata.com/ini-loh-tips-memilih-model-kacamata-tahun-2020-untuk-hijabers/</a>   | 24       | 492         | 4.9% | 22.9     |
| <a href="https://seemata.com/652-2/">https://seemata.com/652-2/</a>   | 21       | 448         | 4.7% | 28.8     |
| <a href="https://seemata.com/selain-jenis-lensa-kacamata-berikut-ini-5-hal-penting-dalam-memilih-kacamata/">https://seemata.com/selain-jenis-lensa-kacamata-berikut-ini-5-hal-penting-dalam-memilih-kacamata/</a>                                     | 18       | 458         | 3.9% | 28       |
| <a href="https://seemata.com/9-model-kacamata-ikonik-para-musisi-pria-internasional/">https://seemata.com/9-model-kacamata-ikonik-para-musisi-pria-internasional/</a>   | 18       | 311         | 5.8% | 13.5     |
| <a href="https://seemata.com/7-model-kacamata-ikonik-yang-dipakai-selbriti-hollywood-dalam-film/">https://seemata.com/7-model-kacamata-ikonik-yang-dipakai-selbriti-hollywood-dalam-film/</a>   | 16       | 214         | 7.5% | 12.4     |

# Content Audit - Yoast SEO



The screenshot shows the Yoast SEO analysis results for a page. The results are categorized as 'Good results (14)' and include 14 individual items, each with a green dot icon. The items are:

- Outbound links: Good job!
- Internal links: You have enough internal links. Good job!
- Keyphrase in introduction: Well done!
- Keyphrase distribution: Good job!
- Keyphrase length: Good job!
- Keyphrase density: The focus keyphrase was found 17 times. This is great!
- Keyphrase in meta description: Keyphrase or synonym appear in the meta description. Well done!
- Meta description length: Well done!
- Previously used keyphrase: You've not used this keyphrase before, very good.
- Image alt attributes: Good job!
- Text length: The text contains 1123 words. Good job!
- Keyphrase in title: The exact match of the keyphrase appears at the beginning of the SEO title. Good job!
- SEO title width: Good job!
- Keyphrase in slug: More than half of your keyphrase appears in the slug. That's great!

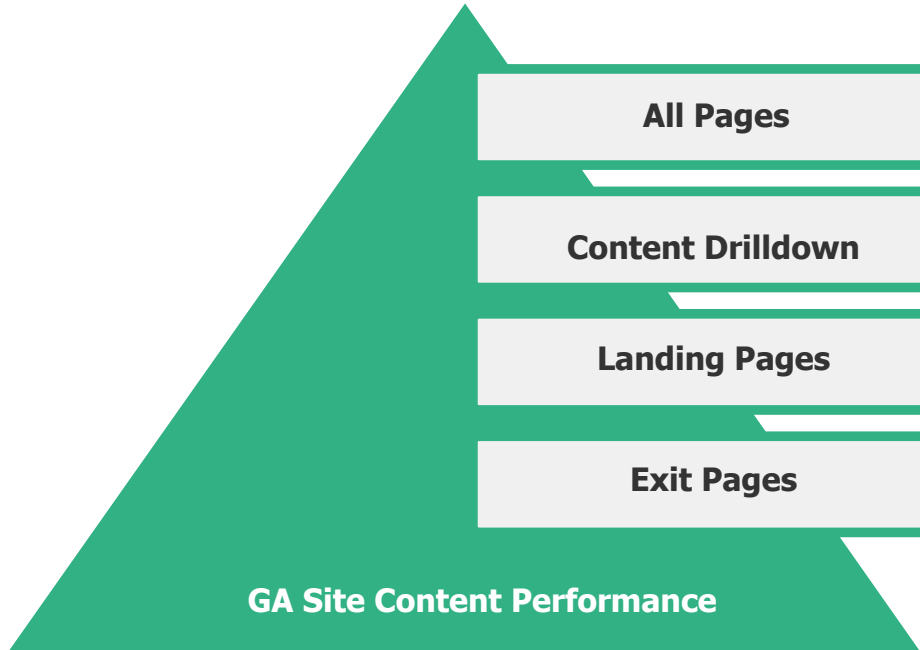




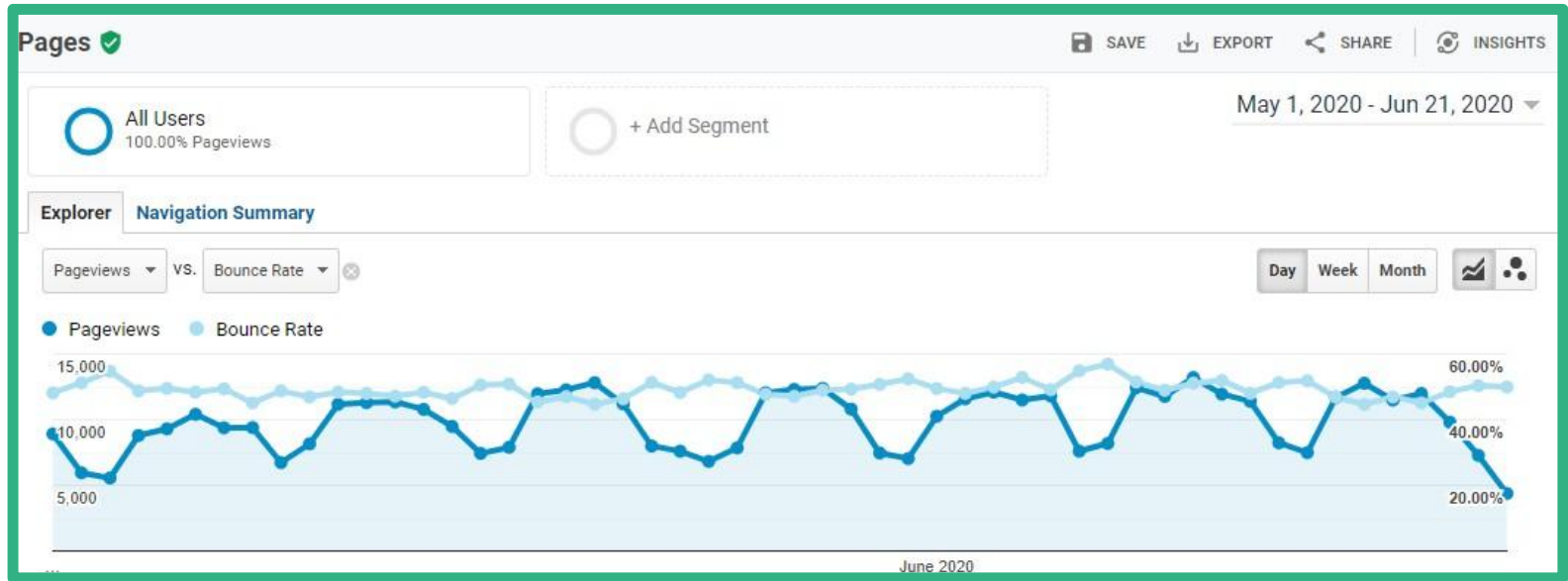
# Content Audit & Google Analytics

Berikutnya, kita akan mengaudit dan menganalisis konten dengan menggunakan Google Analytics (GA).

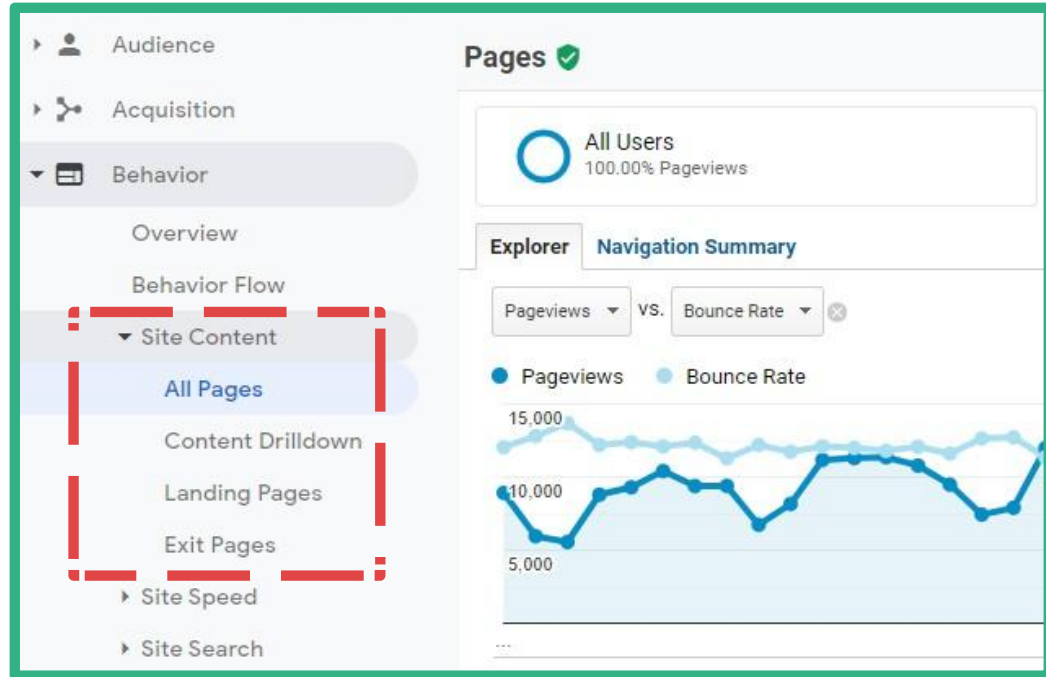
# Site Content Performance



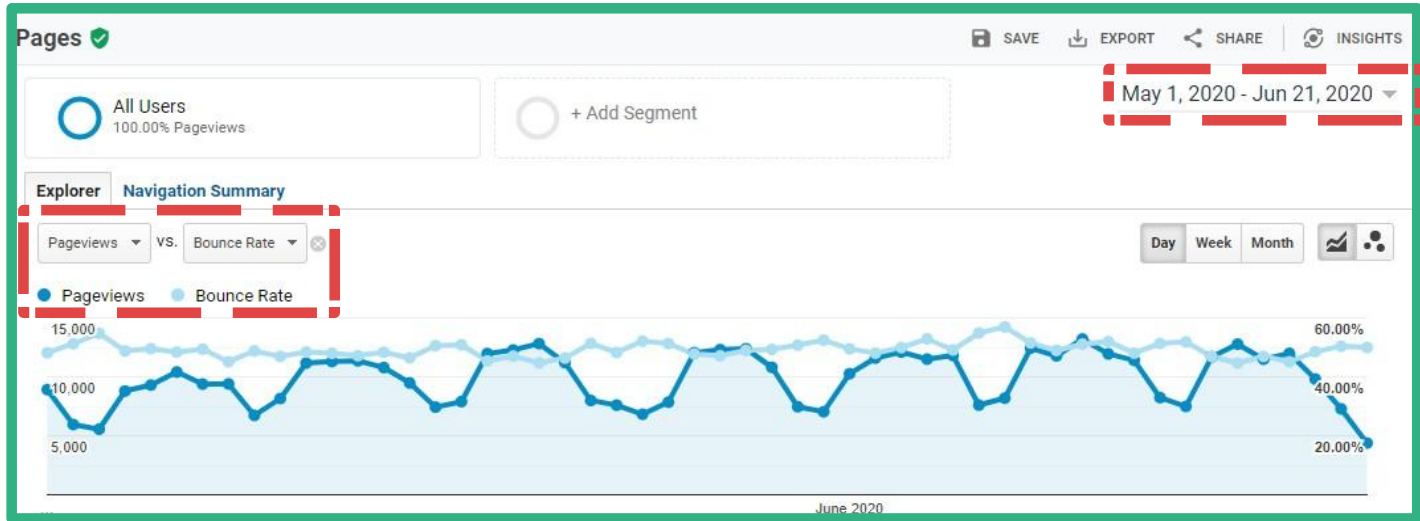
# All Pages Report













# All Pages Report



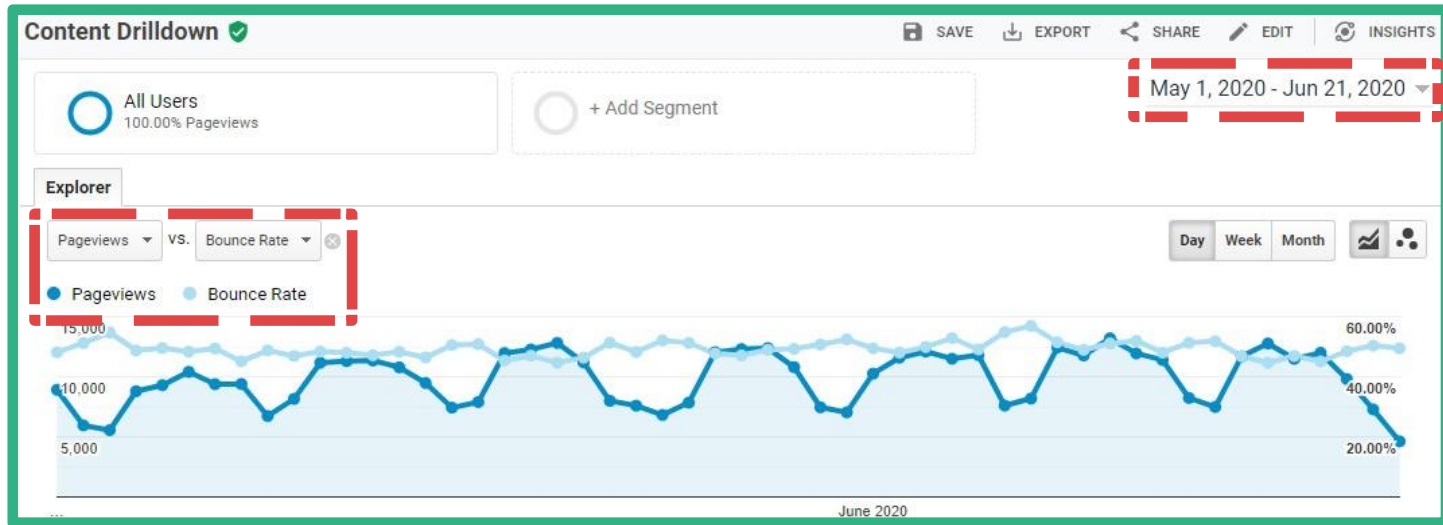
# All Pages Report



# All Pages Report

| Page ?   | Pageviews ? ↓                                      | Unique Pageviews ?                                 | Avg. Time on Page ?                                  | Entrances ?  | Bounce Rate ?                                    | % Exit ?   |
|--|--|--|--|--|--|--|
|  | <b>511,613</b><br>% of Total:<br>100.00% (511,613) | <b>324,506</b><br>% of Total:<br>100.00% (324,506) | <b>00:00:50</b><br>Avg for View:<br>00:00:50 (0.00%) | <b>113,419</b><br>% of Total:<br>100.00% (113,419) | <b>49.08%</b><br>Avg for View:<br>49.08% (0.00%) | <b>22.17%</b><br>Avg for View:<br>22.17% (0.00%) |
| 1. /store.html                                        | <b>87,061</b> (17.02%)                             | <b>59,507</b> (18.34%)                             | 00:00:54   | <b>10,335</b> (9.11%)                              | 42.73%   | 18.94%   |
| 2. /home    | <b>82,348</b> (16.10%)                             | <b>68,427</b> (21.09%)                             | 00:01:18   | <b>54,651</b> (48.19%)                             | 47.63%   | 42.32%   |
| 3. /store.html/quickview                              | <b>66,608</b> (13.02%)                             | <b>18,354</b> (5.66%)                              | 00:00:22   | <b>488</b> (0.43%)                                 | 18.83%   | 4.30%  |
| 4. /basket.html                                       | <b>25,012</b> (4.89%)                              | <b>11,680</b> (3.60%)                              | 00:01:28   | <b>1,920</b> (1.69%)                               | 39.27%   | 22.89%   |
| 5. /google+redesign/new                               | <b>13,967</b> (2.73%)                              | <b>11,293</b> (3.48%)                              | 00:00:56   | <b>2,191</b> (1.93%)                               | 39.47%   | 22.84%   |
| 6. /google+redesign/shop+by+brand/youtube             | <b>13,113</b> (2.56%)                              | <b>11,548</b> (3.56%)                              | 00:01:02   | <b>10,242</b> (9.03%)                              | 55.21%   | 50.12%   |
| 7. /google+redesign/apparel/mens                      | <b>10,860</b> (2.12%)                              | <b>7,866</b> (2.42%)                               | 00:00:59   | <b>1,512</b> (1.33%)                               | 37.58%   | 19.60%   |
| 8. /asearch.html                                      | <b>10,747</b> (2.10%)                              | <b>5,823</b> (1.79%)                               | 00:00:57   | <b>998</b> (0.88%)                                 | 47.39%   | 26.30%   |
| 9. /google+redesign/apparel/mens/quickview            | <b>10,442</b> (2.04%)                              | <b>3,171</b> (0.98%)                               | 00:00:22   | <b>114</b> (0.10%)                                 | 24.39%   | 5.29%  |
| 10. /google+redesign/shop+by+brand/youtube/quickview  | <b>9,867</b> (1.93%)                               | <b>2,180</b> (0.67%)                               | 00:00:14   | <b>106</b> (0.09%)                                 | 25.00%   | 8.39%  |

# Content Drilldown Report

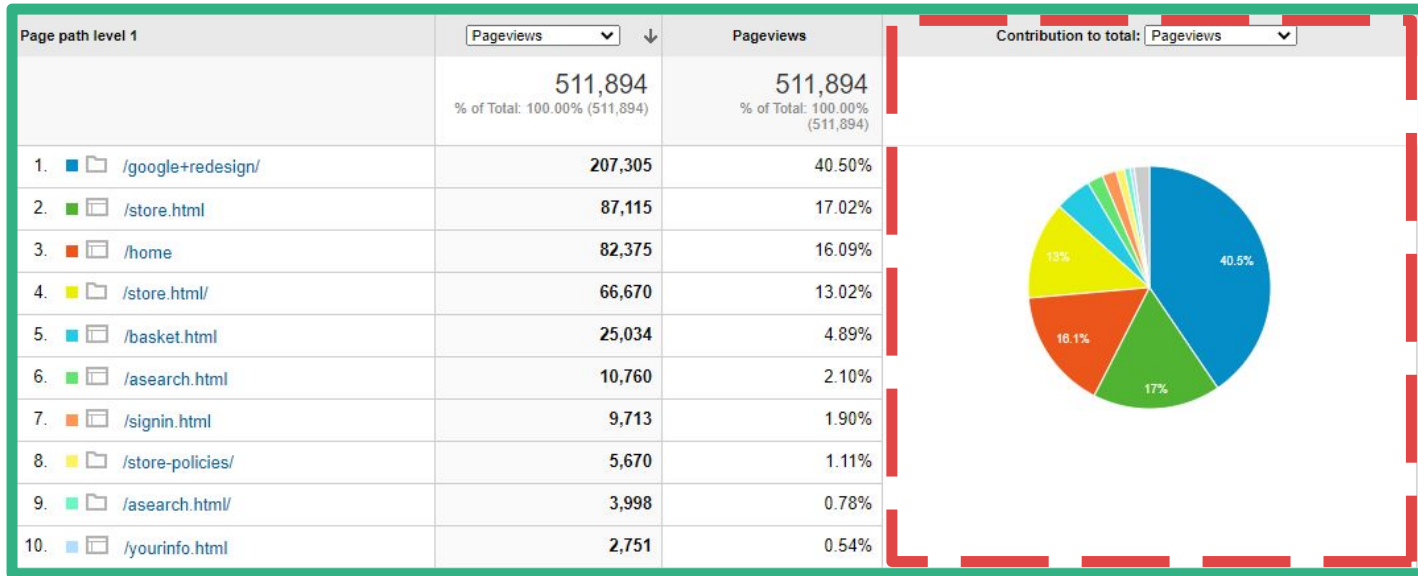


# Content Drilldown Report

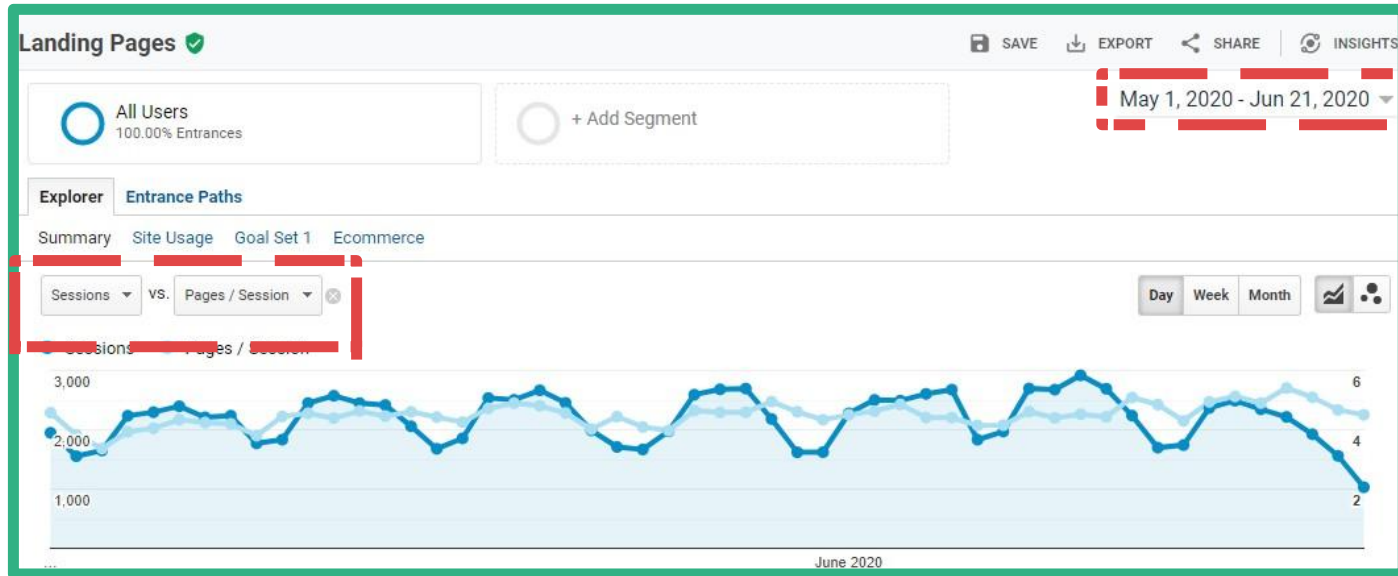
| Page path level 1 ?  | Pageviews ?  | Unique Pageviews ?   | Avg. Time on Page ?  | Bounce Rate ?  | % Exit ?   |
|----------------------|--|--|--|--|--|
|                      | <b>511,880</b><br><small>% of Total: 100.00% (511,880)</small> | <b>324,657</b><br><small>% of Total: 100.00% (324,657)</small> | <b>00:00:50</b><br><small>Avg for View: 00:00:50 (0.00%)</small> | <b>49.08%</b><br><small>Avg for View: 49.08% (0.00%)</small> | <b>22.17%</b><br><small>Avg for View: 22.17% (0.00%)</small> |
| 1. /google+redesign/ | <b>207,299</b> (40.50%)  | 137,939 (42.49%)   | 00:00:45   | 52.63%   | 20.53%   |
| 2. /store.html       | <b>87,110</b> (17.02%)   | 59,542 (18.34%)  | 00:00:54   | 42.73%   | 18.94%   |
| 3. /home             | <b>82,374</b> (16.09%)   | 68,447 (21.08%)  | 00:01:18   | 47.62%   | 42.31%   |
| 4. /store.html/      | <b>66,668</b> (13.02%)   | 18,375 (5.66%)   | 00:00:22   | 18.83%   | 4.30%  |
| 5. /basket.html      | <b>25,034</b> (4.89%)  | 11,688 (3.60%)   | 00:01:28   | 39.25%   | 22.88%   |
| 6. /asearch.html     | <b>10,760</b> (2.10%)  | 5,829 (1.80%)  | 00:00:57   | 47.40%   | 26.28%   |
| 7. /signin.html      | <b>9,713</b> (1.90%)   | 6,841 (2.11%)  | 00:00:53   | 33.54%   | 16.69%   |
| 8. /store-policies/  | <b>5,670</b> (1.11%)   | 4,914 (1.51%)  | 00:02:05   | 74.04%   | 48.04%   |
| 9. /asearch.html/    | <b>3,998</b> (0.78%)   | 1,568 (0.48%)  | 00:00:29   | 17.65%   | 7.18%  |
| 10. /yourinfo.html   | <b>2,751</b> (0.54%)   | 1,831 (0.56%)  | 00:01:42   | 75.00%   | 26.17%   |



# Content Drilldown Report



# Landing Pages Report



# Landing Pages Report

| Landing Page ?                                 | Acquisition                              |  |  | Behavior                               |                                    |  | Conversions                                   |   |                                      |
|--|--|--|--|--|------------------------------------|--|---|---|--------------------------------------|
|  | Sessions ? ↓                             | % New Sessions ?                       | New Users ?                            | Bounce Rate ?                          | Pages / Session ?                  | Avg. Session Duration ?                    | Purchase Completed (Goal 1 Conversion Rate) ? | Purchase Completed (Goal 1 Completions) ? | Purchase Completed (Goal 1 Value) ?  |
|  | 113,500<br>% of Total: 100.00% (113,498) | 71.57%<br>Avg for View: 71.49% (0.10%) | 81,227<br>% of Total: 100.10% (81,142) | 49.08%<br>Avg for View: 49.08% (0.00%) | 4.51<br>Avg for View: 4.51 (0.00%) | 00:02:56<br>Avg for View: 00:02:56 (0.00%) | 0.16%<br>Avg for View: 0.16% (0.00%)          | 179<br>% of Total: 100.00% (179)          | \$0.00<br>% of Total: 0.00% (\$0.00) |
| 1. /home                                       | 54,672 (48.17%)                          | 73.26%                                 | 40,050 (49.31%)                        | 47.62%                                 | 4.58                               | 00:03:06                                   | 0.10%   | 56 (31.28%)                               | \$0.00 (0.00%)                       |
| 2. /store.html                                 | 10,344 (9.11%)                           | 59.45%                                 | 6,150 (7.57%)                          | 43.42%                                 | 5.27                               | 00:03:35                                   | 0.24%   | 25 (13.97%)                               | \$0.00 (0.00%)                       |
| 3. /google+redesign/shop+by+brand/youtube      | 10,247 (9.03%)                           | 91.95%                                 | 9,422 (11.60%)                         | 55.49%                                 | 3.31                               | 00:01:30                                   | 0.12%   | 12 (6.70%)                                | \$0.00 (0.00%)                       |
| 4. /google+redesign/lifestyle/bags             | 5,594 (4.93%)                            | 81.89%                                 | 4,581 (5.64%)                          | 77.78%                                 | 2.23                               | 00:00:56                                   | 0.02%   | 1 (0.56%)                                 | \$0.00 (0.00%)                       |
| 5. /google+redesign/apparel/mens/mens+t-shirts | 4,692 (4.13%)                            | 85.46%                                 | 4,010 (4.94%)                          | 37.53%                                 | 5.88                               | 00:03:02                                   | 0.30%   | 14 (7.82%)                                | \$0.00 (0.00%)                       |
| 6. /google+redesign/apparel                    | 2,926 (2.58%)                            | 69.10%                                 | 2,022 (2.49%)                          | 36.77%                                 | 5.69                               | 00:04:02                                   | 0.38%   | 11 (6.15%)                                | \$0.00 (0.00%)                       |
| 7. /google+redesign/new                        | 2,191 (1.93%)                            | 56.60%                                 | 1,240 (1.53%)                          | 39.84%                                 | 5.37                               | 00:04:01                                   | 0.05%   | 1 (0.56%)                                 | \$0.00 (0.00%)                       |
| 8. /basket.html                                | 1,921 (1.69%)                            | 37.06%                                 | 712 (0.88%)                            | 39.46%                                 | 5.97                               | 00:04:33                                   | 0.94%   | 18 (10.06%)                               | \$0.00 (0.00%)                       |
| 9. /google+redesign/lifestyle/drinkware        | 1,680 (1.48%)                            | 78.33%                                 | 1,316 (1.62%)                          | 66.85%                                 | 3.89                               | 00:01:45                                   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                       |
| 10. /google+redesign/apparel/mens              | 1,513 (1.33%)                            | 61.34%                                 | 928 (1.14%)                            | 38.47%                                 | 5.81                               | 00:03:34                                   | 0.20%   | 3 (1.68%)                                 | \$0.00 (0.00%)                       |

# Landing Pages Report

(Landing Pages > Entrance Paths)

User started at this landing page: [/home](#)  
then viewed these pages:

| Second Page                                     | Sessions | % Sessions |
|---|----------|------------|
| <a href="#">/home</a>                           | 12,902   | 45.13%     |
| <a href="#">/store.html</a>                     | 6,307    | 22.06%     |
| <a href="#">/google+redesign/new</a>            | 1,769    | 6.19%      |
| <a href="#">/signin.html</a>                    | 1,186    | 4.15%      |
| <a href="#">/google+redesign/apparel/mens</a>   | 1,051    | 3.68%      |
| <a href="#">/google+redesign/apparel</a>        | 618      | 2.16%      |
| <a href="#">/google+redesign/apparel/womens</a> | 601      | 2.10%      |
| <a href="#">/asearch.html</a>                   | 596      | 2.08%      |
| <a href="#">/google+redesign/apparel/hats</a>   | 565      | 1.98%      |
| <a href="#">/basket.html</a>                    | 418      | 1.46%      |

Search:

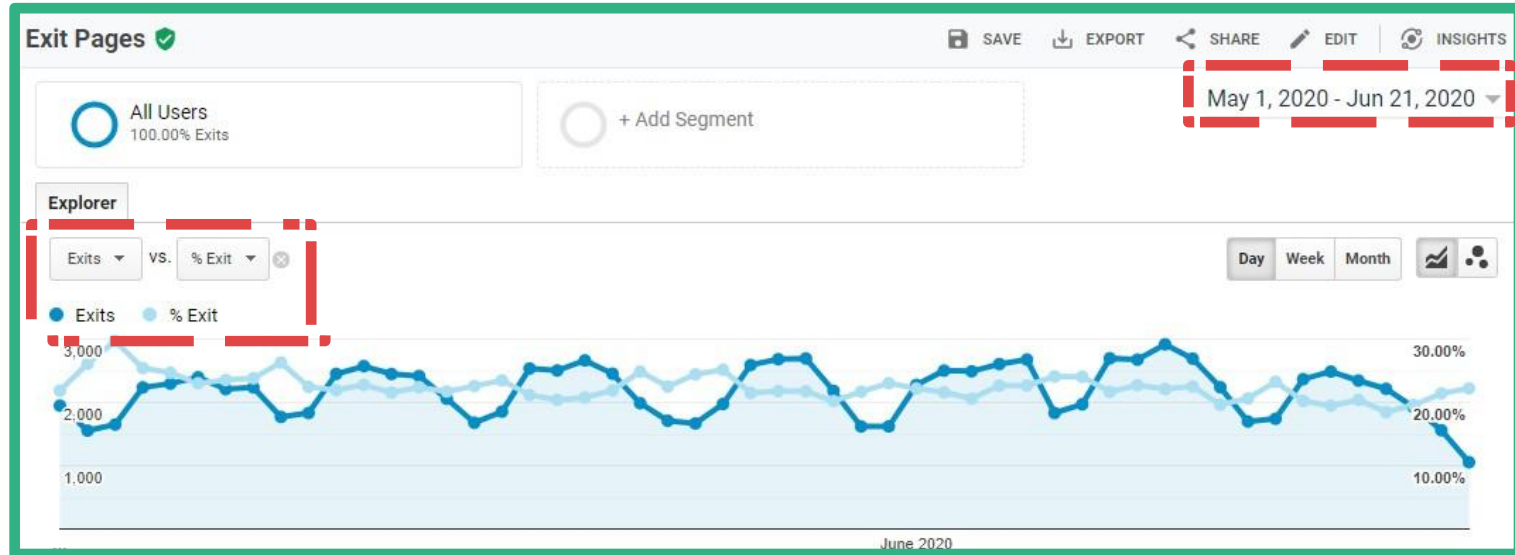
and exited from these pages:

| Exit Page                                     | Sessions | % Sessions |
|---|----------|------------|
| <a href="#">/store.html</a>                   | 2,772    | 43.95%     |
| <a href="#">/basket.html</a>                  | 573      | 9.09%      |
| <a href="#">/store.html/quickview</a>         | 492      | 7.80%      |
| <a href="#">/home</a>                         | 384      | 6.09%      |
| <a href="#">/google+redesign/new</a>          | 258      | 4.09%      |
| <a href="#">/google+redesign/apparel/mens</a> | 144      | 2.28%      |
| <a href="#">/asearch.html</a>                 | 130      | 2.06%      |
| <a href="#">/yourinfo.html</a>                | 95       | 1.51%      |
| <a href="#">/payment.html</a>                 | 79       | 1.25%      |
| <a href="#">/google+redesign/apparel</a>      | 67       | 1.06%      |

Search:

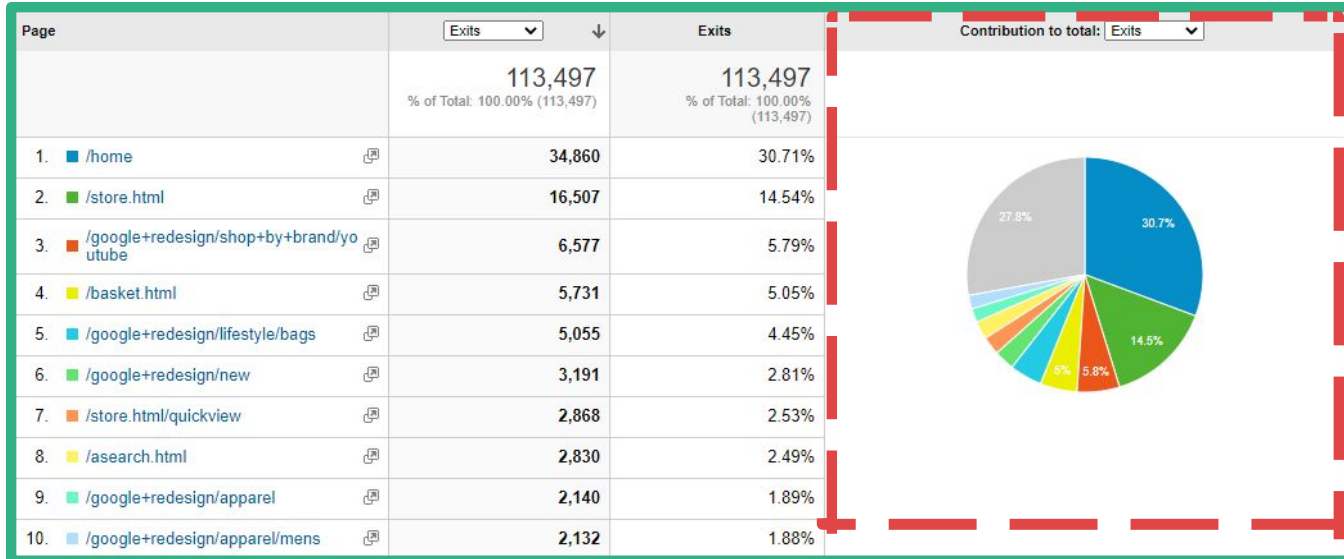
# Exit Pages Report

(Exit Pages)



# Exit Pages Report












(Exit Pages)



# Content Audit Checklist

Langkah terakhir untuk content audit dan analisis bagian pertama ini adalah dengan menggunakan checklist.

# Content Audit Checklists

-  URL
-  Author
-  Team Produced (content team, social team, SEO team, etc.)
-  Total Time (how long did it take to produce the content in its entirety)
-  Title
-  Date
-  Content Type (is it a blog post, infographic, case study, etc.)
-  Content Goal (what was the point of producing the content: backlinks, traffic, conversions, etc.)
-  Word count
-  Comments
-  Shares (break this down by social network and total)



# Exercises

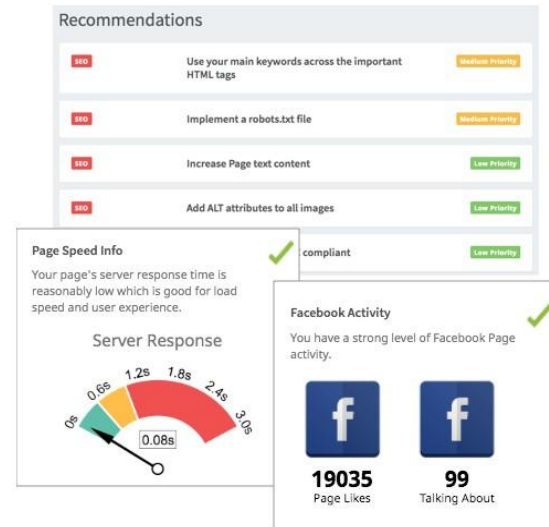
- Audit your contents with Google Search Console
- Audit your contents with Google Analytics
- Audit your contents with Checklists / Spreadsheets
- Report the audit results, summarize the improvements and then discuss with your lecturer

# SEOptimer

## Comprehensive Website Audit

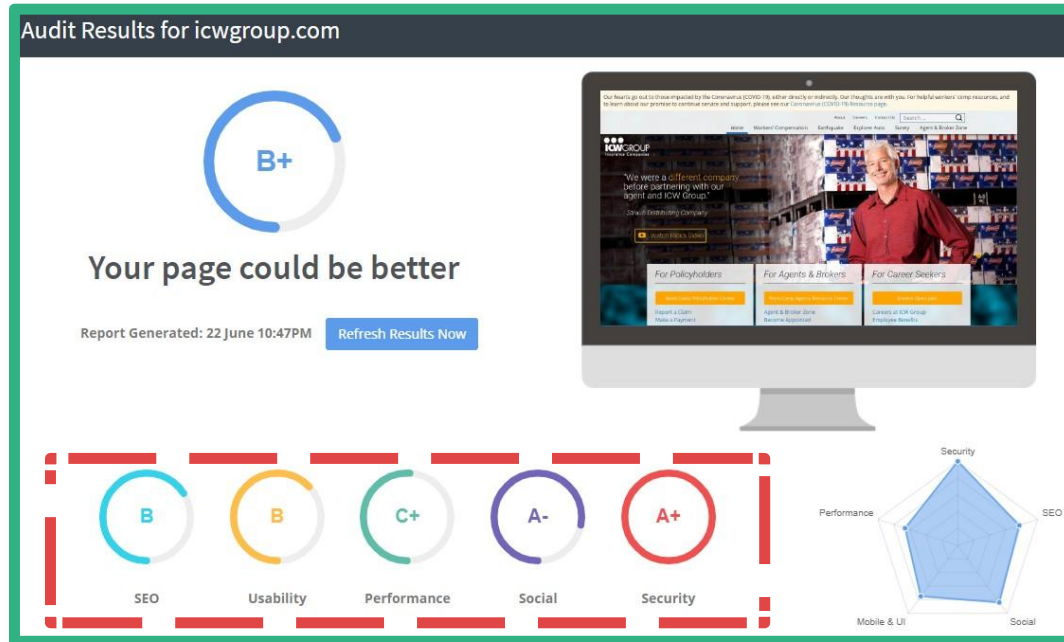
Search Engines rely on many factors to rank a website. SEOptimer is a Website SEO Checker which reviews these and more to help identify problems that could be holding your site back from it's potential.

Additionally we provide a clear, actionable, prioritised list of recommendations to help improve.

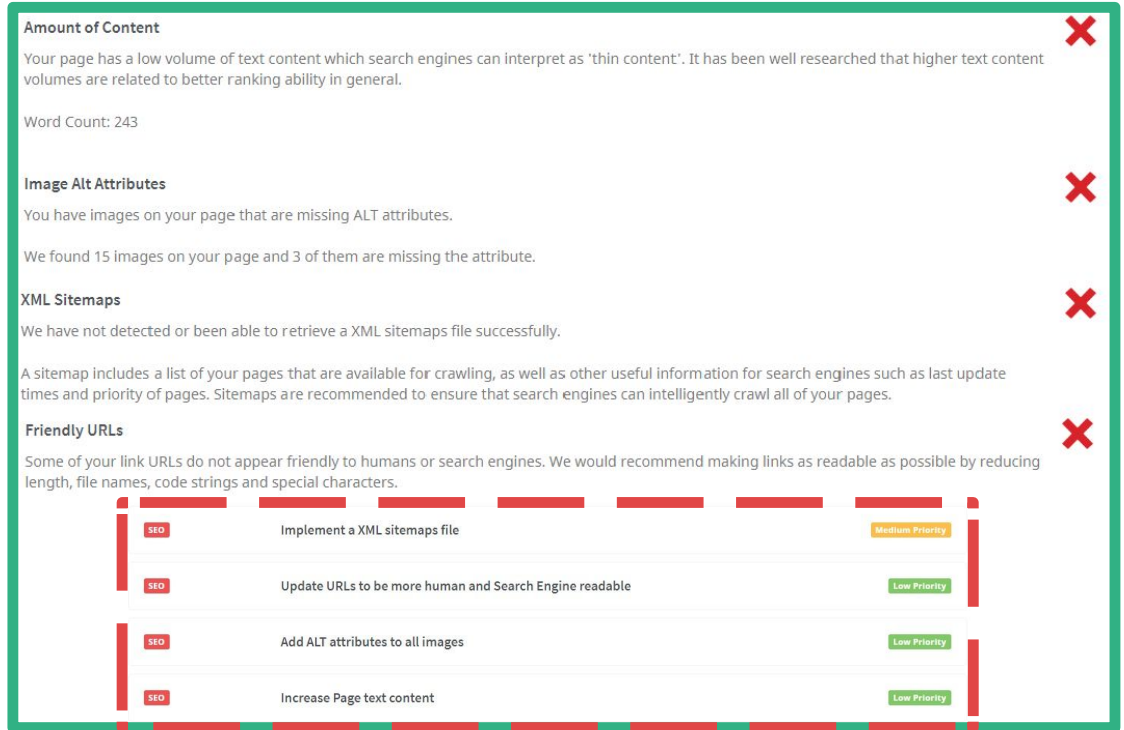


SEOptimer ini bisa kamu gunakan untuk melakukan audit secara menyeluruh terhadap sebuah digital brand. Menyeluruh artinya kamu bisa melakukan audit dari berbagai faktor pengukuran, seperti SEO, usability, performance, social, dan security.

# Case Study: ICWGroup (United States)



# Case Study: ICWGroup (United States)



**Amount of Content** ❌  
Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general.  
Word Count: 243

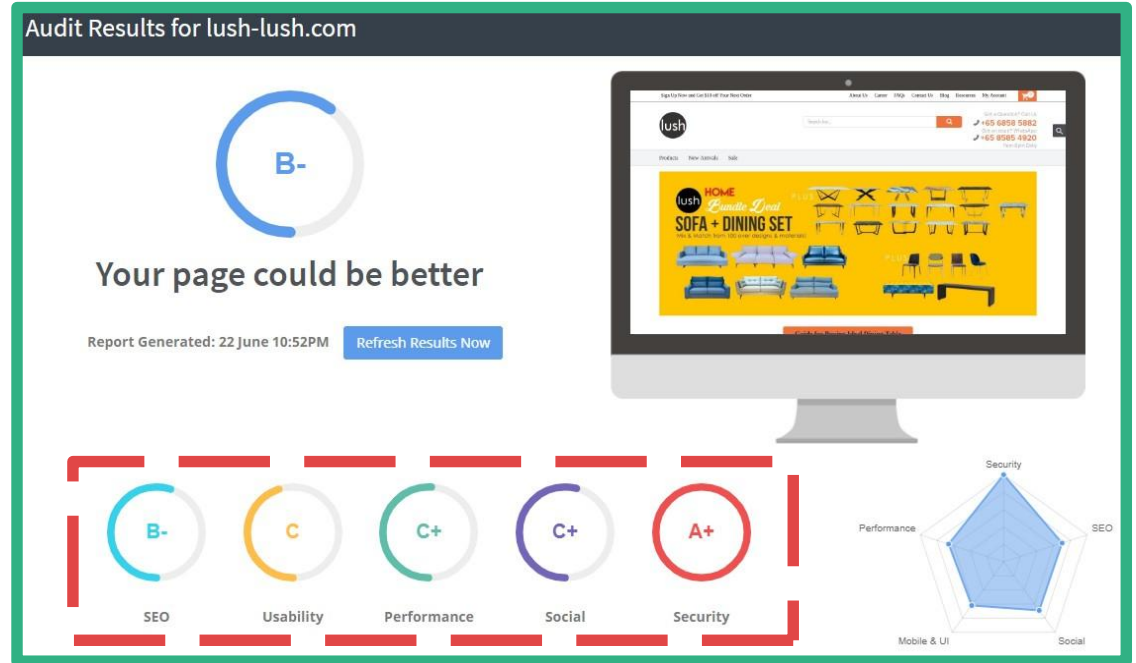
**Image Alt Attributes** ❌  
You have images on your page that are missing ALT attributes.  
We found 15 images on your page and 3 of them are missing the attribute.

**XML Sitemaps** ❌  
We have not detected or been able to retrieve a XML sitemaps file successfully.  
A sitemap includes a list of your pages that are available for crawling, as well as other useful information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

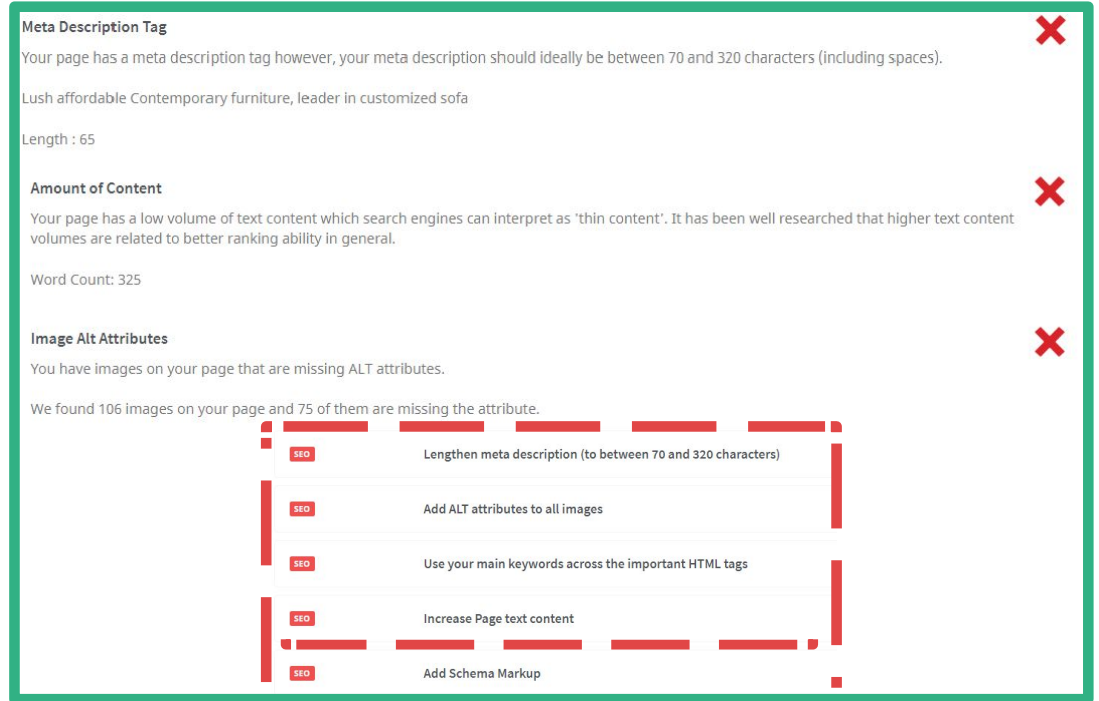
**Friendly URLs** ❌  
Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

|     |   |                 |
|-----|---|-----------------|
| SEO | Implement a XML sitemaps file                           | Medium Priority |
| SEO | Update URLs to be more human and Search Engine readable | Low Priority    |
| SEO | Add ALT attributes to all images                        | Low Priority    |
| SEO | Increase Page text content                              | Low Priority    |

# Case Study: Lush Furniture (Singapore)



# Case Study: Lush Furniture (Singapore)



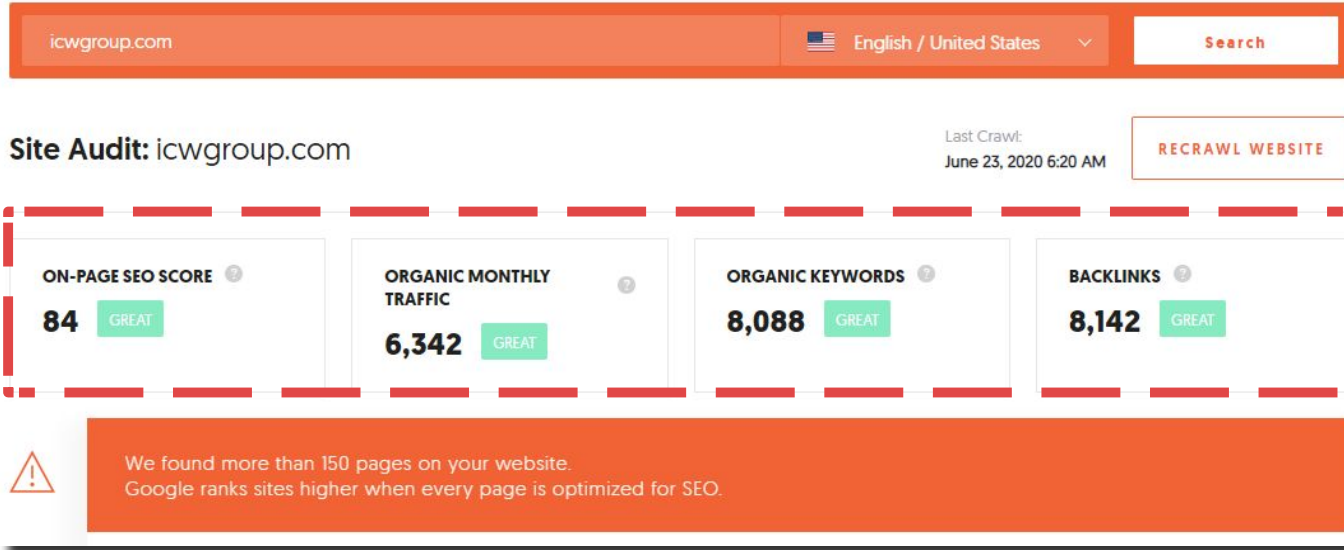
**Meta Description Tag** ❌  
Your page has a meta description tag however, your meta description should ideally be between 70 and 320 characters (including spaces).  
Lush affordable Contemporary furniture, leader in customized sofa  
Length : 65

**Amount of Content** ❌  
Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general.  
Word Count: 325

**Image Alt Attributes** ❌  
You have images on your page that are missing ALT attributes.  
We found 106 images on your page and 75 of them are missing the attribute.

|     |  |
|-----|--|
| SEO | Lengthen meta description (to between 70 and 320 characters) |
| SEO | Add ALT attributes to all images                             |
| SEO | Use your main keywords across the important HTML tags        |
| SEO | Increase Page text content                                   |
| SEO | Add Schema Markup  |

# Ubersuggest Site Audit




The screenshot shows the Ubersuggest site audit interface for icwgroup.com. At the top, there is a search bar with the URL 'icwgroup.com' and a dropdown menu for 'English / United States'. Below this, the site audit results are displayed. The main heading is 'Site Audit: icwgroup.com' with a 'RECRAWL WEBSITE' button and the last crawl date 'June 23, 2020 6:20 AM'. The audit results are presented in four cards: 'ON-PAGE SEO SCORE' (84, GREAT), 'ORGANIC MONTHLY TRAFFIC' (6,342, GREAT), 'ORGANIC KEYWORDS' (8,088, GREAT), and 'BACKLINKS' (8,142, GREAT). A warning message at the bottom states: 'We found more than 150 pages on your website. Google ranks sites higher when every page is optimized for SEO.'

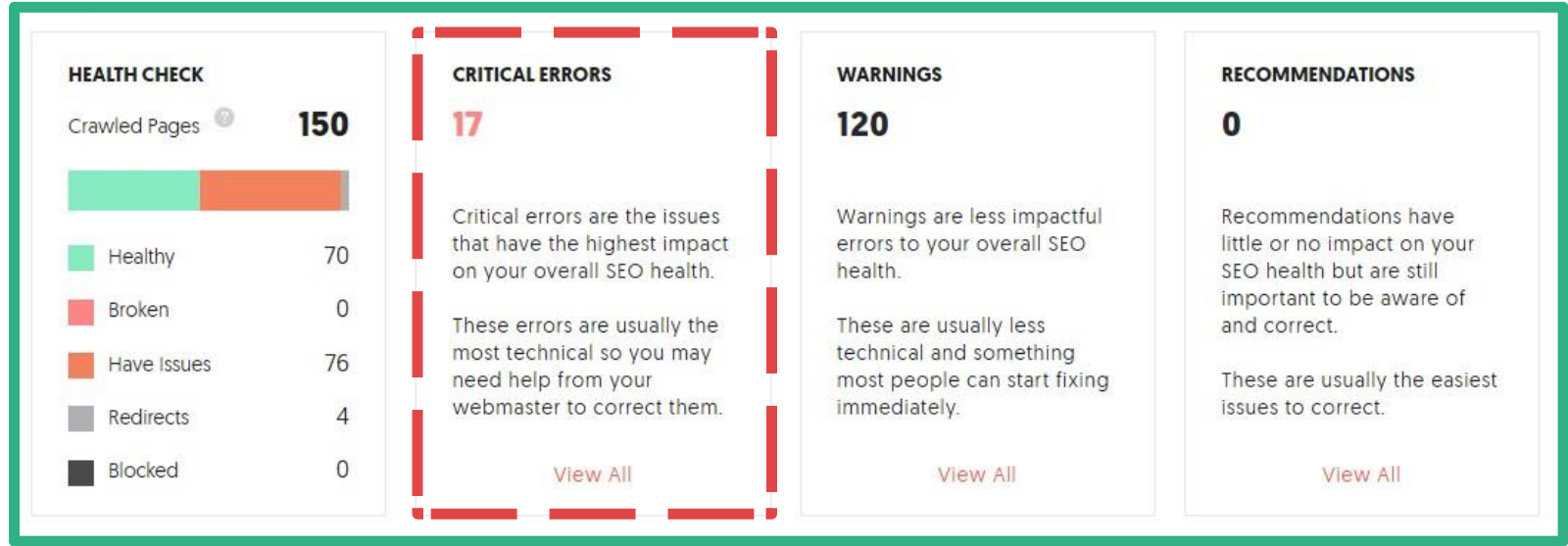
icwgroup.com English / United States Search

Site Audit: icwgroup.com Last Crawl: June 23, 2020 6:20 AM RECRAWL WEBSITE

| Metric                  | Value | Rating |
|-------------------------|-------|--------|
| ON-PAGE SEO SCORE       | 84    | GREAT  |
| ORGANIC MONTHLY TRAFFIC | 6,342 | GREAT  |
| ORGANIC KEYWORDS        | 8,088 | GREAT  |
| BACKLINKS               | 8,142 | GREAT  |

 We found more than 150 pages on your website. Google ranks sites higher when every page is optimized for SEO.

# Ubersuggest Site Audit

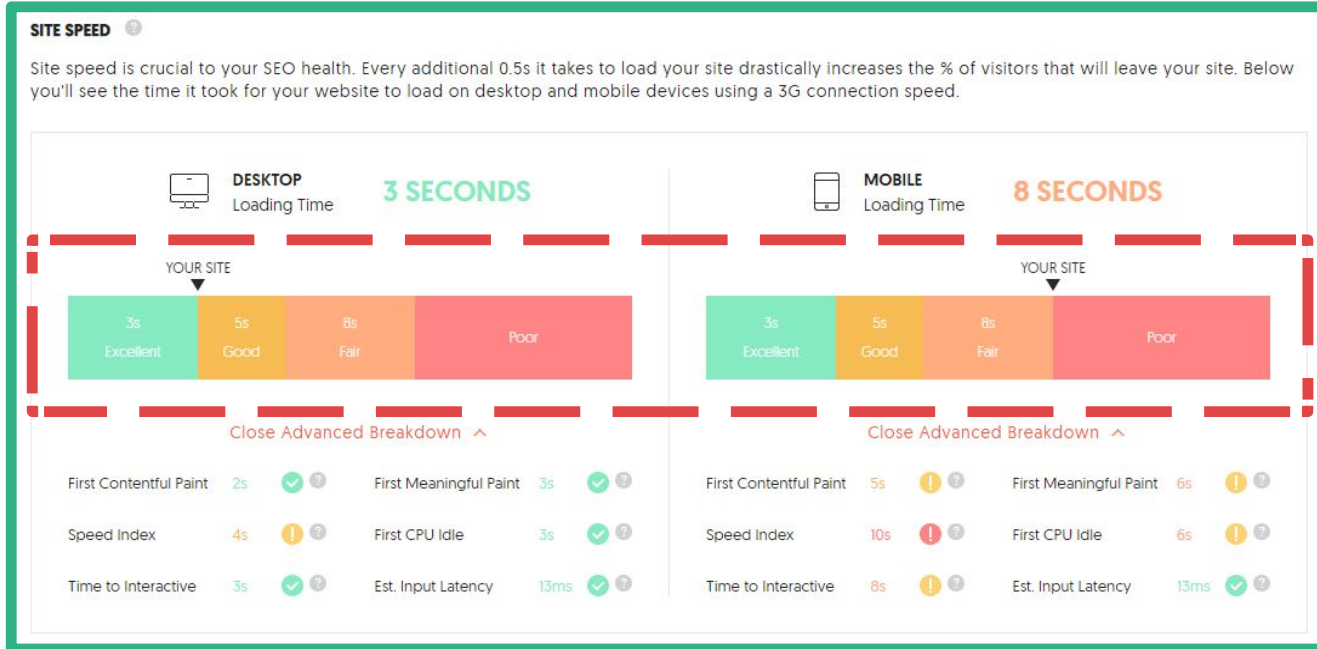




# Ubersuggest Site Audit

| SEO ISSUES ANALYZED   | DIFFICULTY | SEO IMPACT |
|---|------------|------------|
| 12 pages have a low word count <a href="#">What is this and how do I fix it?</a>                | MODERATE   | HIGH       |
| 2 pages with duplicate meta descriptions <a href="#">What is this and how do I fix it?</a>      | MODERATE   | HIGH       |
| 3 pages with a long loading time <a href="#">What is this and how do I fix it?</a>              | HARD       | HIGH       |
| 1 pages without a H1 heading <a href="#">What is this and how do I fix it?</a>                  | EASY       | MEDIUM     |
| 3 pages with no meta description <a href="#">What is this and how do I fix it?</a>              | MODERATE   | MEDIUM     |
| 11 pages with URLs that are too long <a href="#">What is this and how do I fix it?</a>          | EASY       | MEDIUM     |
| 14 pages with a poorly formatted URL for SEO <a href="#">What is this and how do I fix it?</a>  | EASY       | MEDIUM     |
| 29 pages with a <title> tag that is too long <a href="#">What is this and how do I fix it?</a>  | EASY       | MEDIUM     |
| 41 pages with a <title> tag that is too short <a href="#">What is this and how do I fix it?</a> | EASY       | MEDIUM     |

# Ubersuggest Site Audit



# Ahrefs Rank Checker



**Keyword Rank Checker**

See where you rank for any keyword in 171 countries.

Enter keyword    Enter domain     Indonesia    **Check Rankings**

### What is Keyword Rank Checker?

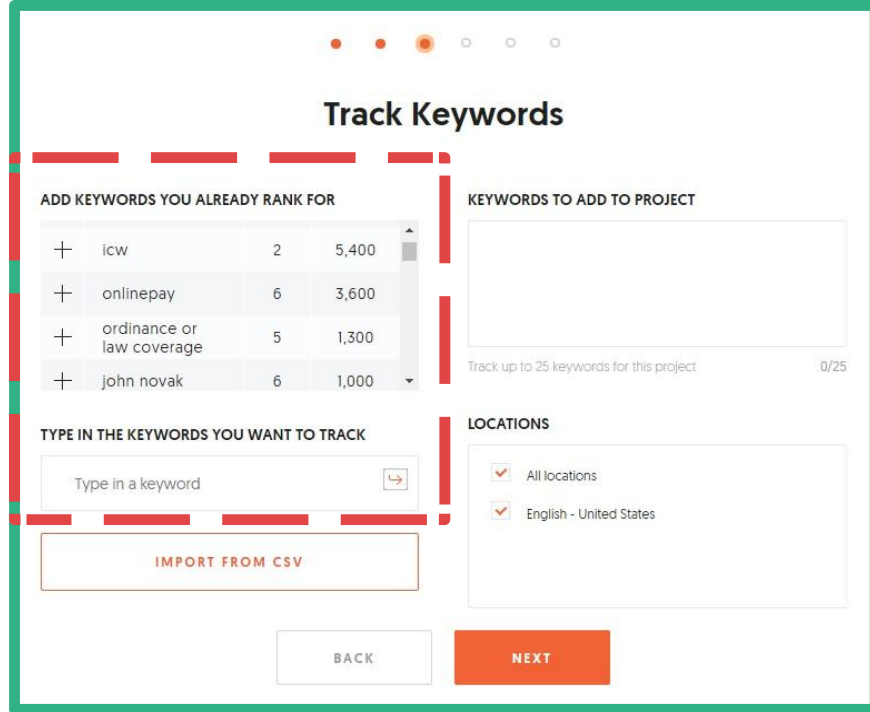
Every SEO professional needs to know how well their sites rank for their target keywords.

They also need to keep track of competitors' rankings.

# Google Search Console

| Query                       | ↓ Clicks | Impressions | CTR   | Position |
|-----------------------------|----------|-------------|-------|----------|
| trend kacamata 2020         | 212      | 2,252       | 9.4%  | 1.3      |
| tren kacamata 2020          | 105      | 1,164       | 9%    | 2.3      |
| model kacamata 2020         | 99       | 2,282       | 4.3%  | 3.4      |
| kacamata trend 2020         | 66       | 3,259       | 2%    | 1.6      |
| kacamata 2020               | 46       | 2,778       | 1.7%  | 7.1      |
| trend kacamata wanita 2020  | 39       | 1,029       | 3.8%  | 5.9      |
| trend frame kacamata 2020   | 39       | 276         | 14.1% | 2.8      |
| model kacamata terbaru 2020 | 32       | 1,381       | 2.3%  | 7        |
| seemata                     | 29       | 301         | 9.6%  | 1.6      |
| frame kacamata terbaru 2020 | 27       | 979         | 2.8%  | 8.1      |

# Ubersuggest Tracker



**Track Keywords**

**ADD KEYWORDS YOU ALREADY RANK FOR**

|   |                           |   |       |
|---|---------------------------|---|-------|
| + | icw                       | 2 | 5,400 |
| + | onlinepay                 | 6 | 3,600 |
| + | ordinance or law coverage | 5 | 1,300 |
| + | john novak                | 6 | 1,000 |

**KEYWORDS TO ADD TO PROJECT**

Track up to 25 keywords for this project 0/25

**TYPE IN THE KEYWORDS YOU WANT TO TRACK**

Type in a keyword

**IMPORT FROM CSV**

**LOCATIONS**


- All locations
- English - United States

**BACK** **NEXT**


# SEMRush Position Tracking

## Position Tracking


Measure your SEO efforts with ease. Accurate and effective daily rank tracking.



Monitor your Google ranking



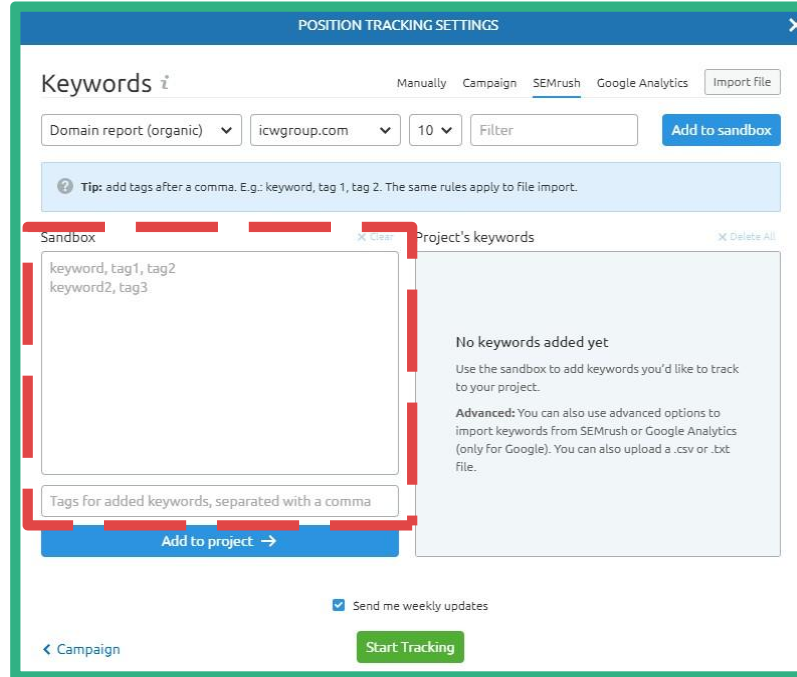
Analyze mobile & desktop data



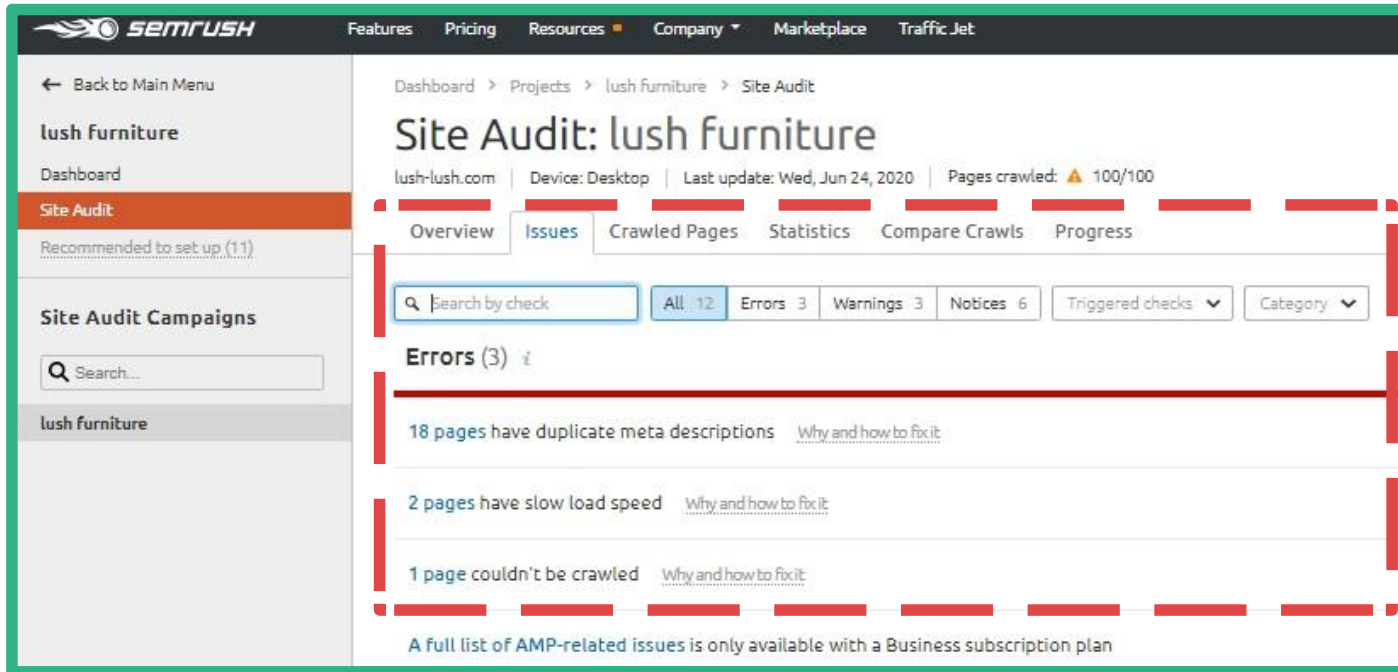
Create stunning PDF reports

[Set up](#)

# SEMRush Position Tracking



# SEMRush Site Audit Issues



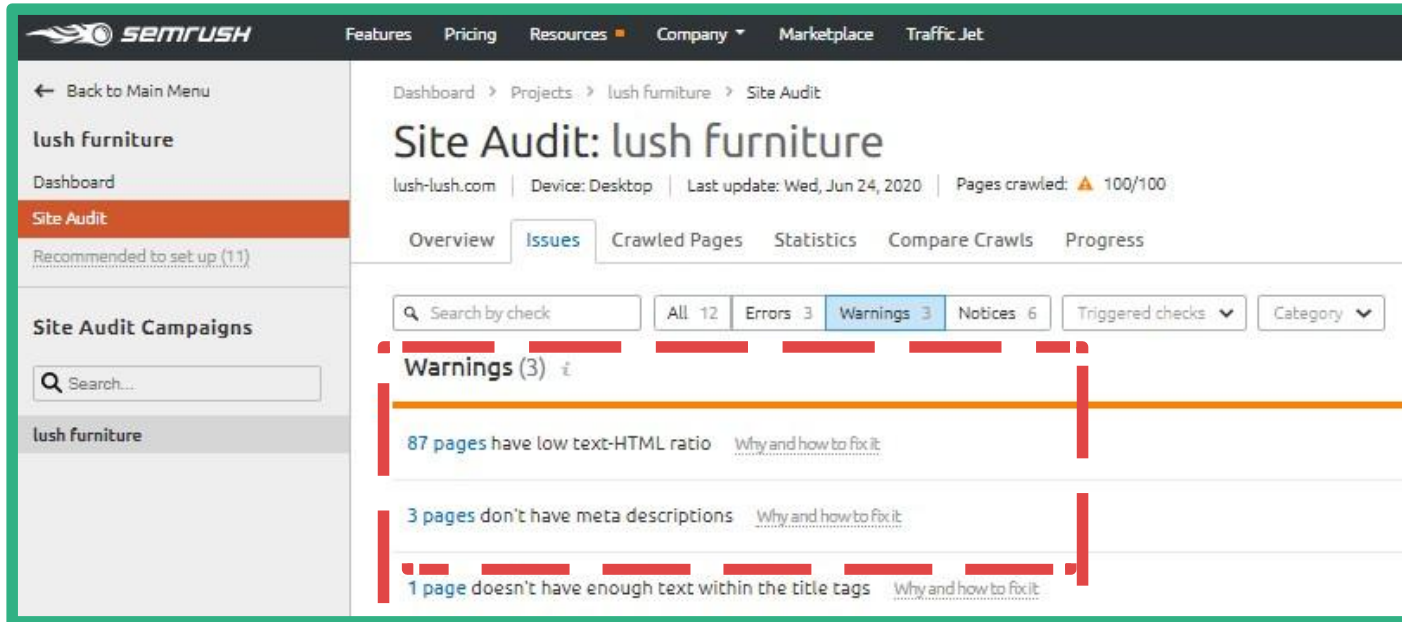
The screenshot displays the SEMRush Site Audit interface for the domain lush-furniture.com. The interface includes a navigation menu on the left with options like 'Back to Main Menu', 'Dashboard', 'Site Audit', and 'Site Audit Campaigns'. The main content area shows the audit results for 'lush furniture' on 'lush-lush.com', with a device of 'Desktop' and a last update on 'Wed, Jun 24, 2020'. The audit shows 'Pages crawled: 100/100'. The 'Issues' tab is active, displaying a search bar and filters for 'All 12', 'Errors 3', 'Warnings 3', and 'Notices 6'. The listed issues are:

- 18 pages have duplicate meta descriptions [Why and how to fix it](#)
- 2 pages have slow load speed [Why and how to fix it](#)
- 1 page couldn't be crawled [Why and how to fix it](#)

A note at the bottom states: 'A full list of AMP-related issues is only available with a Business subscription plan'.



# SEMRush Site Audit Issues

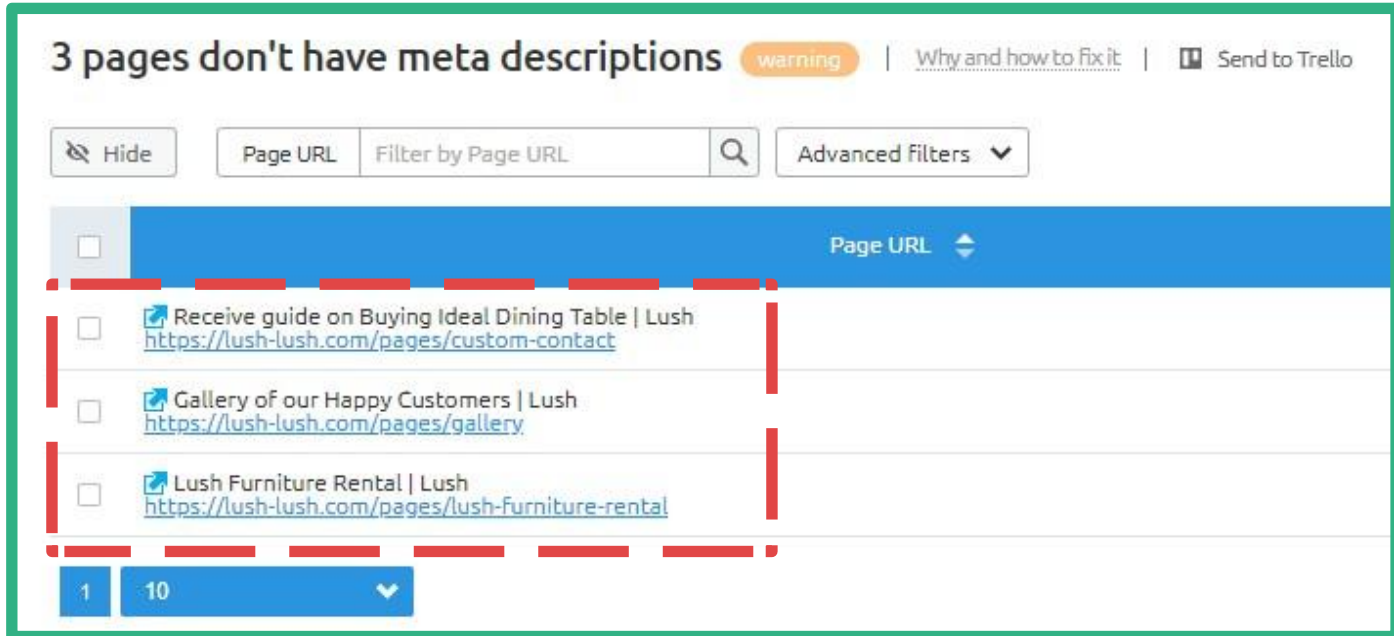



The screenshot shows the SEMRush interface for a site audit of lush-furniture.com. The 'Issues' tab is active, displaying a list of warnings. A red dashed box highlights the 'Warnings (3)' section, which includes:




- 87 pages have low text-HTML ratio [Why and how to fix it](#)
- 3 pages don't have meta descriptions [Why and how to fix it](#)
- 1 page doesn't have enough text within the title tags [Why and how to fix it](#)

The interface also shows a search bar for checks, filters for 12 total issues (3 errors, 3 warnings, 6 notices), and a dropdown for triggered checks.

# Site Audit - Meta Descriptions



3 pages don't have meta descriptions warning | [Why and how to fix it](#) |  Send to Trello

| <input type="checkbox"/> | Page URL <input type="button" value="v"/>  |
|--------------------------|--|
| <input type="checkbox"/> |  Receive guide on Buying Ideal Dining Table   Lush<br><a href="https://lush-lush.com/pages/custom-contact">https://lush-lush.com/pages/custom-contact</a> |
| <input type="checkbox"/> |  Gallery of our Happy Customers   Lush<br><a href="https://lush-lush.com/pages/gallery">https://lush-lush.com/pages/gallery</a>                           |
| <input type="checkbox"/> |  Lush Furniture Rental   Lush<br><a href="https://lush-lush.com/pages/lush-furniture-rental">https://lush-lush.com/pages/lush-furniture-rental</a>        |

# Site Audit - Crawled Pages

Crawled Pages

Pages Site Structure

Filter by Page URL   More filters ▼

| ILR <span>ⓘ</span> | Page URL <span>ⓘ</span>   | Unique Pageviews <span>ⓘ</span> | Crawl Depth <span>ⓘ</span> | Issues <span>ⓘ</span> | HTTP Status Code <span>ⓘ</span> |
|--------------------|---|---------------------------------|----------------------------|-----------------------|---------------------------------|
| —                  | <a href="https://lush-lush.com/account/login">https://lush-lush.com/account/login</a>                         | N/A                             | 1 click                    | Blocked               | No code                         |
| —                  | <a href="https://lush-lush.com/account/register">https://lush-lush.com/account/register</a>                   | N/A                             | 1 click                    | Blocked               | No code                         |
| —                  | <a href="https://lush-lush.com/cart">https://lush-lush.com/cart</a>   | N/A                             | 1 click                    | Blocked               | No code                         |
| —                  | <a href="https://lush-lush.com/checkout">https://lush-lush.com/checkout</a>                                   | N/A                             | 1 click                    | Blocked               | No code                         |
| —                  | <a href="https://lush-lush.com/collections/dining-tables">https://lush-lush.com/collections/dining-tables</a> | N/A                             | 1 click                    | Broken                | No code                         |
| 100                | <a href="https://lush-lush.com/collections/cushions">https://lush-lush.com/collections/cushions</a>           | N/A                             | 1 click                    | 1 issue               | 200                             |
| 97                 | <a href="https://lush-lush.com/collections/">https://lush-lush.com/collections/</a>                           | N/A                             | 1 click                    | 1 issue               | 200                             |
| 94                 | <a href="https://lush-lush.com/collections/all">https://lush-lush.com/collections/all</a>                     | N/A                             | 1 click                    | 1 issue               | 200                             |
| 94                 | <a href="https://lush-lush.com/collections/seating">https://lush-lush.com/collections/seating</a>             | N/A                             | 1 click                    | 1 issue               | 200                             |
| 94                 | <a href="https://lush-lush.com/collections/tables">https://lush-lush.com/collections/tables</a>               | N/A                             | 1 click                    | 1 issue               | 200                             |

# Site Audit - Crawled Pages

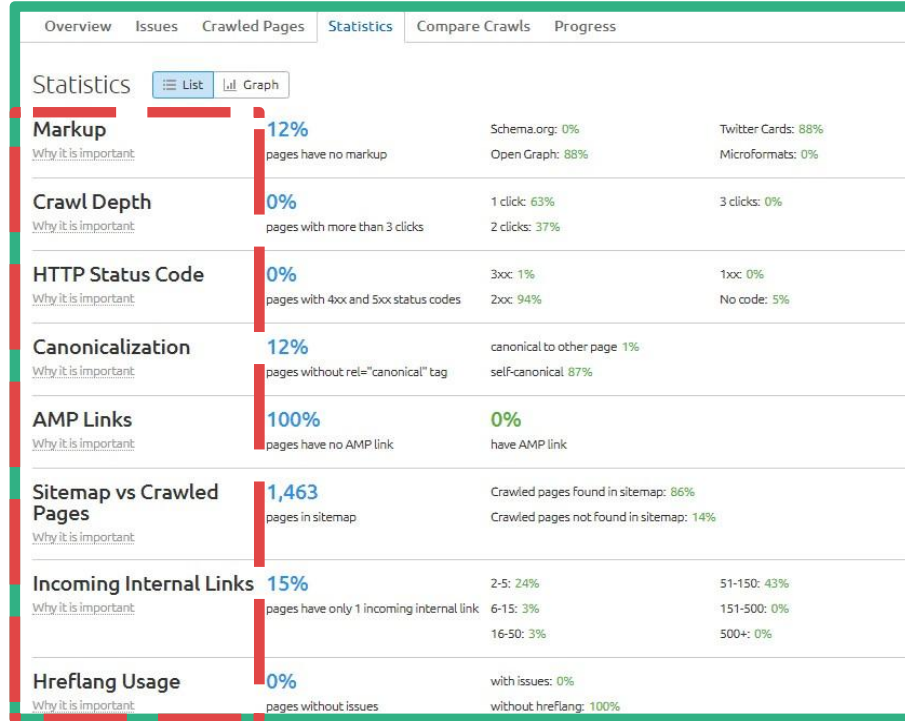
Crawled Pages

Pages Site Structure

Site Structure ⓘ

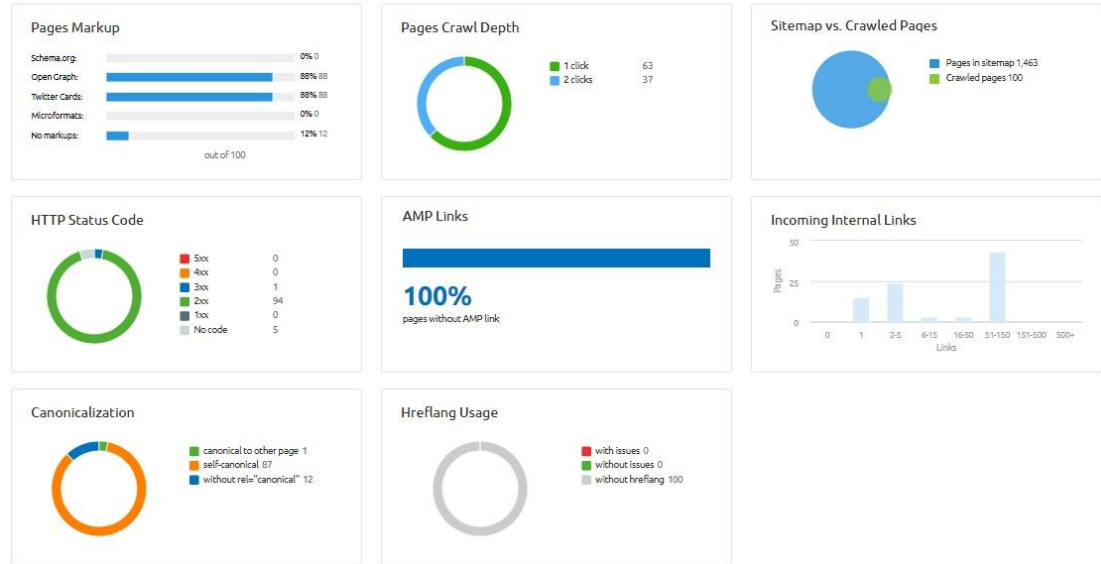
| Directory   | URLs | Issues |
|---|------|--------|
| <a href="https://lush-lush.com">https://lush-lush.com</a>         | 99   | 306    |
| /products   | 41   | 223    |
| /collections  | 31   | 53     |
| /pages  | 14   | 20     |
| /account  | 2    | 2      |
| /blogs  | 1    | 3      |
| <a href="https://www.lush-lush.com">https://www.lush-lush.com</a> | 1    | 0      |

# Site Audit - Statistics

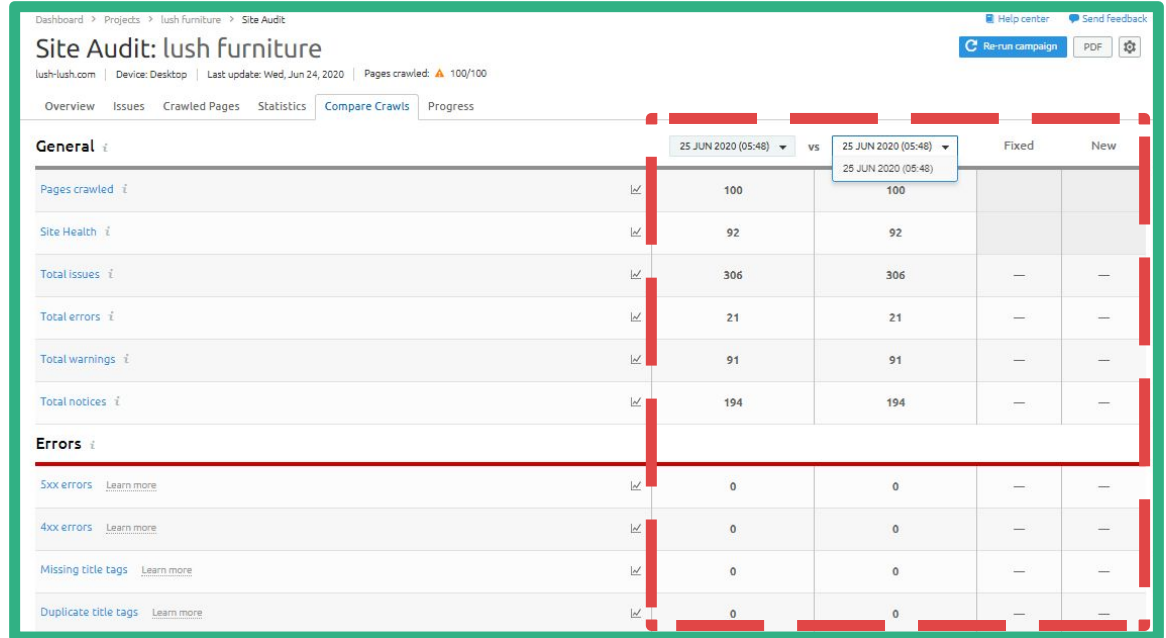


# Site Audit - Statistics

Statistics List Graph



# Site Audit - Crawl Comparison



Dashboard > Projects > lush furniture > Site Audit

### Site Audit: lush furniture

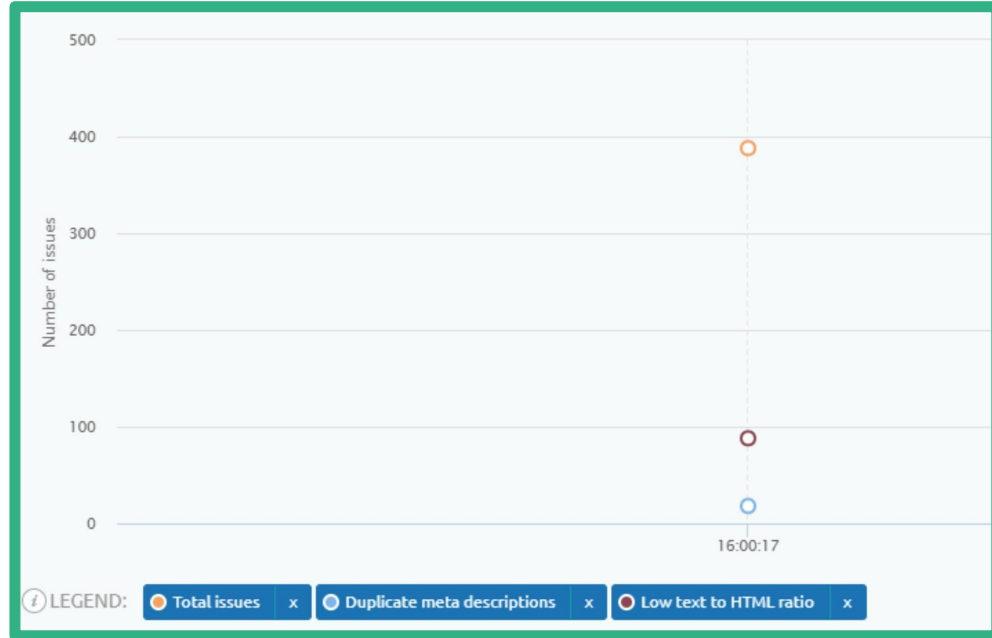
lush-lush.com | Device: Desktop | Last update: Wed, Jun 24, 2020 | Pages crawled: 100/100

Overview Issues Crawled Pages Statistics **Compare Crawls** Progress

25 JUN 2020 (05:48) vs 25 JUN 2020 (05:48) Fixed New

|   | 25 JUN 2020 (05:48) | 25 JUN 2020 (05:48) | Fixed | New |
|---|---------------------|---------------------|-------|-----|
| <b>General</b>                                  |                     |                     |       |     |
| Pages crawled                                   | 100                 | 100                 |       |     |
| Site Health                                     | 92                  | 92                  |       |     |
| Total issues                                    | 306                 | 306                 | —     | —   |
| Total errors                                    | 21                  | 21                  | —     | —   |
| Total warnings                                  | 91                  | 91                  | —     | —   |
| Total notices                                   | 194                 | 194                 | —     | —   |
| <b>Errors</b>                                   |                     |                     |       |     |
| 5xx errors <a href="#">Learn more</a>           | 0                   | 0                   | —     | —   |
| 4xx errors <a href="#">Learn more</a>           | 0                   | 0                   | —     | —   |
| Missing title tags <a href="#">Learn more</a>   | 0                   | 0                   | —     | —   |
| Duplicate title tags <a href="#">Learn more</a> | 0                   | 0                   | —     | —   |

# Site Audit - Crawl History





# Site Crawl and Content Audit

The screenshot displays the Screaming Frog SEO Spider interface. The main table contains the following data:

| Address  | Content                  | Status Code | Status                | Indexability  |
|--|--------------------------|-------------|-----------------------|---------------|
| 1 http://lush-lush.com/                                      |                          | 307         | HSTS Policy           | Non-Indexable |
| 2 https://lush-lush.com/                                     | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 3 https://lush-lush.com/collections/mattress                 | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 4 https://lush-lush.com/collections/dining-tables            | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 5 https://lush-lush.com/products/lazy-sofa-br-star-buy       | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 6 https://lush-lush.com/collections/working-desk             | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 7 https://lush-lush.com/collections/rugs-carpets             | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 8 https://lush-lush.com/pages/sofa-landing-page              | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 9 https://lush-lush.com/pages/sofa-details                   | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 10 https://lush-lush.com/pages/lush-furniture-rental         | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 11 https://lush-lush.com/collections/clearance               | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 12 https://lush-lush.com/collections/special-promotion       | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 13 https://lush-lush.com/collections/lightings               | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 14 https://lush-lush.com/pages/general-technical-information | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 15 https://lush-lush.com/collections/bundle-deal             | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 16 https://lush-lush.com/pages/custom-contact                | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 17 https://lush-lush.com/collections/art                     | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 18 https://lush-lush.com/collections/cutlery                 | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 19 https://lush-lush.com/collections/bedside-cabinet         | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 20 https://lush-lush.com/pages/career                        | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 21 https://lush-lush.com/cart                                |                          | 0           | Blocked by robots.txt | Non-Indexable |
| 22 https://lush-lush.com/collections/seating                 | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 23 https://lush-lush.com/pages/terms-conditions              | text/html; charset=utf-8 | 200         | OK                    | Indexable     |
| 24 https://lush-lush.com/account/register                    |                          | 0           | Blocked by robots.txt | Non-Indexable |
| 25 https://lush-lush.com/collections/tables                  | text/html; charset=utf-8 | 200         | OK                    | Indexable     |

The right sidebar shows the following SEO metrics:

- Page Titles:** All (76) (100.00%), Missing (0) (0.00%), Duplicate (0) (0.00%), Over 60 Characters (0) (0.00%), Below 30 Characters (51) (67.11%), Over 545 Pixels (0) (0.00%), Below 200 Pixels (39) (51.32%), Same as H1 (0) (0.00%), Multiple (0) (0.00%)
- Meta Description:** All (76) (100.00%), Missing (41) (53.95%), Duplicate (0) (0.00%), Over 155 Characters (22) (28.95%), Below 70 Characters (36) (47.37%), Over 1010 Pixels (21) (27.63%), Below 400 Pixels (35) (46.05%), Multiple (0) (0.00%)
- Meta Keywords:** All (76) (100.00%)

# Site Audit - Missing Meta Descriptions

The screenshot displays the Screaming Frog SEO Spider interface. The browser address bar shows 'http://lush-lush.com/'. The 'Meta Description' tab is selected, and a filter is applied to show only 'Missing' meta descriptions. The table below lists 25 URLs, all of which have a missing meta description. The right-hand sidebar shows a summary of the audit results, including a 'Missing (41) (53.95%)' category for meta descriptions.

| Address   | Occur | Meta Description 1 | Meta Description 1 Length | Indexability | Indexability Status | Meta Description 1 Pixel |
|---|-------|--------------------|---------------------------|--------------|---------------------|--------------------------|
| 1 https://lush-lush.com/collections/mattress          | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 2 https://lush-lush.com/collections/dining-tables     | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 3 https://lush-lush.com/collections/working-desk      | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 4 https://lush-lush.com/collections/rugs-carpets      | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 5 https://lush-lush.com/pages/lush-furniture-rental   | 0     |                    | 0                         | Indexable    |                     | 0                        |
| 6 https://lush-lush.com/collections/clearance         | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 7 https://lush-lush.com/collections/special-promotion | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 8 https://lush-lush.com/collections/lightings         | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 9 https://lush-lush.com/collections/bundle-deal       | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 10 https://lush-lush.com/pages/custom-contact         | 0     |                    | 0                         | Indexable    |                     | 0                        |
| 11 https://lush-lush.com/collections/art              | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 12 https://lush-lush.com/collections/cutlery          | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 13 https://lush-lush.com/collections/bedside-cabinet  | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 14 https://lush-lush.com/collections/seating          | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 15 https://lush-lush.com/collections/tables           | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 16 https://lush-lush.com/collections/bar-stool        | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 17 https://lush-lush.com/blogs/lush-ideas             | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 18 https://lush-lush.com/collections/cushions         | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 19 https://lush-lush.com/collections/office-tasks     | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 20 https://lush-lush.com/collections/storage-chest    | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 21 https://lush-lush.com/collections/bedding          | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 22 https://lush-lush.com/collections/side-dining      | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 23 https://lush-lush.com/collections/new-collection   | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 24 https://lush-lush.com/collections/all              | 1     |                    | 0                         | Indexable    |                     | 0                        |
| 25 https://lush-lush.com/pages/gallery                | 0     |                    | 0                         | Indexable    |                     | 0                        |

**Summary of Audit Results:**

- All (76) (100.00%)
- Missing (0) (0.00%)
- Duplicate (0) (0.00%)
- Over 60 Characters (0) (0.00%)
- Below 30 Characters (51) (67.11%)
- Over 545 Pixels (0) (0.00%)
- Below 200 Pixels (39) (51.32%)
- Same as H1 (0) (0.00%)
- Multiple (0) (0.00%)
- Meta Description**
  - All (76) (100.00%)
  - Missing (41) (53.95%)**
  - Duplicate (0) (0.00%)
  - Over 155 Characters (22) (28.95%)
  - Below 70 Characters (36) (47.37%)
  - Over 1010 Pixels (21) (27.63%)
  - Below 400 Pixels (35) (46.05%)
  - Multiple (0) (0.00%)
- Meta Keywords**
  - All (76) (100.00%)

# Site Audit - Duplicate Titles

| Address  | H1-1                   | H1-1 length | H1-2                       | H1-2 length |
|--|------------------------|-------------|----------------------------|-------------|
| 1 https://lush-lush.com/                                     | WOW0821240209BLCLJLLML | 23          | Automatic Extendable Table | 26          |
| 2 https://lush-lush.com/collections/mattress                 | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 3 https://lush-lush.com/collections/dining-tables            | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 4 https://lush-lush.com/products/lazzy-sofa-br-star-buy      | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 5 https://lush-lush.com/collections/working-desk             | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 6 https://lush-lush.com/collections/rugs-carpets             | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 7 https://lush-lush.com/pages/sofa-landing-page              | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 8 https://lush-lush.com/pages/sofa-details                   | WOW0821240209BLCLJLLML | 23          | WORRY NO MORE!             | 14          |
| 9 https://lush-lush.com/pages/lush-furniture-rental          | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 10 https://lush-lush.com/collections/clearance               | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 11 https://lush-lush.com/collections/special-promotion       | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 12 https://lush-lush.com/collections/lightings               | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 13 https://lush-lush.com/pages/general-technical-information | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 14 https://lush-lush.com/collections/bundle-deal             | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 15 https://lush-lush.com/pages/custom-contact                | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 16 https://lush-lush.com/collections/art                     | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 17 https://lush-lush.com/collections/cutlery                 | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 18 https://lush-lush.com/collections/bedside-cabinet         | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 19 https://lush-lush.com/pages/career                        | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 20 https://lush-lush.com/collections/seating                 | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 21 https://lush-lush.com/pages/terms-conditions              | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 22 https://lush-lush.com/collections/tables                  | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 23 https://lush-lush.com/collections/bar-stool               | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 24 https://lush-lush.com/blogs/lush-ideas                    | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 25 https://lush-lush.com/products/kooki-seat-cushion         | WOW0821240209BLCLJLLML | 23          |                            | 0           |
| 26 https://lush-lush.com/collections/cushions                | WOW0821240209BLCLJLLML | 23          |                            | 0           |

# Site Audit - Sitemaps

The screenshot displays the Screaming Frog SEO Spider interface. The main table shows the following data:

| Address   | Content                  | Status Code | Status | Indexability  | Indexability Status |
|---|--------------------------|-------------|--------|---------------|---------------------|
| 1 https://lush-lush.com/                                  | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 2 https://lush-lush.com/blogs/lush-ideas                  | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 3 https://lush-lush.com/collections/                      | text/html, charset=utf-8 | 200         | OK     | Non-Indexable | Canonicalised       |
| 4 https://lush-lush.com/collections/all                   | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 5 https://lush-lush.com/collections/art                   | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 6 https://lush-lush.com/collections/bar-stool             | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 7 https://lush-lush.com/collections/bedding               | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 8 https://lush-lush.com/collections/bedside-cabinet       | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 9 https://lush-lush.com/collections/benches               | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 10 https://lush-lush.com/collections/bundle-deal          | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 11 https://lush-lush.com/collections/cabinet              | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 12 https://lush-lush.com/collections/clearance            | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 13 https://lush-lush.com/collections/clocks               | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 14 https://lush-lush.com/collections/coffee-tables        | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 15 https://lush-lush.com/collections/cushions             | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 16 https://lush-lush.com/collections/cutlery              | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 17 https://lush-lush.com/collections/dining-tables        | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 18 https://lush-lush.com/collections/dining-tables?page=2 | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 19 https://lush-lush.com/collections/dresser              | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 20 https://lush-lush.com/collections/lightings            | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 21 https://lush-lush.com/collections/lounge-chairs        | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 22 https://lush-lush.com/collections/mattress             | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 23 https://lush-lush.com/collections/new-collection       | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 24 https://lush-lush.com/collections/office-tasks         | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |
| 25 https://lush-lush.com/collections/rugs-carpets         | text/html, charset=utf-8 | 200         | OK     | Indexable     |                     |

The right-hand summary panel shows the following data:

- Contains Disallowed HTML (0) (0.00%)
- Other Validation Errors (0) (0.00%)
- Structured Data
  - All (76) (100.00%)
  - Contains Structured Data (0) (0.00%)
  - Missing (76) (100.00%)
  - Validation Errors (0) (0.00%)
  - Validation Warnings (0) (0.00%)
  - Parse Errors (0) (0.00%)
  - Microdata URLs (0) (0.00%)
  - JSON-LD URLs (0) (0.00%)
  - RDFa URLs (0) (0.00%)
- Sitemaps
  - All (81) (100.00%)
  - URLs in Sitemap (0) (0.00%)
  - URLs not in Sitemap (76) (93.83%)**
  - Orphan URLs (0) (0.00%)
  - Non-Indexable URLs in Sitemap (0) (0.00%)
  - URLs in Multiple Sitemaps (0) (0.00%)
  - XML Sitemap with over 50k URLs (0) (0.00%)

# Site Audit - Meta Descriptions

The screenshot shows the Screaming Frog SEO Spider tool interface. The top table displays the results of a crawl for the URL <http://lush-lush.com/>. The filter is set to 'Missing', and three pages are listed with missing meta descriptions.

| Address   | Occur... | Meta Description 1 | Meta Description 1 Length | Indexability | Indexability Status | Meta Description 1 Pix |
|---|----------|--------------------|---------------------------|--------------|---------------------|------------------------|
| 1 <a href="https://lush-lush.com/collections/mattress">https://lush-lush.com/collections/mattress</a>           | 1        |                    | 0                         | Indexable    |                     | 0                      |
| 2 <a href="https://lush-lush.com/collections/dining-tables">https://lush-lush.com/collections/dining-tables</a> | 1        |                    | 0                         | Indexable    |                     | 0                      |
| 3 <a href="https://lush-lush.com/collections/working-desk">https://lush-lush.com/collections/working-desk</a>   | 1        |                    | 0                         | Indexable    |                     | 0                      |

The bottom table shows the detailed audit data for the first page, <https://lush-lush.com/collections/mattress>.

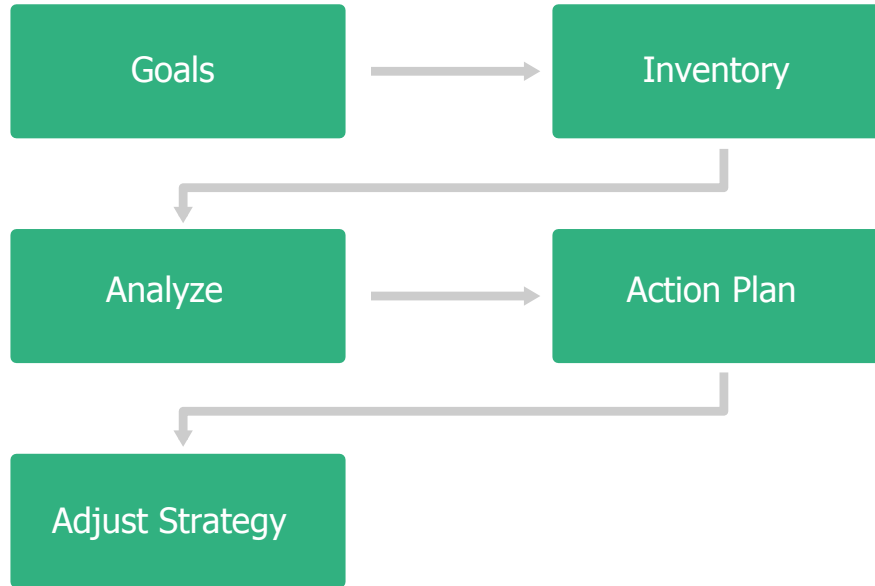
| Name                                  | Value   |
|---------------------------------------|---|
| Address                               | <a href="https://lush-lush.com/collections/mattress">https://lush-lush.com/collections/mattress</a> |
| JURL Encoded Address                  | <a href="https://lush-lush.com/collections/mattress">https://lush-lush.com/collections/mattress</a> |
| Content                               | text/html, charset=utf-8  |
| Status Code                           | 200   |
| Status                                | OK  |
| Indexability                          | Indexable   |
| Size                                  | 113.1 KB  |
| Title 1                               | Mattress   Lush   |
| Title 1 Length                        | 15  |
| Meta Description 1                    |   |
| Meta Description 1 Length             | 0   |
| Meta Description 1 Pixel Width        | 0   |
| H1-1                                  | WOW0821240209BLCJLLML   |
| H1-1 length                           | 23  |
| H2-1                                  | Snug Single   |
| H2-1 length                           | 11  |
| H2-2                                  | Snug Mattress   |
| H2-2 length                           | 13  |
| Meta Robots 1                         | index, follow   |
| Canonical Link Element 1              | <a href="https://lush-lush.com/collections/mattress">https://lush-lush.com/collections/mattress</a> |
| Canonical Link Element 1 Indexability | Indexable   |
| Word Count                            | 723   |

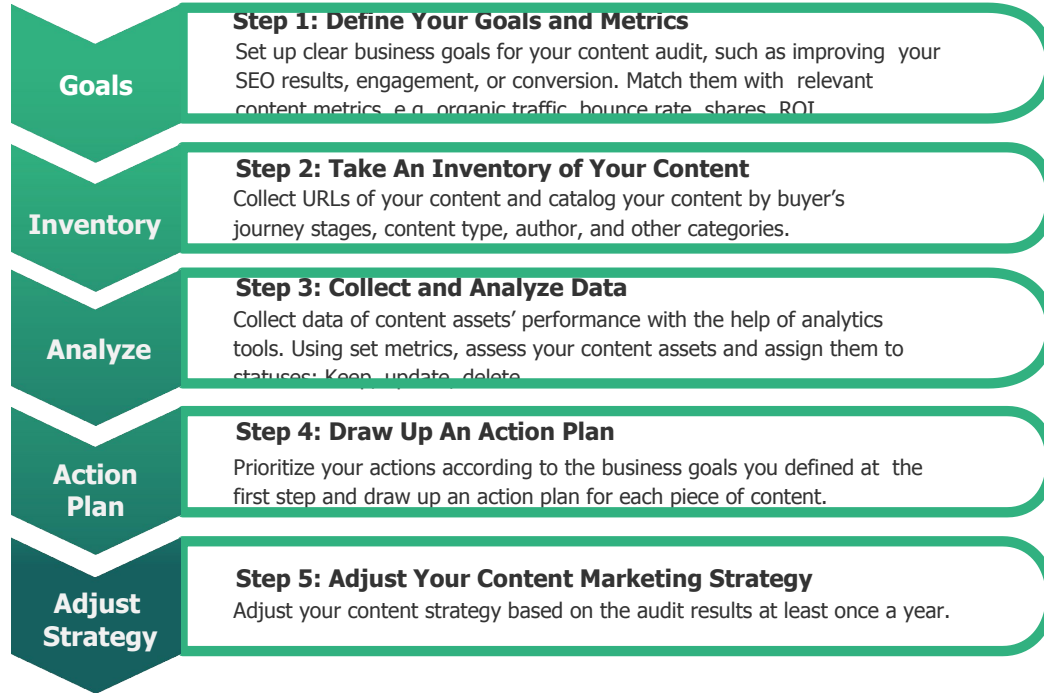
---

# Exercises

- Audit your website contents and pages with SEMRush
- Audit your website contents and pages with ScreamingFrog
- Compile all results, warnings, and problems
- Report the audit results, suggest potential improvements and then discuss the results with your lecturer

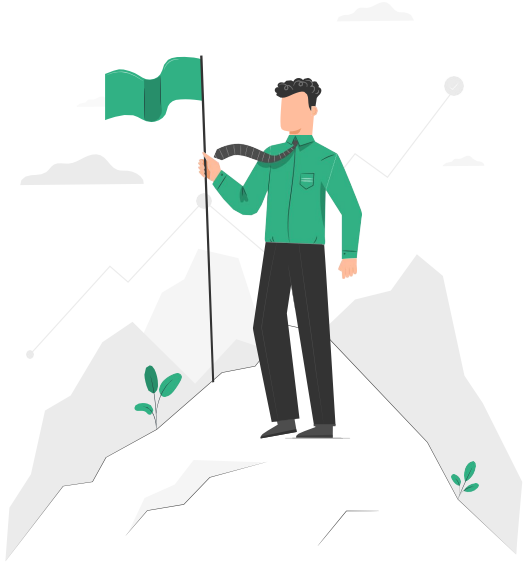
# Content Audit & Action Plan







# Define Your Goals and Metrics



## Goal 1: Improve Your SEO Results

- Identify web pages with high SEO potential to rank in the top 10;
- Understand what content you need to update or remove from your website; and
- Check and optimize your internal linking.

## Goal 2: Increase Audience Engagement

- Identify the most engaging types of content for your audience; Figure out topics your visitors are interested in
- Determine what kind of content generates the most social engagement.

## Goal 3: Improve Conversion Rate

- Identify which pages offer the best user experience for your visitors;
- Find the content that generates the most leads; and
- Define the most efficient content types for each stage of the buyer's journey.

# Define Your Goals and Metrics

Once you have determined your goals, you need to match them with relevant content metrics. Content marketing metrics can generally be divided into four categories:

- **SEO metrics:** Organic traffic, backlinks, keyword rankings, dwell time, etc;
- **User behavior metrics:** Pageviews, average session duration, bounce rate, etc;
- **Engagement metrics:** Likes, shares, comments, mentions, etc; and
- **Sales metrics:** Number of leads, conversion rates, ROI, etc.



# Take An Inventory of Your Content

- Collect all the URLs of web pages you want to analyze.
- Use an online content audit tool like SEMrush Content Audit. This tool can quickly audit your content based on your sitemap data, and provide you with a list of URLs and their associated metrics.
- If you don't have a sitemap, use a sitemap generator tool to create one for your website. Having a sitemap is not only useful for a content audit, but it also makes it easier for search engines to understand your website structure and find all pages you feel are important.
- Make sure you submit your sitemap to Google Search Console.



# Content Catalog

You can catalog your content by the following categories:

- Buyer's journey stage (awareness, consideration, decision);
- Content type (blog post, manual, product description, landing page); Content format (text only, images/video present, with/without call-to-action); Number of words;
- Date of publication or last modification; or
- Author (if you have multiple writers on your website).



# SEO Content Catalog - Example

|    | A   | B     | C            | D               | E             | F             | G              | H          | I                | J      |
|----|---|-------|--------------|-----------------|---------------|---------------|----------------|------------|------------------|--------|
| 1  | Basic info  |       |              |                 | Category      |               |                | Metadata   |                  |        |
| 2  | URL   | Words | Date         | Author          | BJ stage      | Type          | Format         | Title      | Description      | H1     |
| 3  | <a href="https://url/blogg">https://url/blogg</a>   | 560   | Jun 28, 2019 | Robert Rose     | Awareness     | Blog post     | Video present  | Meta Title | Meta Description | Header |
| 4  | <a href="https://url/blogg">https://url/blogg</a>   | 1265  | Aug 09, 2019 | In-house writer | Consideration | Blog post     | Images present | Meta Title | Meta Description | Header |
| 5  | <a href="https://url/succes">https://url/succes</a> | 723   | Aug 30, 2019 | In-house writer | Decision      | Success story | Video present  | Meta Title | Meta Description | Header |
| 6  | <a href="https://url/blogg">https://url/blogg</a>   | 1578  | Oct 05, 2019 | Brian Dean      | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header |
| 7  | <a href="https://url/manu">https://url/manu</a>     | 2567  | Oct 25, 2019 | In-house writer | Consideration | Manual        | Video present  | Meta Title | Meta Description | Header |
| 8  | <a href="https://url/blogg">https://url/blogg</a>   | 1765  | Nov 02, 2019 | Andy Crestodina | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header |
| 9  | <a href="https://url/produ">https://url/produ</a>   | 897   | Nov 16, 2019 | In-house writer | Consideration | Product des   | With CTA       | Meta Title | Meta Description | Header |
| 10 | <a href="https://url/manu">https://url/manu</a>     | 720   | Dec 05, 2019 | In-house writer | Consideration | Manual        | Images present | Meta Title | Meta Description | Header |
| 11 | <a href="https://url/blogg">https://url/blogg</a>   | 3012  | Dec 09, 2019 | Andy Crestodina | Awareness     | Blog post     | With CTA       | Meta Title | Meta Description | Header |
| 12 | <a href="https://url/blogg">https://url/blogg</a>   | 2114  | Dec 20, 2019 | Robert Rose     | Awareness     | Blog post     | Video present  | Meta Title | Meta Description | Header |
| 13 | <a href="https://url/produ">https://url/produ</a>   | 665   | Dec 27, 2019 | In-house writer | Consideration | Product des   | With CTA       | Meta Title | Meta Description | Header |
| 14 | <a href="https://url/succes">https://url/succes</a> | 1221  | Jan 02, 2020 | In-house writer | Decision      | Use case      | Video present  | Meta Title | Meta Description | Header |
| 15 | <a href="https://url/manu">https://url/manu</a>     | 1492  | Jan 11, 2020 | In-house writer | Consideration | Manual        | Images present | Meta Title | Meta Description | Header |
| 16 | <a href="https://url/blogg">https://url/blogg</a>   | 1988  | Jan 19, 2020 | Brian Dean      | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header |

# Collect And Analyze Data - SEMRush



**Content Marketing Platform**

Just a couple of steps separate you from building excellent content easily and quickly.

Find a topic   Create a plan   Write an article   Optimize it   Analyze mentions   Measure the impact   Revise and Improve

## Revise and improve in Content Audit

Your audits  [+ Create new](#)

Project name

Pages in progress/total

# Collect And Analyze Data - SEMRush

| Pages | Shares  | Backlinks    | Sessions   | Avg. Session Duration | Bounce Rate | Search Queries |
|-------|---------|--------------|------------|-----------------------|-------------|----------------|
| 28    | 3.6K +2 | 1.2M -225.4K | 13.4K -32% | 0:02:20 -33%          | 56.8% 0     | 5.9K +70%      |

| Subfolder/URL                        | Workflow Status                            | Words | Shares       |     |     | Backlinks | Google Analytics (last 30 days) |                       |             |
|--------------------------------------|--|-------|--------------|-----|-----|-----------|---------------------------------|-----------------------|-------------|
|                                      |  |       | Total Shares | f   | t   |           | Sessions                        | Avg. Session Duration | Bounce Rate |
| /index.html                          | In progress<br>Tracking since Jul 29, 2019 | 171   | 475 0        | 344 | 131 | 3.8K 0    | 11.5K ↓                         | 0:01:38 ↓             | 42.4% ↑     |
| /guide/index.html                    | In progress<br>Tracking since Jun 1, 2020  | 358   | 393 0        | 309 | 84  | 95        | 1.5K 0                          | 0:02:07 ↑             | 53.3% ↑     |
| /guide/basic/density.html            | In progress<br>Tracking since Jun 26, 2019 | 201   | 2 0          | 0   | 2   | 5 0       | 40 ↑                            | 0:02:10 ↑             | 52.5% ↓     |
| /guide/basic/diagnosis.html          | In progress<br>Tracking since Jun 26, 2019 | 347   | 13 0         | 13  | 0   | 0 0       | 40 ↓                            | 0:02:26 ↓             | 65% ↑       |
| /guide/configuration/parameters.html | In progress<br>Tracking since Jun 1, 2020  | 253   | 2 0          | 1   | 1   | 0 0       | 33 ↑                            | 0:02:31 ↓             | 72.7% ↑     |

# Collect And Analyze Data

|    | A   | B     | C            | D               | E             | F             | G              | H          | I                | J       | K         | L      | M        |
|----|---|-------|--------------|-----------------|---------------|---------------|----------------|------------|------------------|---------|-----------|--------|----------|
| 1  | Basic info  |       |              | Category        |               |               | Metadata       |            |                  | Metrics |           |        |          |
| 2  | URL   | Words | Date         | Author          | BJ stage      | Type          | Format         | Title      | Description      | H1      | Backlinks | Shares | Sessions |
| 3  | <a href="https://url/blogg">https://url/blogg</a> | 560   | Jun 28, 2019 | Robert Rose     | Awareness     | Blog post     | Video present  | Meta Title | Meta Description | Header  | 345       | 456    | 3456     |
| 4  | <a href="https://url/blogg">https://url/blogg</a> | 1265  | Aug 09, 2019 | In-house writer | Consideration | Blog post     | Images present | Meta Title | Meta Description | Header  | 25        | 136    | 1707     |
| 5  | <a href="https://url/succa">https://url/succa</a> | 723   | Aug 30, 2019 | In-house writer | Decision      | Success story | Video present  | Meta Title | Meta Description | Header  | 2         | 9      | 515      |
| 6  | <a href="https://url/blogg">https://url/blogg</a> | 1578  | Oct 05, 2019 | Brian Dean      | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header  | 267       | 876    | 2567     |
| 7  | <a href="https://url/manu">https://url/manu</a>   | 2567  | Oct 25, 2019 | In-house writer | Consideration | Manual        | Video present  | Meta Title | Meta Description | Header  | 0         | 0      | 153      |
| 8  | <a href="https://url/blogg">https://url/blogg</a> | 1765  | Nov 02, 2019 | Andy Crestodina | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header  | 319       | 914    | 3009     |
| 9  | <a href="https://url/produ">https://url/produ</a> | 897   | Nov 16, 2019 | In-house writer | Consideration | Product des   | With CTA       | Meta Title | Meta Description | Header  | 1         | 5      | 324      |
| 10 | <a href="https://url/manu">https://url/manu</a>   | 720   | Dec 05, 2019 | In-house writer | Consideration | Manual        | Images present | Meta Title | Meta Description | Header  | 7         | 43     | 678      |
| 11 | <a href="https://url/blogg">https://url/blogg</a> | 3012  | Dec 09, 2019 | Andy Crestodina | Awareness     | Blog post     | With CTA       | Meta Title | Meta Description | Header  | 102       | 207    | 1134     |
| 12 | <a href="https://url/blogg">https://url/blogg</a> | 2114  | Dec 20, 2019 | Robert Rose     | Awareness     | Blog post     | Video present  | Meta Title | Meta Description | Header  | 198       | 754    | 2887     |
| 13 | <a href="https://url/produ">https://url/produ</a> | 665   | Dec 27, 2019 | In-house writer | Consideration | Product des   | With CTA       | Meta Title | Meta Description | Header  | 2         | 3      | 97       |
| 14 | <a href="https://url/succa">https://url/succa</a> | 1221  | Jan 02, 2020 | In-house writer | Decision      | Use case      | Video present  | Meta Title | Meta Description | Header  | 32        | 149    | 1442     |
| 15 | <a href="https://url/manu">https://url/manu</a>   | 1492  | Jan 11, 2020 | In-house writer | Consideration | Manual        | Images present | Meta Title | Meta Description | Header  | 5         | 27     | 723      |
| 16 | <a href="https://url/blogg">https://url/blogg</a> | 1988  | Jan 19, 2020 | Brian Dean      | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header  | 53        | 122    | 834      |



# Assess Your Content Assets

## ■ Keep

If your content performs well and remains relevant, you probably don't need to update it. Think about reusing this content.

## ■ Update

The content audit might help you find the web pages that are not performing well. Try to review this content and figure out how you can make it more effective. You may also find some content with outdated information that needs to be revised.

## ■ Delete

If you are unable to improve a piece of content, or an update would take too much resource, removing it from your website may be an acceptable option.

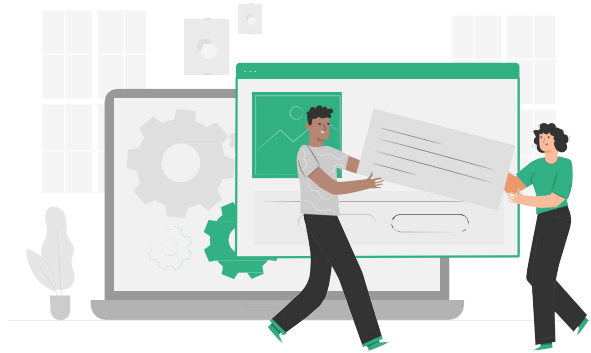


Langkah berikutnya adalah kamu harus melakukan assessment terhadap aset konten yang kamu kelola dengan menggunakan data dan metrik yang terkumpul, cobalah untuk menilai setiap konten sesuai dengan tujuan kamu, dan tetapkan salah satu status berikut ini:

# Assess Your Content Assets

|    | A   | B          | C            | D               | E             | F             | G              | H          | I                | J      | K         | L      | M        | N      |
|----|---|------------|--------------|-----------------|---------------|---------------|----------------|------------|------------------|--------|-----------|--------|----------|--------|
| 1  |   | Basic info |              |                 | Category      |               |                | Metadata   |                  |        | Metrics   |        |          | Status |
| 2  | URL   | Words      | Date         | Author          | BJ stage      | Type          | Format         | Title      | Description      | H1     | Backlinks | Shares | Sessions |        |
| 3  | <a href="https://url/blog">https://url/blog</a> | 560        | Jun 28, 2019 | Robert Rose     | Awareness     | Blog post     | Video present  | Meta Title | Meta Description | Header | 345       | 456    | 3456     | Keep   |
| 4  | <a href="https://url/blog">https://url/blog</a> | 1265       | Aug 09, 2019 | In-house writer | Consideration | Blog post     | Images present | Meta Title | Meta Description | Header | 25        | 136    | 1707     | Keep   |
| 5  | <a href="https://url/succ">https://url/succ</a> | 723        | Aug 30, 2019 | In-house writer | Decision      | Success story | Video present  | Meta Title | Meta Description | Header | 2         | 9      | 515      | Update |
| 6  | <a href="https://url/blog">https://url/blog</a> | 1578       | Oct 05, 2019 | Brian Dean      | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header | 267       | 876    | 2567     | Keep   |
| 7  | <a href="https://url/manu">https://url/manu</a> | 2567       | Oct 25, 2019 | In-house writer | Consideration | Manual        | Video present  | Meta Title | Meta Description | Header | 0         | 0      | 153      | Delete |
| 8  | <a href="https://url/blog">https://url/blog</a> | 1765       | Nov 02, 2019 | Andy Crestodina | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header | 319       | 914    | 3009     | Keep   |
| 9  | <a href="https://url/prod">https://url/prod</a> | 897        | Nov 16, 2019 | In-house writer | Consideration | Product des   | With CTA       | Meta Title | Meta Description | Header | 1         | 5      | 324      | Update |
| 10 | <a href="https://url/manu">https://url/manu</a> | 720        | Dec 05, 2019 | In-house writer | Consideration | Manual        | Images present | Meta Title | Meta Description | Header | 7         | 43     | 678      | Update |
| 11 | <a href="https://url/blog">https://url/blog</a> | 3012       | Dec 09, 2019 | Andy Crestodina | Awareness     | Blog post     | With CTA       | Meta Title | Meta Description | Header | 102       | 207    | 1134     | Update |
| 12 | <a href="https://url/blog">https://url/blog</a> | 2114       | Dec 20, 2019 | Robert Rose     | Awareness     | Blog post     | Video present  | Meta Title | Meta Description | Header | 198       | 754    | 2887     | Keep   |
| 13 | <a href="https://url/prod">https://url/prod</a> | 665        | Dec 27, 2019 | In-house writer | Consideration | Product des   | With CTA       | Meta Title | Meta Description | Header | 2         | 3      | 97       | Delete |
| 14 | <a href="https://url/succ">https://url/succ</a> | 1221       | Jan 02, 2020 | In-house writer | Decision      | Use case      | Video present  | Meta Title | Meta Description | Header | 32        | 149    | 1442     | Keep   |
| 15 | <a href="https://url/manu">https://url/manu</a> | 1492       | Jan 11, 2020 | In-house writer | Consideration | Manual        | Images present | Meta Title | Meta Description | Header | 5         | 27     | 723      | Keep   |
| 16 | <a href="https://url/blog">https://url/blog</a> | 1988       | Jan 19, 2020 | Brian Dean      | Awareness     | Blog post     | Images present | Meta Title | Meta Description | Header | 53        | 122    | 834      | Keep   |

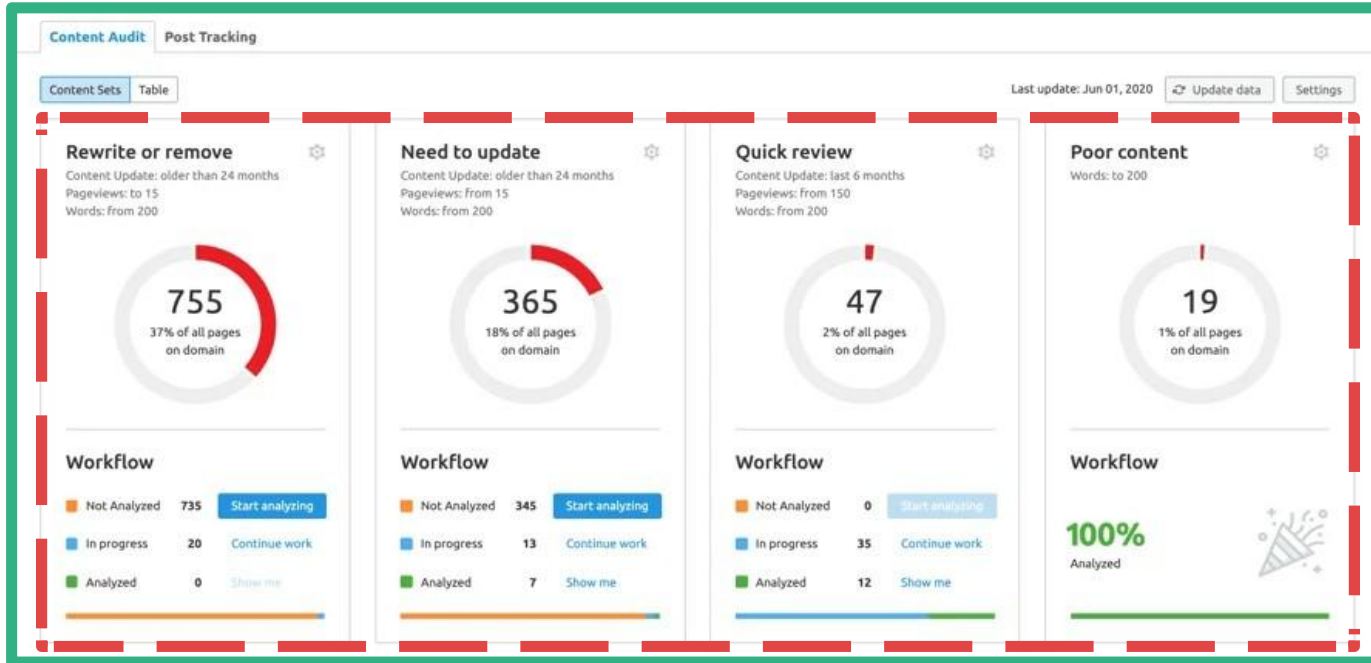
# Assess Your Content Assets



Organize your content into sets for further analysis, and take the necessary action:

- **Rewrite or remove** old articles published more than 24 months ago that have been getting few or no recent views;
- **Update** old pages that are getting some recent traffic to boost their rankings;
- **Quickly review** new pages viewed more than 150 times in the last month, and think about how you can improve them; and
- **Spot poor content**, such as short articles of fewer than 200 words that require action.

# Assess Your Content Assets



# Draw Up An Action Plan

|    | A   | F             | G              | H          | I                | J      | K         | L      | M        | N      | O        |
|----|---|---------------|----------------|------------|------------------|--------|-----------|--------|----------|--------|----------|
| 1  |   | Category      |                | Metadata   |                  |        | Metrics   |        |          | Status | Priority |
| 2  | URL   | Type          | Format         | Title      | Description      | H1     | Backlinks | Shares | Sessions |        |          |
| 3  | <a href="https://url/blogp">https://url/blogp</a> | Blog post     | Video present  | Meta Title | Meta Description | Header | 345       | 456    | 3456     | Keep   |          |
| 4  | <a href="https://url/blogp">https://url/blogp</a> | Blog post     | Images present | Meta Title | Meta Description | Header | 25        | 136    | 1707     | Keep   |          |
| 5  | <a href="https://url/succo">https://url/succo</a> | Success story | Video present  | Meta Title | Meta Description | Header | 2         | 9      | 515      | Update | 2        |
| 6  | <a href="https://url/blogp">https://url/blogp</a> | Blog post     | Images present | Meta Title | Meta Description | Header | 267       | 876    | 2567     | Keep   |          |
| 7  | <a href="https://url/manu">https://url/manu</a>   | Manual        | Video present  | Meta Title | Meta Description | Header | 0         | 0      | 153      | Delete | 3        |
| 8  | <a href="https://url/blogp">https://url/blogp</a> | Blog post     | Images present | Meta Title | Meta Description | Header | 319       | 914    | 3009     | Keep   |          |
| 9  | <a href="https://url/produ">https://url/produ</a> | Product des   | With CTA       | Meta Title | Meta Description | Header | 1         | 5      | 324      | Update | 1        |
| 10 | <a href="https://url/manu">https://url/manu</a>   | Manual        | Images present | Meta Title | Meta Description | Header | 7         | 43     | 678      | Update | 1        |
| 11 | <a href="https://url/blogp">https://url/blogp</a> | Blog post     | With CTA       | Meta Title | Meta Description | Header | 102       | 207    | 1134     | Update | 1        |
| 12 | <a href="https://url/blogp">https://url/blogp</a> | Blog post     | Video present  | Meta Title | Meta Description | Header | 198       | 754    | 2887     | Keep   |          |
| 13 | <a href="https://url/produ">https://url/produ</a> | Product des   | With CTA       | Meta Title | Meta Description | Header | 2         | 3      | 97       | Delete | 3        |
| 14 | <a href="https://url/succo">https://url/succo</a> | Use case      | Video present  | Meta Title | Meta Description | Header | 32        | 149    | 1442     | Keep   |          |
| 15 | <a href="https://url/manu">https://url/manu</a>   | Manual        | Images present | Meta Title | Meta Description | Header | 5         | 27     | 723      | Keep   |          |
| 16 | <a href="https://url/blogp">https://url/blogp</a> | Blog post     | Images present | Meta Title | Meta Description | Header | 53        | 122    | 834      | Keep   |          |

## Draw Up An Action Plan

After assessing your content, you need to set out a plan to improve it.

## Prioritize Your Actions

Next, prioritize your actions depending on how achievable your business goals are in line with the effort required.

# Draw Up An Action Plan

## Create an Action Plan for Each URL (1)

Once your priority list is sorted, create an action plan for each piece of content. Here are some actionable tips to include in your website content audit workflow for individual pages:

- **Reuse your content:** Try to combine different pieces of content to create another one or publish it in a different format (e-book, infographics, slides, etc.).
- **Rewrite your content:** If you have blog posts that are underperforming, try to rewrite them with new examples, tips, and practical details.
- **Refresh your content:** Sometimes, you don't need to completely rewrite your article; you can simply add some relevant information (for example, new stats and trends or new product details).
- **Optimize on-page SEO content:** optimize on-page SEO



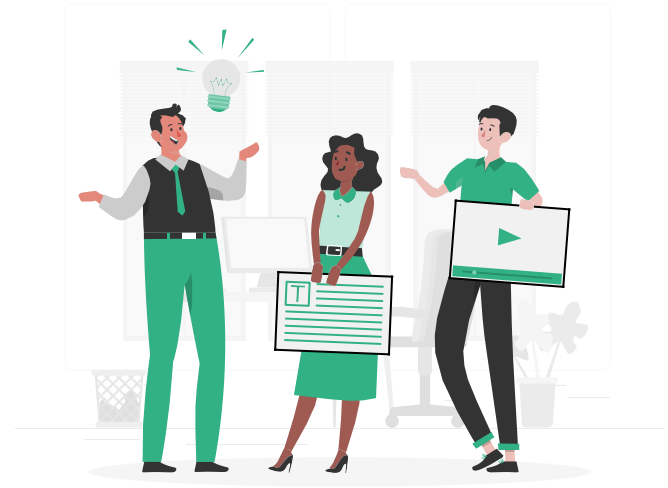
## Create an Action Plan for Each URL (2)

- **Update your CTAs:** Replace them with relevant offers to reactivate your content marketing funnel and improve your conversion rates.
- **Add videos:** Incorporating video increases traffic to websites, according to 87% of video marketers surveyed by Wyzowl. What's more is that 81% also said their users spend more time on web pages containing video content.
- **Add images:** It can make your content more engaging and attract more traffic to your website from Google Images. By integrating videos and images on a web page, you increase the chances of appearing in SERP.
- **Optimize metadata:** Try to rewrite your titles, meta descriptions, and h1.
- **Optimize internal links:** Add links pointing to new articles in blog posts with related topics.
- **Use 301 redirects** for web pages removed from your website. This allows you to avoid "not found" pages and improves user experience.
- **Inform Google** about your content updates by using Google Search Console.



# Content Marketing & SEO Strategy Adjustments

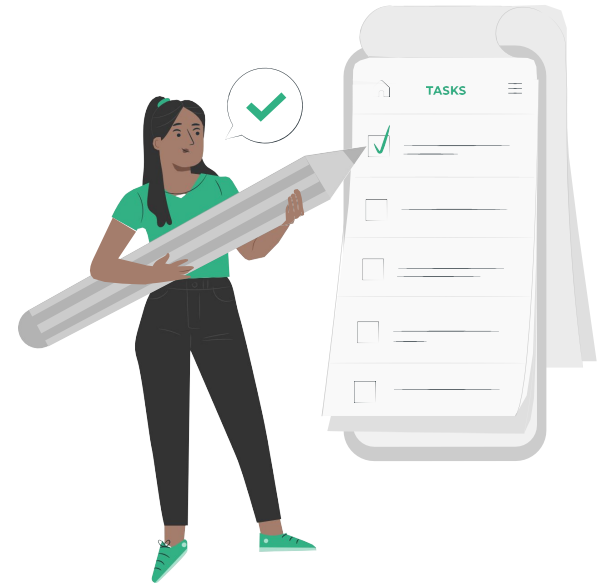
- Take note of what works and expand upon it. Look at your least successful content, and check your competitors' similar successful content to see where and how you could improve yours.
- Reviewing your content marketing strategy is something that is needed at least once a year to ensure your tactics and activities still fit your company's goals.
- You have to keep up with these changes and find innovative ways to keep reaching and engaging with your audiences.
- What works today may not work tomorrow, so consistent adjustments should always be on the agenda.





# Content Audit to Action (CAA) Checklist

- ❑ Set up clear business goals for your content audit, such as improving your SEO results, audience engagement, or conversion rate. Match them with relevant content metrics, e.g. organic traffic, bounce rate, shares, ROI.
- ❑ Collect URLs of your content and catalog your content by buyer's journey stages, content type, author, and other categories important to you.
- ❑ Collect data of content assets' performance with the help of analytics tools. Using set metrics, assess your content assets and assign them to statuses: Keep, update, delete.
- ❑ Prioritize your actions according to the business goals you defined at the first step, and draw up an action plan for each piece of content.
- ❑ Adjust your content strategy based on the audit results



# Today's Exercises

- Conduct SEO Content Audit to Action (CAA).
- Follow all steps and report each step.
- Discuss your CAA progress with your lecturer.

# Thank You!

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admission2@purwadhika.com  
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