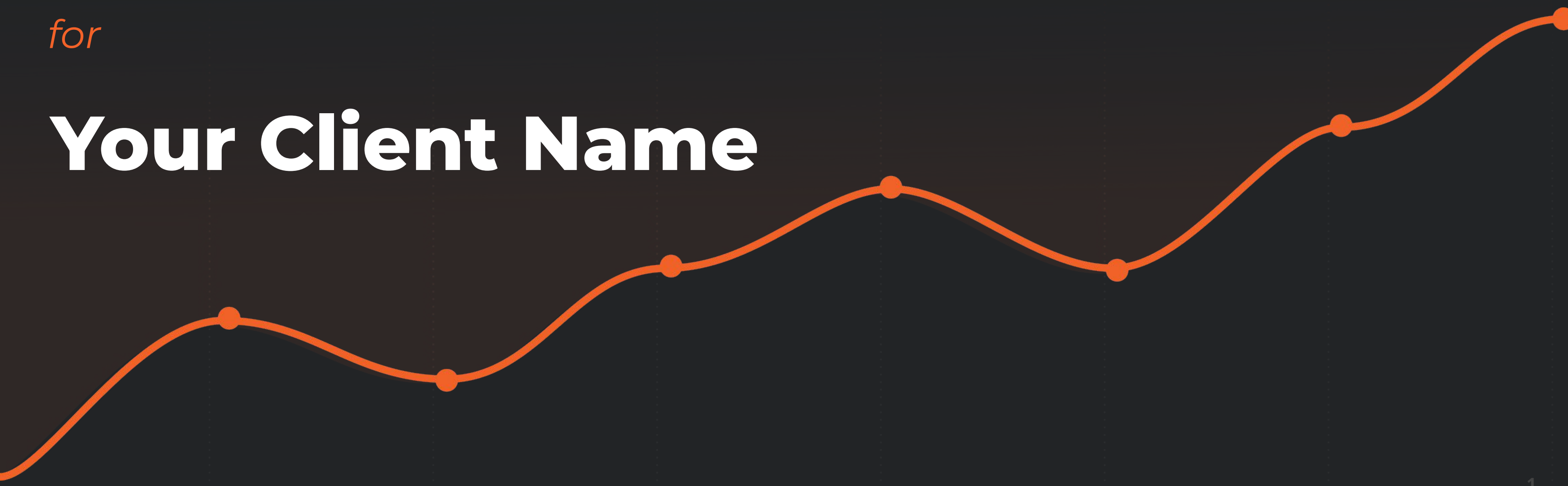YOUR
LOGO
HERE
contact us

Complete SEO Audit

for

Your Client Name

Audit **Index**

01
Technical
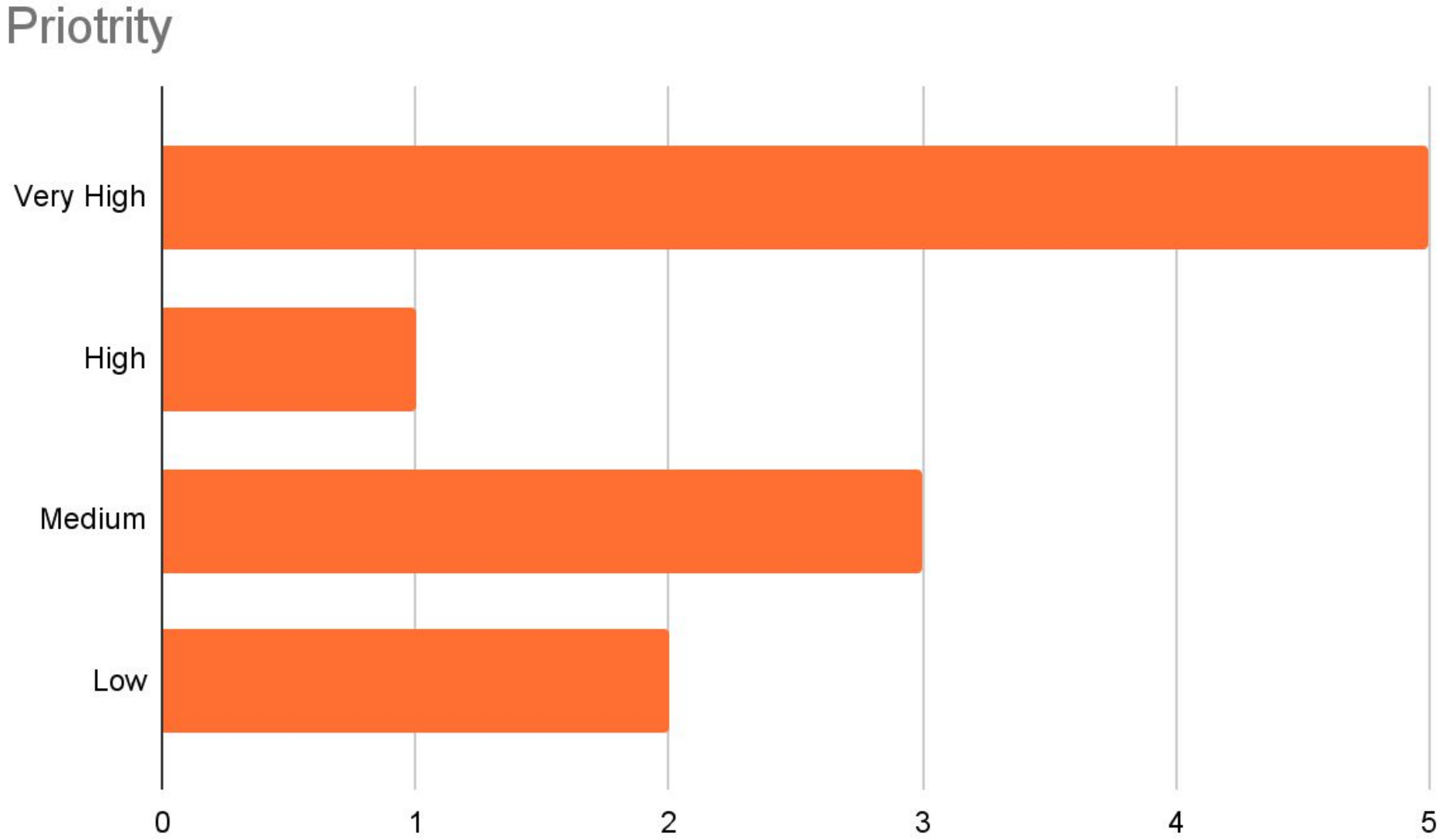Audit

02
On Page
Audit

03
Off Page
Audit

04
Action Plan

ISSUES FOUND

14 errors

I've analyzed every aspect of your website. There's 14 errors that we have to work on to make sure your website is healthy.

Priotrity

1

Detailed Technical Audit

Robots.txt

Your website has a **valid robots.txt** file. Robots.txt of your website include all the pages that should not be indexed. The robots.txt file instructs crawlers on which URLs to omit from indexing to guarantee that only relevant pages are crawled, and after a thorough inspection, I can state that your site's **robots.txt file is fully optimized** for both relevant and irrelevant pages.

```
# we use Shopify as our ecommerce platform

User-agent: *
Disallow: /a/downloads/-/*
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
```

Click to see your robots.txt

Sitemaps

During the website audit, I observed that you have submitted all relevant sitemaps except category. A **category sitemap** containing junk pages can lead to search engines indexing low-quality and duplicate pages instead of your most important ones. By focusing on a **well-curated sitemap** with valuable content, you can improve your website's Search engine ranking and user experience.

This XML file does not appear to have any style information associated with it.

```xml
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<!-- This is the parent sitemap linking to additional sitemaps for
<sitemap>
    <loc>https://bobclark.com/sitemap_products_1.xml?from=8220172189990
</sitemap>
<sitemap>
    <loc>https://bobclark.com/sitemap_pages_1.xml</loc>
</sitemap>
```

Click to see sitemap

Scheme Validation

While conducting the audit, I discovered **relevant schemas** on the **home page** and **collection pages**. but not found FAQs page and its schema, Dedicate a page on your website specifically for FAQs. You can also strategically place answers to common questions throughout relevant pages on your website. Google may display your FAQs content as rich snippets, which can make your listing stand out and attract more clicks.

Click to see

All Response Codes

I conducted a technical audit to obtain **all response codes** including **2xx**, **3xx** and **4xx errors**. I have found **23 URLs with 4XX** and **2 URLs with 3XX codes**. To simplifies your website structure and reduces maintenance we need to fix these issues ASAP.

Address	Status Code
https://bobclark.com/	200
https://bobclark.com/cdn/shopifycloud/shopify/assets/storefront/feature	200
https://bobclark.com/pages/about	200
https://bobclark.com/blogs/articles/python-egg-incubation	200
https://bobclark.com/products/pied-tiger	200
https://bobclark.com/products/moonglow-42	200

See full error list here

Images Over 200KB

Your website contains **181 images** that **exceed a size of 200KB**, which can negatively impact the loading speed of your website. To improve website performance, it is recommended that you compress and optimize the sizes of these images according to google's search engine.

Address	Size (bytes)	Indexability
https://bobclark.com/cdn/shop/files/retic_hogs_m1.png?v=1712238760&width	270,316	Indexable
https://bobclark.com/cdn/shop/files/retic_whitekalimaya_f1.png?v=171216034	187,228	Indexable
https://bobclark.com/cdn/shop/files/retic_whitekalimaya_m1.png?v=17121604	194,446	Indexable
https://bobclark.com/cdn/shop/files/boa_moonglow_m5.png?v=1712066174&	184,241	Indexable
https://bobclark.com/cdn/shop/collections/1687897103.jpg?v=1700389798&w	266,294	Indexable
https://bobclark.com/cdn/shop/collections/1679179518.jpg?v=1700389917&w	103,318	Indexable
https://bobclark.com/cdn/shop/files/retic_gcft_m4.png?v=1712236570&width=	298,283	Indexable

Click here to see list!

9

Images Missing Alt Text

Your website currently has **47 images without alt text**, making it difficult for search engines to comprehend their contents. By adding alt text to these images, you can enhance their search engine visibility.

Address	Indexability
https://bobclark.com/cdn/shop/collections/1687897103.jpg?v=170038979	Indexable
https://bobclark.com/cdn/shop/collections/1679179518.jpg?v=170038991	Indexable
https://bobclark.com/cdn/shop/collections/1661267289.jpg?v=170038856	Indexable
https://bobclark.com/cdn/shop/collections/1677543283_71d8d839-dfe1-4	Indexable
https://bobclark.com/cdn/shop/files/bob_tribe_workin_2fe89a29-ac84-413	Indexable
https://bobclark.com/cdn/shop/collections/1696281665.jpg?v=170038870	Indexable

See full error list here

Google Site Speed Audit

The **mobile performance** of your website is currently at a **score of 35%**, which not good as a low score means the website is **not mobile-friendly** and also have a **bad** user experience.

35

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100
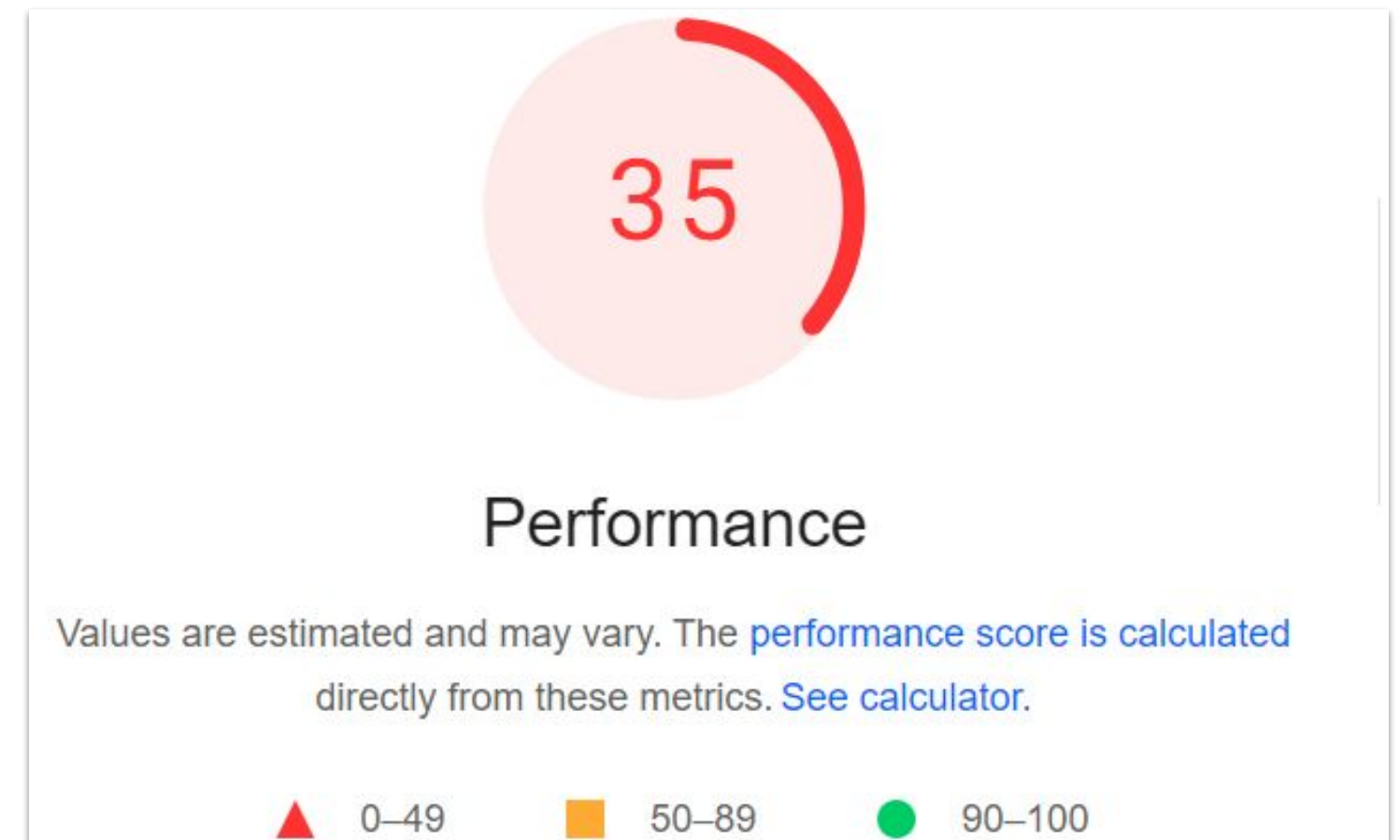
See chart of how your score can improve mobile

11

Google Site Speed Audit

DESKTOP

Your website's desktop performance is currently rated at **57%,** which **falls** below the desired level. This indicates that there are areas for improvement to ensure **better functionality** and **user experience** on desktop devices.

57

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100
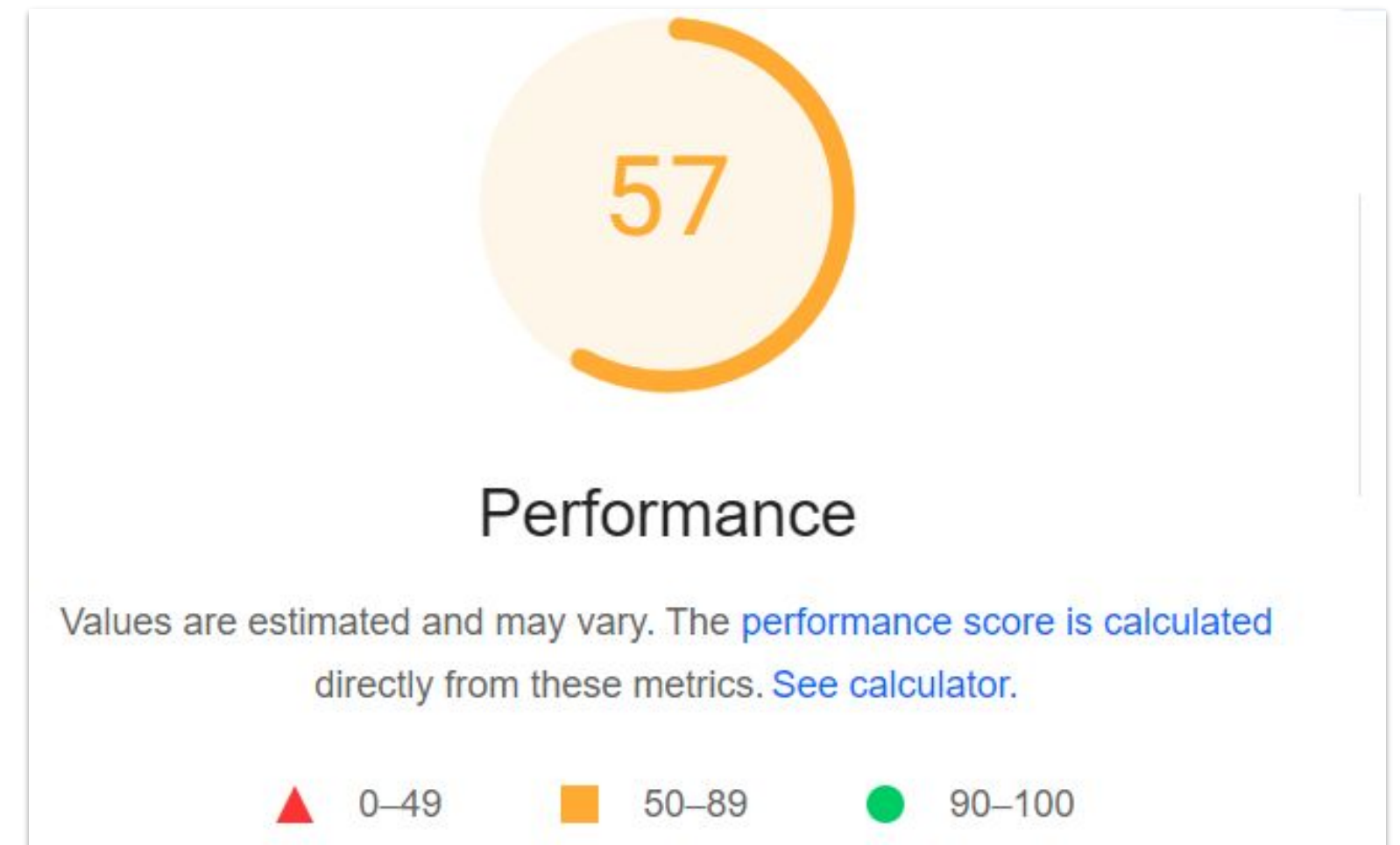
See chart of how your score can improve desktop

Site Structure

Think about how users typically search your site. Instead of tags, consider using a structure that categorizes products particularly popular product categories, elevate them in the navigation menu. This can help users find your site that address their specific needs more easily.

Site Structure
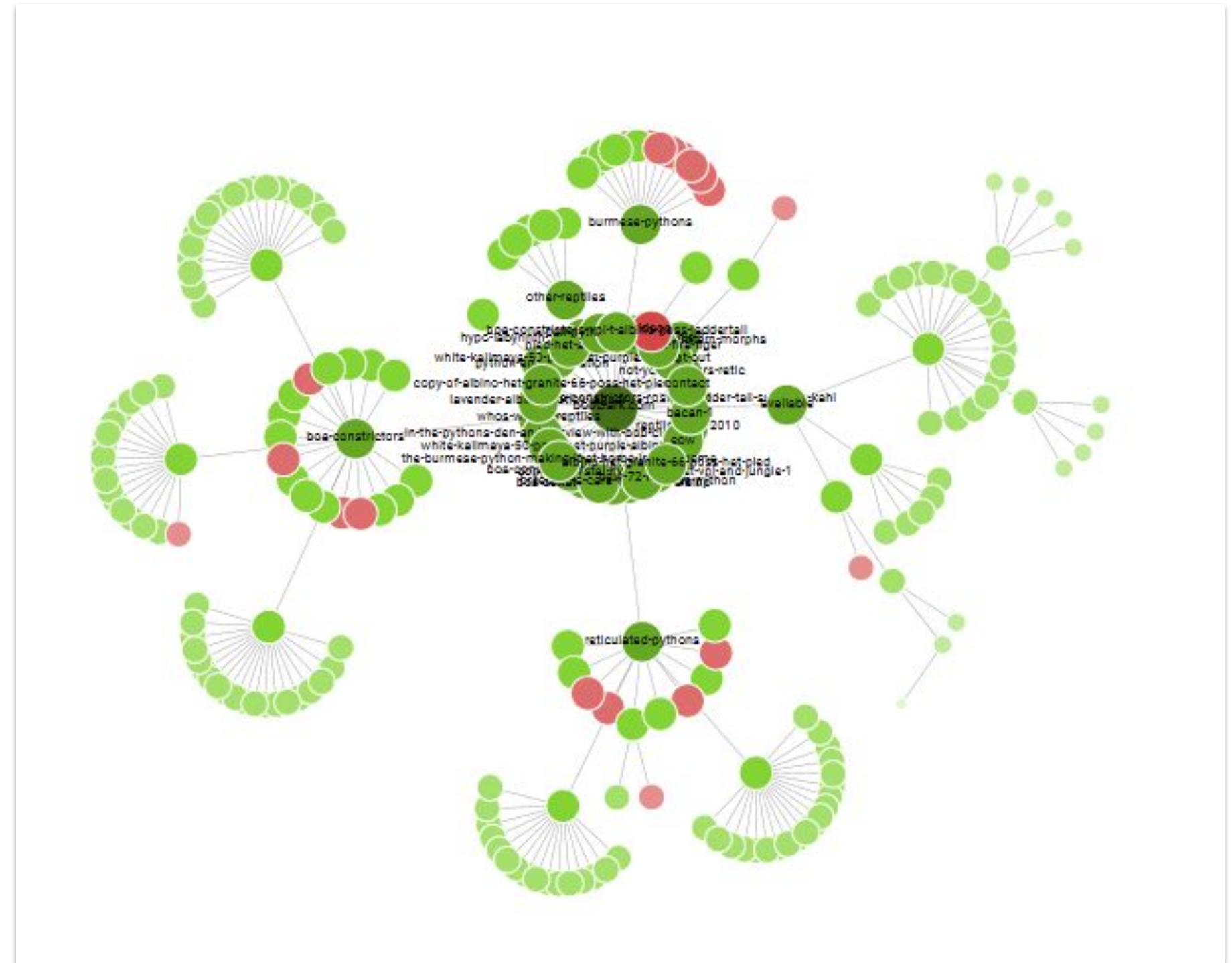
Conclusion & Recommendations

In conclusion, there are several areas that require optimization to improve the website's overall performance and search engine rankings.

Schema Markup Optimization:
- I advise adding the **list_item schema** to home page since it is necessary for the optimization of these pages in order to improve their search engine exposure.

Response Codes:
- The **identified 2xx error** should be fixed to ensure a seamless user experience and prevent negative impacts on search engine rankings.

Images Missing Alt Text:
- Add missing alt text to images for improved accessibility and better image search engine optimization (SEO).

Conclusion & Recommendations

Images over 100KB:
- Compress images larger than 100KB to optimize page load speed and enhance overall site performance.

Mobile Speed:
- Google PageSpeed Insights has highlighted the need to improve mobile performance, with a target score of **above 90**. This can be achieved by optimizing various elements of the website such as reducing image size and improving loading speed.

- **Desktop Speed:**
  Desktop speed should ideally exceed 90 for optimal performance, ensuring swift navigation and user satisfaction.

2

On-Page Audit

Page Title Over 60 Characters

Our website analysis has revealed that **18 pages** on your website have **page titles exceeding 60 characters**. This can negatively impact our site's SEO as search engines may truncate titles that are too long, leading to decreased click-through rates from search results. To address this issue, we need to **shorten the page titles** to under 60 characters while still accurately representing the content of each page. This will improve our site's SEO and help attract more visitors to our website.

Address	Title	Title Length	Indexability
https://bobclark.com/blogs/articles/python-egg-incubation	Reptiles Magazine March 2006 : Python egg incubation by Bob Clark	65	Indexable
https://bobclark.com/products/boa-constrictors-roswell-ladder-tail-sunglow-kahl	Boa Constrictors : Boa Constrictors : Roswell ladder tail Kahl sunglow	70	Indexable
https://bobclark.com/blogs/articles/python-color-pattern-morphs	Articles: Reptiles Magazine Mar 1996 - Python Color and Pattern Morphs	70	Indexable
https://bobclark.com/products/tiger-het-anthrax	Reticulated Pythons : Reticulated Pythons : Tiger het anthrax	61	Indexable
https://bobclark.com/blogs/articles/reticulated-pythons	Articles : Reptiles Magazine Jul 2002 Reticulated Pythons by Bob Clark	70	Indexable
https://bobclark.com/blogs/articles/in-the-pythons-den-an-interview-with-bob-clark	Articles : Reptiles Magazine - June 2001 : In the python's den	62	Indexable

See full error list here

Duplicate Page Titles

Your website has **68 pages** with same page titles. To improve search engine ranking, it is suggested to **write and add SEO-optimized distinctive meta titles** to these pages.

Address	Title	Title Length	Indexability
https://bobclark.com/products/copy-of-albino-het-granite-	Albino Het Granite 66% Poss Het Pied female	43	Indexable
https://bobclark.com/products/albino-het-granite-66-poss	Albino Het Granite 66% Poss Het Pied female	43	Indexable
https://bobclark.com/products/boa-constrictors-hog-island	Boa Constrictors : Boa Constrictors : Hog Island	48	Indexable
https://bobclark.com/products/boa-constrictors-red-paste	Boa Constrictors : Boa Constrictors : Red pastel	48	Indexable
https://bobclark.com/products/copy-of-boa-constrictors-re	Boa Constrictors : Boa Constrictors : Red pastel	48	Indexable
https://bobclark.com/products/copy-of-bolivian-boa	Boa Constrictors : Bolivian boa	31	Indexable
https://bobclark.com/products/copy-of-hypo-labyrinth	Boa Constrictors : Hypo labyrinth	33	Indexable
https://bobclark.com/products/hypo-labyrinth	Boa Constrictors : Hypo labyrinth	33	Indexable

See full error list here

Meta Description Over 155 Characters

Our website analysis reveals that **11 pages** have **meta descriptions exceeding 155 characters**. This may harm SEO as search engines results with longer descriptions, also resulting in fewer clicks from search results. To improve, we must condense meta descriptions within 155 characters to summarize content accurately, boosting SEO and click-through rates.

Address	Meta Description	Length	Indexability
https://bobclark.com/	Celebrating 50 years of breeding pythons! Bob Clark Reptiles is the world's first commercial breeder of pythons, supplying zoos, institutions and private collectors.	165	Indexable
https://bobclark.com/blogs/articles/breeding-the-albino-burmese-pytho	At Bob Clark Reptiles, we are here to help you learn all the basics about caring, breeding & understanding this magnificent species of ball pythons & reptiles.	159	Indexable
https://bobclark.com/blogs/articles/python-color-pattern-morphs	Article title: Python Color and Pattern Morphs Publish date: March 1996 Pages: 56-67 Author: Bob Clark Photography: Bob Clark, Steve Gooch, Steve Cooper, Zig Zeszczynski	169	Indexable
https://bobclark.com/pages/ccpa-opt-out	As described in our Privacy Policy, we collect personal information from your interactions with us and our website, including through cookies and similar technologies. We may also share this personal information with third parties, including advertising partners. We do this in order to show you ads on other websites th	320	Indexable
https://bobclark.com/collections/burmese-pythons	Python molurus bivittatus Kuhl, 1820 The Burmese python (Python bivittatus) is one of the largest species of snakes. It is native to a large area of Southeast Asia and is listed as Vulnerable on the IUCN Red List.[1] Until 2009, it was considered a subspecies of the Indian python, but is now recognized as a distinct sp	320	Indexable

See full error list here

Meta Descriptions Duplicate

Your website has **21 pages** with same meta descriptions. To improve search engine ranking, it is suggested to **write and add SEO-optimized distinctive meta descriptions** to these pages.

Address	Meta Description	Indexability
https://bobclark.com/products/pied	2022-06-05 Female retic_pied_f183	Indexable
https://bobclark.com/products/reticulated-pythons-pied	2022-06-05 Female retic_pied_f183	Indexable
https://bobclark.com/products/boa-constrictors-hog-island	2023-05-21 male boa_hog_m1	Indexable
https://bobclark.com/products/boa-constrictors-hog-island-1	2023-05-21 male boa_hog_m1	Indexable
https://bobclark.com/products/albino-het-granite-66-poss-het-pied-1	2023-05-23 Male burm_albgranphp_m8	Indexable
https://bobclark.com/products/burmese-pythons-albino-granite-66-poss-het	2023-05-23 Male burm_albgranphp_m8	Indexable
https://bobclark.com/products/copy-of-albino-het-granite-66-poss-het-pied	2023-06-09femaleburm_albhgphp_f12	Indexable
https://bobclark.com/products/albino-het-granite-66-poss-het-pied	2023-06-09femaleburm_albhgphp_f12	Indexable
https://bobclark.com/products/copy-of-fire-het-anery	2023-06-17 Female retic_firehan_f10	Indexable

See full error list here

Missing H1 Tags

Based on our website audit, one page lacks **H1 tags**. Ensure it contains a unique, **optimized H1 tag** to improve SEO, as missing tags may confuse search engines and affect ratings. Review and edit the page to enhance overall **SEO performance.**

Address	Occurrences	Indexability
https://bobclark.com/products/boa-constrictors-	0	Indexable

See full list here

Duplicate H1 Tags

Our analysis of your website indicates that **70 duplicate H1 tags are present on each of the following pages**. Ensure that each page of your website has a unique, optimized, and recognizable H1 tag to enhance search engine optimization.

Address	H1	Indexability
https://bobclark.com/products/burmese-pythons-albino-	albino granite 66% poss het pied	Indexable
https://bobclark.com/products/copy-of-albino-granite-66	albino granite 66% poss het pied	Indexable
https://bobclark.com/products/copy-of-albino-granite-66	albino granite 66% poss het pied	Indexable
https://bobclark.com/products/albino-het-granite-66-pos	albino het granite 66% poss het pied	Indexable
https://bobclark.com/products/copy-of-albino-het-granit	albino het granite 66% poss het pied	Indexable
https://bobclark.com/products/albino-het-granite-66-pos	albino het granite 66% poss het pied	Indexable
https://bobclark.com/products/bacan	Bacan	Indexable

[See full list here](#)

22

Conclusion & Recommendations`

Optimize Page Title Over 60 Characters
Shorten page titles exceeding 60 characters for mentioned pages to ensure they fit within search engine result limits, improving click-through rates and SEO performance.

Duplicate page Title:
It is recommended to add unique page titles to the mentioned 3 pages facing duplication title issues. This approach will contribute to increased visibility and improve the website's responsiveness to user queries.

Conclusion & Recommendations`

Optimize Meta Descriptions of over 155 Character:
I recommend addressing the meta descriptions exceeding 155 characters. This optimization will enhance the visibility of your content and contribute positively to your website's overall performance.

Duplicate Meta Description:
I recommend addressing the issue of duplicate meta descriptions. This action will significantly enhance the visibility of your website, contributing to a more effective and optimized online presence.

Conclusion & Recommendations`

Duplicate H1:

I recommend addressing the duplicate H1 tags of all mentioned pages. This action will significantly enhance the visibility of your website.

Missing H1:

I recommend addressing the missing H1 tags of all mentioned pages. This action will significantly enhance the visibility of your website.

3

Off-Page Audit

Backlink Profile

Based on the data provided, your website currently has an **authority score of 23** with a total of **5.8k backlinks** from **1k referring domains**. The graphs indicate that both the number of backlinks and referring domains are decreasing gradually. **To maintain and improve this graph**, continuous **SEO implementations are mandatory**.

Authority Score ⊕
23

Backlinks ⊕
5.8K

Referring Domains *i*

1Y All Time

1K
950
855
760
665

Jul 2023   Oct 2023   Jan 2024   Apr 2024

Backlinks *i*

1Y All Time

6K
5.8K
5.6K
5.4K
5.2K

Jul 2023   Oct 2023   Jan 2024   Apr 2024
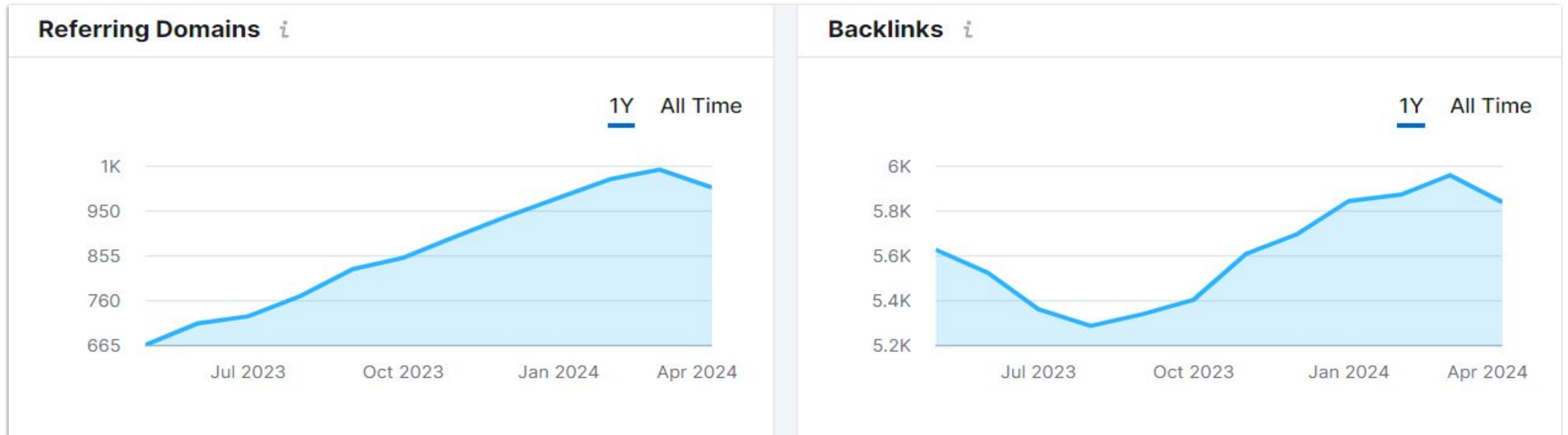
Backlink Profile

The majority of the referring domains for your **website fall under the Business & Industrial category**, and they have an **average authority score of 0-10**. I recommend focus on building partnerships with **relevant industry referring domains** having **authority score more than 10** to ensure quality backlinks and enhance search engine visibility.

Categories of Referring Domains

Category	%	Count
Business & Industrial	11%	110
Arts & Entertainment	11%	105
Internet & Telecom	9%	93
Internet & Telecom > Web Services	7%	69
Pets & Animals	7%	67

Referring Domains by Authority Score

Score Range	%	Count
91 - 100	<1%	3
81 - 90	<1%	2
71 - 80	<1%	2
61 - 70	<1%	5
51 - 60	<1%	7
41 - 50	2%	15
31 - 40	3%	28
21 - 30	5%	50
11 - 20	6%	64
0 - 10	82%	829

28
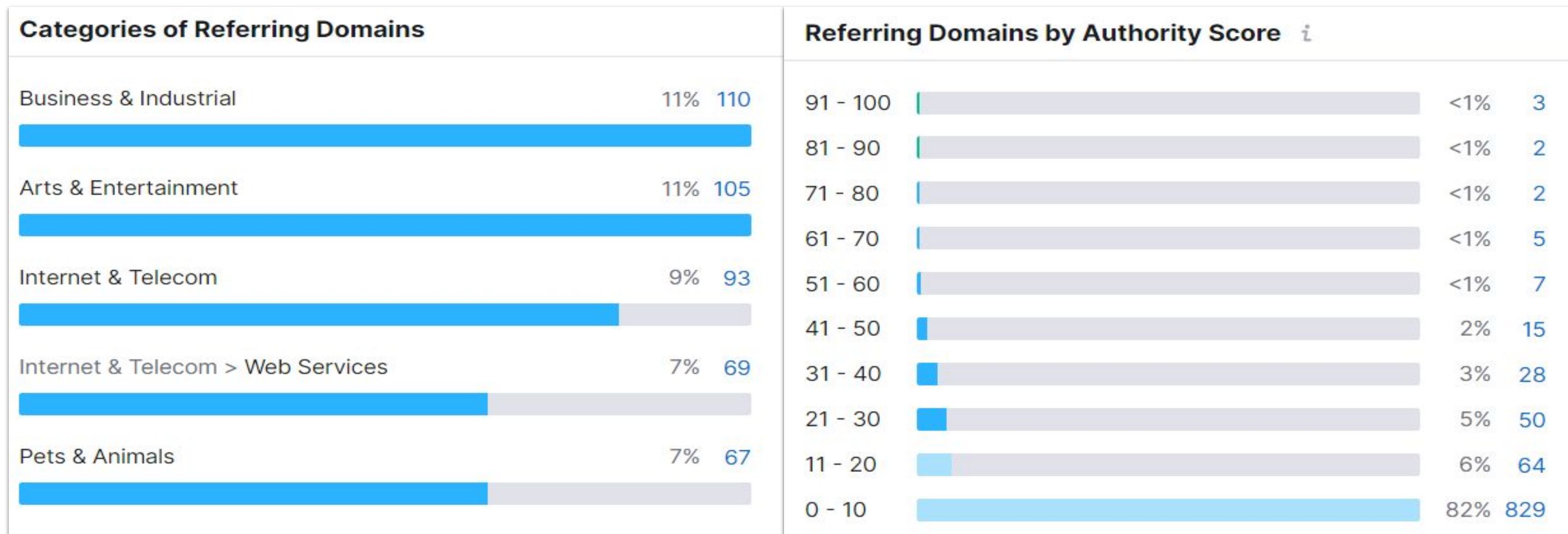
Competitor Backlinks

Search engines like Google consider backlinks as a sign of trust and authority. The more high-quality backlinks you have, particularly from websites with a lot of organic traffic, the better your website will rank in search results for specific keywords. In essence, websites with the most relevant and trusted backlinks, combined with good use of important keywords, tend to show up at the top of search results.

Backlinks *i*		Backlink Types			
8.1K +13%		Text		54%	4.4K
		Image		45%	3.6K
Referring Domains		Form		0%	0
1.8K +20%		Frame		<1%	4
Referring IPs					
1.7K					
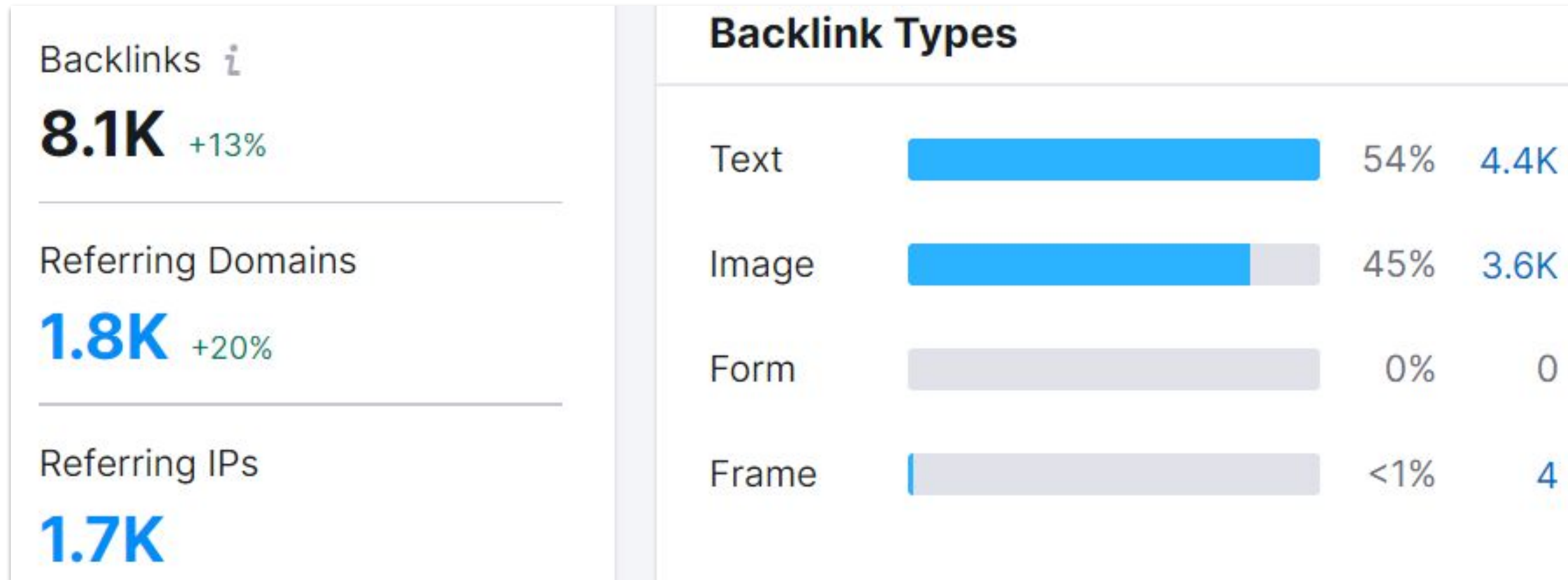
Conclusion & Recommendation

Improve Authority Score

Although your current authority **score** is **23**, it can be further improved. Focus on building high-quality backlinks from authoritative websites to increase your website's authority and credibility.

Increase Backlink Quantity

While having **5.8k backlinks** is a good start, aim to acquire more quality backlinks from diverse sources. This will enhance your website's visibility and organic rankings.

Enhance Referring Domains

With **1k referring domains**, continue to build relationships with reputable websites and strive for a wider range of domain sources. This will strengthen your link profile and improve your overall search engine authority.

Conclusion & Recommendation

Manage Spammy Backlinks
Identify and disavow the **spammy backlinks** to protect your website's SEO. This will help prevent any negative impact these low-quality links may have on your rankings and reputation.

Optimize Business & Industrial Categorization
Since your referring domains are mainly categorized as **Business & Industrial**, explore opportunities within this niche to further optimize your content and targeting for **relevant keywords**. This will attract more **targeted traffic** and potential customers within your industry.

4

Current Stats

Current Traffic

Your website traffic has seen a significant decrease of 21% compared to last month. Backlinks, essentially links from other websites to yours, are a big ranking factor. Losing high-quality backlinks or having penalties from low-quality ones can hurt your traffic.

Top Keywords

The good news is that your website is currently ranking for some important keywords that get a little traffic. Two of these keywords are even ranking very well, in the top 3 results! However, there's also some room for improvement. The other 3 keywords, while important, aren't ranking as high as they could be.

	Keyword	Position	Volume	KD %	CPC	URL	S...
> ☐	⊕ granite albino burmese python »	6	140	4 ●	0	bobclark.com/products/copy-of-albino-granite ⤴ -66-poss-het-pied-1	⊡
> ☐	⊕ hog island boa sale »	6	170	0 ●	0	bobclark.com/products/boa-constrictors-hog- ⤴ island-3	⊡
> ☐	⊕ pied female »	6	30	0 ●	0	bobclark.com/products/white-nose-pied ⤴	⊡
> ☐	⊕ img motley boa »	6	140	6 ●	0	bobclark.com/products/copy-of-boa-constrict ⤴ ors-img-vpi-t-albino-jungle	⊡
> ☐	⊕ albino motley boa »	6	30	1 ●	0	bobclark.com/products/female-vpi-t-albino-m ⤴ otley	⊡

Top Pages

Following are the webpages that are currently **receiving traffic** from organic search. Also, we can see the **number of keywords** that these pages are currently ranking for in the **search results**.

URL	Traffic ≡	Traffic Diff.	Traffic %	Keywords	
bobclark.com/ ⬀	1.5K	+11 ▽	65.90	518	
bobclark.com/collections/re ⬀ ticulated-pythons	352	+351 ▽	15.52	42	
bobclark.com/collections/b ⬀ oa-constrictors	72	+72 ▽	3.17	33	
bobclark.com/blogs/article ⬀ s/python-color-pattern-mor phs	29	+26 ▽	1.27	43	

Low Hanging Keywords

They're keywords that are:

- **Easier to rank for:** Less competition from other websites.
- **Still relevant:** People are searching for these terms.
- **Can bring targeted traffic:** Attract visitors interested in what you offer.

Focusing on these keywords can be a quick win for your website, boosting traffic without needing to tackle tougher competition.

Low hanging Keywords	Position	Volume
python snake colors	10	140
peruvian boa	11	110
anthrax reticulated python	11	40
sunglow boa constrictor for sale	12	40
ghost boa constrictor	12	70
boa constri	13	1600

Low hanging Keywords

6

It's Time to Take Action

SEO Roadmap

Sr#	Tasks	Deliverable Links	Task Type	Client Approval Status	Status
	**QA	Keywords	Website	GBP**				
	Things to Start (Double Click)				
	SEO Implementation				
	Detail SEO Audit Report		Reporting ▼	▼	▼
	Initial Website Analysis		On-Page ▼	▼	▼
	Client Business Study		On-Page ▼	▼	▼
	Website Structure Analysis		On-Page ▼	▼	▼
	Mobile Usability Analysis		On-Page ▼	▼	▼
	Competitor Research & Analysis		On-Page ▼	▼	▼
	Keyword Research & Mapping		Reporting ▼	▼	▼
	Keywords Analysis		On-Page ▼	▼	▼
	Low Hanging Ranking Keywords		On-Page ▼	▼	▼
	Competitor's Keywords Analysis		On-Page ▼	▼	▼
	Create Strategy to Optimize Targeted Pages		Reporting ▼	▼	▼
	Write Meta Title (according to the audit report)		On-Page ▼	▼	▼
	Write Meta Description (according to the audit report)		On-Page ▼	▼	▼
	Write Optimized Headings Tags (according to the audit report)		On-Page ▼	▼	▼
	Update Meta titles		On-Page ▼	▼	▼
	Update Meta descriptions		On-Page ▼	▼	▼
	Update Heading Tags		On-Page ▼	▼	▼
	Create Strategy to Implement Technical Fixes		Reporting ▼	▼	▼
	Optimize Image Size + Add Geo Tagged Images		On-Page ▼	▼	▼
	Add Alt tags + Image Title (using targeted keywords)		On-Page ▼	▼	▼
	Optimize Poor URL Structure		On-Page ▼	▼	▼

Thanks

for your time.

YOUR
LOGO
HERE
contact us