Veronika Belina

Demo SEO Review
democompany.com

Resume

This slide contains the results of a SEO review of Demo's website democompany.com.

The research was conducted by me, Veronika Belina, using the tools at neilpatel.com.

The findings show that the overall SEO score as of random date 2022 is great as well as the site speed. There are however some factors that contribute to a lower score than desirable and therefore some suggestions on improving these weaknesses are included.

A few words before the results are presented. The study is made using the free tools at neilpatel.com and therefore the results are somewhat limited when it comes to the number of competitors for instance.

I could only choose two competitors and I had to narrow them down to sites that seem to be quite similar to democompany.com when it comes to market, business idea, origins etc namely imadeyouup.com and anotherdemo.com

Overall status

80

ON-PAGE SEO SCORE

111

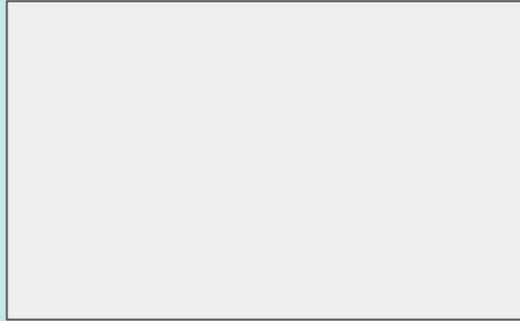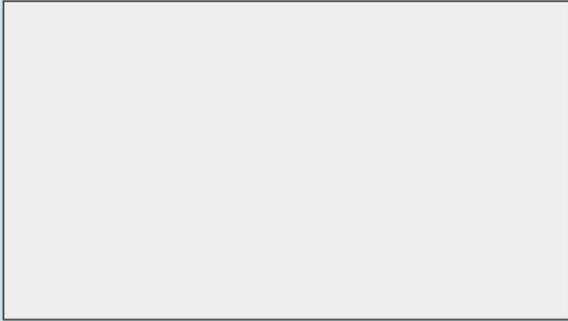**ORGANIC KEYWORDS**

222

ORGANIC MONTHLY TRAFFIC

333

BACKLINKS

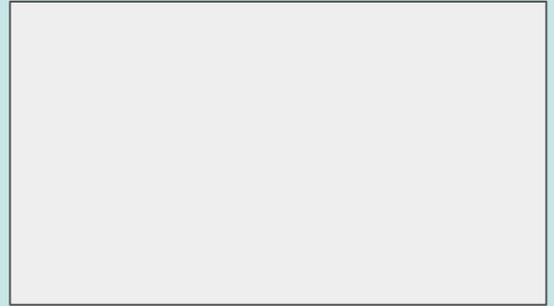The On-Page SEO Score is measured on a scale from 1 - 100 where 100 is max.

Site Speed

for desktop

Site Speed
for mobile

Rank Tracking

While going through the content at democompany.com I chose the following keywords for this analysis. These keywords seem to contain the core of Demo's business idea and mission and should therefore be focal points for using in an SEO-strategy.
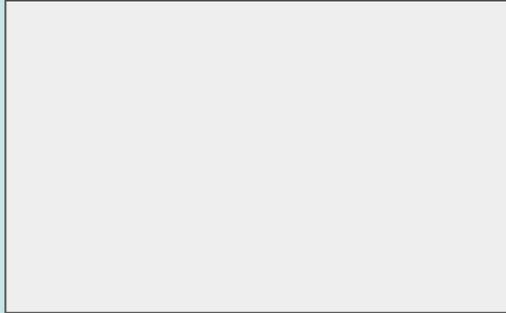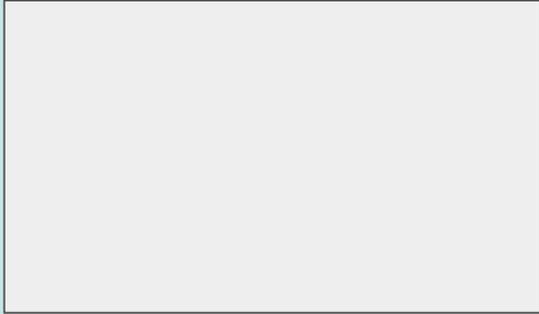
demo text
lorem ipsum
another demo
hello dolly
etcetera
no real text
not a real case
demo text 1
demo sentences
demo wordings
exclamation mark
not serious
i see you

demo continues
lots of words
example
follow me
demo text 3
not a case
in explanation
question mark
dots

Rank Tracking

Of all these keywords so far domaincompany.com is ranking with some of them and they are …………………… where the ranking is on place 11 in Google search (in Sweden). The estimated search volume is not particularly high though in comparison to the others (approximately only 22 searches per month).

Other phrases, …………………., are far more popular search phrases on Google. The competition to rank high on these are - naturally - also a lot higher.

The least competition to rank on Google is for ……………………… . The estimated search volume is rather low though.

We need to find a way to rank higher on keywords that people are searching for without having too much competition from others.

Competitor Tracking

Competitor keywords gap

A comparison between the keywords shows that the keywords gap - i.e. the keywords that your competitor ranks for but your site doesn't - for imadeyouup.com has some keywords that could be interesting to use in a SEO-strategy namely:

- demo text 1 (!)
- demo text 2
- etc

While the SEO difficulty to rank high on these keywords is rather high (between "numbers" on a scale from 1 - 100) the paid difficulty is much lower (between "numbers" on a scale from 1 - 100). Paid difficulty here means Google advertising.

Competitor backlinks gap

I have also compared the backlinks gap and in this analysis I was able to include one more competitor and chose anotherdemo.com. The comparison showed that there are several domains with a high authority ranking that backlink to Demo's competitors but not to democompany.com. Since backlinks from high authority domains can have a positive effect on your organic ranking I think it's good to mention them here:

- en.wikipedia.org   (DA 98) links to   imadeyouup.com
- github.com   (DA 96) links to   anotherdemo.com
- forbes.com   (DA95) links to   imadeyouup.com
- wikimedia.org   (DA 95) links to   anotherdemo.com
- tinyurl.com   (DA 94) links to   anotherdemo.com
- outlook.com   (DA 93) links to   imadeyouup.com and anotherdemo.com
- eventbrite.com   (DA 93) links to   imadeyouup.com
- techcrunch.com   (DA 93) links to   imadeyouup.com
- entrepreneur.com   (DA 92) links to   imadeyouup.com

DA means Domain Authority, which is measured on a scale from 1 - 100 where 100 is max.

Issues

There are 5 main issues with democompany.com which negatively impacts the SEO-ranking:

1. 11 pages are blocked from appearing in search engines.
2. 22 pages have a low word count.
3. 33 pages without a H1-heading
4. 1 page returned a 4XX status code
5. 44 pages with no meta description

All of these issues are moderately difficult to solve, except for nr 3. which could be harder to solve.
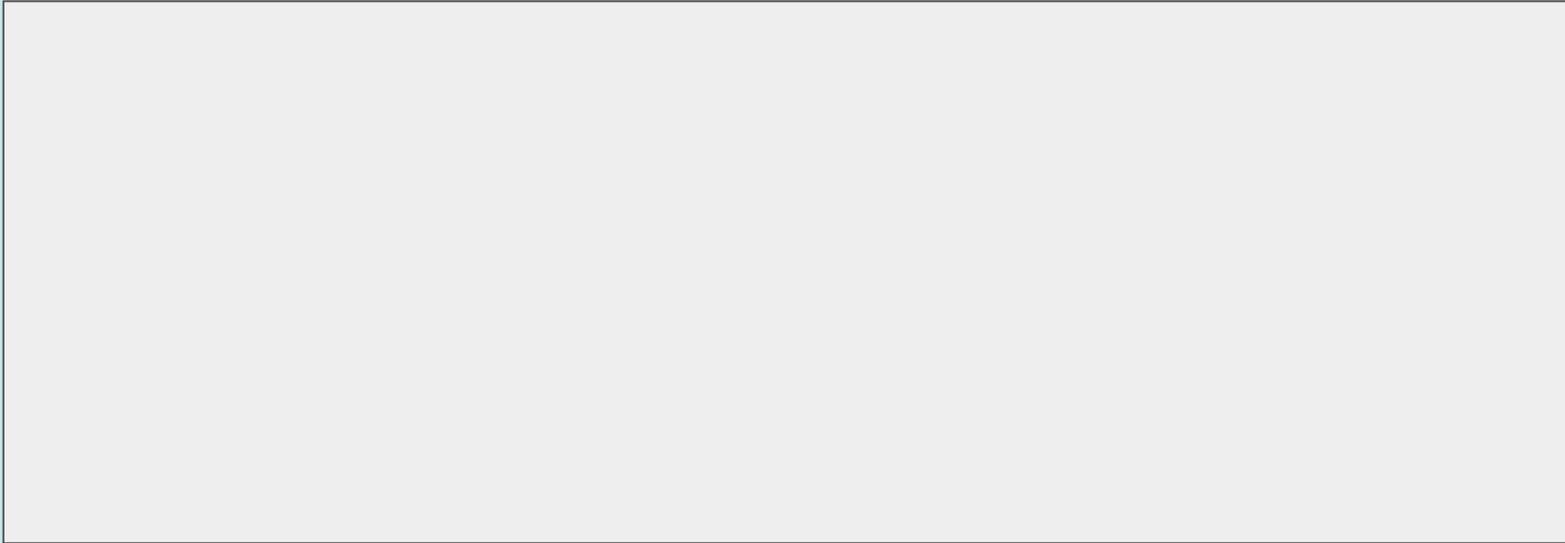
Solutions

To solve the issues we need to:

1. Ensure that all of the pages that you want to be indexed by search engines are not being accidentally blocked. Check Robots Meta Tag, X-Robots-Tag or robots.txt file!
(Also see next page).
2. Add more content to your page. In general the average page that ranks on page 1 of Google has 2200 words.
3. Add an H1 tag to your pages that is relevant to your content. Try to include keywords in the tag and limit each page to just one H1 tag.
4. Immediately solve source of the 4XX error, whether it be a broken link or incorrect URL.
5. Add relevant and unique meta descriptions to each page.

Solutions

When you look at the pages mentioned in issue 1, we see at once that these pages aren't even used or published. They seem to contain javascript intended for functions in Demo-host that Demo is not even using. Would it possible to remove these scripts without affecting the rest of the site? Definitively worth to consider...

Appendix