

2024

TECHNICAL SEO AUDIT

ELLA AESTHETICS & WELLNESS

Prepared By:





Technical SEO Audit

Prepared by Katherine (Kat) Pecora

Summary:

Overall, Ella Aesthetics & Wellness has a great online presence. It has beautiful social media posts, great online reputation management and a variety of educational information on its website. There are also a large number of backlinks from credible websites and strong keyword performance. That said, there are a number of things that, with some revisions and updates, will improve the overall crawlability and performance of the website.

Key Recommendations (In Order of Priority):

1 Fix Site Issues
Repair website issues causing search engine crawl challenges (broken links, 404ing pages and more found in the SEO technical audit).

2 Homepage UX
Improve readability of text on the image grid on the homepage.

3 Headline Text
Shorten, SEO and refine headline text on homepage first and then other pages of the website.

4 CTAs
Add clearer call to actions, including buttons, on core pages.

5 Keyword Performance
Investigate pages of the site that are fluctuating in performance for “spa in portland oregon, spa portland or, portland or massage and portland oregon spa” keywords and create a tailored strategy to improve performance.



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Website Audit:

I conducted a thorough review of your website using Semrush and found that the website has a variety of SEO issues that are affecting its search engine performance and crawlability. Errors and notices are always top priority fixes as those types of issues have the greatest impact on website page performance.



11 Errors

- **Broken Links**
- **Pages 404ing**



1,752 Warnings

- **JavaScript & CSS File Issues**
- **Missing Image Alt Text**
- **Title Tags With Too Much Text**
- **Missing Meta Descriptions**



440 Notices

- **Missing Anchor Text**
- **Links with Nofollow Attributes**
- **More than one H1 Tag per Page**

Backlink Profile:

Good backlinks are essential and really help the site's overall performance on the search engine results pages. Not only do backlinks help improve your website's visibility on search engines, but it also helps increase site traffic. Overall, your backlink profile is very good and over time, your backlinks have grown. Best of all, the sites that are sending traffic your way are quality websites.



Domain Authority



Referring Domains



Backlinks

Local SEO Profile:

Google Business Profile

Overall very good! What really helps your profile is the consistent upkeep you are doing, including the timely responses to reviews, correct business category, Google Shopping product inventory and social media links. Awesome work!

Local Keyword Opportunities

While Ella Aesthetics & Wellness is ranking for many great local keywords, there are some opportunities to hone in further. SANTÉ has been losing traction for some high-search volume local keywords, which we would want to work to regain that traction. Some of these keywords include, "spa in portland oregon, spa portland or, portland or massage and portland oregon spa." My goal would be to regain traction for those keywords by addressing any UX experience issues on related pages or determining if a content refresh on the page is needed.



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Competitor Analysis:

Ella Aesthetics & Wellness had the most total keywords and estimated organic traffic (per Semrush) from keywords for July compared to these competitors. Of the top 20 search results on Google, Ella Aesthetics & Wellness shared 13-15 with these competitors.

Site URL	Total Keywords	Common Keywords	Traffic
santepdx.com	1.4K	-	2.2K
aurapdx.com	637	15	1K
vipmedispa.com	481	15	386
westlinnaesthetics.com	729	13	571

Website On-Page SEO & Content Analysis:

There are a number of areas on the website that with some revisions, would greatly improve the overall user experience and crawlability of the website.

- ◆ Improving readability of text placed over images
- ◆ Revise, shorten & search engine optimize headline tags
- ◆ Adding clearer call to actions to a number of pages, including adding buttons
- ◆ Revise text formatting of some of the pages to create a cleaner look
- ◆ Add consistency across all pages in terms of text formatting, buttons, call to actions, image size and etc.
- ◆ Refine meta description of homepage to better reflect all of the business' main products and services.

SEO Tools Used In This Audit:

- ◆ Semrush
- ◆ MOZ
- ◆ BrightLocal
- ◆ Back Linko
- ◆ SE Ranking
- ◆ SERPS.com