

SEO Executive Summary

Youngmeagher.com

Audience, Scope & Disclaimers

This document was prepared for the site owner/webmaster of youngmeagher and is intended to communicate technical information to a technical audience. This report discusses Harmening Marketing Solutions (HMS) SEO audit findings and proposes recommendations to improve internet search-engine-friendliness. Any SEO recommendations presented herein reflect HMS's best professional effort based on the information received from our client. Due diligence should be exercised before implementing any SEO recommendations. It is essential to understand your SEO strategy and seek professional SEO implementation assistance before undertaking an SEO optimization effort.

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Recommendations:

1. SSL Certificate. Current: Should be:
 - a. This is an absolute must. Google has come out and said sites without SSL Certificates (the green lock and https://) will be penalized and considered untrustworthy. Also, 65% of sites rank higher with SSL Certificate. Should take developer under 2 hours.
2. Generate "Cornerstone" or "Evergreen" content pages for main product categories.
 - a. This will take time and energy. It looks like you could have around four so far: Home and Garden, Health and Fitness, Kitchen and Dining, Computer and Electronics. They can be titled differently if desired. These pages should be lengthy (+/-3,000 words).
 - b. They should include your most competitive keywords and be more informative than sales oriented. These are the pages that pivot to specific posts under their respective categories. This makes for much more structured internal linking.
 - c. Your homepage would be the top level, followed by "Cornerstone Pages", followed by individual posts. These pages, ideally, would be written, or at least edited, by a professional. As more posts are added, they would be placed under their respective Cornerstone

page, or another Cornerstone page added.

- d. This increases the number of internal links, which this site needs. In addition, these pages can serve as “link bait”, as they should be informative and easily shareable. Here is a great article on CornerStone Content from Yoast: <https://yoast.com/what-is-cornerstone-content/> This article also happens to be a great example of Cornerstone content, as well. We can help create and manage these types of pages. Example of structure:

1. Add Reviews to Site and Search Results

- a. Review System

- i. Consider implementing an onsite review management system (We offer a review management service). A lot of the pages ahead of you in your highest ranking keywords have onsite reviews. This can be very powerful as peer reviews have drastic effects on purchasing decisions. This may also decrease the bounce rate and increase the time users spend on your site, in turn increasing SEO rankings.

- b. Schema Markups

- i. Adding structured data markups to posts adds review info to Search Engine results. This is a powerful way to add rich and pertinent data to results. This will require a developer. Here is some great reading on the subject: <https://wpschema.com/docs/add-a-schema-markup-for-a-review-page/>

1. Technical Issues

- a. Review the attached technical audit document for a list of issues (pages 1-4) to be resolved, namely broken links and *potential* toxic links (suspicious links need to be checked individually to ensure they are not toxic).

1. Increase Mobile Speed

- a. Consider adding AMP (accelerated mobile pages) plugin to WordPress. There are other ways to increase mobile speed, but AMP is a great place to start. Your mobile page load speed is slow (See page 13 of tech. audit). Google has made this a priority. Here is a link to a great WP plugin to add AMP: <https://wordpress.org/>

[plugins/accelerated-mobile-pages/#description](https://www.10up.com/plugins/accelerated-mobile-pages/#description)

Conclusion

Thank you for taking the time to review this document. This guide is meant to give possible next steps toward establishing a marketing foundation centered around SEO best practices. With a great product and great niche, we are confident that growth can be achieved if marketing best practices are put in place. We look forward to speaking with you soon.

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