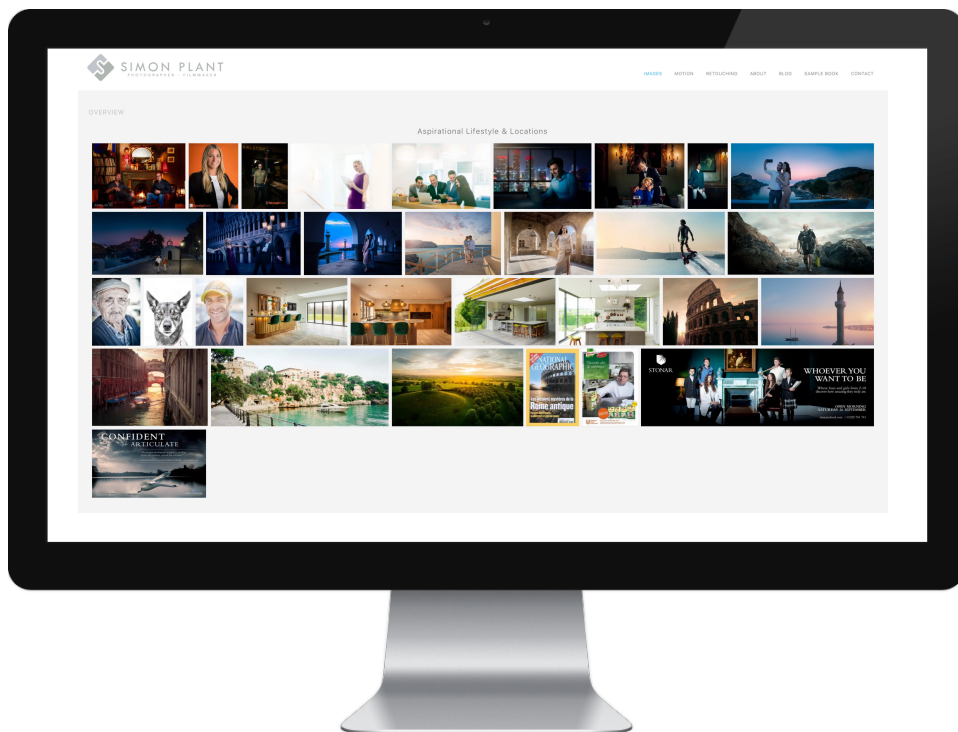




SIMON PLANT  
PHOTOGRAPHER - FILMMAKER



# Online Performance Audit

Reported compiled on: 29.06.20



Ravenswood

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# Summary

## Overall

There are a number of improvements that could be made to your website and online marketing channels. Creating an SEO strategy and improving the website's SEO should be a priority.

There are also a number of on-site and usability improvements that could be made to the website, as well as measures to increase the organic traffic to the website.

You may also wish to consider creating a social media and paid search strategy to expand your audience reach.

## Paid Traffic

Paid Traffic data could not be retrieved. This is because traffic from paid campaigns, such as PPC activity via Google Ads is either very low or not running at all.

Average

D

Usability

C

Security

B

Organic

E

Paid

N/A

Social

D



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# Usability

Usability

C

## Mobile Friendliness

Google consider your website 'mobile-friendly'

Your website is easy to use on a mobile device.



## Google Analytics

It looks like Google Analytics has been installed and is recording website traffic and user behaviour.

## Speed

Your website speed is acceptable for visits on mobile devices.

47

Mobile

62

Desktop



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# Security

Security

B

## SSL Security

SSL certificate detected on site.

Your **HTTPS configuration** meets standards.



## HTTP Active

Your website is still accepting HTTP connections on some pages.

HTTP connections redirected to HTTPS connections provide a more secure website browsing experience.

## No Malware Detected

**No malware** has been detected on your website. Good job!

## Site is not blacklisted

Good news! Your website is NOT blacklisted and is **considered to be safe** browsing experience.



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# Organic Traffic

Organic  
**D**

## Technical SEO

- ✓ Website is being indexed by Google
- ✓ Robot.txt found
- ✓ XML Sitemap found

## On Page SEO (Home page)



**Some page titles need improvements**  
(4 duplicate page titles, 0 missing)



**Image alt tags need some improvements**  
(65 images over 100kb, all images have Alt text)



**H1 headings need improvements**  
(22 missing H1 headings, 34 duplicates)



**Meta descriptions need improvement**  
(4 duplicate, 38 missing meta descriptions)

## MOZ Analytics

- |                    |    |
|--------------------|----|
| • Domain Authority | 29 |
| • Spam Score       | 1% |
| • Linking Domains  | 74 |
| • Ranking Keywords | 0  |

## Majestic Analytics

- |                     |     |
|---------------------|-----|
| • Citation Flow     | 35  |
| • Trust Flow        | 14  |
| • Backlinks         | 139 |
| • Referring domains | 24  |



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# Organic Traffic (continued)

## Top Authority Links to Your Site



- [feedburner.com](https://feedburner.com)
- [tutsplus.com](https://tutsplus.com)
- [phpbb.com](https://phpbb.com)
- [fstoppers.com](https://fstoppers.com)
- [modelmayhem.com](https://modelmayhem.com)
- [luminous-landscape.com](https://luminous-landscape.com)
- [girlschannel.net](https://girlschannel.net)



# Paid Traffic

Paid  
N/A

## Avg. Position



• No data available

## Estimated Traffic and Keywords



• No data available

## Keywords Top Rankings



• No data available

# Social Media



Social  
D

## Facebook



### Page Likes

154 likes (154 followers)

### Average Engagement

1 likes, 1 shares, 0 comments

## Instagram



### Followers

1,256 followers

### Average Engagement

14 likes, 1 comments