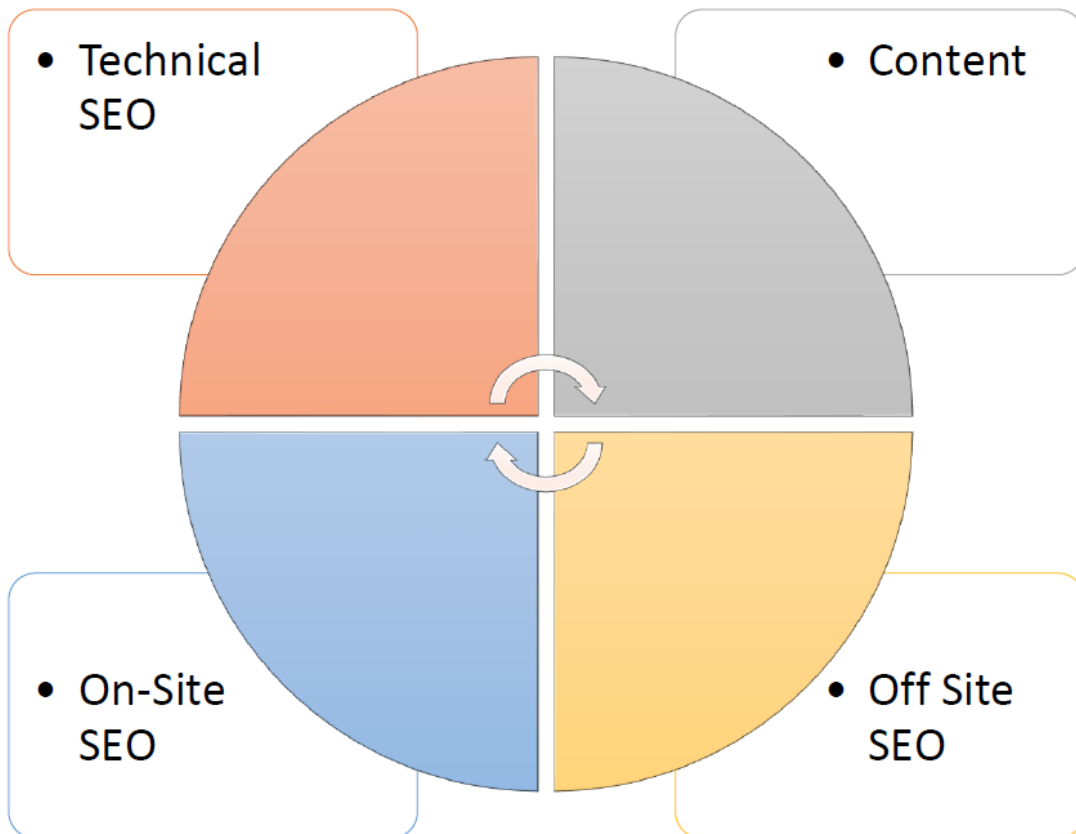




SEO-Assessment



Introduction

SEO assessment is a crucial process that aims to enhance a website's visibility in search engine results pages (SERPs) by identifying areas for improvement in its search engine optimisation. The evaluation is conducted manually and with the assistance of specialised software such as Ahrefs, Ubersuggest, Screaming Frog, GTMetrix, Google Search Console and others.

An SEO audit focuses on four fundamental areas: Technical, On-Site, Off-Site, and Content.

To facilitate effective optimization, we will conduct thorough keyword research before crafting the content for your website's various pages, including Off-Site SEO, On-Site SEO, Technical, and Content SEO. Furthermore, we have plans to expand the service pages content around relevant keywords in the future.

Considering the importance of search engine optimisation, it may be beneficial to provide a brief explanation of the key areas involved in optimizing a website for search engines.

Technical SEO

Technical SEO focuses on enhancing the technical aspects of a website to boost the rankings of its pages in search engines. It involves optimizing elements to make the website faster, easier to crawl, and more comprehensible for search engines. Technical SEO is a crucial part of on-page SEO, which aims to improve various website elements for better rankings. It differs from off-page SEO, which revolves around promoting a website through external channels to increase its exposure.

Content and Keyword Research

Content plays a vital role in SEO, and proper keyword research is essential to drive search traffic. By identifying keywords with existing search volume, we ensure that your content aligns with topics that people are actively seeking information about. Keyword optimization is key to maximizing search visibility by strategically placing keywords within your content. Additionally, organizing your content logically improves both SEO and user experience, enabling visitors to easily find related information and spend more time on your site. To aid in this process, we provided you with a website structure that aligns with the content organization.

On-Page SEO

On-page SEO, also known as "on-site SEO," involves optimizing web page content for search engines and users alike. This includes optimizing title tags, page descriptions, headers (H1, H2, etc.), alt tags, images, content structure on individual pages, internal links, and URLs. In summary, all elements visible to users when they visit your website contribute to on-page SEO.

Off-Page SEO

Off-page SEO encompasses activities conducted outside of the website to improve its search engine rankings. These actions include building backlinks, encouraging branded searches, and increasing engagement and shares on social media. Essentially, off-page SEO refers to efforts made off-site to establish your website as trustworthy and authoritative in the eyes of search engines like Google.

Summary

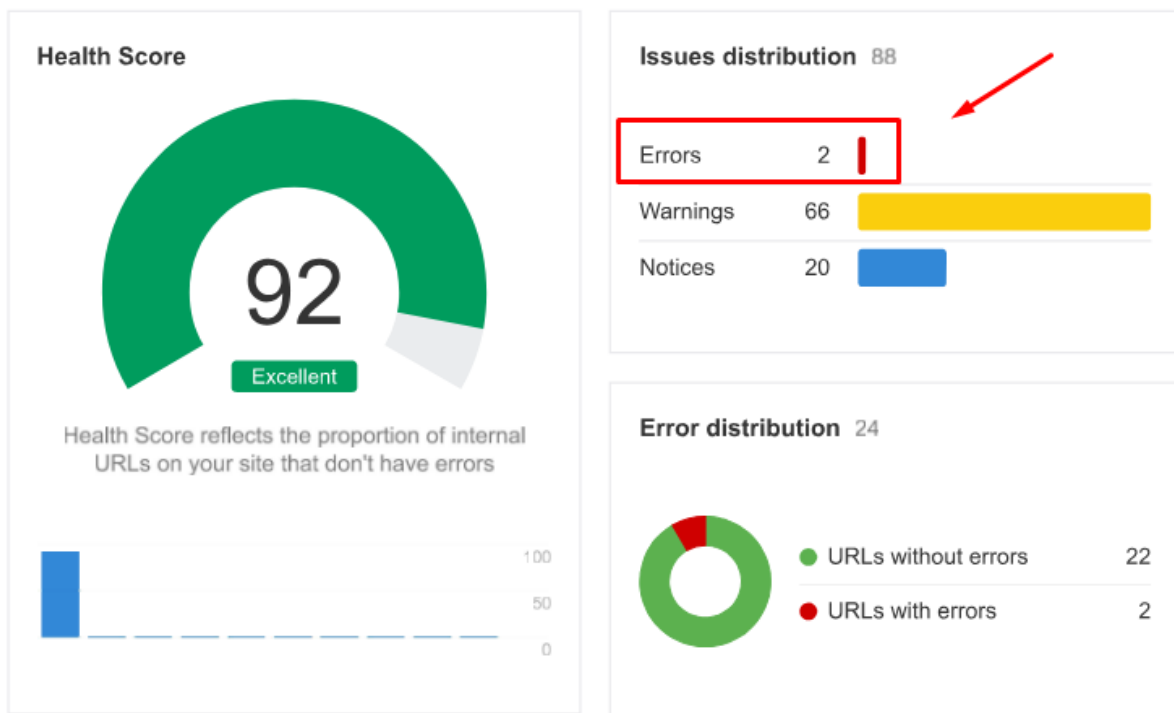
We are committed to providing you with comprehensive SEO services, including regular SEO audits and concise monthly short SEO assessments. With our expertise, you can stay informed about the progress of your website's search engine optimization. Additionally, our monthly SEO assessments will provide you with valuable insights into the ongoing progress of your SEO efforts. We will provide concise reports that highlight key metrics, performance indicators, and any notable changes or

improvements. This way, you can track the impact of our optimization efforts and observe the positive changes in your website's search engine rankings and visibility over time.

By regularly monitoring and evaluating the effectiveness of our SEO strategies, we ensure that your website remains on the right track toward improved search engine rankings and increased organic traffic.

With our transparent approach, you can actively participate in the optimization process and have a clear understanding of the results we achieve together. Rest assured, we are dedicated to delivering measurable results and helping your website reach its full potential in the competitive online landscape.

Your Website Health – Technical SEO



Top Issues

Export all issues

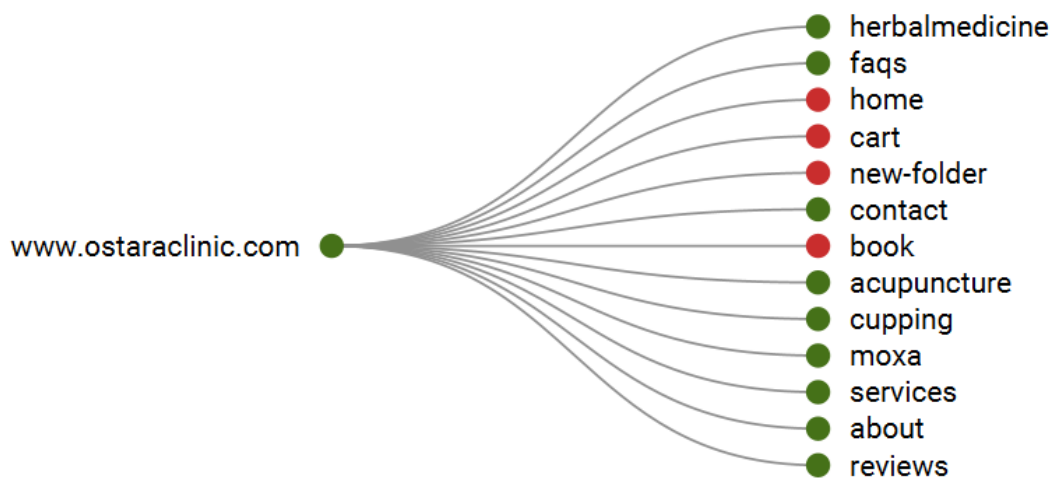
Issue	Crawled	Change	Added	New	Removed	Missing
Orphan page (has no incoming internal links)	1	—	—	—	—	?
Non-canonical page in sitemap	1	—	—	—	—	?
Missing all text	19	—	—	—	—	?
Page has links to redirect	16	—	—	—	—	?
Meta description too long	12	—	—	—	—	?
H1 tag missing or empty	7	—	—	—	—	?
Meta description tag missing or empty	4	—	—	—	—	?
Title too long	2	—	—	—	—	?
Noindex page	2	—	—	—	—	?
3XX redirect	2	—	—	—	—	?

ERRORS THAT NEED TO BE FIXED!

Non-canonical pages in a sitemap are URLs that are included in the sitemap file but are marked as non-canonical. Canonicalization is the process of selecting the preferred version of a webpage when multiple versions of the same content exist. Non-canonical pages are alternate versions or duplicates of a canonical page, which may have slight variations in content or URL structure.

Orphan pages refer to web pages that are not internally linked to by any other pages on the website. In other words, they exist in isolation without any direct links from other pages within the same website. Orphan pages are disconnected from the website's overall navigation structure and are not easily accessible through normal browsing paths. When we fix this problem the **Pages with broken links** will also be fixed.

The above errors are visible also on website tree on red:



Website speed

Based on the page speed report, it appears that your website's performance is not optimal. However, we are committed to working on optimizing it to enhance the speed and overall user experience. It's important to note that the success of these optimization efforts also depends on your current hosting provider.



Performance Report for:

<https://www.ostaraclinic.com/>

Report generated: Mon, Jun 19, 2023 8:31 AM -0700

Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	74%	88%	1.5s	471ms	0

Website performance is influenced by various factors, including server response times, network infrastructure, and the hosting environment. If your website is hosted on a server that is not adequately optimized or lacks the necessary resources, it can impact page load times and overall performance.

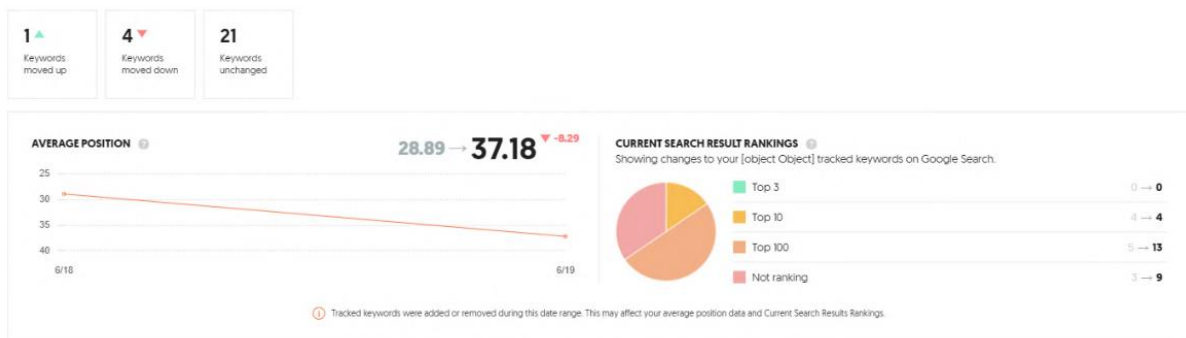
Top Issues

IMPACT	AUDIT	
Med	Don't lazy load Largest Contentful Paint image	LCP was lazy loaded
Low	Serve static assets with an efficient cache policy	Potential savings of 71.9KB
Low	Use passive listeners to improve scrolling performance	1 event listener not passive
Low	Reduce unused JavaScript <small>LCP</small>	Potential savings of 870KB
Low	Avoid an excessive DOM size <small>TBT</small>	737 elements

We will analyse your website's code, assets, and content to identify areas where improvements can be made to enhance page speed. This may include optimizing images, minifying CSS and JavaScript files, leveraging browser caching, and implementing content delivery networks (CDNs) to reduce latency and improve content delivery. All above depends on your server specifications.

Content – Keyword performance

After conducting a thorough analysis of your website's Google visibility and keyword performance, we have identified a concerning issue. It appears that your website is currently not achieving the desired level of visibility for the keywords that are relevant to your website's niche.



This lack of visibility can significantly impact your website's organic traffic and hinder its potential to reach and engage with your target audience effectively. To address this issue, we will focus on implementing strategic measures to improve your website's keyword performance and enhance its overall visibility in search engine results.

POSITION	KEYWORD	CHANGE	VOL	SD	URL	UPDATED
6	galway acupuncture English / Galway, Galway City, County Galway, Ireland	5 → 6 ▼ -1	210	18	https://www.ostaraclinic.com/	3 months
6	cupping galway English / Galway, Galway City, County Galway, Ireland	6 → 6 ▲ 0	10	21	https://www.ostaraclinic.com/cupping	3 months
9	acupuncture galway English / Galway, Galway City, County Galway, Ireland	9 → 9 ▲ 0	210	18	https://www.ostaraclinic.com/	3 months
10	acupuncture in galway English / Galway, Galway City, County Galway, Ireland	10 → 10 ▲ 0	210	13	https://www.ostaraclinic.com/	3 months
16	feng massage dublin English / Galway, Galway City, County Galway, Ireland	16 → 16 ▲ 0	-	-	https://www.ostaraclinic.com/about	3 months
20	herbal medicine galway English / Galway, Galway City, County Galway, Ireland	20 → 20 ▲ 0	0	12	https://www.ostaraclinic.com/	3 months
20	barden English / Galway, Galway City, County Galway, Ireland	20 → 20 ▲ 0	-	-	https://www.ostaraclinic.com/about	3 months
20	herbal medicine galway English / Galway, Galway City, County Galway, Ireland	19 → 20 ▼ -1	0	12	https://www.ostaraclinic.com/	3 months
36	ayurveda galway English / Galway, Galway City, County Galway, Ireland	36 → 36 ▲ 0	-	-	https://www.ostaraclinic.com/about	3 months
45	chinese galway English / Galway, Galway City, County Galway, Ireland	45 → 45 ▲ 0	-	-	https://www.ostaraclinic.com/	3 months
48	herbalists galway English / Galway, Galway City, County Galway, Ireland	49 → 48 ▲ +1	0	17	https://www.ostaraclinic.com/	3 months
49	galway chinese English / Galway, Galway City, County Galway, Ireland	49 → 49 ▲ 0	-	-	https://www.ostaraclinic.com/	3 months
51	galway medicine English / Galway, Galway City, County Galway, Ireland	51 → 51 ▲ 0	-	-	https://www.ostaraclinic.com/	3 months
58	vhi clinic galway English / Galway, Galway City, County Galway, Ireland	58 → 58 ▲ 0	-	-	https://www.ostaraclinic.com/	3 months
75	oranmore acupuncture English / Galway, Galway City, County Galway, Ireland	73 → 75 ▼ -2	70	18	https://www.ostaraclinic.com/	3 months
76	acupuncture oranmore English / Galway, Galway City, County Galway, Ireland	69 → 76 ▼ -7	70	18	https://www.ostaraclinic.com/	3 months
87	cupping English / Galway, Galway City, County Galway, Ireland	87 → 87 ▲ 0	10	47	https://www.ostaraclinic.com/cupping	3 months

(Check full report for details)

Our goal is to increase your website's visibility for the targeted keywords, driving more relevant organic traffic and ultimately helping you achieve your business objectives. By implementing effective SEO strategies and continuously monitoring the results, we are confident in our ability to enhance your website's overall visibility and increase its competitiveness in search engine rankings within your niche.

On-Site SEO

After analyzing your website, we have identified several areas that require optimization to improve its overall performance. While the website structure appears to be correct, there are specific aspects that need attention to enhance its visibility, user experience, and search engine rankings.

Page Titles and Meta Descriptions: Optimizing page titles and meta descriptions is essential for conveying the purpose and relevance of each web page to both search engines and users. We will work on crafting compelling, keyword-rich titles and descriptions that accurately reflect the content of each page, increasing their visibility in search results and attracting click-throughs. At the moment all your meta descriptions are duplicated:

Address	Occurrences	Meta Description 1
1 https://www.ostaraclinic.com/	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
2 https://www.ostaraclinic.com/faqs	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
3 https://www.ostaraclinic.com/contact	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
4 https://www.ostaraclinic.com/home	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
5 https://www.ostaraclinic.com/cart	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
6 https://www.ostaraclinic.com/cupping	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
7 https://www.ostaraclinic.com/acupuncture	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
8 https://www.ostaraclinic.com/services	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
9 https://www.ostaraclinic.com/book	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
10 https://www.ostaraclinic.com/about	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
11 https://www.ostaraclinic.com/herbalmedicine	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
12 https://www.ostaraclinic.com/moxa	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv
13 https://www.ostaraclinic.com/reviews	1	Tara Barden L.Ac. is a registered acupuncturist and herbalist in Galway, Ireland. Acupuncture treatments are approv

H1-H6 Heading Order: Proper heading structure is crucial for both SEO and user experience. We will review the hierarchy and order of headings (H1-H6) on each page to ensure they follow a logical and sequential order. This will help search engines better understand the content's structure and relevance, improving the overall accessibility and organization of the information.

Address	Occurrences	H1-1	H1-1 Length	H1-2
1 https://www.ostaraclinic.com/	2	CUPPING		8 MOXIBUSTION.
2 https://www.ostaraclinic.com/faqs	0			0
3 https://www.ostaraclinic.com/contact	0			0
4 https://www.ostaraclinic.com/home	2	CUPPING		8 MOXIBUSTION.
5 https://www.ostaraclinic.com/cart	0			0
6 https://www.ostaraclinic.com/cupping	0			0
7 https://www.ostaraclinic.com/acupuncture	1	Acupuncture		11
8 https://www.ostaraclinic.com/services	0			0
9 https://www.ostaraclinic.com/book	0			0
10 https://www.ostaraclinic.com/about	1	"Natural forces within us are the true healers of disease." – Hippocrates.		74
11 https://www.ostaraclinic.com/herbalmedicine	1	Jing Fang		9
12 https://www.ostaraclinic.com/moxa	1	Moxa		4
13 https://www.ostaraclinic.com/reviews	0			0

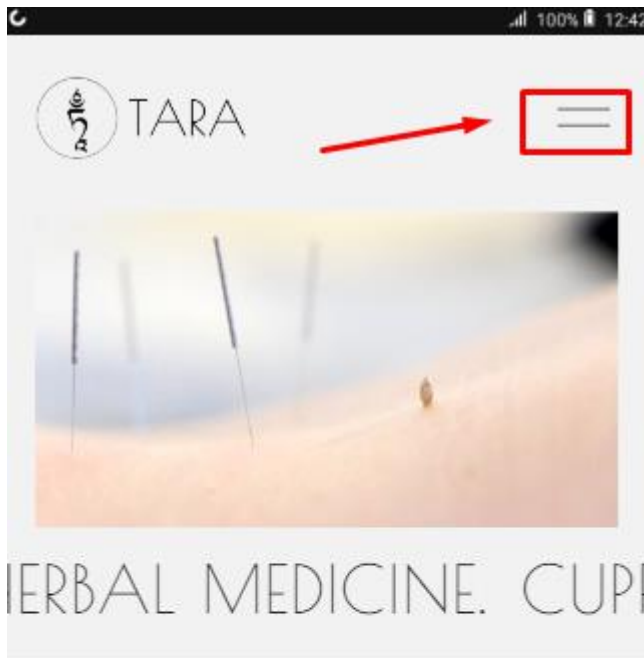
Headers Incorporating Keywords: To enhance the keyword optimization of your website, we will strategically incorporate relevant keywords into the headers (H1-H6). This will provide additional signals to search engines about the page's content and improve its visibility for specific search queries.

Image Sizes and Formats: Optimizing images is essential for improving website performance and user experience. We will assess the sizes and formats of the images used on your website and make necessary adjustments to ensure they are properly optimized for fast loading times without compromising image quality. This will help improve page load speed and overall site performance.

Address	Content Type	Size	IMG Inlinks	Indexability
1 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/0adbeaff...	image/jpeg	8.3 KB	2	Indexable
2 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/6cc3a45...	image/jpeg	124.6 KB	2	Indexable
3 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/a0f5f173...	image/png	102.5 KB	13	Indexable
4 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/2a39f8ed...	image/jpeg	909.1 KB	2	Indexable
5 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/a280c01...	image/jpeg	103.4 KB	3	Indexable
6 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/d1e0125...	image/jpeg	105.7 KB	2	Indexable
7 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/c39e53a...	image/png	136.4 KB	13	Indexable
8 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/6704133...	image/jpeg	49.2 KB	3	Indexable
9 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/69f23914...	image/png	32.1 KB	26	Indexable
10 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/1d80a69f...	image/jpeg	64.5 KB	2	Indexable
11 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/9585b4d...	image/jpeg	63.6 KB	2	Indexable
12 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/54590ce...	image/jpeg	72.4 KB	1	Indexable
13 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/030a668...	image/jpeg	144.3 KB	1	Indexable
14 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/dce09f2b...	image/jpeg	407.4 KB	1	Indexable
15 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/39d1891...	image/jpeg	141.6 KB	1	Indexable
16 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/b23f60bb...	image/jpeg	513.2 KB	1	Indexable
17 https://images.squarespace-cdn.com/content/v1/6443013863044578836bcff7/3d2a04a...	image/jpeg	252.7 KB	1	Indexable

Old generation images format.

User Experience (UX) Improvements: Enhancing the user experience is a critical aspect of website optimization. You have already GOOD to Action across the site. However by improving the UX, we aim to increase user satisfaction and encourage longer website visits. The mobile menu is not good! Sometimes two lines are not recognised by users specifically in elder age. See below. The menu should be descriptive.



Jing Fang.

Botanic + Medicine

In addition to the areas mentioned earlier, we have also identified a concern regarding the content of your website. Upon analysis, it appears that the website content has a limited word count, which can negatively impact its visibility and SEO performance.

<https://www.ostaraclinic.com/>

PAGE INFO DIAGNOSIS INTERNAL EXTERNAL DENSITY

KEYWORD DENSITY Total words: 574 2-word phrases: 27 3-word phrases: 24 4-word phrases: 24

Save as CSV Configure stop-word list

Search engines prefer websites that provide comprehensive and informative content to users. Having low word count on your web pages may limit the opportunity to include relevant keywords, provide in-depth information, and engage users effectively.

To address this issue, we recommend expanding the content on your website by adding more valuable and relevant information. By increasing the word count, we can optimize the content to incorporate target keywords, improve search engine visibility, and provide a better user experience.

In summary, by optimizing your website's page titles and meta descriptions, fixing the H1-H6 heading order, incorporating keywords into headers, optimizing image sizes and formats, and enhancing the overall user experience, we can significantly improve your website's visibility, search engine rankings, and user engagement. Our goal is to create an optimized website that effectively communicates its relevance to search engines and provides a seamless and enjoyable experience for your visitors.

Off-Site SEO – Backlinks

After carefully evaluating your website's backlink profile, we have observed that the existing backlinks do not carry significant weight or provide strong signals to Google. As a result, your website is not attracting substantial traffic from these backlinks. We have identified several issues, including poor backlinks and low domain authority, that are negatively impacting your website's visibility and overall performance.



To address these challenges, we will implement a comprehensive backlink strategy designed to improve the quality and authority of your backlink profile.

Referring page ⁱ	DR ⁱ	UR ⁱ	Referring domains ⁱ	Linked domains ⁱ	Ext. ⁱ	Traffic ⁱ	Kw. ⁱ
William O'Toole - Acupuncture Council of Ireland acupuncturecouncilofireland.com/directory/listing/william-otoole	46	9	0	19	33	0.00	0
Optimal health In Galway, Ireland - 506 results found: reviews, phones, opening times, photos Guide.in.ua guide.in.ua/galway/optimal-health-in-galway-ireland	23	7	0	21	30	0.00	0
Galway Acupuncture and Jing Fang Clinic Tara Barden tarabarden.squarespace.com/	0	0	1	8	8	0.00	0
List of Herbalist companies in Ireland www.fastbase.com/countryindex/Ireland/H/Herbalist	44	9	0	23	40	0.00	0
OSTARA Chinese Medicine Clinic Tara Barden Galway www.hospital-list.com/detail/ireland/galway/herbal-clinic/226880/ostara-chinese-medicine-clinic-tara-barden-galway	0	1	0	7	28	0.00	0

Upon conducting a detailed analysis of your website's backlink profile, we have discovered a concerning issue. It appears that there are only 5 backlinks originating from only 5 referring domains, which gives rise to suspicions of spammy and unnatural link-building practices.

A healthy backlink profile should ideally consist of a diverse range of high quality backlinks from various reputable and authoritative sources. To address this issue and improve the quality and naturalness of your backlink profile, we will implement the right strategy.

Summary

In summary, our SEO assessment has provided valuable insights into the current state of your website's optimization. We have identified several areas that require attention and improvement, including technical SEO, content optimization, on-page SEO, off-page SEO, and backlink profile.

To enhance your website's performance, we will focus on optimizing the technical aspects, such as page speed, and collaborate with your hosting provider to ensure optimal performance. Additionally, we will work on improving keyword performance to increase visibility for relevant search queries and attract more organic traffic.

One critical area that requires immediate attention is your backlink profile. The current profile consists of a small number of backlinks from a few domains, which raises concerns about website reputation. We will implement a comprehensive backlink strategy to address this issue and build a diverse and authoritative backlink profile.

Throughout the optimization process, we will provide regular SEO audits and monthly assessments to keep you informed about the progress and improvements achieved. Our goal is to deliver measurable results and help your website reach its full potential in terms of search engine rankings, visibility, and organic traffic.

With our transparent approach and commitment to ethical SEO practices, we are confident in our ability to enhance your website's performance, strengthen its online presence, and drive meaningful results for your business.