Client Name SEO Best Practices Audit - https://**Client Name**.com/

www.**Client Name**.com
Test site (used in this audit):
https://**Client Name**.com/

URLs found manually:
https://**Client Name**.com/
https://**Client Name**.com/contact-us
https://**Client Name**.com/terms-conditions-service
https://**Client Name**.com/privacy-policy
https://**Client Name**.com/fitfashnmusic-blog
https://**Client Name**.com/instructors/courtni
https://**Client Name**.com/instructors/jeni
https://**Client Name**.com/instructors/lauren
https://**Client Name**.com/instructors/sarah
https://**Client Name**.com/instructors/shay
https://**Client Name**.com/instructors/stephanie

OVERALL:
Site has an easy to understand color scheme, and is easy to read and navigate. Site formats correctly with Viewport. Due to the simplicity of the site, conversion should be fairly high as users will be able to access the info they need, quickly.

The call to action, "Start your free trial," is right at the top and easy to see. It may be recommended to change the color of this button, to really emphasize its importance. Red may be very striking, for example, and draw the eye to this element.

In general, the design and easy to follow layout of the content gives this site a leg up on the competition, mainly because the competitors site's are too busy. Perhaps adding some thin black border lines, or other texture, may add additional visual value to the user experience.

Under "CUSTOMIZE YOUR WORKOUT EXPERIENCE WITH SPOTIFY®", if possible it is recommended to turn the Spotify logo in to a link.

SEO can be optimized by adding meta descriptions, optimized titles, and adding descriptive text to links. Due to the lack of descriptions and title on some pages, there is a lot of room for improvement in these fields to get the best results with SEO practices.

Adding some additional links, and, primarily, getting some backlinks may be the key to success in this field of business.

Site has been checked for spelling errors, and there were none found.

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Notes:
- Images should be served in next-gen formats to improve performance.
- Utilizing lazy loading will improve load performance immensely, savings of potentially upwards of 10 seconds to full render. Lazy loading allows the most important data and images above the fold to load first, allowing a better user experience not needing to wait for aspects to load.
- Eliminating render-blocking resources will improve page performance, and deferring non-critical JS and other inline code will allow critical parts to load first.
- Text compression is not enabled, and should be to maximize performance.
- Tests show images, fonts, Javascript and CSS are taking a long time to load. Tests emulating a 3g slow mobile network bring the homepage load time to about 60 seconds or more. Site/DOM (document object model) became interactive at 57 seconds.
- Page security tests are all good, and HTTPS is in use. However, not all HTTP requests are directed to HTTPS, and this should be fixed.

- Site cannot be tested with some Google developer tools as the URL is not launched yet. Estimated conversion loss from poor performance cannot be measured until URL is live.

Dead links found:
404: **@jdppilates [301 from https://www.instagram.com/jdppilates]**
-Instagram social icon link on https://**Client Name**.com/instructors/jeni

Home Page
https://**Client Name**.com

Google page speed: 33
Load Time: 2.9 sec – 6.6 sec

Unsure if URL is friendly yet, as staging URL will be different from actual when ready.

Good:
- Header tags found
- Robots.txt found
- Site does not use Flash
- All listed social media link icons work
- Canonical tags found for URL

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Needs Improvement:
- SEO Title is under the 55 character recommended limit, however it can be optimized for SEO and brought up to as close to 55 characters as possible.
- No meta description was found for this page
- No meta keywords found
- Image alt tags need to be optimized and/or added
- Sitemap.xml is not found
- Recommend removing both inline Javascript and CSS code to improve performance
- No Facebook open graph protocols in use
- Twitter card tags do not exist
- No URL keyword found
- Schema.org is not in use
- Open graph protocol not in use
- Microformats not in use

Page Title:
Client Name 12 (characters)

Meta Description:
Not found –

Meta Keywords:
Not found –

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https://**Client Name**.com/contact-us

Email address is clickable, but address is not.

Google page speed: 46
Page load time: 2 sec – 3.2 sec

Good:
- Some heading tags in use
- Robots.txt found
- Flash not in use
- Shown social media icon links work, however it is recommended to add more social media accounts (the site only links to Facebook, Instagram and Youtube)
- Canonical tags found for URL

Needs Improvement:

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- Images on page have alt-text, but it is not optimized with any keywords
- Meta description can be lengthened to 160 characters, and optimized for keywords
- Page title can be lengthened to 55 characters, and optimized for keywords.
- No meta robots found
- No sitemap.xml found
- Recommend removing inline Javascript and CSS to improve performance
- Facebook open graph tags not in use
- Twitter card tags not in use
- No schema.org found
- Open graph protocols not in use
- Microformats not in use

Page Title
Contact Us | **Client Name**
25 characters

Meta Description
Questions or comments? Get in touch Contact Us
46 characters

Meta Keywords
Not found
--

https://**Client Name**.com/terms-conditions-service

Google page speed: 51
Page load time: 1.5 to 5 sec

Good:
- Some heading tags found
- Robots.txt found
- Flash not in use
- Social links found on page function
- Canonical tag in use for URL

Needs Improvement:
- Meta description is too long, and should be shortened and optimized with keywords
- Page title shoud be lengthened to 55 characters, and optimized with keywords
- Image alt text exists, but should be optimized with keywords
- No meta robots found
- Sitemap.xml not found
- Inline javascript and CSS code should be removed

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- No Facebook open graph tags found
- Twitter card tags no in use
- Schema.org is not in use
- Open graph protocol not in use
- Microformats not in use

Page Title
Terms & Conditions of Service | **Client Name**
44 characters

Meta Description
Thank you for choosing **Client Name**. By signing up, subscribing, or otherwise using the **Client Name** service, website, workouts, and software applications (the "Service"), or otherwise accessing any content or material that is available through or compatible with the Service (the "Content"), you are entering a binding contract with **Client Name** ("**Client Name**"). Through **Client Name**, **Client Name** provides on-demand exercise instruction in the form of workouts and movement sequences taught by qualified instructors.
510 characters

Meta Keywords
Not found
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https://**Client Name**.com/privacy-policy
Google page speed: 52
Page load time: 2 sec

Good:
- Heading tags found
- Robots.txt found
- Flash not in use
- Social links present on page function
- Canonical tags in use for URL

Additional user experience notes are not especially applicable here, due to the nature of the ages content.

Needs Improvement:
- Page title can be optimized to use more text and keywords, and utilize the full 55 character limit
- Page description is too long, and needs to be trimmed to 160 characters or less
- No meta keywords found
- Images have alt text, however this alt text can be optimized to use keywords

Client Name SEO Best Practices Audit - https://**Client Name**.com/

- No meta robots found
- Sitemap.xml not found
- Recommended to remove inline Javascript an CSS code
- No Facebook open graph tags in use
- No Twitter cards in use
-

Page Title
Privacy Policy | **Client Name**
29 characters

Meta Description
By using the **Client Name** Services and accessing the Content, you agree to give BMI the right to collect certain information, including your registration information (name, birth date, address, and other information you provide when you create an account with **Client Name**), your IP address, information about your interaction with the Content, including User Content and preferences, and technical information such as the type of browser and device you use, data from your device's touchscreen, accelerometer and gyroscope sensors.
532 characters

Meta Keywords
Not found
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https://**Client Name**.com/fitfashnmusic-blog

-This is an important page, as it seems to be the only other page aside from the landing page which will showcase the site content and leave room for keywords and image content.

Google page speed: 46
Page load time: 1.5 - 2 sec

Good:
- Some heading tags found for the page
- Robots.txt found
- Social links on page function
- Canonical tags in use for URL

Needs Improvement:
- Page title can be lengthened to 55 characters, and optimized with keywords
- No page/meta description present. 160 characters can be used here to optimize with keywords

Client Name SEO Best Practices Audit - https://**Client Name**.com/

- Image alt text can be optimized with keywords
- No meta robots found
- Sitemap.xml not found
- Recommended to remove inline Javascript and CSS code
- Facebook open graph tags not found
- Schema.org not found
- Open graph protocol not in use
- Twitter cards not found
- Microformats not in use

Page Title
Fitfashnmusic | **Client Name**
28 characters

Meta Description
Not found
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Meta Keywords
Not found
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https://**Client Name**.com/instructors/courtni

The overall aesthetic of this page is good, however it may be recommended to increase the text size near the top of the page for the most impact on the viewer, and also to potentially add some borders or additional formatting to break up the videos and text on desktop view

Google page speed: 41
Page load time: 2.4 sec

Good:
- Heading tags found
- Robots.txt found
- Flash not in use
- Social links on page function
- Canonical tags in use for URL

Needs Improvement:
- Page/meta description is too long, and should be shortened to 160 characters
- Page title can be lengthened to 55 characters, and optimized for keywords
- No meta robots found

Client Name SEO Best Practices Audit - https://**Client Name**.com/

- Schema.org not in use
- Twitter cards not found
- Open graph protocols not in use
- Microformats not found
- Some images lack alt text, and all present alt text should be optimized with keywords
- Sitemap.xml not found
- Recommend removing inline Javascript and CSS code
- Facebook open graph protocols not in use

Page Title
Courtni | **Client Name**
22 characters

Meta Description
Professional Commercial Dancer Barre instructor and Master High School Dance Team Coach and Kids Dance Teacher Health and nutrition expert and connoisseur Fitness fashion enthusiast and devotee
193 characters

Meta Keywords
Not found
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https://**Client Name**.com/instructors/jeni

Note: Instagram social link directs to 404 error for Jeni's IG

Google page speed: 36
Page load time: 2.5 sec to 3.7 sec

Good:
- Heading tags found
- Robots.txt is found
- Flash not in use
- Canonical tags found for URL

Needs Improvement:
- Page title can be extended to use 55 characters, and optimized for keywords.
- The meta description should be shortened to 160 characters, and optimized for keywords.
- Image alt text can be optimized with keywords.
- No meta robots found

Client Name SEO Best Practices Audit - https://**Client Name**.com/

- Sitemap.xml not found
- Recommend removing inline Javascript and CSS code
- Facebook open graph tags not found
- Twitter cards not in use
- Schema.org not in use
- Open graph protocol not in use
- Microformats not in use
- Meta robots not found

Page Title
Jeni | **Client Name**
19 characters

Meta Description
Certified National Pilates and Barre instructor Carbon38 Ambassador and fitness fashion model Classical Pilates expert and MAT Pilates passionista Credits Pilates with falling in love with exercise Relinquished 9-to-5 life to devote herself to bettering women's lives through fitness practice and awareness
306 characters

Meta Keywords
Not found
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https://**Client Name**.com/instructors/lauren

Google page speed: 41
Page load time: 2.6 sec

Good:
- Heading tags in use on page
- Robots.txt found
- Flash not in use
- Canonical tags found for URL
- Social links on page function

Needs Improvement:
- Page title can be extended to 55 characters, and optimized for keywords
- Meta description should be shortened to 160 characters, and optimized for keywords
- Image alt text can be optimized for keywords
- No meta robots found
- Sitemap.xml not found
- Recommend removing inline Javascript and CSS code

- Facebook open graph protocol not in use
- Twitter cards not in use

Page Title
Lauren | **Client Name**
21 characters

Meta Description
Professional dancer, choreographer and influential fitness class designer Famous for Sculpt Fit, planks and serious sculpting secrets Ballet and Dance aficionado with roots in ballet, jazz, burlesque and yoga training Creator of dance and ballet inspired fitness classes Busy business owner and Mom of two babies
312 characters

Meta Keywords
Not found
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[https://**Client Name**.com/instructors/sarah](https://Client Name.com/instructors/sarah)

Google page speed: 39
Page load time: 2 sec – 2.6 sec

Good:
- Heading tags found, but can be optimized for keywords
- Robots.txt found
- Flash not in use
- Social link icons on page function
- Canonical tags in use for URL

Needs Improvement:
- Page title should be lengthened to 55 characters, and optimized for keywords
- Meta description should be shortened to 160 characters, and optimized for keywords
- Image alt text can be optimized for keywords
- Meta robots not found
- Sitemap.xml not found
- Recommend removing inline Javascript and CSS code
- Facebook open graph protocol not in use
- Twitter cards not found
- Open graph protocol not in use
- Schema.org not in use
- Microformats not in use

Page Title

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Sarah | **Client Name**
20 characters

Meta Description
Armed with a degree in Holistic Studies and NASM certified trainer with over 20 certifications Extremely popular and in-demand Mind and Body Connection and Wellness lifestyle coach One of the top leading experts in fitness and health programming in Los Angeles and worldwide Form Perfectionist and alignment purist Clean Eating advocate and devoted Mom
352 characters

Meta Keywords
Not found
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https://**Client Name**.com/instructors/shay

Google page speed: 42
Page load time: 2.3 sec

Good:
- Heading tags found, but can be optimized for keywords
- Robots.txt found
- Flash not in use
- Social link icons on page function
- Canonical tags in use for URL

Needs Improvement:
- Page title should be lengthened to 55 characters, and optimized for keywords
- Meta description should be shortened to 160 characters, and optimized for keywords
- Image alt text can be optimized for keywords
- Meta robots not found
- Sitemap.xml not found
- Recommend removing inline Javascript and CSS code
- Facebook open graph protocol not in use
- Twitter cards not found
- Open graph protocol not in use
- Schema.org not in use
- Microformats not in use

Page Title
Shay | **Client Name**
19 characters

Meta Description
ACE Certified Movement Specialist with a background in professional dance, choreography and classical theatre Creator of fitness programming inspiring strength and grace through the power of movement and music Travelled the world teaching workshops in LA, NYC, Beijing, Dubai, Taiwan and Bali. Devoted and passionate Fitness Fashion lover, Rule-breaker, Soul-shaker and Movement-maker
384 characters

Meta Keywords
Not found
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https://**Client Name**.com/instructors/stephanie

Google page speed: 38
Page load time: 2.2 sec – 2.8 sec

Good:
- Heading tags found, but can be optimized for keywords
- Robots.txt found
- Flash not in use
- Social link icons on page function
- Canonical tags in use for URL

Needs Improvement:
- Page title should be lengthened to 55 characters, and optimized for keywords
- Meta description should be shortened to 160 characters, and optimized for keywords
- Image alt text can be optimized for keywords
- Meta robots not found
- Sitemap.xml not found
- Recommend removing inline Javascript and CSS code
- Facebook open graph protocol not in use
- Twitter cards not found
- Open graph protocol not in use
- Schema.org not in use
- Microformats not in use

Page Title
Stephanie | **Client Name**
24 characters

Meta Description

Client Name SEO Best Practices Audit - [https://**Client Name**.com/](https://ClientName.com/)

Super popular and talented fitness expert and female empowerer Polynesian Dance and Fire Arts (and eating) Specialist Professional and competitive dancer known for her art of Hula Kitten nursery volunteer and pet rescue advocate Studying interest in Family Law practice
269 characters

Meta Keywords
Not found
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