

SEO Audit Report *of* Structural Learning

For Mr. Paul Main

Overview

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Design

The design of Structural Learning is nice and clean, the color scheme is cool aligning with the educational niche, fonts used are clean and easy to read.



SEO Part

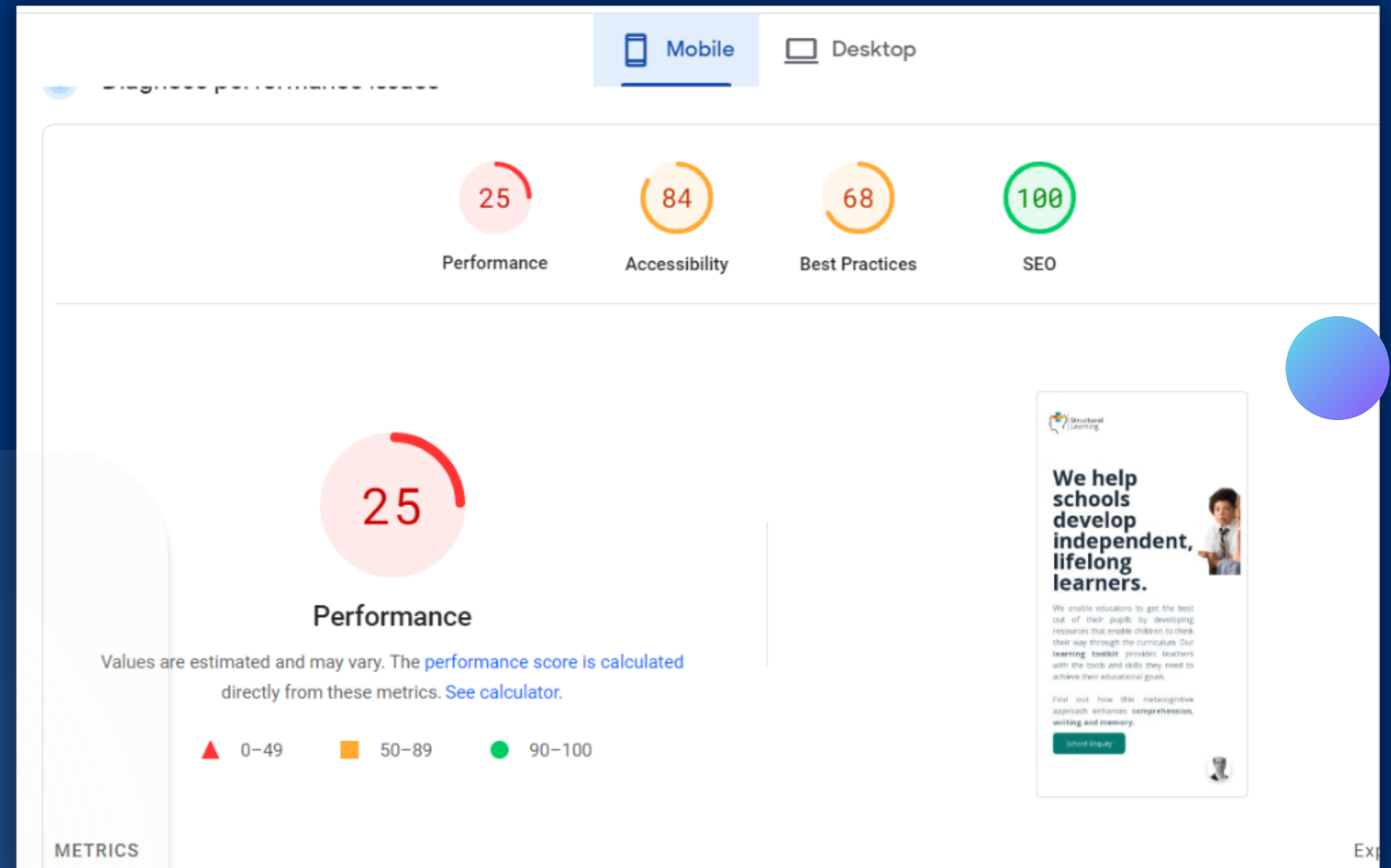
Most of the pages of the site are optimized well but there are a few pages where meta descriptions are missing, on some pages more than one H1 is used, and SEO titles for some pages are not properly set.

The screenshot displays an SEO audit tool interface with four sections:

- Title**: Shows the title "Child Development Theories" with a red status bar indicating "26 characters".
- Description**: Shows the description "What are the central child development theories, and how have they shaped our thinking?" with a green status bar indicating "87 characters".
- URL**: Shows the URL "https://www.structural-learning.com/post/child-development-theories" with a green status bar indicating "Indexable".
- Canonical**: Shows the status "Missing" in red text.

Technical SEO - Site Speed

Since most of the traffic these days is from mobile devices we need to make sure the site loads fast on all devices, The Core Web Vitals test needs to be passed, it effects SEO, you can ask your developer to speedup the site by fixing the siggession give by google on page speed insights.



Content/Blog

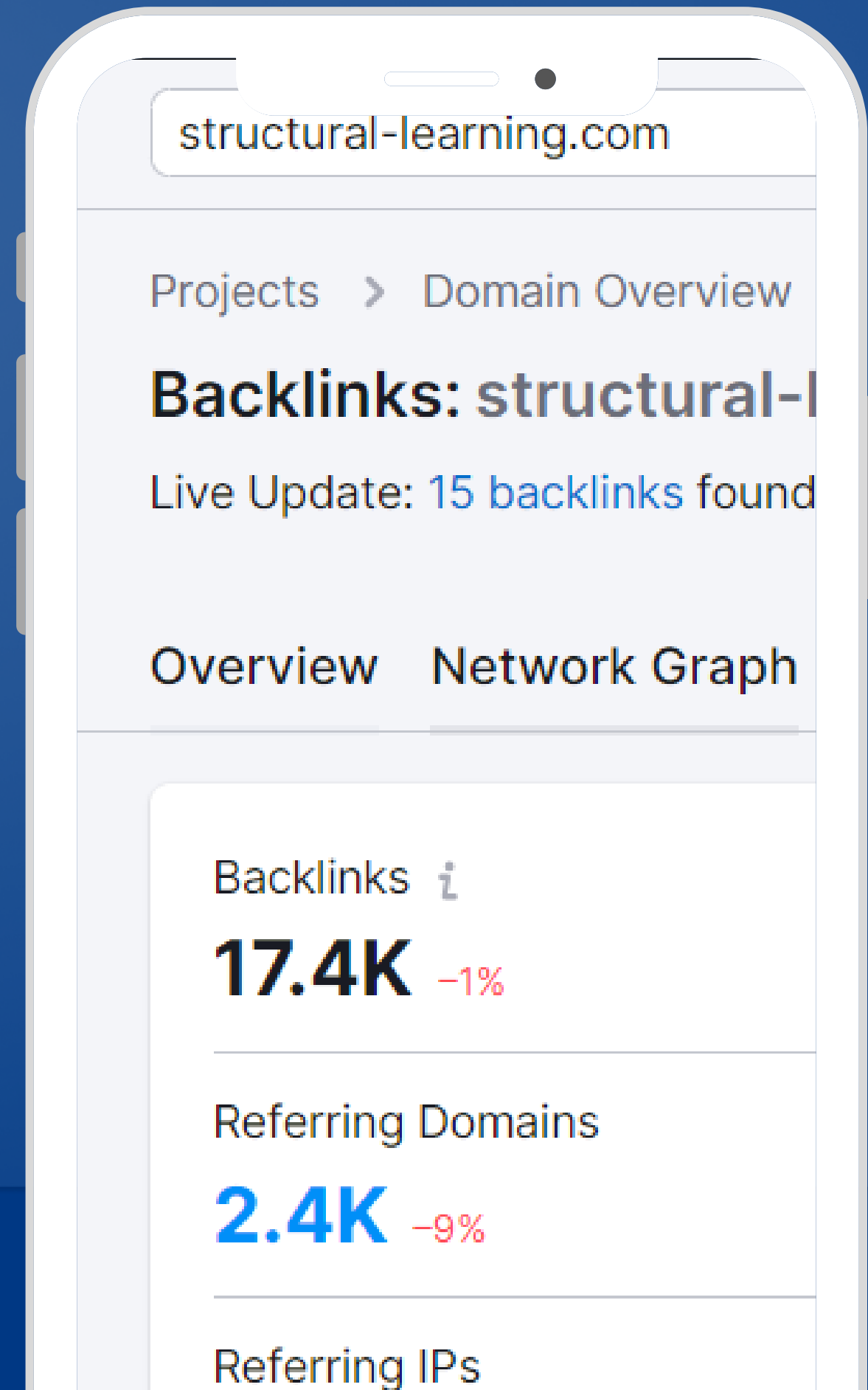
The site is content-based we don't need to add content for SEO purposes, you can continue what you are posting for your audience or whatever is on your planner, some links are showing broken and anchors need to be fixed, and some external URLs that redirect so we need to add the actual URL.



Off-Page SEO- Backlinks

The site has a lot of quality links that's a positive sign, if you have some Link-building campaign running keep it up, or if the links are natural that's even better.

I see a lot of students and sites linking to structural-learning.com which is really great and shows google that the site has some quality stuff.



Final Words

- Overall, the SEO is in good shape. However, there is an opportunity to boost traffic by addressing on-site issues.
- The key areas for improvement include fixing broken URLs, addressing orphan pages, optimizing internal and external links, and enhancing backlinks to pages that are underperforming.
- If you have any questions you may ask on Messenger or any other forum.



BABAR ALI

SEO Consultant

THANK YOU