On-Page SEO Review
InstaVirals.co

Website : Instavirals.co

This is the report for full website audit review done by Rankup SEO Team on April 09th 2022.

Domain Name: Instavirals.co

URL: https://instavirals.co/

Domain Age: 9 Month 25 Days (Under 1 year)

Domain Authority : (From Moz)

Since it's a new domain, with no good backlinks, so no authority or trust. We need to build backlinks to improve the domain trust and authority score boost. It will help us to boost keywords in SERP.

Domain Rating: (From Ahrefs)

We have no domain rating and URL rating, which means, we do not have enough backlinks to google to trust our pages. Not many pages indexed yet, also need to submit sitemap as well.

Spam Score:

Spam score is **low**, which is good for the organic growth.

Website Performance Score:

Website performance score from GT metrix and CWV score. It shows site has poor performance score and there are lot of useless plugins and unoptimized files on the site.

Issues To be Focused:

- Till now no, On-page SEO done, so we start with audit and fixing one by one.
- There are 20 new updates in the backend. Need to be updated for better performance.
- No backup system placed; we have to add auto backup and make sure site files backuped regularly.
- No spam protection setup done.
- There are no security plugin installed to protect the site from spammers or hackers. We will take a swift action to fix it anad make sure it is secure.
- There are 6 some useless plugins on the site, which need to be removed, It is affecting the performance of the website.
- Yoast SEO plugin installed but not configured yet. So, we will use Rankmath Premium that can help us better indexing and boost ranking.
- There are 4 unnecessary themes installed in theme section, it increases the site size. So need to be removed.
- We have 324 images which need to be optimized for better performance.
- There are 60 pages in the “Pages” section, need to remove the unnecessary pages and save the space. Also, none of the pages don’t have the SEO focus keyword or meta data optimized.
- In post section, 27 sample posts added, which are unnecessary, so it need to be removed.
- Install GA and GSA, submit Sitemap to index fast.
- Still, some of the pages not indexed properly by google. It needs to be fixed ASP.
- Site do not have any backlinks now, to rank better, we need to build backlinks for the keyword and url we fixed.
- There are no blog articles (News section), which need to be added and publish new articles related to our keywords.
- There are 3 products in woocommerce section, which is not optimized for SEO. Need to fix to get more visibility.
- Adding more customer reviews in home page will be a good for the brand trust and improve retention.
- Make separate FAQ page, instead of keeping at in price section. It helps with keywords placement.
- There is no live chat widget in the site to connect with users fast and it creates trust among the buyers.

For Better Ranking & Traffic:

- Fix on-page issues and Optimize site.
- Build Backlinks, improve DA & DR, UR ratings and Monitor.
- Monitor Keywords ranking

As agreed, we will start fixing the issues one by one and make it well optimized for better ranking.

For further queries,

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