# On-Page SEO Audit For Cuthills.com

## MANUAL SEO AUDIT: Cuthills.com

This is the report for full website audit review done by RankUp SEO Team on Sept 20th 2022.

**URL:** https://cuthills.com/

**Domain Age:** 23 Years 9 Months 3 Days

## Domain Authority Review:

Well aged domain, less number of backlinks, and domain trust / authority score is still low.

- Need to add more Niche relevant links to improve the domain authority score.
- Also, Edu & Gov links missing, it can help improve the domain trust score.

## Domain Rating Review:

Low DR but, good UR rating.

- Should Improve the referring domains count and backlinks diversity.
- DR dropped over the years, so fixing internal links, adding niche relevant links can help stop this further drop and improve better keywords indexing.

## Site Spam Score Review:

Spam score is **moderate** at present. Have to check the backlinks and remove those low quality backlink asap.

# Website Performance Score (CWV):

Website performance score from CWV- Mobile SCORE needs to be improved.

**Desktop Score:**

- Good position in Desktop users. Keep up with it.

**Mobile Score:**

- Optimize the images, Add better cache plugins like WPROCKET
- CSS optimalisation should be done for mobile loading.

## Website Frontend Issues:

- Website home page is looks simple and changing the layout and more space would give better user experience for the readers. Here's a good sample for a landing page ( https://www.nothingbutknives.com/ ).
- About us page has no content, which impacts the increased bounce rate.
- Page navigation should be changed to simple like "**Load more'** button instead of loading each page, will be much harder in mobile users. Not many will click after 2nd page.

- There are no social media links in the website as of now. We need to add it in header or footer or Sidebar. Adding these icons with links, would give users to connect and share your content to their people.
- Remove "Category from URL " https://cuthills.com/category/cutting-guide/knife-care/ "
- Contact Us page don't have contact form. By adding it, will help users to contact you better.
- Sidebar can be utilized for better user experience, You can use to get user emails by sighing up, Put your recent articles, tags, any affiliate ads..etc.

**Overall:** Need to fix basic issues, add missing parts as above mentioned.

## Website Backend Issues:

- All plugins up to date, which is a good thing. But remove unnecessary / deactivated plugins, and themes.
- Have a local backup system placed; So, you will not loose your files if the site is hacked.
- Have a good Firewall security plugin installed to protect the site from spammers or hackers.
- There are lot of duplicate images in media library, which imacts your storage and speed of the website. So do try to remove it.

**Overall:** You have less plugins usage that's good, but need to use proper security and firewall monitoring plugins. If you already have, keep it upto date.

## Content Issues:

- Yoast SEO plugin added but we suggest to use RankMath Premium that can help us better indexing and boost ranking. Also, it eliminate the duplicate plugins like redirects and schema installing plugins.
- Reduce the article title and meta description length, also try to add your focus keyword beginning of the article.
- At present, articles have less internal links inside the content. This is not good for user navigation to other pages.
- There are few broken links in the articles, need to fix it asap.

| Referring page | UR | Int. | Ext. | Anchor and link | DP check<br>RP check |
|---|---|---|---|---|---|
| Top Mixer Attachment For Cookie Dough - Our Best 5 - CutHills.com<br>cuthills.com/top-mixer-attachment-for-cookie-dough-our-best-5/ | 6 | 19 | 6 | their light and fluffy consistency from beaten egg whites. A balloon whisk, such as the one that comes with your mixer,<br>shop.kenwoodworld.com/kw_sg/baking/optional-attachments/9-wired-balloon-whisk-6-7l.html<br>404 not found | 3 Sep '22<br>14 d |
| Low Water Pressure in the Kitchen Sink? Here's How to Fix It - CutHills.com<br>cuthills.com/how-to-fix-the-low-water-pressure-in-your-kitchen-sink/ | 6 | 20 | 6 | water line, you'll need to replace the section of the damaged pipe. It's a tricky fix, and you might need to<br>www.synergypro.co/7-signs-damaged-pipes<br>404 not found | 11 Sep '22<br>11 d |
| The Best Masticating Juicer On The Market! - CutHills.com<br>cuthills.com/the-best-masticating-juicer-on-the-market/ | 6 | 19 | 3 | Photo Credits: Kuvings<br>kuvings.com/prd/whole_slow_juicers_evo820/<br>404 not found | 23 Aug '22<br>8 d |

Results on the page: 50

- There are some posts don't have any internal link. Which is bad for SEO and indexing issue may arise. People wont get chance to navigate to other pages in the site. So add minimum 5-7 internal links for 2500 words article.
- There are lot of outer links in the most of articles, which will push the readers out of our blog. So, do remove asap, keep it minimum and only relevant sources to be added as links will help for site rank.

- Need to update the latest “year” in the post titles like these from “**Best Wind Up Kitchen Timer – 7 Picks to tell time**” to “ *Best Wind up kitchen timer of 2022 : Here are 7 Top to tell time*”. This will help content rank faster, improves the keywords visibility.
- Adding video reviews (if any) inside the content will help us reduce the bounce rate.
- Add watermarks in the images of your posts, it can help you with brand awareness / recall.
- No meta tags added in some of the post. Need to update asap.
- We have 8% of duplicate content in overall. Here you can check those URLs and details - https://drive.google.com/file/d/1kqLHdMGooVPNSevhtZnJuyv_9VMUl9_U/view?usp=sharing
- Some of the images don’t have keywords in the Alt text / Description areas. It is mandatory to have your keyword in these parts for better ranking.

- Do highlight the FAQ parts in the article with a different color and it will get noticed by the users.
- Do change the font color or the background on these boxes for better visibility for the readers.

- Most of the Pages are not optimized with SEO, no focus keyword added.
- Do add a author section for every article with a picture and name, bio, it will give trust and boost your rank performance.

- Use signup forms in sidebar or bottom of the each article to get their email / contact details. It can help for email marketing in future.
- Should add “Amazon Affiliate Disclosure” page separately for better Affiliate SEO.
- Also, there is no post publication date in any of the articles. Do add author name and published date, its good for the Google bot crawl.

**Overall:** Lot need to be done with content, Optimize images, update titles, add dates, images alt text issues, no internal link..etc. These are may be a major reasons for your ranking and traffic drop.

---

## Keywords Review:

- You can try focusing on the keywords related to “Product comparision” or “ example Vs example ” , these kind of content do well with ranking fast.
- Adding more “How To” related keywords can help you better, since the audience want to learn first before want to buy. So use that intention on keywords.
- You can also scrape your competitors site keywords to improve your old content. Below are the list of competitors you can check for.

| Keywords unique to target | Common keywords | Common keywords, % | Keywords unique to competitor | Intersection graph | Competing domains |
|---|---|---|---|---|---|
| 682 | 212 | 0 | 216,599 | | cooksillustrated.com |
| 711 | 183 | 0 | 131,398 | | kitcheninfinity.com |
| 731 | 163 | 0 | 136,025 | | dvo.com |
| 747 | 147 | 0 | 62,799 | | dadcooksdinner.com |
| 763 | 131 | 0 | 123,066 | | sunrisespecialty.com |
| 770 | 124 | 0 | 59,996 | | corriecooks.com |
| 772 | 122 | 0 | 27,487 | | thismamacooks.com |
| 773 | 121 | 0 | 30,607 | | paintthekitchenred.com |
| 779 | 115 | 0 | 68,036 | | pressurecookingtoday.com |
| 780 | 114 | 0 | 30,201 | | dalstrong.com |

## Final - For Better Ranking & Traffic:

- We have good Domain age, but lack of backlinks and referring domain is not helping to grow fast.
- Fix pages like About us, and contact us with right content.
- Remove low quality backlinks soon and reduce the spam score.
- Mobile speed can be improved with better cache plugin, Cloudflare CDN.
- Overall home page can be redesigned for better user experience, which will increase your site user engagement for good. Use themes like Generatepress, Astra..etc
- Add social media links in footer.
- Use the sidebar with better elements like email signup, Popular articles, Tags..etc
- Add year in the title, add internal links inside the articles, and optimize the images image's with proper Alt tags.
- Focus on "How To" guide articles, because most of them only on "Best of"
- Use multiple keywords in Focus keywords area in Yoast.
- To get better keyword visibility, check your competitors site organic keywords, use it in the existing articles.

## For further queries,

**Our email:** Hello@bustleweb.com

**Skype:** bustleweblab