GHC GmbH

IT / Business Consultant

WEBSITE AUDIT SAMPLE

https://www.yourwebsite.com/

YOUR LOGO

Introduction

About GHC GmbH.

GHC GmbH is an online marketing agency and a consulting company specializing in the field of eCommerce. Our company headquarters are in beautiful Sursee, in the heart of Switzerland. We support companies on their way to eCommerce. From the first hour to continuous support and marketing.

Our Mission

We can advise and support companies that want to expand their business activities online in all matters right from the start. We can help companies with existing online marketing to optimize it. We can draw on many years of experience in the areas of information technology (IT), eCommerce, business administration, marketing, online marketing, public relations and entrepreneurship. The core of our work are concepts and implementation of the online marketing of customer products via online shops and the entire range of marketing channels, including technical implementation.

Our Vision

The aim is to find an optimal business process for the customer, with which he can market his products online and at the same time carry out the fulfillment.

Company Facts

130+
Happy Clients

7+
Years in Business

38
Designers & Developers

Founder and CEO

> **"**
>
> *Marketing has always been my passion.*

I have worked in many areas, but always related to marketing, in many positions and industries. I've been self-employed in Switzerland since 2007, and since 2016 I've been CEO of GHC GmbH in the field of online / eCommerce marketing. I appreciate the rapid development, the opportunity to achieve great success and to work with nice and great people.

Domain Overview

- Provide a brief overview of what the domain encompasses.
- A concise introduction to the domain or industry you're addressing.
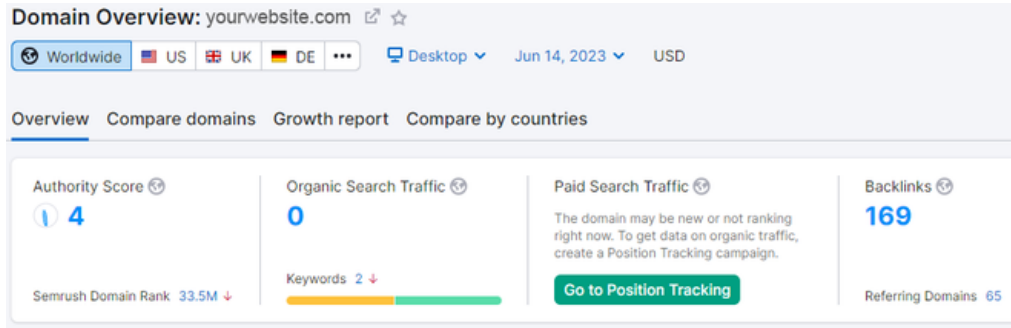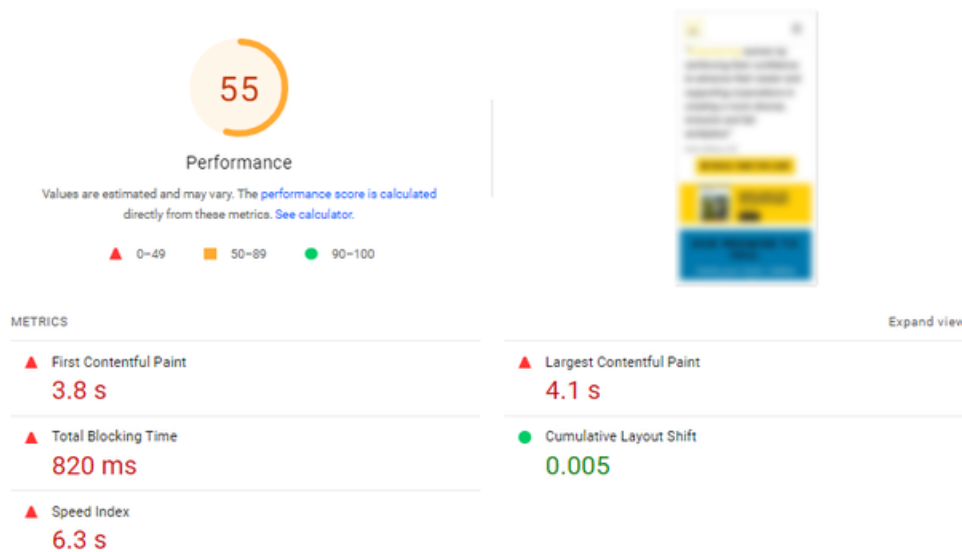

Issues

NO	Description	Status
1	Technical SEO	**Need to fix**
2	On-page SEO	**Need to fix**
3	Off-page SEO	**Need to fix**

Technical SEO Issues

Mobile Page Speed Analysis

Website Mobile page speed performance is 51 which is not that much good. Mobile Page Speed should be 80+. It is best for google page reliable SERPs ranking because Mobile Page Speed is a ranking factor.
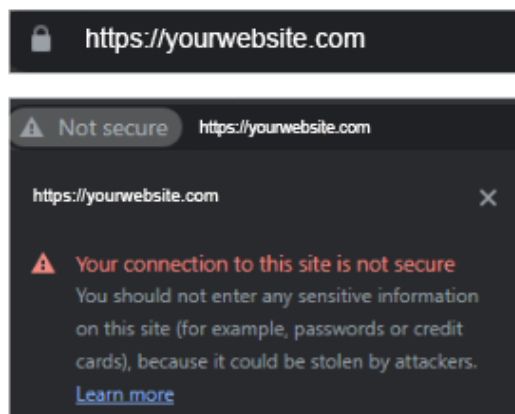

Need to maintain the fastest mobile page speed for reliable ranking in Google SERPs.

Core Web Vitals
For Mobile

Time until the largest element of the site has a tough loaded time which (LCP) is 5.5 seconds. High LCP is not good for websites. Need to maintain LCP Score for best results. The largest Contentful Paint (LCP) should be <2.5 Seconds.

SSL Configuration

Technical SEO Issues

Sitemap

This XML sitemap is used by search engines which follow the XML sitemap standard. This file contains links to sub-sitemaps, follow them to see the actual sitemap content.

This file was dynamically generated using the WordPress content management system and XML Sitemap Generator for Google by Auctollo.

URL of sub-sitemap	Last modified (GMT)
https://www._____/sitemap-misc.xml	2023-06-09 11:47
https://www._____/sitemap-pt-page-p1-2023-02.xml	2023-06-07 13:54
https://www._____/sitemap-pt-page-p1-2022-11.xml	2023-06-09 11:47
https://www._____/sitemap-pt-page-p1-2022-10.xml	2023-05-16 10:21

Dynamically generated with XML Sitemap Generator for Google by Auctollo. This XSLT template is released under the GPL and free to use.

If you have problems with your sitemap please visit the FAQ or the support forum.

Robots

```
# robots.txt for https://www.yourwebsite.com
User-agent: *
Disallow: /wp-admin/
Disallow: /trackback/
Disallow: /xmlrpc.php
Disallow: /feed/
Disallow: /blackhole/
Allow: /wp-admin/admin-ajax.php

# sitemap #
Sitemap: https://www.yourwebsite.com /sitemap_index.xml
# sitemap #

# Dugg Mirror
User-agent: duggmirror
Disallow: /
```
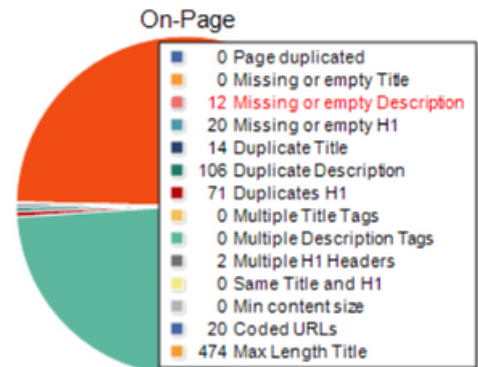
Multi Language Submission
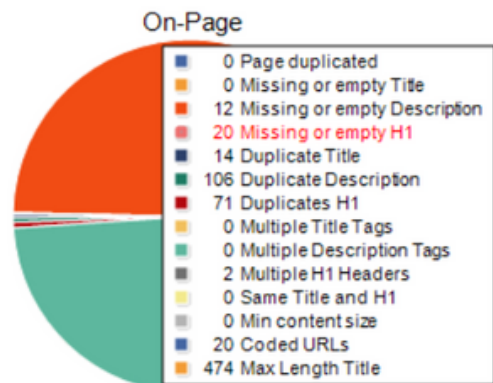
On-page SEO Issues
Summary

Missing Descriptions

Nº	URL	Description
1	https://........../pages/retouren	<NULL>
2	https://........../collections/pantofola-doro	<NULL>
3	https://........../pages/agb	<NULL>
4	https://........../pages/kontakt	<NULL>
5	https://........../collections/oberteile-kinder	<NULL>
6	https://........../pages/cookies	<NULL>
7	https://........../collections/new-in-fila	<NULL>
8	https://........../collections/new-in-fila?page=2	<NULL>
9	https://........../collections/new-in-lee	<NULL>
10	https://........../pages/impressum	<NULL>
11	https://........../collections/new-in-wrangler	<NULL>
12	https://........../collections/new-in-fila?page=1	<NULL>

On-Page

- 0 Page duplicated
- 0 Missing or empty Title
- 12 Missing or empty Description
- 20 Missing or empty H1
- 14 Duplicate Title
- 106 Duplicate Description
- 71 Duplicates H1
- 0 Multiple Title Tags
- 0 Multiple Description Tags
- 2 Multiple H1 Headers
- 0 Same Title and H1
- 0 Min content size
- 20 Coded URLs
- 474 Max Length Title

Missing H1

Nº	URL	H1
1	https://.......h/pages/retouren	<NULL>
2	https://.......h/collections/pantofola-doro	<NULL>
3	https://.......h/pages/agb	<NULL>
4	https://.......h/pages/kontakt	<NULL>
5	https://.......h/collections/oberteile-kinder	<NULL>
6	https://.......h/collections/new-damen	<NULL>
7	https://.......h/collections/new-damen?page=3	<NULL>
8	https://.......h/collections/new-damen?page=1	<NULL>
9	https://.......h/collections/new-damen?page=4	<NULL>
10	https://.......h/pages/partner-program	<NULL>
11	https://.......h/pages/cookies	<NULL>
12	https://.......h/collections/new-in-colours-sons	<NULL>
13	https://.......h/collections/new-in-fila	<NULL>
14	https://.......h/collections/new-in-fila?page=2	<NULL>
15	https://.......h/collections/new-in-colours-sons?pa...	<NULL>
16	https://.......h/collections/new-in-lee	<NULL>
17	https://.......h/collections/new-in-colours-sons?pa...	<NULL>
18	https://.......h/pages/impressum	<NULL>
19	https://.......h/collections/new-in-wrangler	<NULL>
20	https://.......h/collections/new-in-fila?page=1	<NULL>

On-Page

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- 20 Coded URLs
- 474 Max Length Title

On-page SEO Issues

Images and Links

Images

- ■ 0 Broken Images
- ■ 24 Missing Alt
- ■ 46 Missing Title
- ■ 16 MAX Image Size
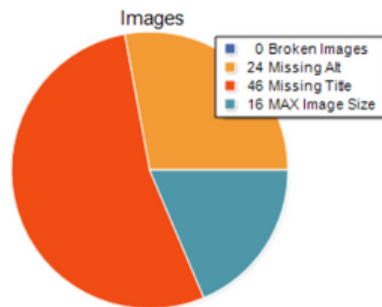
№	URL	Content Type	Size	IMG alt	IMG title
1	https://www.____.de/images/72.jpg	image/jpeg	383.33 Kb		
2	https://www.____.de/images/116.jpg	image/jpeg	83.39 Kb		
3	https://www.____.de/images/93.png	image/png	70.72 Kb		
4	https://www.____.de/images/137.jpg	image/jpeg	24.50 Kb		
5	https://www.____.de/images/123.jpg	image/jpeg	21.99 Kb		
6	https://www.____.de/images/152.jpg	image/jpeg	25.58 Kb		
7	https://www.____.de/images/45.jpg	image/jpeg	104.05 Kb		
8	https://www.____.de/images/145.jpg	image/jpeg	237.11 Kb		
9	https://www.____.de/images/67.jpg	image/jpeg	439.26 Kb		
10	https://www.____.de/images/121.jpg	image/jpeg	31.65 Kb		
11	https://www.____.de/images/133.png	image/png	91.32 Kb		
12	https://www.____.de/images/78.jpg	image/jpeg	66.48 Kb		
13	https://www.____.de/images/80.jpg	image/jpeg	84.47 Kb		
14	https://www.____.de/images/77.jpg	image/jpeg	33.75 Kb		
15	https://www.____.de/images/114.jpg	image/jpeg	26.12 Kb		
16	https://www.____.de/images/81.jpg	image/jpeg	99.86 Kb		
17	https://www.____.de/images/119.jpg	image/jpeg	31.49 Kb		
18	https://www.____.de/images/122.png	image/png	154.16 Kb		
19	https://www.____.de/images/149.png	image/png	331.45 Kb		
20	https://www.____.de/images/144.png	image/png	36.21 Kb		
21	https://www.____.de/images/138.jpg	image/jpeg	22.09 Kb		
22	https://www.____.de/images/68.jpg	image/jpeg	284.58 Kb		
23	https://www.____.de/images/113.jpg	image/jpeg	286.18 Kb		
24	https://www.____.de/images/logo.png	image/png	11.89 Kb		

Links

- ■ 2 Broken Links
- ■ 0 No Incoming Links
- ■ 0 No Outcoming Links
- ■ 0 Internal NoFollow links
- ■ 0 External NoFollow links
- ■ 31 External DoFollow links
- ■ 0 Maximum Internal Links
- ■ 3 Maximum External Links
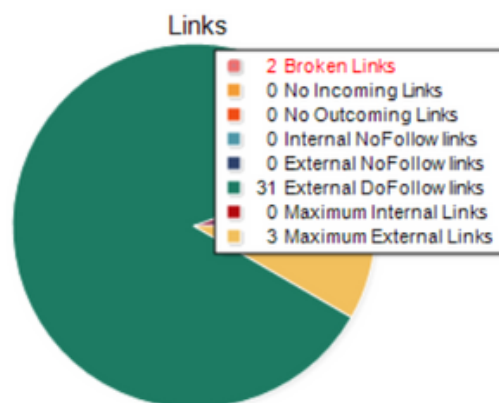
№	URL	URL length	HTTPS	Response ...
1	https://www.____.de/downloads/Programm Pfahl-Symposium 2023.pdf	74	✓	404
2	https://www.____.com/science/article/pii/S0886779822001237?dgcid=author	80	✓	403

Content Uniqueness

N°	URL	Words count	Chars Count	Size	Uniqueness, % ∧
1	https://_____.org	662	4233	62.93 Kb	0
2	https://_____.org/contact	217	1336	52.00 Kb	0
3	https://_____.org/	662	4233	62.93 Kb	0
4	https://_____.org/../stories/case-study-axxent-masters-in-tea	591	3591	57.04 Kb	0
5	https://_____.org/register-vc	42	249	18.28 Kb	0
6	https://_____.org/register-client?url=cGxhdGZvcm0=	39	245	18.59 Kb	0
7	https://_____.org/../contact	217	1336	52.00 Kb	0
8	https://_____.org/register-client	39	245	18.34 Kb	0
9	https://_____.org/stories/case-study-axxent-masters-in-tea	591	3591	57.04 Kb	0
10	https://_____.org/register-vc?url=cGxhdGZvcm0=	42	249	18.53 Kb	0
11	https://_____.org/stories	574	3669	75.47 Kb	71
12	https://_____.org/stories/case-study-weltwegweiser-austria	589	3884	53.92 Kb	75
13	https://_____.org/stories/the-image-in-our-mind	662	4290	43.85 Kb	76
14	https://_____.org/stories/case-study-vivamos-mejor-switzerland	814	5067	59.25 Kb	79
15	https://_____.org/stories/client-study-digger-foundation-cambodia	487	3085	48.28 Kb	80
16	https://_____.org/stories/case-study-itc-india	495	3151	46.52 Kb	80
17	https://_____.org/stories/missionszentrale-der-franzsiskaner-uganda	479	2978	46.85 Kb	80
18	https://_____.org/stories/with-fair-photography-against-racism	820	5439	45.13 Kb	80
19	https://_____.org/mission	810	5392	70.13 Kb	81
20	https://_____.org/stories/update-6-starting-some-kind-of-routine	902	5407	43.46 Kb	82
21	https://_____.org/stories/informed-consent	918	5404	45.64 Kb	82
22	https://_____.org/how-we-work	923	6265	58.16 Kb	83
23	https://_____.org/stories/invisible-wish-granters	972	5647	47.61 Kb	83
24	https://_____.org/stories/update-8-conneting-the-dots	1084	6799	50.71 Kb	84
25	https://_____.org/stories/fairtrade-international-farmers	758	4898	59.16 Kb	85
26	https://_____.org/info-for-visual-creators	1132	6829	62.64 Kb	85
27	https://_____.org/stories/why-development-needs-different-images	1301	8132	53.68 Kb	85
28	https://_____.org/stories/life-of-a-story	1261	7581	51.51 Kb	85

Website Structure

Statistics

Nodes: 21
Internal Links: 19
External Links: 2

Response Code:
• 0: 1
• 200: 19
• 302: 1
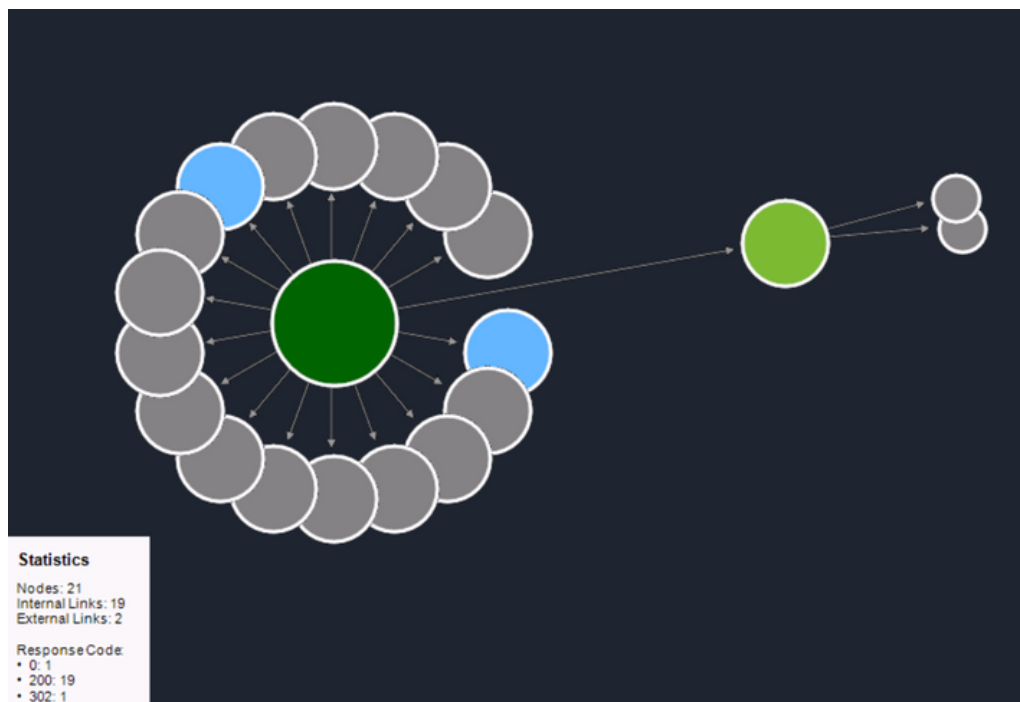
Off-page SEO Issues

Keyword Research

Keyword research is the practice to find relevant phrases and keywords to target niche related potential audience by looking at the search volume of those keywords and keyword difficulty, This need to be done on your website to improve online presences on google for your desired audience.

| Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
✓ affiliate marketing schweiz	2	400	0	2.43	2	0	18	https://www. /affiliate-marketing/ ▾
+ seo agenturen schweiz	4	150	14	6.10	1	0	18	https://www. /suchmaschinen-optimierung-seo/ ▾
✓ seo agentur schweiz	5	150	12	6.10	0	0	25	https://www. /seo-agentur-schweiz/ ▾
+ affiliate programme schweiz	3	60	0	1.26	0	0	31	https://www. /affiliate-marketing/ ▾
+ web design agentur	2	60	22	6.87	0	0	39	https://www. /web-design-agentur/ ▾
+ design agentur schweiz	1	40	26	3.18	0	0	41	https://www. /web-design-agentur/ ▾
+ web design schweiz	5	30	4	5.59	0	0	42	https://www. /web-design-agentur/ ▾
+ seo schweiz	2	100	6	6.64	0	0	75	https://www. /seo-agentur-schweiz/ ▾
+ ghc geneve	3	90	0	0.00	0	0	78	https://www. /verlag/ ▾
✓ google ads agentur	3	200	1	18.07	0	0	86	https://www. /google-ads-performance-ads/ ▾
+ sales funnel	4	500	5	5.05	0	0	98	https://www. /sales-funnel/ ▾
+ taboola	3	350	0	13.59	0	0	87	https://www. /open-web/taboola-die-alternative-zu-google-ads/ ▾
+ queensranchacademy	3	0	0	N/A	0	0	57	https://www. /unternehmensfuehrung/ploetzlich-fuehrungskraft-5-tipps-wie-sie-ihren-fuehrungsstil-finden/ ▾

Link Building

The practice of building one-way hyperlinks (also known as "backlinks") to a website with the goal of improving search engine visibility. Common link building strategies include content marketing, building useful tools, email outreach, broken link building and public relations.

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page traffic	Kw.	Anchor and target URL
Wimpernverlängerung Basel - Wimpern-Extensions https://hrbeauty.ch/wimpernverlaengerung/ ▾ DE ECOMMERCE WORDPRESS	20	0.2	71	0	6	7	41	9	@2022 - All Right Reserved. Designed and Developed by
Domains on ip 188.114.96.7 https://domains.tntcode.com/ip/188.114.96.7 ▾	61	47	3.4K	6	48,076	56,921	28	135	NOFOLLOW
Balayage Basel - HR Hair & Beauty https://hrbeauty.ch/coiffeur-basel/balayage-basel/ ▾ DE ECOMMERCE WORDPRESS	20	4.6	71	0	6	7	22	29	@2022 - All Right Reserved. Designed and Developed by
Die Top 50 SEO-Agenturen der Schweiz - MarketingFreelancer.com https://marketingfreelancer.com/die-top-50-seo-agenturen-der-schweiz/ ▾ DE EN ECOMMERCE WORDPRESS	1.7	1.1	107	0	61	79	18	13	
Coiffeur Basel - HR Hair & Beauty - Dein Friseur mit Herz https://hrbeauty.ch/ ▾ ECOMMERCE WORDPRESS	20	1	71	5	6	8	4.0	24	@2022 - All Right Reserved. Designed and Developed by
Haarverlängerung & Haarverdichtung Basel - Haar Extensions https://hrbeauty.ch/coiffeur-basel/haar-extension-basel/ ▾ DE ECOMMERCE WORDPRESS	20	1.1	71	0	6	7	2.0	17	@2022 - All Right Reserved. Designed and Developed by
Unbenannt - Archieve (March 2023) http://chblog.ch/onlinemarketingzh/archive/2023/3/ ▾	38	3.9	28	0	9	19	0	0	http:// http:// 301 →

Off-page SEO Issues

Competitor Analysis
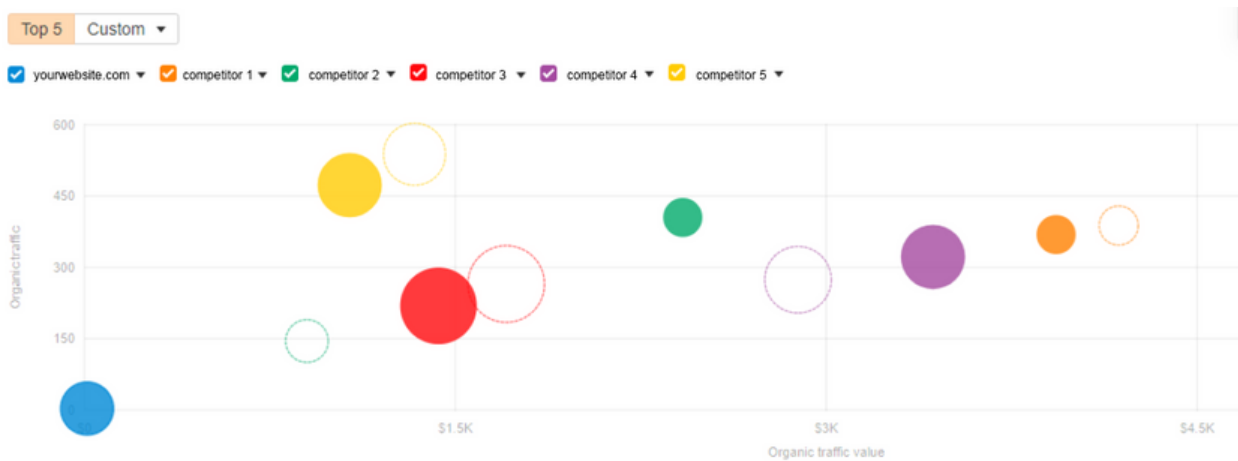
Guest Posting

The Importance of forum posting in SEO is that, you can get a lot of diverse backlinks for your website, and you can also generate traffic to your website. If a topic is not getting much visibility in the search engines, you'll receive more traffic by targeting your posts on the forum.

Forum posting is a part of off page SEO techniques because it helps you get relevant backlinks from authoritative forums. Which plays an essential role in increasing the authority of your website and the number of visitors to your website.

Needless to say, quality content and backlinks are still more important ranking factors. But if your site is taking too long to load and giving users a terrible experience, you definitely should work on speeding up your website.

https://yourwebsite.com

Seo Audit for E Shop

Product Page

Title ⑦
23 characters

Description ⑦
320 characters

IMAGES ⑦	without ALT	without TITLE
31	**27**	**31**

Product Structure

Category   Sub-Category
↓   ↓

🔒 **yourshop.com** /collections/suite-collection

Category   Sub-Category   Product
↓   ↓   ↓

🔒 yourshop.com /collections/suite-collection/products/anello-b
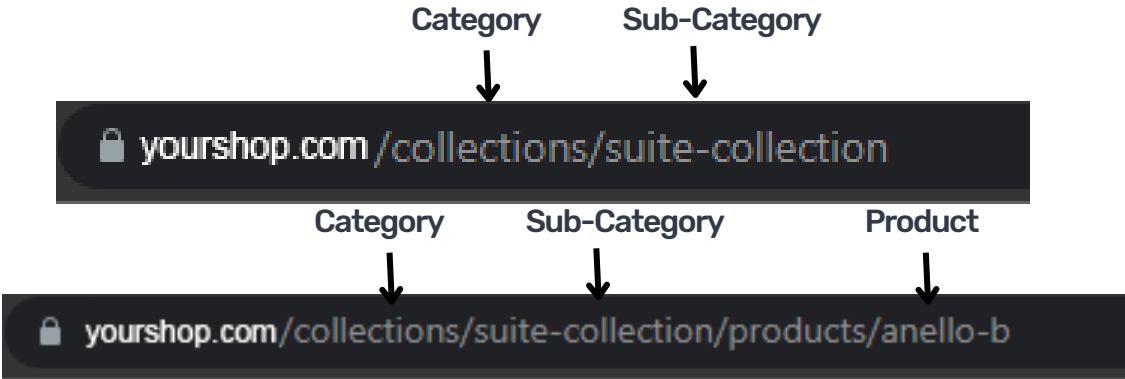
Pricing Variations

🔒 shop.yourwebsite.com /en-de/products/moonstone-ring-harlow?variant=31592913993809 — €140 EUR

🔒 shop.yourwebsite.com /products/moonstone-ring-harlow?variant=31592913993809 — $125 USD
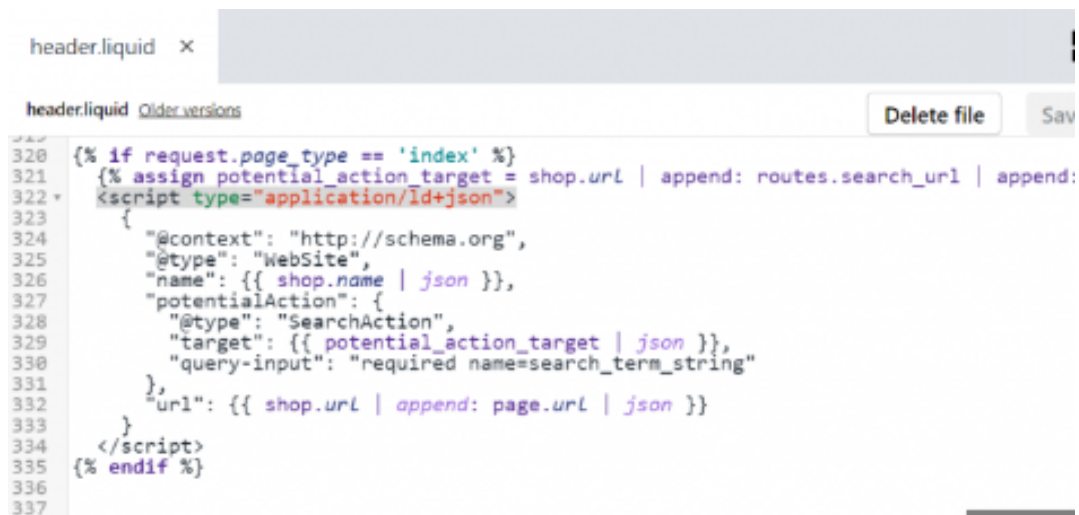
Seo Audit for E Shop

User Navigation

- Clarity and Consistency
- Ease of Use
- Mobile Responsiveness
- Search Functionality
- Error Handling and Feedback

By examining these five points during navigation testing, We can identify areas where improvements are needed to enhance user experience, streamline navigation, and ensure that users can easily find and access the desired content on your webpage.

Schema Markup

Recommendation

- Keyword Optimization
- On-Page Optimization
- Content Quality and Relevance
- Technical SEO
- Backlink Profile and Authority
- User Experience
- Local SEO

After examining these factors in audit we will recommend the best strategy to implement. Remember that each website has unique requirements, so it's essential to tailor the recommendations based on specific goals, target audience, and industry. Regularly monitoring and evaluating the impact of the implemented changes is crucial to track progress and refine the SEO strategy over time.

What We Do
Our Services.

Social Media
We completely relieve you of the work for your social media channels and ensure a comprehensive concept.

Web Design
Our website design agency believes that good design should be accessible to everyone. We work with businesses of all sizes to create websites that are custom, affordable, and effective.

e-Commerce
We help connect Brands, Distributors, and Retailers into the world of E-commerce. We take a data driven approach to help our partners

SEO
We research the right keywords for your business and industry, then integrate them into your website to help you rank higher in search results.

Google Ads
We can help businesses create effective PPC campaigns, track results, and make necessary adjustments to get the best possible results without wasting money.

Sales Funnel
The wishes for leads are becoming more and more specific today, so that success can only be achieved through a precise process. The sales funnel is ideal for this.

GHC GmbH
IT / Business Consultant

GET CONNECTED