

SEO WEBSITE AUDIT



The American Tailgater

https://www.americantailgater.com/?srsltid=AfmBOoqw9B-ZKgmpb6AaS-SwzI4JxvS0_OOoAnHkgzEDDrgy2G4HGQkr

Specializing in essential tailgater gear

SEO Audit by William Gilmore

Brief Summary of Action

ON PAGE SEO

Value Proposition

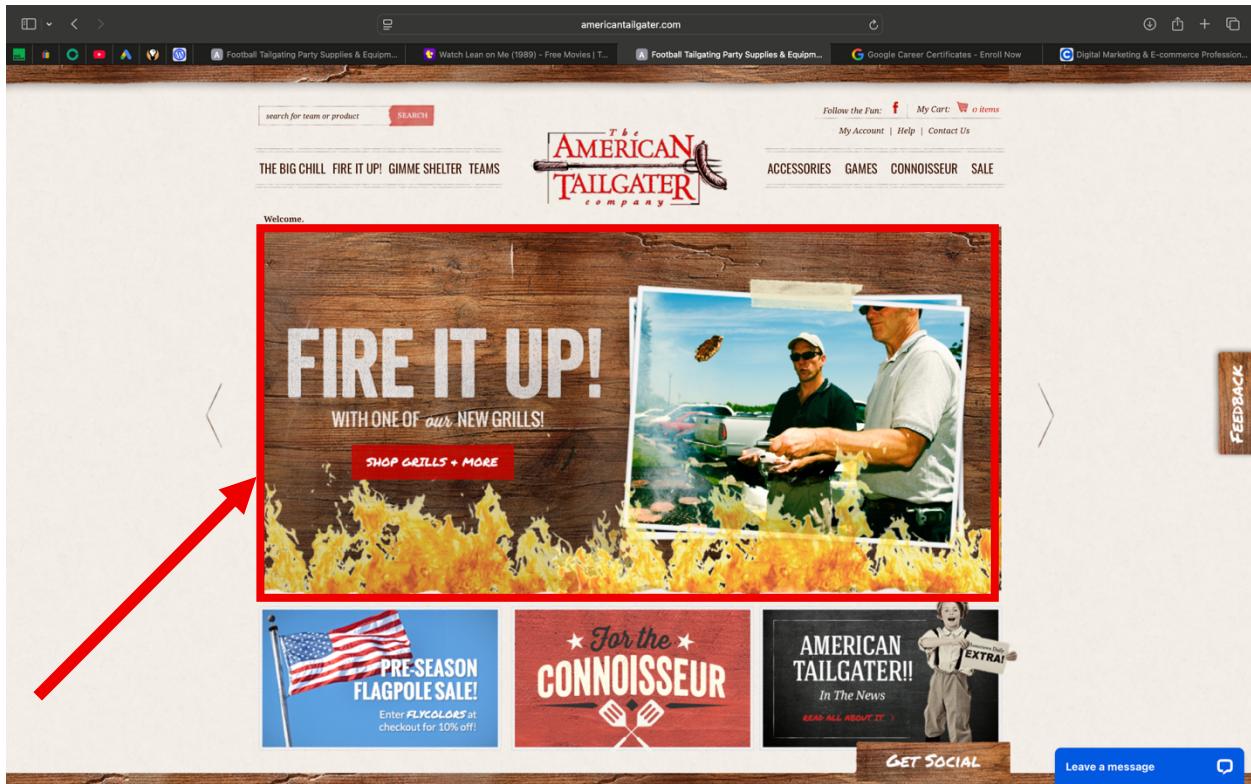
Same pages as competitors and beyond for largest customer net
Bring customers for the unique, and high selling items of the site
Bring customers in with total kit sets for events, such as holidays or champion ships
Showcase Customer Reviews and find link building connections for affiliate programs with other businesses

Solutions

Keyword Competitor Analysis and Google Ad search for local and national search volume
Individual Product Pages for each high selling item and secondary
Individual Pages for bundle purchase with essential tailgater items
Implement Affiliate programming techniques with Marketing and Web Development team for expanding link use

Examples

Site Navigations



Top selling items need greater visibility, most likely in the image gallery highlighted in red
 Expand and vary content between text and images for vital sales information
 Expand “The American Tailgater community” and its authority

Top selling items in rotating image gallery with internal page link
 Concise Paragraph of Supplies and equipment under gallery and expanded paragraph info
 Bring greater attention to the social media page with the image gallery
 Creating a blog page for the latest sprots news and info

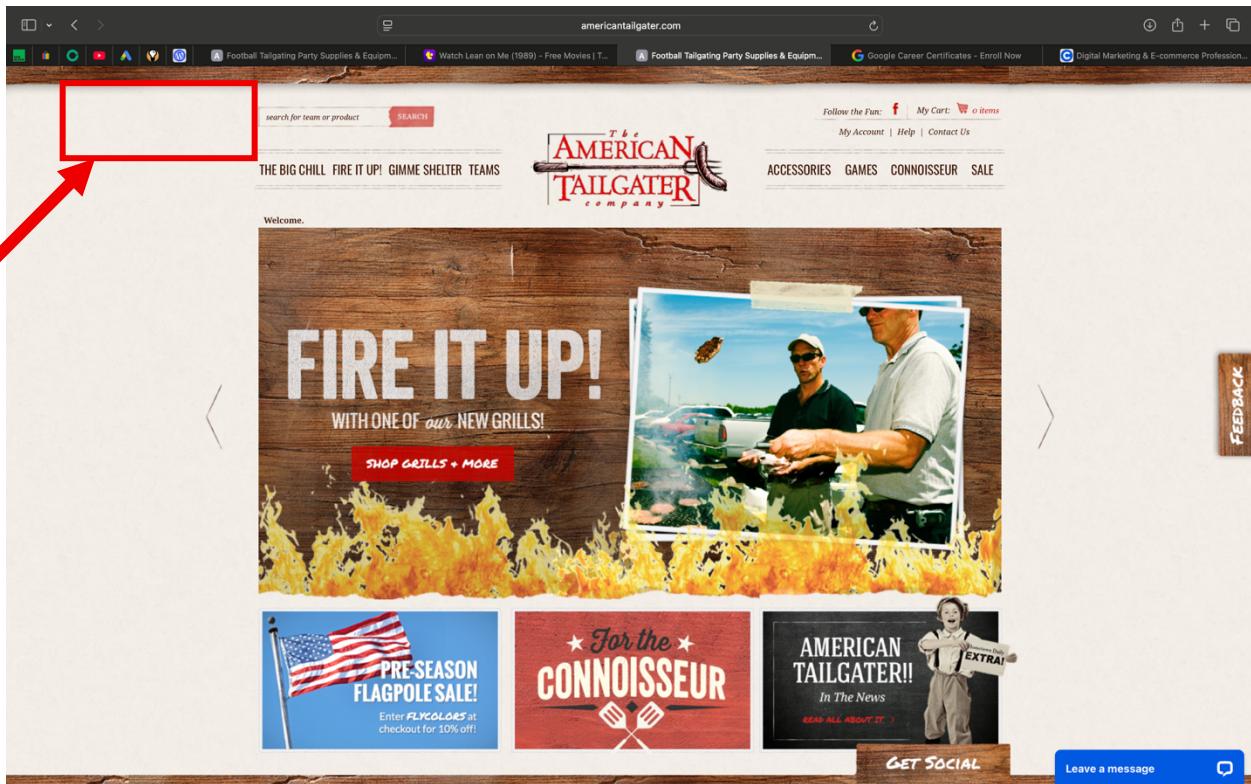
Internal Links: to different pages of the site any CTAs (call to Action) present

Top selling items in gallery as well as social media page link

Facebook Page links to homepage and top selling items and website blog

Phone Numbers and Locations

The address and Phone number at the top of each page means the customer can enter and buy locally. Both can be placed in the header of each page with a possible link to the map for the brick-and-mortar location.



https://www.americantailgater.com/?srsltid=AfmBOoqw9B-ZKgmpb6AaS-Swzl4JxvS0_OOoAnHkgzEDDrgy2G4HGQkr

Copywriting

The content is routinely crawled by Google for an assessment of the most relevant information it contains. American Tailgater will then be presented in Google search engine result pages (SERPS) that it finds most appropriate.

All parts of a website, including the text, images, internal links and video are taken into account for search result relevancy. The more content on a website and its accompanying pages equals greater opportunities for numerous keyword and semantic words combinations for a wider net of customers.

Adding explanatory information will bring authority to the company via your knowledge on the subject of tailgating

Keyword Analysis

Tailgate Grill – the number of searches for this keyword is between 1k to 10k monthly. With the grill being a common if not essential piece of equipment in the tailgate experience, This should be placed in the description of all grills and their accompanying tailgate accessories.

Tailgaters near me – If the American Tailgater has its own store fronts or partnering brick and mortar stores, we can add all partners to the contact page as well as appropriate product pages where they overlap

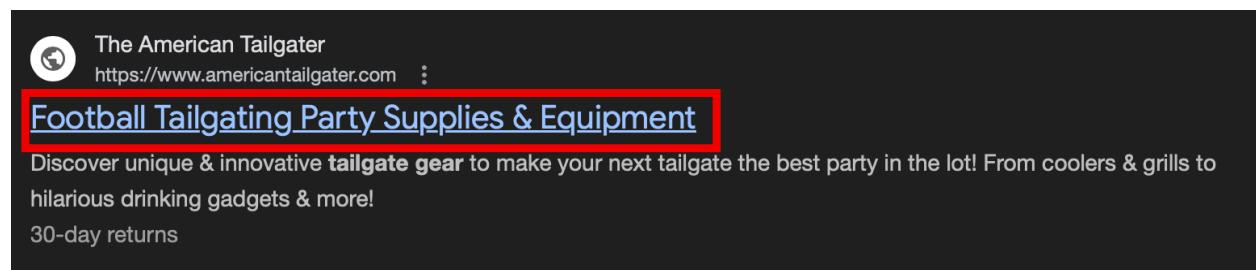
Pop up tents – a number of searches, between 10k and 100k, are a massed monthly. The keyword is best placed in the product details and American tailgater Home Page

beverage cooler – An essential item at all tailgates is the beverage cooler. Search volume between 10k and 100k is considerable. Placing this in the product pages as well as home page will increase traffic via new visibility

tailgate games – the number of searches is between 1k and 10k. A great place to add this is a new page, preferably a blog page, to add new info on the latest game outcomes and loyal customers

Title Tag

The same rule for copywriting goes for title tags, title tags are within the text of the website's contents and is taken into consideration in the Google SERPS (Search Engine Results Pages).



The screenshot shows a search result for "Football Tailgating Party Supplies & Equipment". The result is from "The American Tailgater" with the URL <https://www.americantailgater.com>. The title of the result is "Football Tailgating Party Supplies & Equipment". A red box highlights this title. Below the title, the description reads: "Discover unique & innovative **tailgate gear** to make your next tailgate the best party in the lot! From coolers & grills to hilarious drinking gadgets & more! 30-day returns".

Export	
Name	Value
Indexability Status	Canonicalised
Title 1	Football Tailgating Party Supplies & Equipment Tailgate Gear
Title 1 Length	62
Title 1 Pixel Width	553
Meta Description 1	Discover unique & innovative tailgate gear to make your next tailga

Note: This long form keyword approach can be optimized to combine two high quality keywords or one shorter.

Examples:

Short Form:

- Football Tailgating Party
- Football Tailgate Foods
- Football Tailgate Party Games

Long Form:

- tailgating party supplies & football tailgate party decorations
- Outdoor Tables and Chairs
-

 The American Tailgater

<https://www.americantailgater.com/product-p/069906.htm?srsltid=AfmBOoqxqLL-02ioAloxOUW14lmA0Gg-36IhlfiyaF5uQvYkmKqAxNZd>

[Ultimate Tailgater Package](#)

The American Tailgater Company - The Ultimate Tailgating Outfitter. We have unique and innovative tailgate gear for your next tailgate party.

\$88.90 · 30-day returns

<https://www.americantailgater.com/product-p/069906.htm?srsltid=AfmBOoqxqLL-02ioAloxOUW14lmA0Gg-36IhlfiyaF5uQvYkmKqAxNZd>

Indexability	Non-Indexable
Indexability Status	Canonicalised
Title 1	Ultimate Tailgater Package
Title 1 Length	26

Note: The keyword “Ultimate Tailgater Package” has only 0 to 10 searches per month nationally. We can further enhance the words to combine two high quality keywords or one shorter via Google Search Console. Recommended options below:

Examples:

Short Form:

- Sports Watch
- BBQ Party
- party supplies

Long Form:

- tailgating party supplies & football tailgate party decorations
- Outdoor Tables and Chairs

Meta Descriptions

The meta descriptions of website links are the text right beneath the title tags in the google search results. Best practice is between 140 to 160 characters. Companies can take varying descriptions to make the best suited keywords for acquiring customers.

The American Tailgater
<https://www.americantailgater.com> ::

Football Tailgating Party Supplies & Equipment | Tailgate Gear

Discover unique & innovative **tailgate gear** to make your next tailgate the best party in the lot! From coolers & grills to hilarious drinking gadgets & more!

30-day returns

This first meta description is a great example for the call to action asking to come over to their website. Eliminating the bold words would further help unify the text.

The American Tailgater
<https://www.americantailgater.com/productslist> ::

The American Tailgater Catalog

The American Tailgater Company - The Ultimate Tailgating Outfitter. We have unique and innovative tailgate gear for your next tailgate party.

30-day returns

The American Tailgater
<https://www.americantailgater.com> · category-s · :

Sale

The American Tailgater Company - The Ultimate Tailgating Outfitter. We have unique and innovative tailgate gear for your next tailgate party.

The above meta descriptions are identical and should be varied.

Example for Sale:

American Tailgater discounted items selling now. Find a great price for coolers, grill, and games.

Header Tags

Describe and say why important to SEO

Home Page Headers Below:

Tailgating Supplies & Equipment for the Best Party in the Lot

We take tailgating very seriously around here. Just like you, we love to get a fun group of family, friends and fellow fans together to grill, drink and let loose before heading inside the stadium to cheer on our teams. The American Tailgater, a one-of-a-kind online store specializing in everything tailgating, was born from a passion shared by two brothers who wanted to offer the best tailgate party supplies for fellow sports fans. We have everything you could ever want (and plenty of unique and ridiculous gadgets you didn't even know existed) from grills to make-mouth-watering, fall off the bone ribs to motorized coolers and magnetic cozies to keep your drinks cold, from tables and canopies for fine parking lot dining to an NFL washer toss game with your team's logo on it.

We have everything you could possibly think of to throw the best party in the lot! We have personally tested out every single item that we sell to check for quality, durability, and most importantly, that it lives up to its promise and makes your tailgate party the highlight of the weekend, every single time.

Tailgating Gift Ideas for the Fan in Your Life

If you have a football or sports fanatic in your life and have no idea what to buy them, our football tailgate gear makes a great gift! From birthdays to Christmas and anniversaries, you're sure to find something they'll love (and actually use) at The American Tailgater. Be sure to check back often as we're constantly adding the latest and greatest, most innovative tailgating products available anywhere!

We are also able to customize many of our products with corporate logos or a custom design. For more information, please [contact us](#) and we'll be more than happy to explore all options with you!

SIGN UP for our MAILING LIST

[SIGN UP](#)

Questions? Call us: 1-888-844-4263

AMERICAN TAILGATER'S QUICKLINKS

About Us
 News
 Privacy Policy

Contact Us
 Shipping
 Returns
 Gift Cards

Custom Orders
 Group Orders
 Help / FAQs

Tail.gate
 \tal'gāt\ verb, intrasitive:
 1. To participate in a picnic that is served from the tailgate of a vehicle as before a sports event.
 2. Eat, drink and be merry.

[GET SOCIAL](#)

[Leave a message](#)

Name	Value
Meta Keywords 1 Length	113
H1-1	The American Tailgater Company
H1-1 Length	30
H1-2	Tailgating Supplies & Equipment for the Best Party in the Lot
H1-2 Length	61

Issue Noted: Current Header #1 is the company name that is not as well search while Header #2 is a long form key word previously mentioned in the title tag as a less searched.

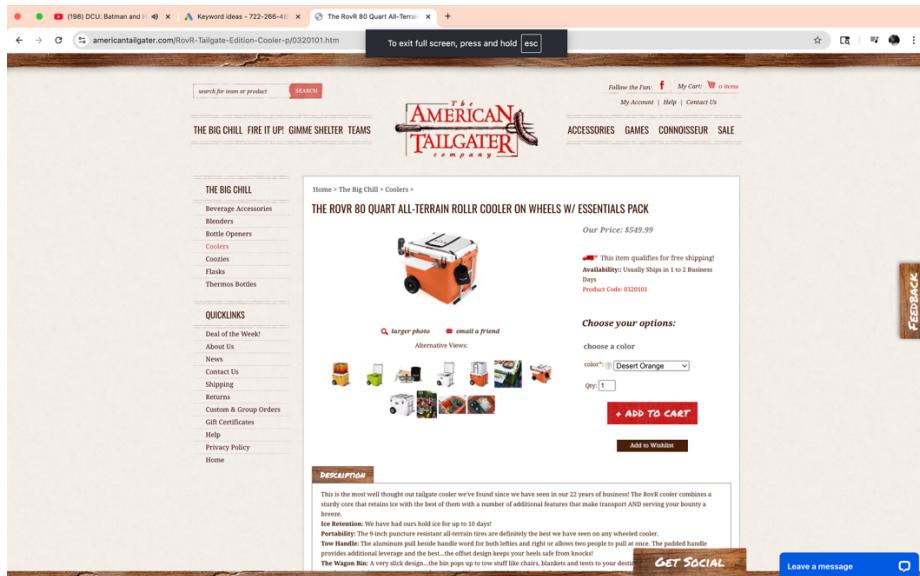
Optimized Header Tags for the Homepage and others

H1 - Tailgate party essentials

H2 - Tailgating Supplies

H3 - Tailgate Party Decorations

Cooler Product Page Below:



<https://www.americantailgater.com/RovR-Tailgate-Edition-Cooler-p/0320101.htm>

Name	Value
Meta Keywords 1 Length	54
H1-1	The American Tailgater Company
H1-1 Length	30
H2-1	American Tailgater's Quicklinks
H2-1 Length	31
H2-2	Tail.gate \ tal'-gate \ verb, intransitive:
H2-2 Length	42
Meta Robots 1	index, follow
Meta Robots 2	INDEX, FOLLOW
Canonical Link Element 1	https://www.americantailgater.com/RovR-Tailgate-Edition-Cooler-p/0320101.htm

URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log

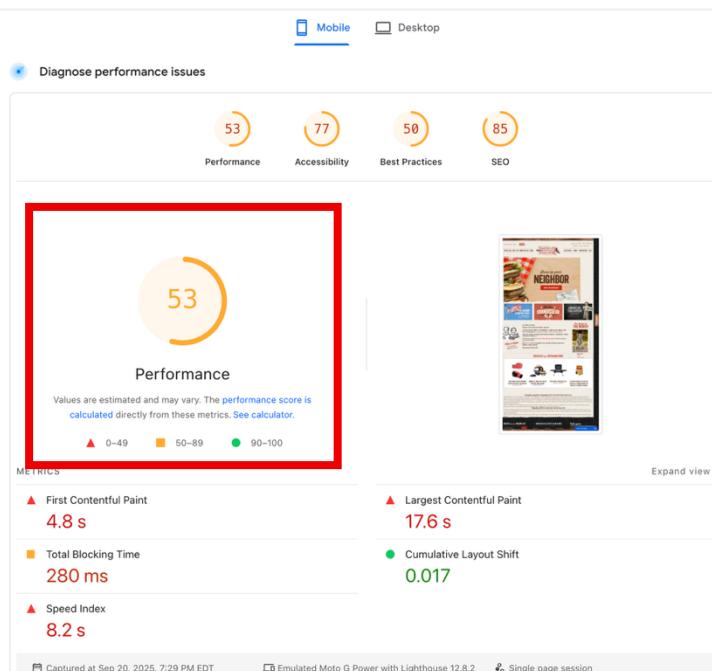
Spider Mode: Idle Average: 16.44 URL/s. Current: 19.1

Optimized Header Tags for the Homepage and others

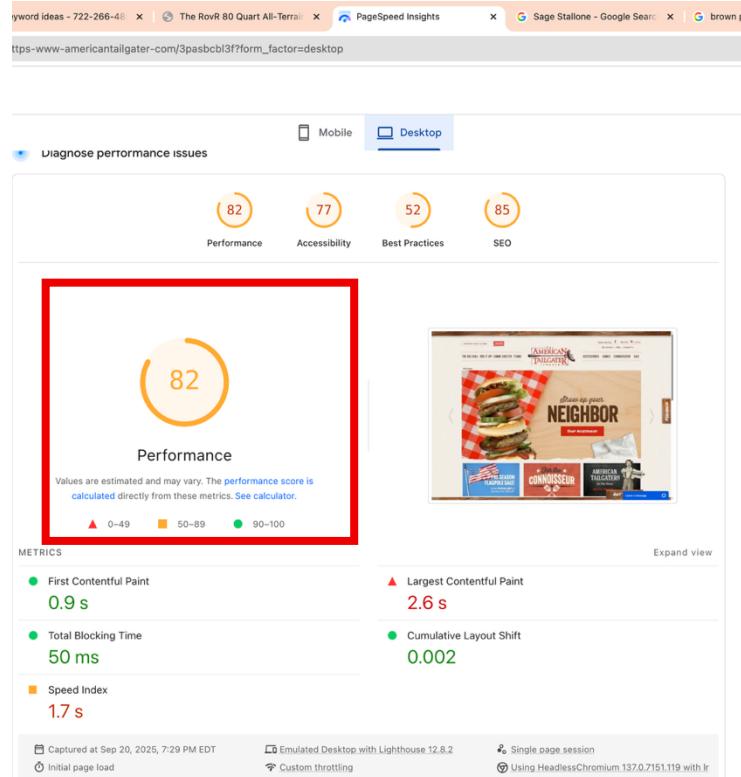
H1 – Rolling Cooler
H2 -Tailgating Package
H3 - Tailgate Party Decorations

Technical SEO

Site Speed Analysis



According to Page Insight Speed the performance is 53 out of 100. Arguably the most used method of accessing site, mobile requires shorter download speeds for the countless mobile app users that already use amazon, ebay, or another third party website.



Still has room to grow. The desktop access point of the website is

Domain Authority: According to MOZ, American Tailgater has a score of 37, relatively high authority, but can be maximized.

Solution: Continued link building and increase in paragraphs along the home page can have a strong impact on all associated pages. Adjacent Keywords will widen the net for search engine results via title tags and even button renaming.

Linking Root Domains: 1,100

Number of unique root domains that share a back link to your website. More means more traffic and better SERP ranking. This is a significant number of domains. Still it is best to analyze them to increase the effect of the highest domain authority links.

Ranking Keywords:

1st for the following

Tailgate accessories; tailgating accessories; tailgate supplies; tailgating stuff; tailgate gear; tailgating equipment.

Number of Keywords that rank on your site. The higher the ranking and the greater in quantity mean more traffic.

Solution: To maximize the current keywords, it is best to find the adjacent words to add into the paragraph content of the pages.

404 Pages or Broken Links:

None found on the site. If found it would turn off potential customers with a perspective of carelessness on our part.