Swap Top
https://theswaptop.com

Specializing in the first ever interchangeable charm hat!

SEO Audit by William Gilmore

Brief Summary of Action

Insert website name
Brief summary of action towards best impact. What works, just needs adjustments, what can be optimized (last step in audit)

ON PAGE SEO

Value Proposition

Expand Audience with National Awareness via websites and community organizations for bulk orders.
Video Content Expansion for the interactions of current clients and fashion authority
Increase the text content for the content pages

     Solutions
Keywords for more communities
Motion Graphics design of interchangeable charms changing tutorials
Searching for best new patch products for the company
 Written tutorials for the pin changing and future products in text content

     Examples

Site Navigations

The site's navigation works very well at showcasing the company's products. The only addition to the pages would be a customer service number at the top of the page. There would also be a greater number of sales if all brick and mortar partners were listed with their location addresses and phone numbers.

     Solutions
The phone number can the placed in the header or under the logo of the pages.
The videos could also be placed closer to the top of the home page to showcase the positive interaction of the customers.

Internal Links:

The social media page links could be at the top of the pages as well.

A number of partner businesses that distribute the hats would be a great showcase of trust between parties and roll over customers have more than one method of purchase.

Solutions

Examples

Phone Numbers and Locations

Solutions: If traditional phone calls for customer service are overwhelming, Swap Top can implement Hyperlinks to email messaging for B2B and direct service in bulk.

Copywriting

The long form content allows for numerous searches results by the general customer to expand. Each search is a new base of impressions and possible conversions. The google search console crawls website content for text, images, videos, and hyperlinks.

There is little to no copywriting in any of the Swap Top Pages (Home, Products, About Us).

Solutions: Long form content is rich in google search console information for assessing website info. It can be added to all pages for keywords and their adjacent.

Keyword Analysis

graphic hats - the previous product work of "adult trucker hat" showed very minimal results with a search volume of 10 to 100 searches a month. The search volume of 'graphic hats' is ten times greater and closer fits the dynamic of the hat. This should be added to replace the previous keyword on the product pages and home page.

Custom hats – the current tag "customizable charm trucker hat", is not a very widely searched term by customers. Creating a niche comes with the benefits of a unique product. If the economy isn't extremely aware of the company's existence, it would be best to go after common terms that work. Best placement would be on all pages with the trucker hat

Custom patch hats – considering the modular nature of the hats the best approach is to expand the keywords most relevant to the hat concept. We can add this to the YouTube Video and the descriptions as well as claim Swap Tops as another alternative to interchangeable

Affiliate marketing programs – a great number of brands expand with the help of others. Improving the searchability of the program will strengthen the company's army in achieving sales. The keyword is definitely needed in the home page and products page

hat accessories – the differing charms that are created can be placed in the company blog for expanding on the product's meaning. This can also be a stepping stone of connecting other entities like community organizations or celebrities with a personalized charm set

Competitor Analysis

https://tredcred.com/
Kws & Semantic Words - Interchangeable Patch Hat,

Word Count – 747
Images – 27
Videos- 0
Internal Links – 84

https://woolfwithme.com

Kws & Semantic Words –

Word Count – 2191
Images – 35
Videos- 9
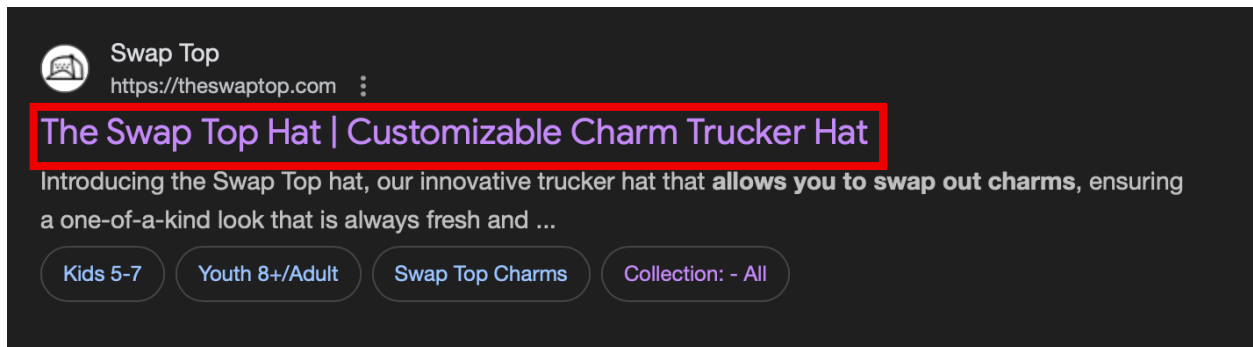Internal Links – 764

COMPARISON

Suggestions on On-Page and Content Strategies

Homepage needs

Content Optimization and topics

Title Tag

The title of a website link as displayed in red are the title tags. These are shown above the accompanying paragraph below is the meta description that goes into further detail on the service or product.

The format of the title tag above is great and highlights the primary Product. The note would be to continue to utilize broader keywords until the company amasses greater popularity.
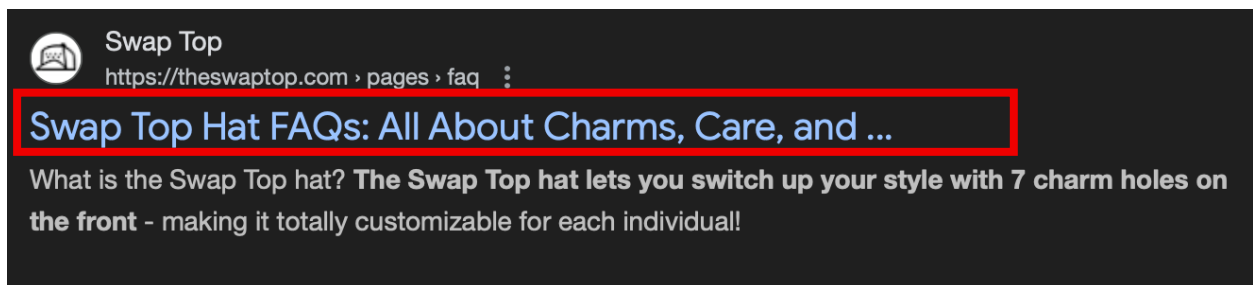

This second title tag appears to be just a bit too long for the reader to Interpret. A maximum text count of between 40 and 50 should make everything visible. The title tag can also be used to Promote a CTA (Call to Action) or new product release topics.

Meta Descriptions

Brief description of them
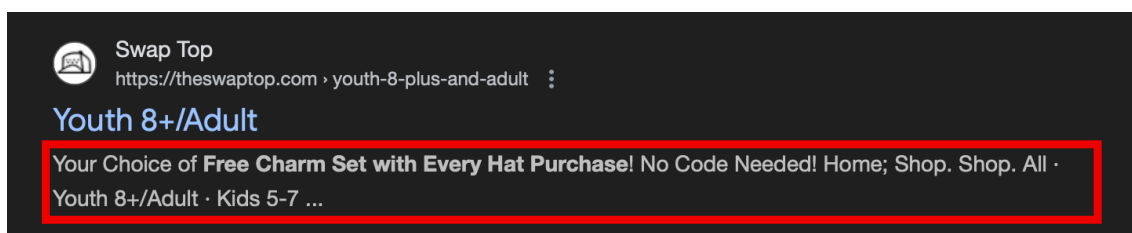
Note: The above Meta Tag description is effective in its promotion but does need to be shortened so the reader can get a concise description of the product benefits. Bringing the Character count down to a maximum of 160 should show all the information.
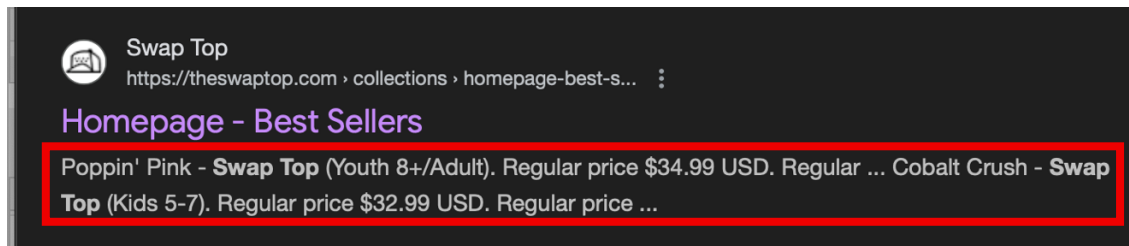

This meta tag above for Swap Top Loses out on the ability to promote just as the previous used. Moreover, the tag employs several unique characters like parenthesis, dollar signs, dashes and bold letter font, cluttering the primary information. A change to a lower character font of 160 or less as well as Concise, simple text that does not utilize the unique characters will improve readability and offer the largest results.

Optimized meta description

Optimized title in homepage

Header Tags

Home Page Header Tag
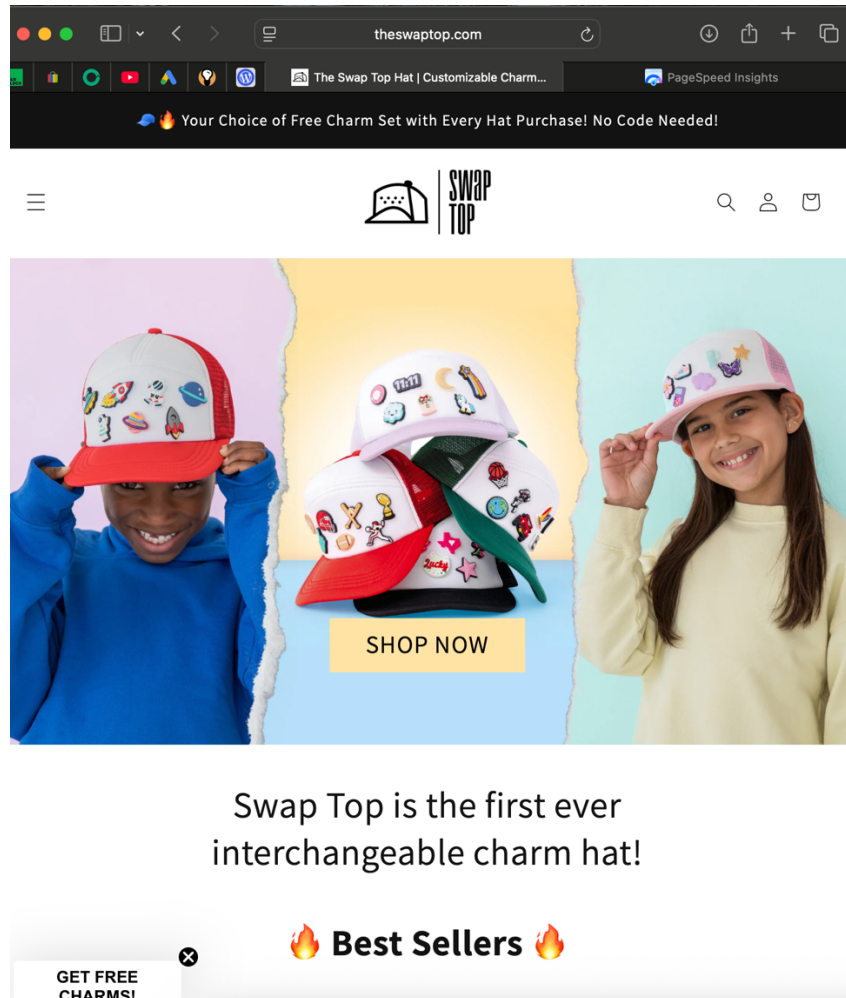
Above is a screen shot of the Swap Top homepage for reference.

Name	Value	
Meta Description 1 Pixel Width	965	
H1-1	Swap Top	
H1-1 Length	8	
H2-1	Item added to your cart	
H2-1 Length	23	
H2-2	Swap Top is the first ever interchangeable charm hat!	
H2-2 Length	53	

According to our SEO Tool Screaming Frog, Header Number One is the Company Name. Keeping in mind that all content allows for a greater search net, it is best to implement keyword and or semantic keywords that are proven to have a reliable search volume with

Google Search Console. Header #2 is 'Item added to your cart', more appropriate in the store product page. The best action to take is using semantic keywords for a strong content paragraph detailing the products impact on the children.

Optimized Header Tags for the Homepage
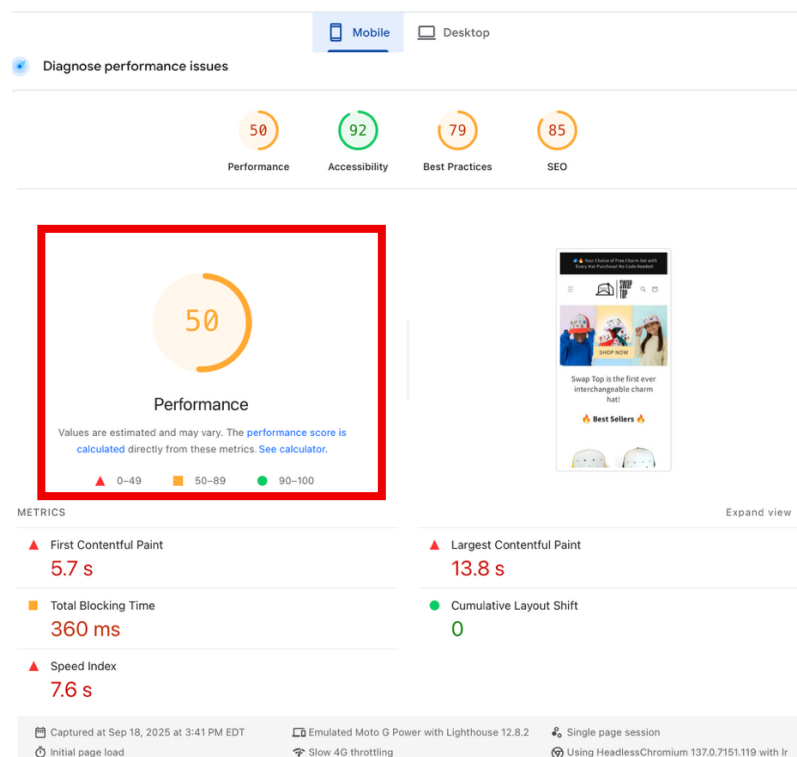H1 – Custom Hats and Charms
H2 – How to Use the Interchangeable Charm Hat
H3 – Hat Accessories – Hat Charms

Technical SEO

Site Speed Analysis

The standard metric for a site's speed is its time in second and the feasibility of a page is based heavily on its content. Mobile and Desktop performance vary even with the same content based on operating capacity.

According to Page speed the site performs generally slower than most. On the mobile side of the website's performance the suggestions lie in changing the code, via a longer cache lifetime, reducing image delivery time, and deleting polyfills and transforms.
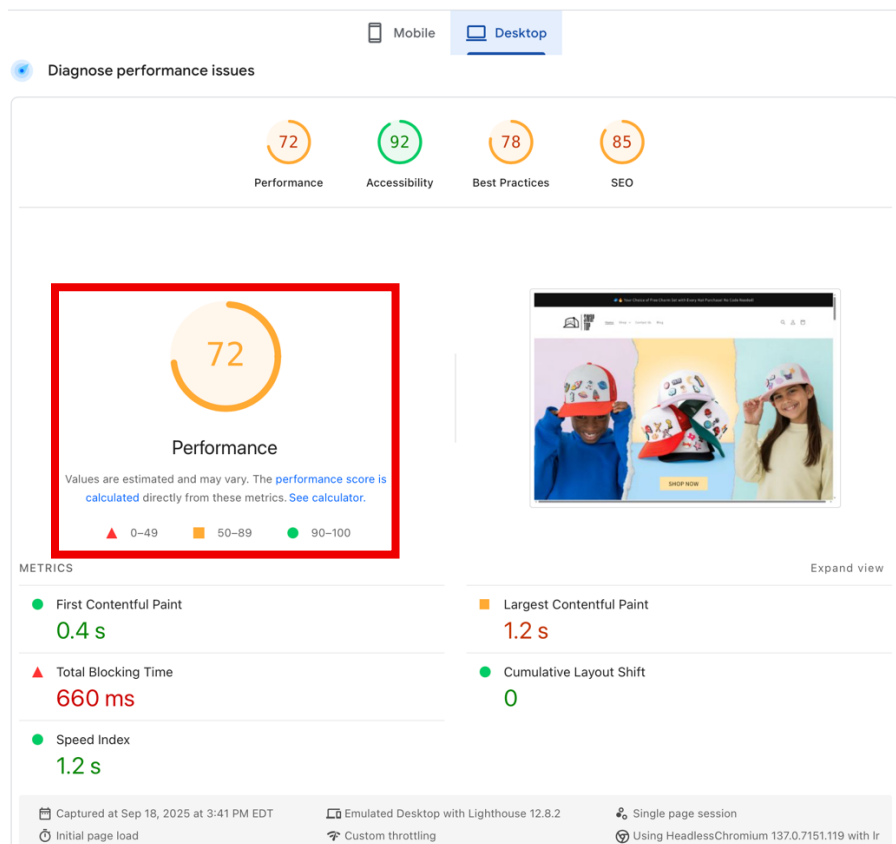
Desktop performance of Swap Top is rated at 72 based on metrics. The same rules apply for the decrease in image delivery time and reducing unused JavaScript. It also mentions reducing payload sizes in code.

The best action is to take the suggestions or assess the give and take relationship with loading all needed page items.

404 Pages or Broken Links:
Broken Links can pull viewers away from the store by leading to links that redirect out of the website's.

None were reported via a crawl of the sites. This is an issue that requires attention if ever revealed for the store page and home page.

Issue Noted:

Solution:

Schema Markup

Brief: Code added to a webpage to provide search engines with additional contact about a particular page on the site and can result in visually appealing results in the form of rich snippets, FAQs, and other features displayed on the SERP.

Competitive Analysis
Website domain authority check on Keyword searched with MOZ(Check Google Search and run all other sites that pop up for the search

Domain Authority

Solution

Linking Root Domains

Number of unique root domains that share a back link to your website. More means more traffic and better SERP ranking.

Solution

Ranking Keywords

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

Solution: