



# WEBSITE SEO AUDIT

**October 2019**

**Prepared For: Michelle Halle**

**Website:** [michellehalle.com](http://michellehalle.com)

**Video:** [https://youtu.be/kG\\_Jt1H4NDM](https://youtu.be/kG_Jt1H4NDM)

# Snapshot

Michelle Halle, LCSW is a therapist in Lakewood, NY, specializing in helping mothers connect with their children and be the moms they always wanted to be. In this audit, we analyzed her website, [michellehalle.com](http://michellehalle.com) to see what factors may be currently hindering her search engine success as well as provide recommendations for future optimization.

The good news is that there were not many critical errors appearing on the website as it stands now. We can see her pages make use of title tags and meta descriptions. Michelle is off to a great start!

What our SEO Audit uncovered was a lack of authority content needed to properly rank for her desired keywords and show Google that she is an authority in her niche. So most of the issues that are impacting the current rank - and will help Michelle climb in search results - comes down to creating more of the the right content, focused on the ideal keywords.

Another large factor affecting her SEO is the lack of backlinks from other domains compared to other websites competing for her keywords.

## Target Audience:

A woman who is a mother and notices that she does not connect emotionally to her children. She is high functioning, does well at work, is efficient, capable and put together. Her home runs smoothly. She is married to a good man. She does not know how to be emotionally present with others because she is cut off from her emotions. She was raised to unconsciously believe that having feelings is wrong - any type of feeling - good or bad. It's hard for her to tolerate feelings and to regulate them when they are strong. She has little understanding of the language of feelings.

# Current Issues:

In this audit, we'll focus on the most critical factors currently impacting your SEO to help you get quick results as you move forward.

Good news: most of the "issues" that came up had to do with Squarespace's archive pages for tags. These pages are low priority compared to info pages and blog posts.

To view your current issues in order of importance, [click here](#).

## **1: 6 pages with a <title> tag that is too short**

**SEO Importance: Medium | Difficulty: Easy**

### **The Problem:**

Title tags need to deliver an important idea to your potential readers in a few words. But the title tag can't be too short. If the title tag is less than 30 characters, it will be difficult for search engines to understand what the content is about and decreasing the likelihood of ranking.

### **The Fix:**

Make sure that your title tags are long enough for search engines to recognize and so you are able to intrigue potential visitors to click on your page.

- |  |                               |
|--|-------------------------------|
| 1. <a href="https://www.michellehalle.com/">https://www.michellehalle.com/</a>               | Michelle Halle, LCSW          |
| 2. <a href="https://www.michellehalle.com/about">https://www.michellehalle.com/about</a>     | About – Michelle Halle, LCSW  |
| 3. <a href="https://www.michellehalle.com/aging">https://www.michellehalle.com/aging</a>     | /aging – Michelle Halle, LCSW |
| 4. <a href="https://www.michellehalle.com/faq">https://www.michellehalle.com/faq</a>         | FAQ – Michelle Halle, LCSW    |
| 5. <a href="https://www.michellehalle.com/home">https://www.michellehalle.com/home</a>       | Michelle Halle, LCSW          |
| 6. <a href="https://www.michellehalle.com/my-blog">https://www.michellehalle.com/my-blog</a> | Blog – Michelle Halle, LCSW   |

# Current Issues:

## **2: 3 Pages With A <Title> Tag That Is Too Long**

**SEO Importance: Medium | Difficulty: Easy**

### **The Problem:**

It is recommended to keep your title tag under 65 characters so you don't run the risk of having part of it cut out from the search results page.

### **The Fix:**

Go through your pages and shorten any of your title tags that exceed 65 characters.

Learn: [How to craft great page titles for SEO](#)

1. <https://www.michellehalle.com/blog/remembering-my-father-this-fathers-day-as-fathers-day-approaches-a-daughter-chronicles-her-relationship-with-her-dad-and-realizes-his-love-is-eternal>

Title: Remembering My Father this Father's Day – Blog | Michelle Halle, LCSW

2. <https://www.michellehalle.com/blog/when-having-bad-feelings-is-good-for-you>

Title: When Having a Bad Feeling is Having the Right Feeling – Blog | Michelle Halle, LCSW

3. <https://www.michellehalle.com/blog/why-i-wont-be-observing-holocaust-remembrance-day>

Title: Why I Won't be Observing Holocaust Remembrance Day – Blog | Michelle Halle, LCSW

# Keywords & Content Strategy

## Keyword Opportunities:

Let's first look at which keywords you're already ranking well for. These represent your low-hanging fruit when it comes to your SEO strategy

[View all of your current rankings here.](#)

Keyword	Volume	Position	EST.Visits	URL	SEO Difficulty
having a bad feeling	50	20	0	<a href="http://michellehalle.com/blog/when-having-bad-feelings-is-good-for-you">http://michellehalle.com/blog/when-having-bad-feelings-is-good-for-you</a>	7
recovery from childhood emotional neglect	90	53	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	8
how to heal from emotional neglect	30	51	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	6
emotional neglect from parents	210	91	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	6
overcome childhood emotional neglect	170	93	0	<a href="http://michellehalle.com/emotional-neglect">http://michellehalle.com/emotional-neglect</a>	6
childhood emotional neglect therapy	20	64	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	12
childhood emotional neglect symptoms in adults	10	59	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	5
healing childhood emotional neglect	30	83	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	8
i neglected her and she left me	30	83	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	6
emotional neglect therapy	10	63	0	<a href="http://michellehalle.com/blog/wrong-when-emotions-go-neglected">http://michellehalle.com/blog/wrong-when-emotions-go-neglected</a>	20
how to overcome emotional neglect	20	98	0	<a href="http://michellehalle.com/emotional-neglect">http://michellehalle.com/emotional-neglect</a>	6

## What This Means:

You may look at this list of your current keywords and think, “these are all wrong!”

You can use this as a litmus test for the type of content you've been creating for your website. If you don't see any of the keywords your potential clients may be using, then your focus has to be on creating and optimizing content for the keywords you want to rank for.

Currently your best opportunity is for keywords related to “emotional neglect” because you have both a landing page and blog post related to that keyword.

# Keywords & Content Strategy

## Your Desired Keywords:

You mentioned that the following keywords were the most important to your business:

- feeling empty
- alone
- **emotional neglect (ranking 51 for “how to heal from emotional neglect”)**
- anxious
- motherhood
- mothering
- good enough mother
- parent-child relationship
- inner critic
- self-blame
- emotionally detached
- attachment
- parenting
- poor self-discipline
- feeling flawed

# Keywords & Content Strategy

## How Do I Boost The Rank of Specific Keywords?

SEO takes time and is a long-term strategy to ensure you're getting free traffic from Google made up of your target audience. There are a number of steps you can take to increase your rank for the current keywords/pages that you are already ranking for.

### Take Care of Your On-Page Optimization:

Look at the web page that is already ranking and determine how you can better optimize it for the keyword it's ranking for. This is called on-page optimization and involves these factors:

1. Keyword appears in URL
2. Keyword appears in title tag
3. Keyword appears in H1 header tag
4. Keyword appears in meta description & meta description is no more than 156 characters
5. Keyword appears in image Alt tags
6. Text on page is more than 300 words (web pages on page 1 of Google have an average of 2200 words!)
7. Keyword appears in subheadings (H2s, H3s, etc.)
8. Content contains links to other pages on your website and links to other relevant websites

# Keywords & Content Strategy

## Look At The Competition:

When you think you don't know what type of content you need to create or how to optimize your current pages, just look at the web pages that ARE ranking in the top 1-4 on Google search results for your desired keyword (after any Psychology Today or directory pages).

- Do they have more text on the page?
- Does the keyword appear more times than on your web page?
- Do they have more photos and/or videos (high-value content)
- Do they have more backlinks (other websites link to these pages so Google considers it more valuable)?

## Build Backlinks to Amplify Your Content:

The two most-important factors for SEO come down to two things: awesome content and external websites linking to that content.

If the content isn't there or isn't thorough enough, Google won't consider it worthy. But if you DO have some great content, but you're looking to get more traffic to that content, the next major factor are "backlinks". Backlinks are links from other websites. Each link is like a vote for your content in Google's eyes. It's one of the reasons why Psychology Today links always appear at #1 in Google results. Think of all the "verified by Psychology Today" badges on therapist websites linking to Psychology Today.

# Keywords & Content Strategy

If you publish a guest blog post on an established website that's all about marriage counseling and then include a link back to your website, Google sees the relationship. Google says, "I can see this website is recommending Michelle's website." So it will take into account how many "recommendations" (links) are being sent to other websites when it considers how to rank those search results.

Backlinks take work and time to build and it's why so many websites lack them. Things you could do:

- Look for other websites that you can publish on as a guest contributor and link that content to your website
- Get interviewed on podcasts or local radio
- Make sure any and all business directories link to your website
- Be active on social media (Google doesn't consider this as highly as the above but does look at social signals)

Learn: [How Backlinks Work & How To Use Them To Boost Your Google Rank](#)

If you're interested, our team can write content and build backlinks for you.

# Your Local SEO

While traditional SEO strategies have to do more with letting search engines know what topics you're an expert on, local SEO is all about the extra steps you can take to let Google know where you're located.

Combining an optimized content strategy with a local SEO strategy could help your website rise above the competition in your area, drive more traffic to your website and ultimately help you get more clients.

For local SEO, Google looks for consistency in your businesses citations. This means that the name, address and phone number are consistent throughout each mention of your business on the internet.

Take a look at a Local SEO scan for your business and take note of which listings are inaccurate. You'll want to fix these listings over time to help appear higher in Google Maps and local search results. You can also build more and more of these citations over time to help your rankings too.

[View Your Local SEO Results Here](#)

**Learn:** [What is Local SEO and how Can You Use it in Your Private Practice?](#)

# Final Thoughts & Next Steps

You've got a good foundation to your website in that it functions well, loads fast and is easy to use. You're off to a good start with your content related to "emotional neglect".

However, the website is not ranking too highly for many of the keywords that are important to your business.

## **Step One:**

Take care of the critical issues we discussed at the beginning of this audit.

## **Step Two:**

Since "emotional neglect" and related keywords are what you're already ranking for, I'd find ways to increase the content on your website on that topic. You can create a series of blog posts using some of the questions already appearing in your current ranking list. For example a blog post titled "how to heal from emotional neglect". Once published, put a link on your Emotional Neglect landing page, like you did with the other blog post. Then just repeat the process.

## **Step Three:**

Create more educational landing pages for your key services. For example, you mentioned a number of keywords related to Motherhood in your wish list. You can create a landing page titled "Therapy for Mothers". While you talk about moms on your homepage and about page, having a devoted page could help you start to rank for the keywords related to motherhood. Define the issues facing mothers, talk about the therapy process and include images and video so that Google sees it as a high-value piece of content related to that keyword.

# Final Thoughts & Next Steps

## Step Four:

You'll then want to consistently create more blog content related to those keywords you want to rank for. Challenge yourself to write a blog post about each keyword you mentioned in your wish list. Blogging has been proven to help with ranking and traffic.

Think of your website as an authoritative resource on each of your services and continue to create articles to support that. Be consistent and continue to publish optimized blog posts to your website, focused on your most-important keywords.

## Step Five:

Consider getting more links on other websites that point to yours. You currently only have 3 domains pointing to it. You could find other websites to write guest blog posts on or pitch yourself to be interviewed on a podcast or radio show. We do offer backlink building as a service as well.

## Step Six:

Work on your local SEO by fixing any business listings that don't have the correct information for your practice. Create more business listings on more websites or any local directories you know of.

## Thank You!

I want to thank you for allowing us to conduct this audit for you! I hope it was helpful in uncovering your next steps to help your clients find you. If you need any help with the implementation of this strategy, please [visit our website for current SEO packages](#).