

For Yog Power Studio

SEO STRATEGIES PRESENTATION

By Growthalley



GROWTHALLEY
STOP THINKING, START GROWING

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14 April, 2022

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Presentation Agenda

Key topics for discussion

14 April, 2022

01

SEO
Audit Report
Conversation

02

Competitor
Analysis

03

Opportunities

04

Social Media
Platforms

05

Advertisement
Campaigns

06

Proposed
Timeline

Summary of SEO Strategy Audit

A combination of strengths and opportunities

Based on our research, it appears that the seo work for yogpowerint.com has not yet been properly launched and may benefit from several of the strategies that we have listed below.



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SEO AUDIT REPORT RESULTS

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The domain authority of yogpowerint.com is just between 0 to 2.

Domain Authority is a search engine ranking score that gives a measure of how successful a site is when it comes to search engine results. It gives an overview of likely search engine performance.



There are only 5 backlinks presented as of April 2022

Links on websites other than your own that go back to a page on your website. Backlinks are also called inbound links because they represent another website's traffic coming to your own site.



There are total 62 pages available out of 55 are successfully loading, 5 are redirected & 2 are blocked

A web page (or webpage) is a hypertext document provided by a website and displayed to a user in a web browser. A website typically consists of many web pages linked together in a coherent fashion

Bounce rate

00.0%

percentage of site visits that are single-page sessions, with the visitor leaving without viewing a second page

There is no bounce rate due to people not going to this website and for this reason there is no bounce rate.

Search engine optimization

1 in 3

pages that reach the minimum level of optimization

There are several issues such as more than 1 title tags, low word counts, poorly formatted urls, multiple meta-description without H1 heading, no meta-description & also some duplicate meta-description.

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Analysis of Competitor's SEO Research

Yogpowerstudio.com

Backlinks provided in their website are more than 1000 out of which 819 are follow links and 214 no-follow links with 97% Text type of Backlinks.

baptistpoweryogaboston.com

They have 820 organic keywords, of which 41.2 percent - 94 keywords - are informational and give 146 new users a month. 17.5% (40 keywords) are navigational, while 25.4% (58 keywords) are commercial, giving 334 & 224 new users, respectively.

ignitepoweryogastudio.com

They have 317 backlinks out of which more than 90% backlinks are follow links i.e they have good quality back links

Loading time

We can reduce the loading time of website which is right now 5.53 seconds and can be reduced to 2 to 3 seconds by some solutions given below

- Eliminating render blocking resources.
- Compressing images sizes and also change in formats to JPEG2000, JPEG XR & WebP.
- Using HTML compression, CSS layouts, External style sheets, etc.

On page / Off page Seo

There are no H1 headings which can be solved by providing H1 Tags to the pages.

URL's are not SEO friendly so we can do URL and Content Optimization. DOM has 7404 nodes which can be reduced to 1500.

OFF Page Recommendations

- We've found multiple canonical link tags. When more than one is specified, all canonical tags will be ignored!
- Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images and many more...

Opportunities for SEO Strategy

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New Content Channels to Publish

01

Youtube Channel

We can post video related to yogas, studios, create vlogs, upload youtube shorts, video content generates more engagement.

02

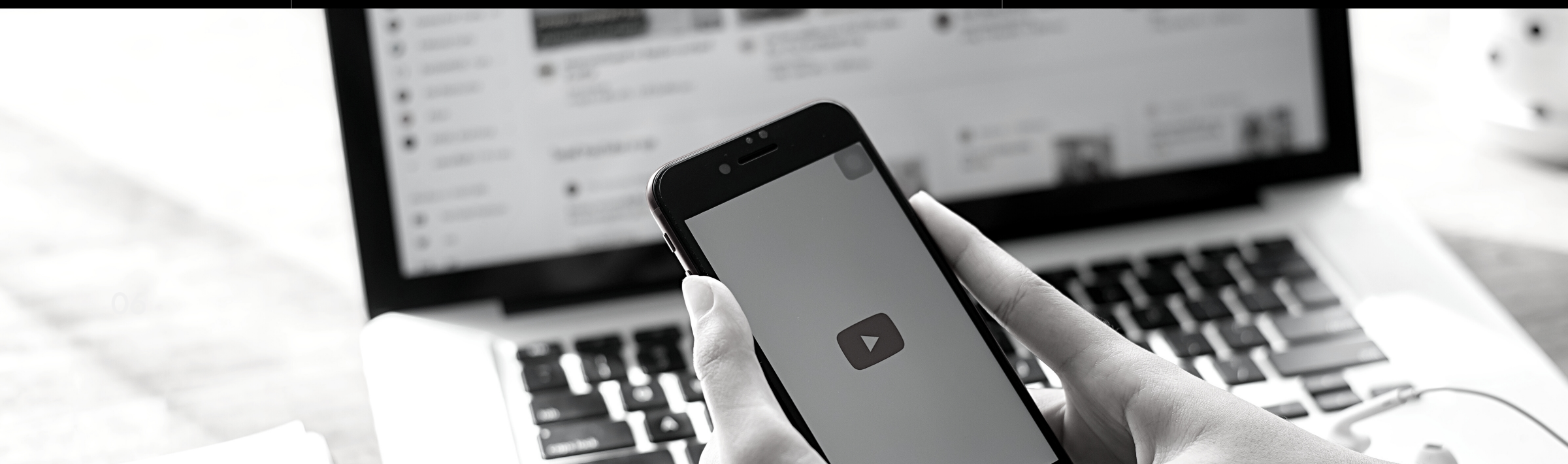
Instagram Page

Create a professional Instagram page, optimize it, post daily reels, posts, carousels posts etc . Create awareness of insta account.

03

Linkedin

Create profile to show professionalism, get crowd, build good contacts, and many more things



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New Content Guidelines to Observe

01

Maintain and update
content calendar

02

Follow new brand style
guide

03

Always include
researched keywords

04

Follow SEO guide

05

Always use brand
hashtags

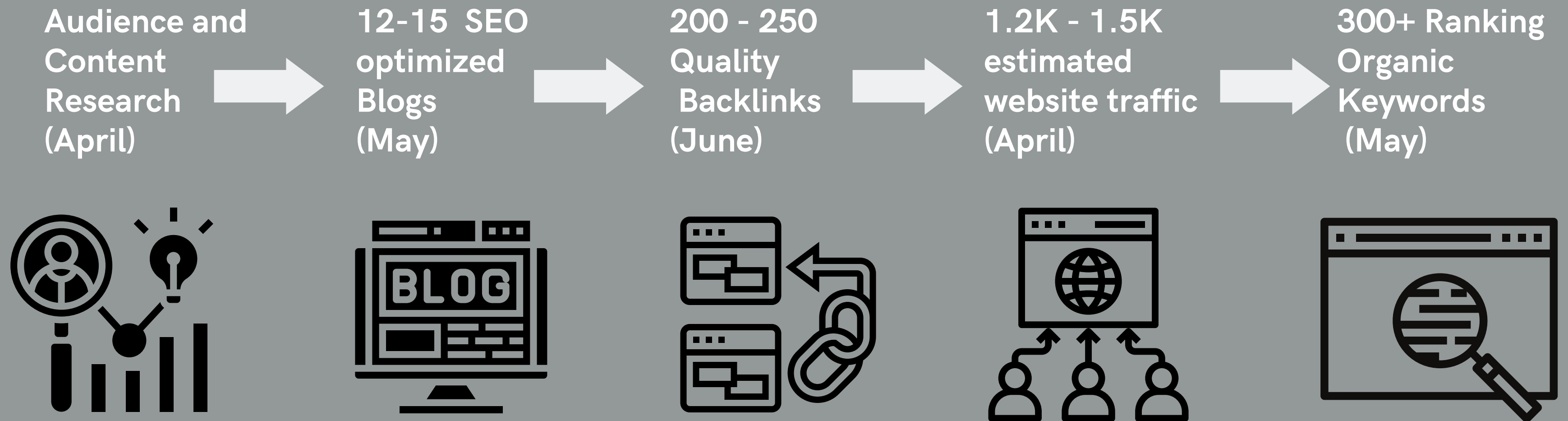
06

Include internal links
when applicable

Timeline of New Content Strategy

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Proposed timeline for the initial implementation



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Thank you for your time!

Please feel free to ask us any questions
you may have.

