

SEO Audit Report

<https://throwbackfun.com/>

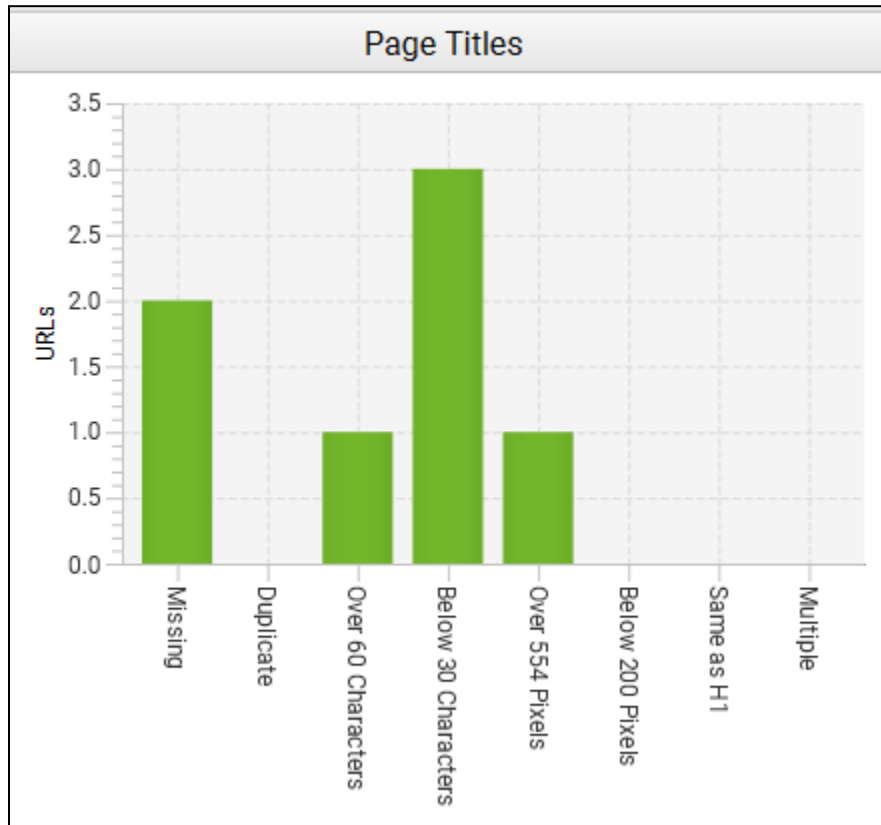


Detailed SEO Audit Report

1. Meta Tag Issues

Meta Titles and Descriptions

Provide a unique, relevant meta title, and description for each of your web pages. Meta Tag optimization is one of the most important ways to improve the keywords ranking in search engine results. The optimization process comprises the title, meta description, and meta keywords. For efficient results, one must analyze the monthly search volume and keyword competition, density, KEI, etc.



Meta Titles - Below 30 Characters :

Some of the page titles are below 30 characters. We recommend increasing the title length between 55-60 characters and keeping the title unique and keyword optimized for the page.

Sample Page - Meta Titles Less Than 30 Characters:

- <https://throwbackfun.com/events/>
- <https://throwbackfun.com/cafe/>
- <https://throwbackfun.com/apply/>

Meta Title - Over 60 Characters:

One page title exceeds more than 60 characters. We recommend reducing the title length between **55-60 characters** and also keeping the title unique and keyword optimized for those pages. If a title is more than 60 characters or exceeds the recommended pixel size, then the title will be truncated by Google and won't show the title completely on SERPs and also won't look good, which may affect the click-through rate for the website.

Sample Page - Titles Above 60 Characters:

- <https://throwbackfun.com/arcade/>

Note: You need to optimize the title based on the respective targeting Keywords.

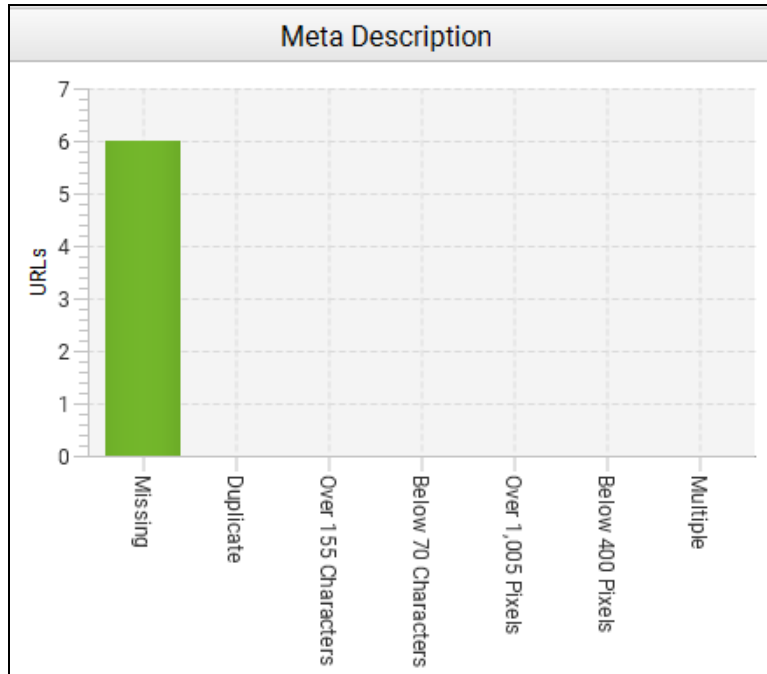
Meta Title - Missing:

Meta Title Missing for 2 pages. We recommend updating the title for the missing pages and also keeping the title unique and keyword optimized for those pages.

- <https://onlinewaiver.throwbackfun.com/waiver/landing>
- <https://onlinewaiver.throwbackfun.com/waiver/>

Meta Descriptions:

The meta description is a snippet of up to about 155 characters – a tag in HTML – which summarizes a page's content. Search engines show the meta description in search results mostly when the searched-for phrase is within the description, so optimizing the meta description is crucial for on-page SEO. Crafting a readable, compelling description using important keywords can improve a web page's click-through rate.



Meta Descriptions - Missing:

Meta description is missing on the below subdomain pages. We recommend making an engaging and unique meta description for all the meta description missed pages and keeping the word count between 155-160 characters. Listed below are some of the URLs which are missing meta descriptions,

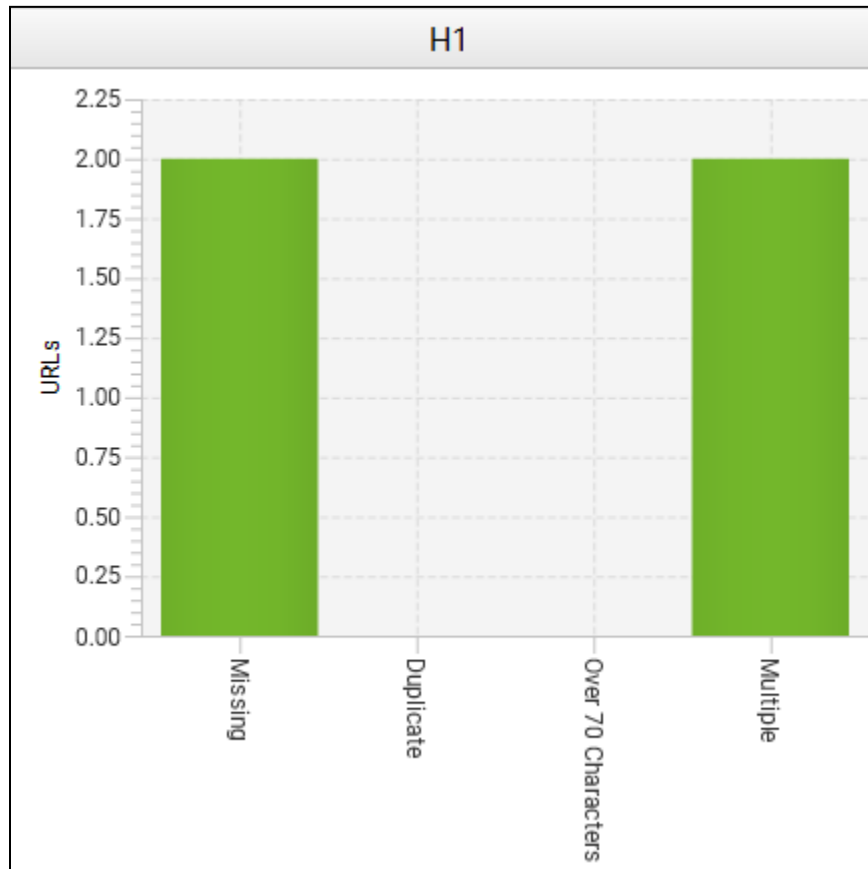
Sample Page - Missing Meta Description :

- <https://onlinewaiver.throwbackfun.com/waiver/landing>
- <https://onlinewaiver.throwbackfun.com/waiver/>
- <https://online.throwbackfun.com/party/build-party/Throwback>
- <https://online.throwbackfun.com/locations>
- <https://online.throwbackfun.com/>

2. Heading Tags - Found

Header tags are an important on-page SEO factor because they communicate what your web page is about to the search engines and the user. Some of the web pages have **Multiple H1 Tags and Duplicate H1 Tags for a few pages.** Google recommends only one H1 Tag for web pages.

Some of your web pages have more than 70 characters. We recommend making engaging and unique H1 tags for all the pages and keeping the word count between 65 -70 characters.



H1 Tag - Missing:

A few web pages are missing the H1 Tag. We recommend making an engaging and unique H1 tag for all the H1 tag missed pages and keeping the word count between 65 -70 characters. Listed below are some of the URLs that are missing the H1 Tag.

- <https://onlinewaiver.throwbackfun.com/waiver/landing>
- <https://onlinewaiver.throwbackfun.com/waiver/>

Multiple - H1 Tag :

Some of the pages have Multiple H1 Tags. We Recommend having only one H1 Tag for the pages. We have mentioned some of the URLs with multiple H1 tags below.

- <https://throwbackfun.com/>
- <https://online.throwbackfun.com/locations>

3. Meta Tag Content is Average

Even if Meta tags are made, they are not optimized. Meta tags play a vital role in SEO to effectively reflect in search rankings. Therefore, ensure that you include sufficient, keyword-rich, and relevant meta tags for each page.

The optimization process comprises the title, meta description & meta keywords. For efficient results, one must analyze the monthly search volume and keyword competition, Density & KEI, etc.,

4. Google My Business Account - Found, Local SEO Optimization Required

Google My Business helps you drive customer engagement with local customers across Google Search and Maps. **Google My Business Page is available for our website; we recommend doing some basic local SEO optimization by optimizing the Google My Business page.**

Recommended to Get More Google Reviews with a Custom Link:

Currently, we have only 64 reviews on the Google My Business Page. We recommend encouraging existing customers to leave reviews on our GMB listing by sending them review requests via email or SMS. We suggest using a custom link like Throwback Family Fun's Google Review Custom Link to make the review process easier.

Recommend to optimize short description for the GMB Page.

In Google My Business, the bio description is not well-optimized. To increase the number of clicks on the GMB page, we recommend optimizing it.

Benefits of having a GMB Listing:

- This will be useful to appear the location in Maps and local pack listing.
- Allow customers to leave reviews of your business. This would improve local SEO.
- We can update the services(game activities) on Google My Business and post services (game activities) information to make our My Business account active.
- This will give valuable insights such as views, search queries, engagement, and clicks to the website.
- This would be helpful to provide valuable information and get directions to the physical location when people search for it.

5. Schema Markup – Found Breadcrumb, SiteLink Search Box schema but Missing a Few Basic Schema

Using markup data on your web pages is a powerful way to increase your visibility to search engines and gain higher click-through rates, which may lead to better rankings.

The screenshot displays the 'Rich Results Test' interface for the URL <https://throwbackfun.com/>. The main section, titled 'Test results', shows a green checkmark icon and the text '2 valid items detected'. Below this, it states 'Valid items are eligible for Google Search's rich results. [Learn more](#)'. There are two buttons: 'VIEW TESTED PAGE' and 'PREVIEW RESULTS'. Under the 'Details' section, the 'Crawl' status is shown as 'Crawled successfully on Jul 4, 2023, 5:27:59 PM'. The 'Detected structured data' section lists two items: 'Breadcrumbs' with '1 valid item detected' and 'Sitelinks searchbox' with '1 valid item detected'. Each item has a right-pointing chevron icon.

Currently, we have only the Sitelink search box schema and breadcrumbs schema, **but we are missing the organization schema and the local business schema on the homepage.**

- The organization schema markup **helps generate brand signals, which can enhance your Knowledge Graph entry and website snippet presence in the search engine results pages (SERPs).** Be sure to specify your logo, social profile links, and corporate contact information.
- Local business schema is **a type of structured data markup code you can add to your business's website to make it easier for search engines to identify what type of organization you are and what you do.** This is a helpful way to help optimize your website for local SEO, as it's a major ranking factor. We recommend to fix both of these schema on the website.

6. Blog - Not Found

We noticed that the blog section is not available. We recommend creating a blog section and adding posts with interlinks. By doing this, traffic and ranking will increase dramatically.

We suggest posting blogs frequently with relevant topics to improve website traffic. Blogging boosts SEO quality by positioning your website as a relevant answer to your users search queries. This will improve your opportunities to rank in search engines and get visitors to enter your website. Best practices are below,

Adding blog posts will improve your opportunities to rank in search engines and get visitors to enter your website. Best practices are below,

- Generate content with potential & relevant keywords you want to rank
- Focus on 1–2 long-tail keywords that match the intent of your target audience.
- Drive traffic from the blog to the Service, like games, events, and other pages, by giving proper linking.
- The Internal links are missing on the blogs. An internal link is a hyperlink between two pages on the same website. They pass PageRank (or SEO value) as well as the context through anchor text and surrounding content.
- Write unique, informative content and ensure to have more than 1000 words in a blog.
- Add multiple images or, if possible, a video to get more engagement within the blog posts.

- It is best practice to add at least two new blogs in a week.

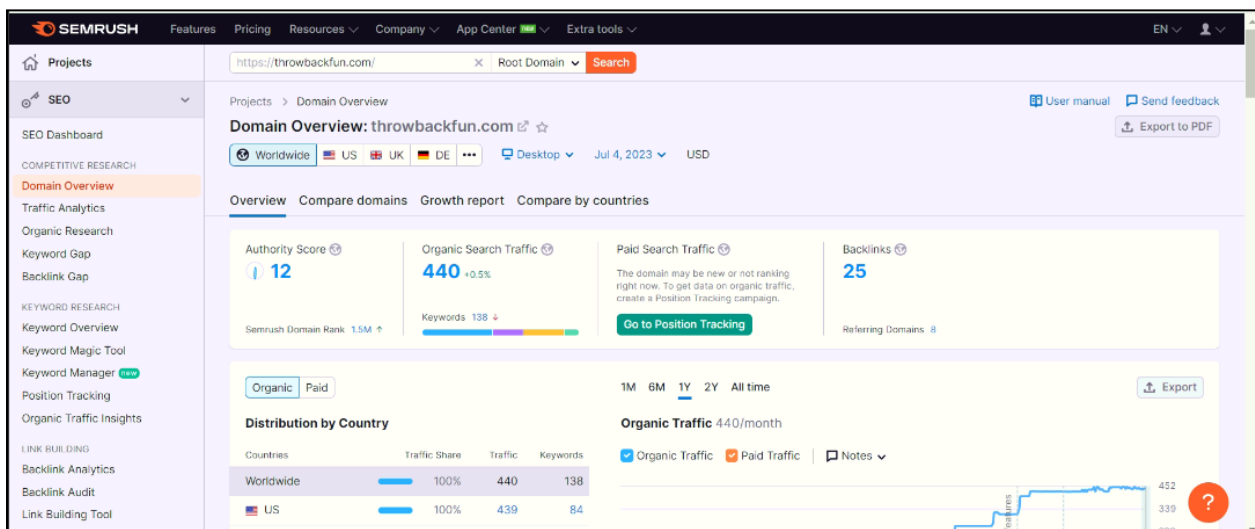
7. Backlinks - Authority Score Need to Improve

Backlinks are especially valuable for SEO; they positively create an impact on the ranking position or search visibility.

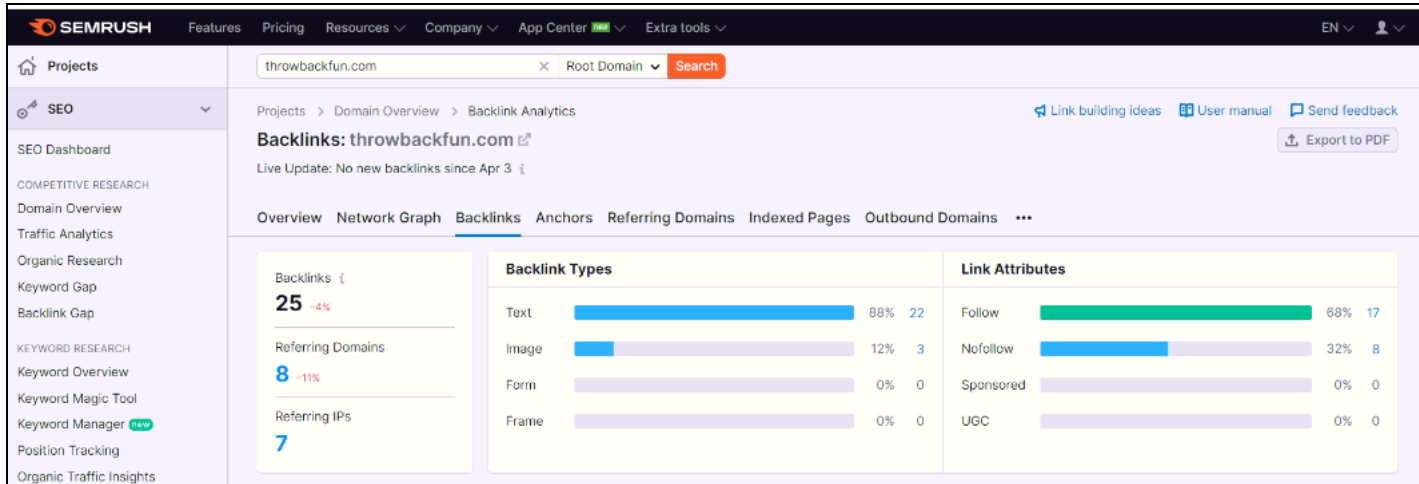
Backlinks – 25

Referring Domains – 8

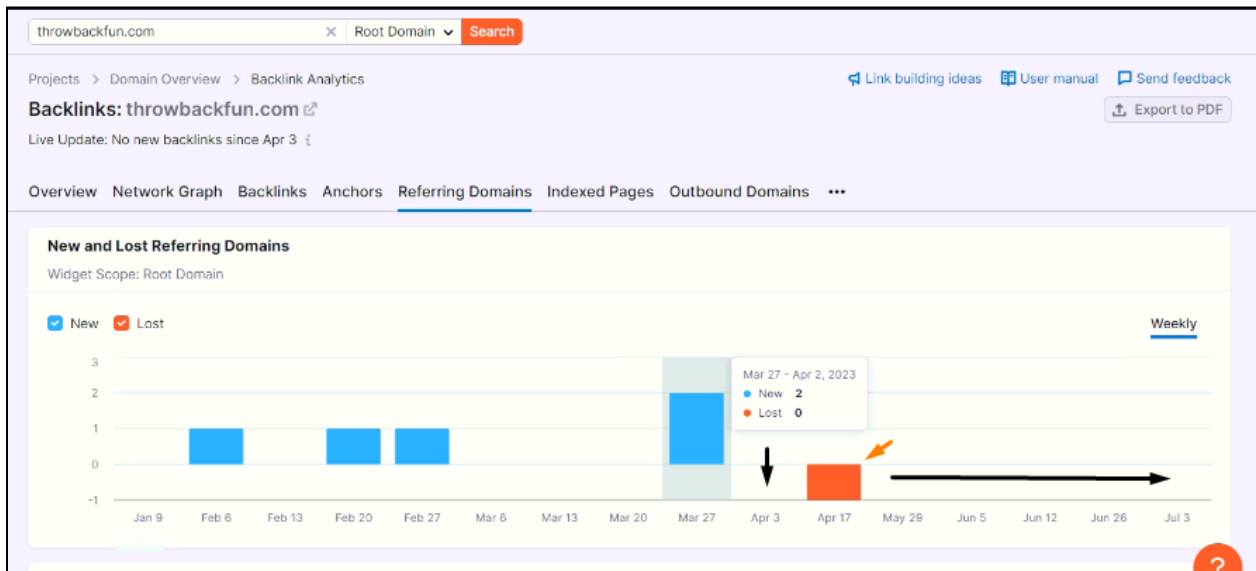
Authority Score - 12



Currently, we have only **25 backlinks** with **8 referring domains**, and our domain authority score is **12**. A domain's authority serves as an indicator of the overall quality of a domain. But we need to build more do-follow backlinks to increase our domain authority much faster.



From April to July, your website does not have any backlink-referring domains; this may affect our domain authority, website traffic, and keyword ranking drop in the SERP. We have to do competitor backlinks analysis to create do-follow backlinks, which may improve our website performance and keyword ranking on the search engine.



- We need to obtain relevant do-follow backlinks from different domains, it might help us improve our authority score.

- Search engine bots discover new web pages by following backlinks from existing web pages so that your website will get more opportunities to index faster. And another major benefit of backlinks is that they help get referral traffic.

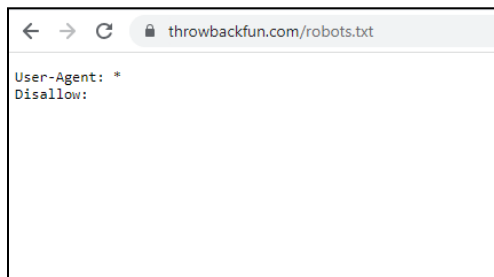
8. Robots.txt page - Found, But Missing Sitemap URL

A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

You should submit a sitemap (https://throwbackfun.com/sitemap_index.xml) URL in the robots file. A good way to improve your website's SEO is to include your XML sitemap in robots.txt. It helps search engines find pages on your website that they may not have otherwise found.

In addition, you can block pages that you do not want Google to crawl, like the checkout and login pages.

URL: <https://throwbackfun.com/robots.txt>

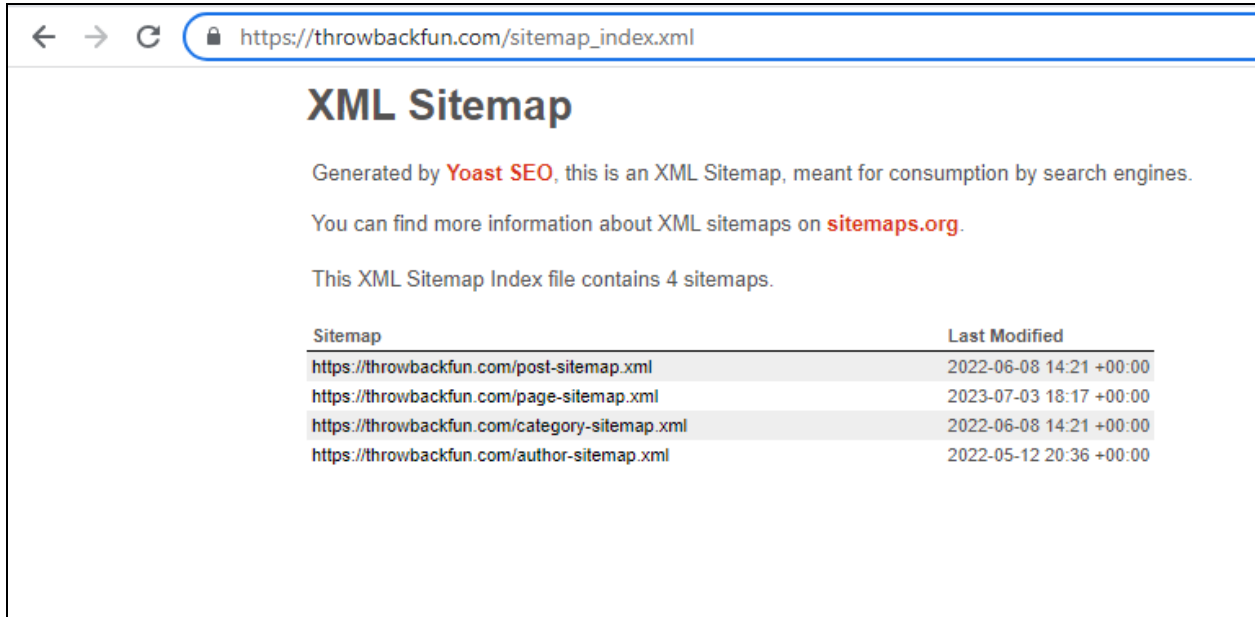


9. XML sitemap – Found

A **sitemap is vital for good SEO practices**, and SEO is vital for bringing in traffic and revenue to the website. On the flip side, sitemaps are essential to having search engines crawl and index the website so that the content within it can be ranked within the search results.

Make sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file.

https://throwbackfun.com/sitemap_index.xml



Avoid using URLs that cause redirects or error codes, and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https), and trailing slashes. **You should also use your robots.txt file to point search engine crawlers to your sitemap's location.**

10. Page Speed (Site Score Need be improved - Mobile is Low & For Desktop is Average)

Page speed is also important to the user experience. Pages with a longer load time tend to have higher bounce rates and a lower average time on page. Longer load times have also been shown to negatively affect conversions. **We need to improve site loading speed for both the mobile & desktop.** Find the technical information about the issue in the screenshot below.

Mobile Loading Speed - Insights:

Mobile Desktop

48

Performance

69

Accessibility

100

Best Practices

93

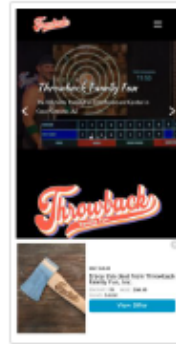
SEO

48

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Expand view

▲ First Contentful Paint
3.3 s

■ Total Blocking Time
310 ms

▲ Speed Index
9.6 s

▲ Largest Contentful Paint
9.7 s

■ Cumulative Layout Shift
0.146

📅 Captured at Jul 4, 2023, 6:22 PM GMT+5:30

📱 Emulated Moto G Power with Lighthouse 10.3.0

🔗 Single page load

🔄 Initial page load

📶 Slow 4G throttling

🔍 Using HeadlessChromium 114.0.5735.179 with Ir

📊 View Treemap



Show audits relevant to: [All](#) [FCP](#) [LCP](#) [TBT](#) [CLS](#)

OPPORTUNITIES

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	7.50s
Warnings: Unable to locate resource ...06/Throwback-Axes-Together.png	
▲ Properly size images	5.25s
▲ Use video formats for animated content	3.60s
▲ Eliminate render-blocking resources	1.14s
■ Reduce unused JavaScript	0.90s
■ Reduce unused CSS	0.45s
■ Defer offscreen images	0.30s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

▲ Serve static assets with an efficient cache policy — 60 resources found	▼
▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 320 ms	▼
▲ Does not use passive listeners to improve scrolling performance	▼
▲ Image elements do not have explicit width and height	▼
▲ Avoid enormous network payloads — Total size was 7,430 KiB	▼
▲ Minimize main-thread work — 4.4 s	▼
○ Avoid chaining critical requests — 31 chains found	▼
○ Keep request counts low and transfer sizes small — 79 requests • 7,430 KiB	▼
○ Largest Contentful Paint element — 9,700 ms	▼
○ Avoid large layout shifts — 5 elements found	▼
○ Avoid long main-thread tasks — 14 long tasks found	▼
○ Avoid non-composited animations — 11 animated elements found	▼

More information about the performance of your application. These numbers don't directly affect the Performance score.

Desktop Loading Speed - Insights:

Mobile

Desktop

79

Performance

72

Accessibility

100

Best Practices

92

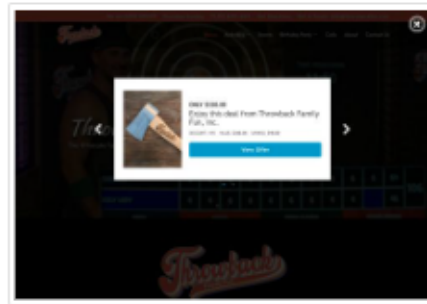
SEO

79

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

[Expand view](#)

■ First Contentful Paint
1.0 s

● Total Blocking Time
0 ms

▲ Speed Index
2.4 s

■ Largest Contentful Paint
2.3 s

● Cumulative Layout Shift
0.089

📅 Captured at Jul 4, 2023, 6:22 PM GMT+5:30
🕒 Initial page load

🖥️ Emulated Desktop with Lighthouse 10.3.0
⚙️ Custom throttling

🔗 Single page load
🔗 Using HeadlessChromium 114.0.5735.179 with lr

[View Treemap](#)

Show audits relevant to: [All](#) [FCP](#) [LCP](#) [TBT](#) [CLS](#)

OPPORTUNITIES

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	3.52s
■ Properly size images	0.92s
■ Use video formats for animated content	0.56s
■ Eliminate render-blocking resources	0.25s
■ Reduce unused JavaScript	0.16s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

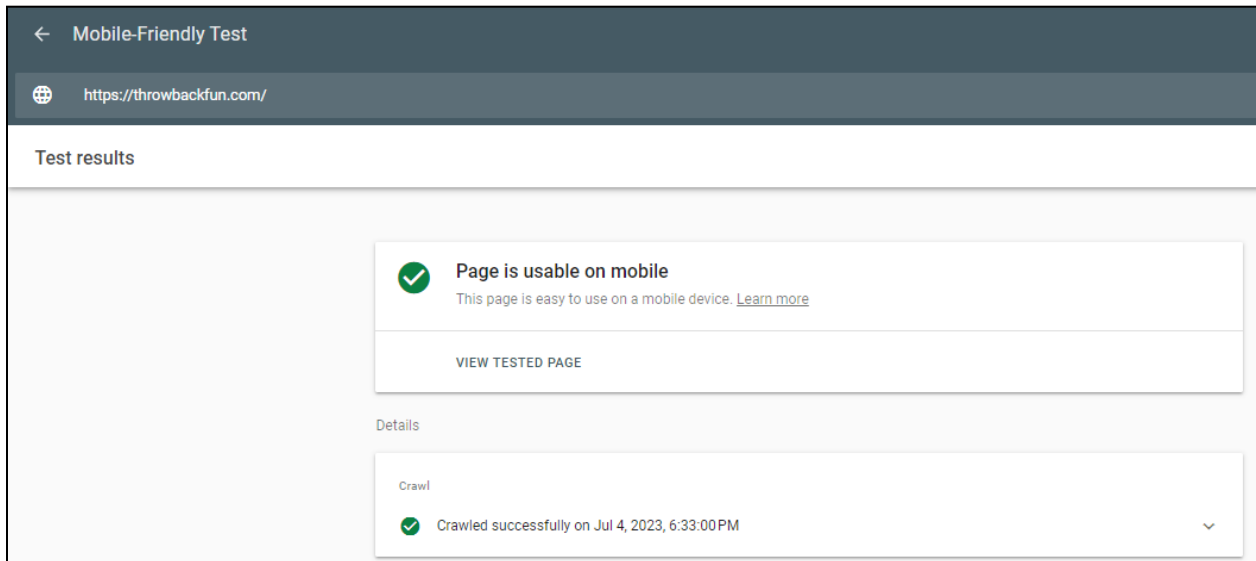
- ▲ Serve static assets with an efficient cache policy — 59 resources found
- ▲ Does not use passive listeners to improve scrolling performance
- ▲ Image elements do not have explicit width and height
- ▲ Avoid enormous network payloads — Total size was 7,417 KiB
- Avoid chaining critical requests — 31 chains found
- Keep request counts low and transfer sizes small — 78 requests • 7,417 KiB
- Largest Contentful Paint element — 2,350 ms
- Avoid large layout shifts — 5 elements found
- Avoid long main-thread tasks — 1 long task found
- Avoid non-composited animations — 11 animated elements found

More information about the performance of your application. These numbers don't directly affect the Performance score.

11. Mobile-Friendly Test - Website is Mobile-friendly

Mobile-Friendly Test measures how easily users can access, read, and navigate the site on mobile devices, with a pass-fail score and suggestions for improvement. Now the website is mobile-friendly. Mobile-friendly websites boost your sales and conversions because there is an ease of accessibility that surrounds this website design. Knowing that a website is mobile-friendly allows users to interact and engage with your brand across devices, without being annoyed or inconvenienced.

- **Mobile-friendliness is also a confirmed Google ranking factor.**



Best Practices

- It is important to monitor **Google & Bing** analytics along with your webmaster account frequently. (Monitoring organic traffic is a key part of any SEO professional's job. Google Analytics (GA) lets you see the keywords people searched for when they arrived at your site via the organic search results, and the traffic that comes from Google or Bing that you've not paid for. Google Webmaster Tools is a goldmine for marketing and content departments, generating an array of data, such as broken links, search queries, traffic patterns, keyword insights, and the like, which will help you craft an intelligent SEO campaign.)
- It is important to check for updated versions of plugins used in the website.
- It is important to analyze your competitors in order to stay abreast of them. **Competitor analysis** is vital for your company's growth in this competitive market.

- For today's search engine algorithms are smart, it is a good idea to use **synonyms and relevant words** instead of the exact keywords in the content. Doing this will place the web page on top of search results.
- Since **search engine algorithms change frequently**, it is wise to strengthen the traffic sources via other channels, such as social media optimization, forum participation, blog posts, email campaigns, subscriptions, and newsletters.
- Submitting the updated **Search Engine Sitemaps** to Google and Bing webmaster tools should be done periodically. (Whenever the website is updated. Search engine Sitemaps help the search engines to identify all of the pages on the website and enable smooth crawling and quick indexing)
- **Robots.txt** file should be checked periodically, and any unwanted files or folders should be removed for better crawling. (Robots.txt file guides the search engine bots to crawlable pages, you can also instruct the robots.txt file to block folders and files)
- Different users have different preferences when it comes to browsing. While some like Firefox, others like Safari or Google Chrome. Some may prefer Internet Explorer. A well-designed website ensures that your site will be visible and functioning on **all browsers**. This provides a professional image to the website.

Website Checklist

The success of any site relies on ranking well on search engines. The following checklist helps frame a site that is search engine friendly and ensures your keywords rank well.

Keyword Analysis

- Target one major keyword for each page.
- The keyword should appear within the first 100 to the 150th word of your page content.
- Ensure the page is segregated as H1, H2, H3 tags, and so on

- The keywords should be carefully and seamlessly integrated into each heading tag
- Use the respective keyword in the alternate description section while uploading images
- Before uploading the image, make sure you name the image file in the given format: your-keyword-here (eg, birthday-party-packages), so it's quite easy for search engines to understand.

2. Meta Title and Description

- Ensure each page has unique meta titles
- The meta title should describe the page details in just 5-8 words.
- The meta description summarizes the page content precisely
- Don't use irrelevant texts in the meta title or description section
- Ensure the keywords are seamlessly integrated within the meta title and description.
- DO NOT resort to keyword stuffing in both of these sections as the search engine can easily penalize and avoid ranking your site.

3. Ensure the website can be crawled & Indexed

- Without crawling a website & indexing a website, it can't be displayed & ranked in SERP.
- Website indexability, crawlability, speed, content & schema are all major factors of technical SEO.

4. Avoid Duplicate Content

- If 30% of your page matches any other website content, then it will be considered a duplicate by Google.

5. Frame SEO-Friendly URLs

- The URLs should be structured properly so search engines can crawl easily.
- The URLs must be self-descriptive so search engines can relate to them by rating the content on the page.

- The URL should be of a precise length and easy to understand by search engines.

6. Creating comprehensive Sitemaps

- Try to use a simple directory structure for better navigation. Like, categorize your services under the services page as service 1, service 2, service 3, etc.
- Create an XML Site map for Search Engines
- Have a useful 404 error page that guides users back to some related content

7. Create Compelling Pages

- Ensure the page has at least 500 words to rank well with search engines.
- Avoid using thin contents.
- The image should be of high definition and named accurately
- If your page's content is redirecting users to another page or site, ensure the right text is anchored as search engines go to the particular site hoping to find relevant content.

8. Setting No Index/No Follow

Certain sections in your website could bring down your rating since the content being developed is beyond your reach. Don't panic!

- Set no follow for those sections or pages you don't want search engines to rank.
- If you want to no-follow all the links on a particular page, you can do so by adding nofollow in the robot meta tags.

9. Ensure Your Site Is Mobile Friendly

- Your site should be responsive and works across devices of all sizes and shapes
- If you have a separate mobile site, ensure the links are redirected correctly and there is no conflict
- Also, check if the URLs are in an XHTML Mobile or Compact HTML format to be indexed by Google

10. Create A Blog That Talks About Your Site's services (game activities)

- Have a blog on-site to feed the search engine's hunger
- Regularly create content with keywords you want to rank
- Ensure the blogs has content that redirects to the various pages
- The content should be unique, informative, and has at least 1000+ words
- Add multiple images or, if possible, a video to get more engagement within the blog posts

11. Have Updated Social Media Profiles

Having a social presence is extremely important for your search engine rankings.

- Create and maintain an active Facebook page
- Create and maintain an active Twitter page
- Create and maintain an active Google+ page
- Create and maintain an active Instagram page

12. Check Backlinks Quality

- Check your google analytics page to frequently monitor backlinks generated to your site
- Remove backlinks using the disavow tool to ensure the ranking of your site is not affected
- Try to build good quality backlinks with white hat SEO techniques

13. Page Speed

The page speed also impacts the ranking of the site

- Ensure the site loads within 4 seconds
- Compress images and ensure the quality is not compromised
- Use caching plugin/module to ensure the site loads faster

Each webpage should be optimized and target a specific set of keywords. Ensure all the pages are indexed. Be open to search engines and get popular!

14. Schema

- Organizational schema and knowledge graph can be implemented to improve the brand value.
- The Open Graph protocol enables any web page to become a rich object in a social graph. For instance, this is used on Facebook to allow any web page to have the same functionality as any other object on Facebook.

----- Thank You -----