EVVR

Website Audit - Evvr

Website: evvr.io

Date: 6.27.2021

Overview

At EVVR, we believe you should spend less time flipping switches or tapping menus and more time in the moments that matter the most.

Audit Goals

1. Audit a page of the website;

2. Determine if the website is mobile friendly

3. Determine the multiple versions of the site

4. Determine the keywords you should target

5. Determine how the current meta data are being setup;

6. Determine if HTML headings <H1> through <H6> have been correctly implemented;

7. Determine if ALT text (alt attributes) to images have been made for easier indexation;

8. Determine if the pages utilize Schema.org Markup and see if Schema is unique for each every page;

9. Determine if the website takes advantage of Open Graph Protocol (OG objects) and Twitter Cards;

10. Determine if the website has robots txt file and if it is free from syntax errors;

11. Determine if the website has XML sitemap for more accurate indexation; and

12. Recommend changes to improve its on-page SEO.

13. Determine the website loading speed for both mobile and desktop version

Domain Overview: evvr.io

Authority Score
7
Semrush Domain R... 8.73M ↓

Organic Search Traffic
18 -33%
Keywords 73 ↑

Paid Search Traffic
Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.
Go to Position Tracking

Backlinks
81
Referring Domains 12

Display Advertising
0
Publishers 0

On-Page Health:

The overall site health is 82%. Since the website is new, there are only minimal issues that need to be fixed. Those issues are outlined in this document.

Mobile-friendliness

Google now relies on its mobile index, even for desktop users.

⚠ Page loading issues   VIEW DETAILS

Tested on: Jun 27, 2021 at 11:53 PM

Page is mobile friendly

This page is easy to use on a mobile device

The page is mobile friendly but it has loading issues.

Multiple versions of the site

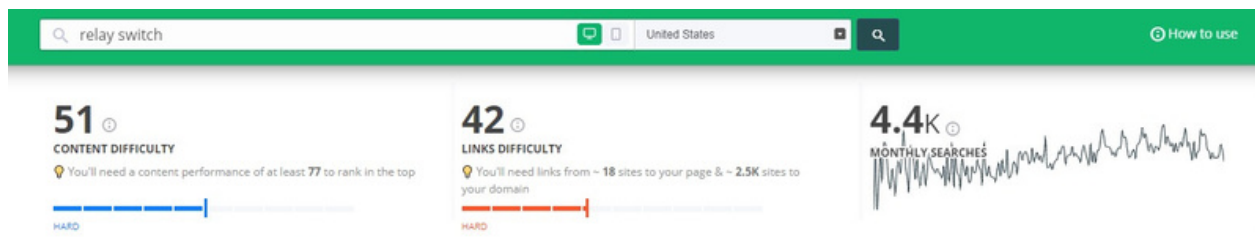They should all redirect to one URL. If not, set up 301 redirects to avoid duplicate content problems.

http://evvr.io

https://evvr.io

http://www.evvr.io

https://www..evvr.io

All the four versions of the site are redirecting tohttps://evvr.io
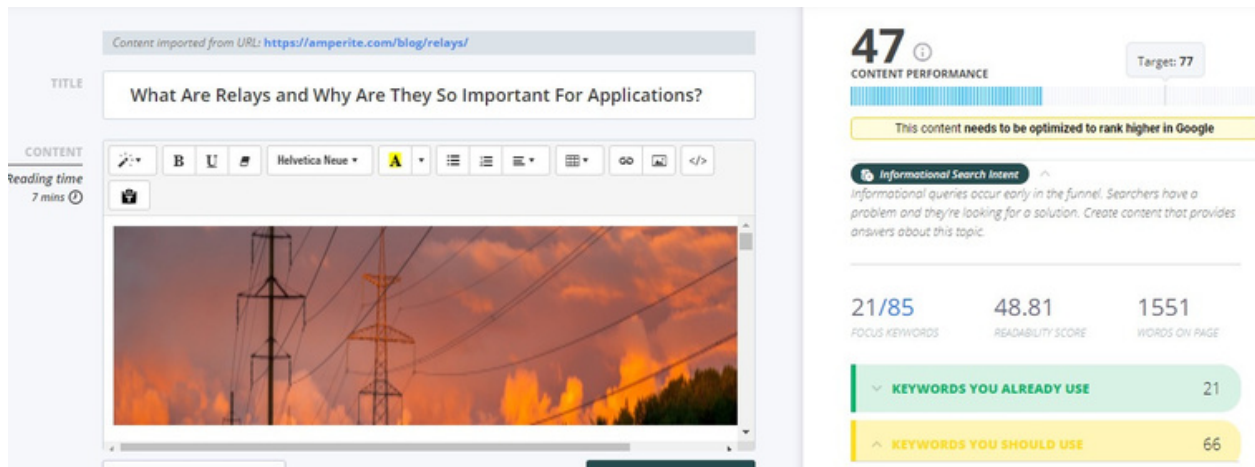
Competition Analysis

]

Target keyword:relay switch

If we are to target the above keyword, we need to improve the content performance of the above page (and this is also true with the deeper pages of your website):
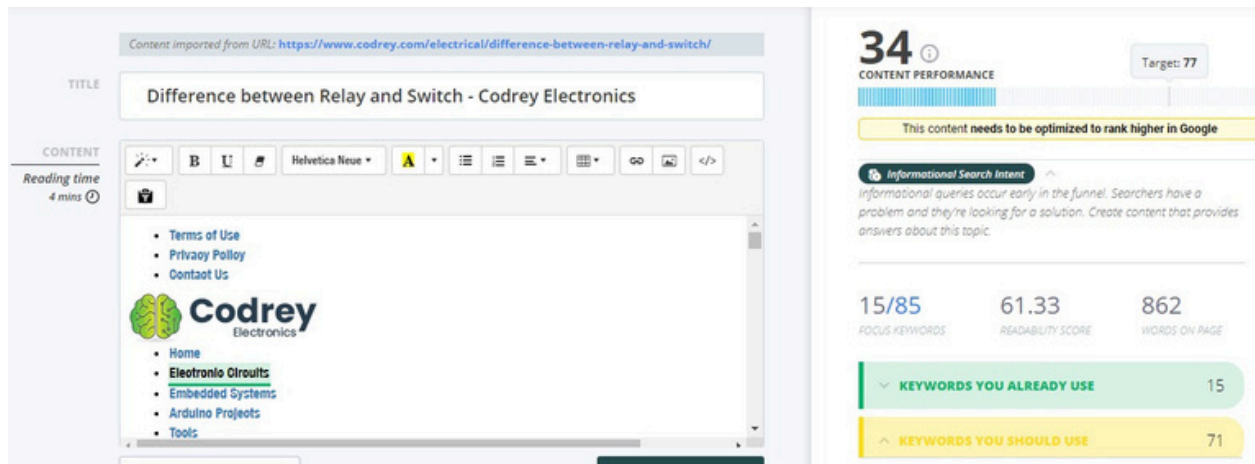
Here's the content performance percentage ofone ofyour top ranking competitors: https://amperite.com/blog/relays/

As you can see, it has a content performance of **47** for the keyword "**relay switch**". Out of **85 words/phrases** which Google wants to see present on the page, their page used **21 words/phrases**(see screenshot above).

Let's examine another top ranking website for the purpose of looking at   its content performancescore:

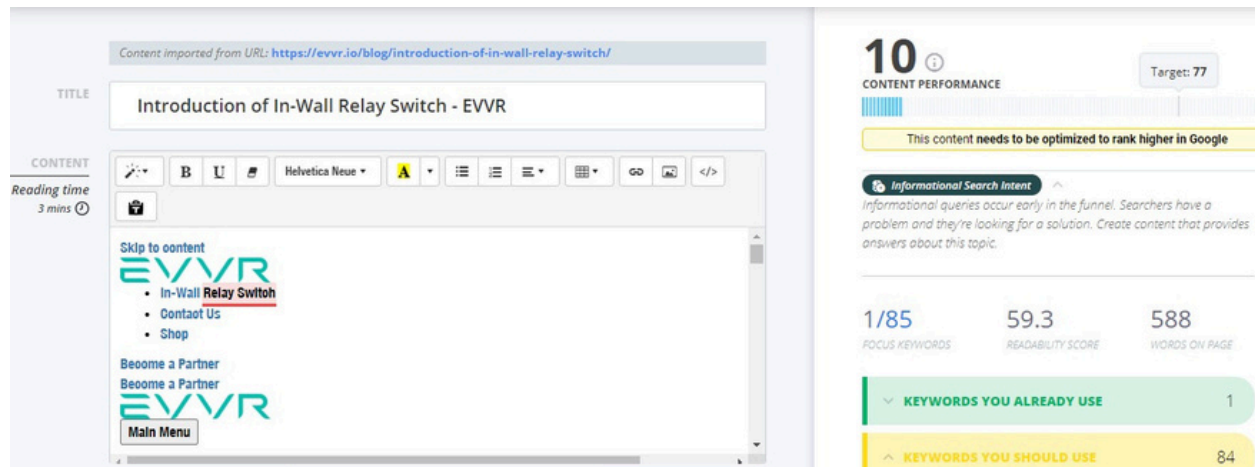https://www.codrey.com/electrical/difference-between-relay-and-switch/

As you can see, it also has a content performance of **34** for the keyword "**relay switch**". Out of **85 words/phrases** which Google wants to see present on the page, their page used **15 words/phrases**(see screenshot above).

Now let's now look at the content performance score of your website:

For this blog page https://evvr.io/blog/introduction-of-in-wall-relay-switch/

As you can see, it has a content performance of **10** for the keyword "**relay switch**". Out of **85 words/phrases** which Google wants to see present on the page, your page only used **1 words/phrases** since the content is thin (see screenshot above).

Content performance is dependent on our text content. As you already know, **text content is what search engines consume when indexing your website and so if search engines notice that a page has in it all the words and phrases that Google considers as semantically relevant to the target keyword, it will consider our page as the best page there is on the face of the web.** Our text helps search engines understand what the page is all about. It is also worth knowing that Google reads content using **vectors and co-occurrence analysis**. Co-occurrence analysis is used by Google to analyze **what words appear most commonly on a page and under what circumstances they appear together**. Instead of only looking at keywords in isolation on a page, Google appears to have begun looking at what words commonly appear together under varying circumstances.

Meta Titles and Meta Description

Google

In-Wall Relay Switch
https://evvr.io/ ▾
At EVVR, we believe you should spend less time flipping switches or tapping menus and more time in the moments that matter the most.

The meta title for this page is too short and the rest of the pages can still be improved by adding semantically relevant words which helps Google understand the page better and also the brand name can also be inserted.

The most effective page titles are about 10-70 characters long, including spaces.

Keep your titles concise and make sure they contain your best keywords.

Each page should have its own exclusive title.

Page Speed

The page is slower in mobile

Mobile

41

https://evvr.io/

▲ 0-49   ◼ 50-89   ● 90-100   ⓘ

Desktop

95

https://evvr.io/

▲ 0-49   ◼ 50-89   ● 90-100   ⓘ

Open Graph Objects and Twitter Cards

Your website has open graph objects and twitter cards but we will revisit them to make sure that they are correctly parsed.

Robots txt file and XML sitemap

Your website has robots txt file and XML sitemap but the sitemap url is not on the robots.txt so we will have to revisit them to make sure they are correctly set up.

On-Page Link Structure

We found 54 total internal links and 68 of links are external links and are sending authority to other sites.

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags not only in one keyword.

Here are the suggested keyword/topics you can used:

Topic	Keyword	Difficulty	Search Volume
smart light switch	smart light switch	3	36000
smart light switch	best smart light switch	4	2800
smart light switch	best smart switch	4	1100
smart light switch	smart light switch dimmer	5	800
smart light switch	smart wall switch	4	700
		5	
		3	
		7	
		4	
		3	

smart light switch	wifi smart switch	51	700
smart light switch	smart wifi light switch	42	600
smart light switch	best smart dimmer switch	42	400
smart light switch	best smart light switch for alexa	42	200
smart light switch	smart electric switch	46	150
smart light switch	smart wifi switch	47	150
smart light switch	in wall smart switch	40	90
smart light switch	best smart switch for home	45	90
smart light switch	smart home dimmer switch	38	80
smart light switch	best smart switch for google home	42	80
smart light switch	best 3 way smart switch	37	60
smart light switch	best smart wall switch	45	60
smart light switch	smart home wall switch	48	60
smart light switch	smart home switch	50	60
smart light switch	best buy smart switch	1	50
what is smart switch	what is smart switch	38	7500
smart switch app	where is smart switch	17	200
smart switch app	how to open smart switch	37	50
smart switch app	download smart switch app	64	50
zigbee vs z-wave	z-wave/zigbee compatibility	10	50
zigbee vs z-wave	zigbee and zwave	15	50
relay switch	relay switch	33	2900
3 way smart switch	3 way smart switch	13	1200
3 way smart switch	three way smart switch	12	200
3 way smart switch	smart switch 3 way	11	150
3 way smart switch	smart 3 way switch	16	150
3 way smart switch	tp link smart switch 3 way	11	100
3 way smart switch	smart light switch 3 way	14	100
3 way smart switch	3 way smart switch wiring	8	90
3 way smart switch	smart three way switch	15	60
zigbee light switch	zigbee switch	2	400
zigbee light switch	zigbee wall switches	0	100
zigbee light switch	zigbee wall switch	4	100
zigbee light switch	zigbee dimmer switches	0	70
zigbee light switch	zigbee light switches	5	50
how to install a smart light switch			
how to install a smart light switch	how to install smart light switch	23	400
alexa light switch			
	how to install a smart light switch	6	300
	smart light switch alexa	25	600

google home lights	google smart switch	60	250
google home lights	google home smart light switch	10	160
google home lights	smart dimmer switch google home	23	100
google home lights	smart switch google home	14	60
google home light switch	smart light switch google home	14	300
google home light switch	google home smart switch	8	80
zigbee door sensors	zigbee door sensor	1	200
zigbee door sensors	zigbee door sensors	0	150
what is smart switch app	what is smart switch on android	31	350
what is a relay	what is a relay switch	28	250
what is a relay	what does a relay switch do	32	90
relay wiring diagram	how to wire a relay switch diagram	21	200
relay wiring diagram	how to wire a relay switch	26	100
relay	power relay switch	12	100
relay	electronic relay switch	44	100
24 volt relay	24v relay switch	0	100

Other Recommendations:

- Add About Page
- The linkedin image link is not working
- Add Schema Markup for an Organization / Local Business

Thank you,

Ernesto Rendon Sinugbuhan