



# On-page SEO Audit for Anova.co

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# Current Website Performance

The website anova.co seems to be well performed, well indexed and taking a good place on the SERP top for a wide range of different keywords.

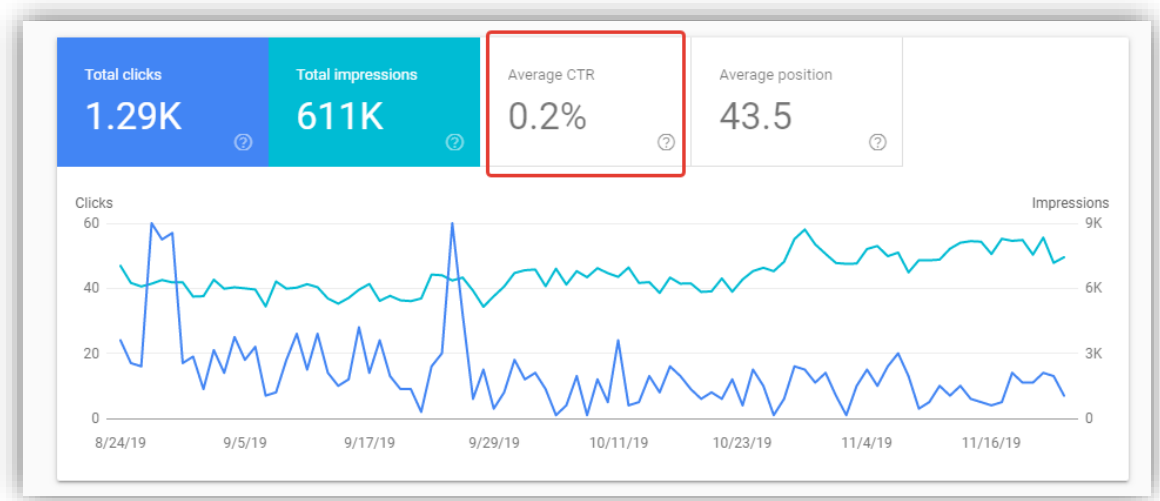
The benefits that I succeeded in finding while examining the website performance:

- Keywords related to the different services of the anova Agency like “Digital Marketing Agency”, “Pay per click Management”, “Search Engine Optimization”, “Social Media Marketing” (recent entry), “Facebook Advertising” etc. are all widely displayed in SERP. Diversity of these keywords makes sure that the agency’s appearance has a stable long-lasting character

URL	Keywords count		
	19 Nov	Diff	25 Nov
1. > <a href="https://anova.co/">https://anova.co/</a>	61	↓ 5	56 keywords
2. > <a href="https://anova.co/services/pay-per-click/">https://anova.co/services/pay-per-click/</a>	40	↑ 2	42 keywords
3. > <a href="https://anova.co/services/search-engine-optimisation/">https://anova.co/services/search-engine-optimisation/</a>	29	↑ 1	30 keywords
4. > <a href="https://anova.co/pay-per-click-marketing/">https://anova.co/pay-per-click-marketing/</a>	21	↓ 1	20 keywords
5. > <a href="https://anova.co/category/social-media-marketing/">https://anova.co/category/social-media-marketing/</a>	1	↑ 5	6 keywords
6. > <a href="https://anova.co/category/facebook-advertising/">https://anova.co/category/facebook-advertising/</a>	3	↑ 1	4 keywords
7. > <a href="https://anova.co/blog/google-ads-benchmark-calculator/">https://anova.co/blog/google-ads-benchmark-calculator/</a>	3	–	3 keywords
8. > <a href="https://anova.co/blog/march-2019-google-update/">https://anova.co/blog/march-2019-google-update/</a>	4	↓ 1	3 keywords
9. > <a href="https://anova.co/services/social-media-marketing/">https://anova.co/services/social-media-marketing/</a>	1	↑ 1	2 keywords
10. > <a href="https://anova.co/blog/facebook-ads-performance-calculator/">https://anova.co/blog/facebook-ads-performance-calculator/</a>	2	–	2 keywords
11. > <a href="https://anova.co/blog/guide-linkedin-campaign-manager/">https://anova.co/blog/guide-linkedin-campaign-manager/</a> <span style="color: green;">new</span>	0	↑ 1	1 keyword
12. > <a href="http://www.anova.co/">http://www.anova.co/</a>	1	–	1 keyword
13. > <a href="https://anova.co/blog/adwords-facebook-ads-whatsapp-updates/">https://anova.co/blog/adwords-facebook-ads-whatsapp-updates/</a>	1	–	1 keyword
14. > <a href="https://anova.co/services/search-engine-optimisation/keyword-research-and-strategy/">https://anova.co/services/search-engine-optimisation/keyword-research-and-strategy/</a>	1	↓ 1	0 keywords

**Table 1. Landing pages and the numbers of related keywords**

- Every group of keywords that mentioned above is performed with both a head keyword and its long tail keywords. It means that the pages are optimized well
- About a half of keywords contain toponym, the rest don’t
- The Average CTR on the organic search is extremely low



**Plot 2. The GSC Clicks and Impressions table**

- The website structure has been recently changed. The categories Service and Blog have their URLs updated that negatively influenced on the website indexing and ranking.

The Excel Workbooks related this analysis can be found here:

- [301 Redirect influence anova SEMRush 25112019.xlsx](#)
- [Keywords positions and CTR anova GSC 25112019.xlsx](#)
- [Sitemap with metadata anova Screaming Frog 25112019.xls](#)

## Conclusion

- The website is indexed and optimized well, its organic traffic doesn't depend on the number of popular queries and will be stable regardless to the Google updates
- Two categories, PPC and SEO, and the keywords related to them make much more significant impact into the organic traffic attraction than the rest of the catalog pages
- The Google Search Console plot shows the 25% growth of impressions during the click's loss (ref. Table 2). The website indexing seems to having changes after updating the URL structure. As a result, the new pages may tend to lose their positions. The screenshot is below.

Url	Keyword	20191119	Position	20191125
https://anova.co/category/social-media-mar	social marketing agency london	83	-17	0
https://anova.co/services/social-media-mark	social marketing agency london	0	32	68
https://anova.co/	social media marketing agencies london	30	-70	0
https://anova.co/category/social-media-mar	social media marketing agencies london	0	56	44
https://anova.co/category/social-media-mar	social media marketing agency	0	52	48
https://anova.co/services/social-media-mark	social media marketing agency	64	-36	0
https://anova.co/	social media marketing agency london	28	-72	0
https://anova.co/category/social-media-mar	social media marketing agency london	0	68	32
https://anova.co/	social media marketing company london	44	-56	0
https://anova.co/category/social-media-mar	social media marketing company london	0	42	58
https://anova.co/	social media marketing management london	31	-69	0
https://anova.co/services/social-media-mark	social media marketing management london	0	49	51

Table 3. The landing page changing (the [source](#))

- The majority of the top ranked keywords uses a toponym

Query	Clicks	Impressions	CTR	Avg. Position
pay per click in london	1	124	0,81%	1
pay per click marketing london	2	294	0,68%	1
search engine optimisation agency london	6	942	0,64%	1
pay per click london	5	1217	0,41%	1
pay per click services london	0	81	0,00%	1
pay per click management london	0	386	0,00%	2
search engine optimisation agency in london	3	345	0,87%	2
pay per click management agency london	0	283	0,00%	2
paid advertising london	1	37	2,70%	2
search engine optimisation in london	1	1157	0,09%	2
search-engine optimisation london	0	185	0,00%	2
pay per click advertising london	0	594	0,00%	2
search engine optimisation london	13	4758	0,27%	2
pay per click advertising agency london	0	68	0,00%	2
london search engine optimisation services	0	133	0,00%	2
london pay per click agency	0	375	0,00%	2
ppc marketing london	0	914	0,00%	3
pay per click agency london	2	1646	0,12%	3
pay-per-click (ppc) campaign services london	0	64	0,00%	3
search engine marketing london	0	1918	0,00%	3
guy azouri	5	185	2,70%	3
london search engine optimisation	0	1122	0,00%	3
pay per click management services london	0	93	0,00%	3
anovaco	41	124	0,3306	3
anova digital	0	181	0	3
ppc services london	1	1138	0,09%	3

Table 4. The toponym influence (the [source](#))

# How to boost the organic traffic

There are some obvious ways to improve the organic traffic:

1. The CTR displayed on GSC Click and Impression screenshot is minor. It can be improved by SEO optimizing metadata, pages' titles and meta descriptions.
2. The categories, that still are not ranked well, should be also SEO optimized.
3. The blog has batch of long tail keywords, which can attract the additional organic traffic. Blog posts should be optimized for these keywords.

## Warning!

Updating the top ranked pages is not recommended.

- <http://www.anova.co/>
- <https://anova.co/services/pay-per-click/>
- <https://anova.co/services/search-engine-optimisation/>

All updates can likely cause a traffic drop. All the experiments should be better implemented on the low-rated pages first.

# The category page template

## On-page metadata

As we can see on the table below, there are some simple ways to improve the category metadata:

1. Meta titles have too long page descriptions, it would be better to shorten them. For example, we can replace **“Blogger outreach management - Digital Marketing Agency, SEO Optimisation, PPC Agency London | anova”** (99 characters) with **“Blogger outreach management | anova London”** (42 characters)  
It may be important to keep toponym, as we discovered before.  
The max length of meta title is 60 characters in accordance with the Google recommendations, we should pay attention to it.
2. There are no descriptions on some categories. The max length of the description is 160 characters.  
While writing a description, writer should pay attention to the following details:
  - a. The description must fit the chosen head keyword.
  - b. Use of synonyms and related words could be beneficial for reaching the better in the SERP for multiple keywords.
3. Be specific writing metadata. For example, the H1 on the list item 4 “Writing a blog” is too wide, it’s better to use “Blog Writing Services”

**Please, remember not to take PPS and SEO categories! They are good enough**

#	Address	Title 1	Meta Description 1	H1-1
1	<a href="https://anova.co/services/">https://anova.co/services/</a>	Services - <b>Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova</b>	Helping clients with their digital marketing strategies such as paid ads, social media, website development and search engine optimisation.	How can we help you build your online presence?
2	<a href="https://anova.co/services/content-marketing/">https://anova.co/services/content-marketing/</a>	Content Marketing Agency - Content Strategy Services - anova	As a content marketing agency, we work with our clients to make sure they are producing relevant, engaging and valuable content. We think outside the box.	Content Marketing Agency in London
3	<a href="https://anova.co/services/content-marketing/blogger-outreach-management/">https://anova.co/services/content-marketing/blogger-outreach-management/</a>	Blogger outreach management - <b>Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova</b>		Bloggers and how they can help you
4	<a href="https://anova.co/services/content-marketing/blog-writing-services/">https://anova.co/services/content-marketing/blog-writing-services/</a>	Blog writing services - <b>Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova</b>		Writing a blog
5	<a href="https://anova.co/services/content-marketing/copywriting-services/">https://anova.co/services/content-marketing/copywriting-services/</a>	Copywriting Services - <b>Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova</b>		Content Marketing Agency in London
6	<a href="https://anova.co/services/conversion-rate-optimisation/">https://anova.co/services/conversion-rate-optimisation/</a>	Conversion Rate Optimisation - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Optimising your website to improve Conversion Rates
7	<a href="https://anova.co/services/conversion-rate-optimisation/analytics-configuration-audit/">https://anova.co/services/conversion-rate-optimisation/analytics-configuration-audit/</a>	Analytics Configuration & Audit - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Evidence-based digital marketing strategy

8	<a href="https://anova.co/services/pay-per-click/">https://anova.co/services/pay-per-click/</a>	PPC & Google Ads Management Agency in London.   anova	Data-driven PPC Management Agency in London, helping your business grow through a targeted Google Ads Pay Per Click campaign.	Not just another Pay Per Click London marketing agency
9	<a href="https://anova.co/services/pay-per-click/google-display-network/">https://anova.co/services/pay-per-click/google-display-network/</a>	Google Display Network - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Make sure people see you again, and again, and again with our digital marketing campaigns
10	<a href="https://anova.co/services/pay-per-click/mobile-app-advertising/">https://anova.co/services/pay-per-click/mobile-app-advertising/</a>	Mobile App Advertising - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Advertising your app using pay per click
11	<a href="https://anova.co/services/pay-per-click/remarketing/">https://anova.co/services/pay-per-click/remarketing/</a>	Remarketing - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Remarket to your audience and remind your audience what they are missing
12	<a href="https://anova.co/services/pay-per-click/search-ads/">https://anova.co/services/pay-per-click/search-ads/</a>	Search Ads - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Paid search, bidding, ppc, Google Adwords... what does it all mean?
13	<a href="https://anova.co/services/pay-per-click/video-advertising/">https://anova.co/services/pay-per-click/video-advertising/</a>	Video advertising - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Advertising using video adverts
14	<a href="https://anova.co/services/search-engine-optimisation/">https://anova.co/services/search-engine-optimisation/</a>	Search Engine Optimisation Agency London - SEO Services - anova	London based Search Engine Optimisation Agency, working hard to put your website in first positions, leaving your competition behind!	Search Engine Optimisation agency based in London
15	<a href="https://anova.co/services/search-engine-optimisation/activity-reports/">https://anova.co/services/search-engine-optimisation/activity-reports/</a>	Activity Reports - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Measuring results and showing a return of investment
16	<a href="https://anova.co/services/search-engine-optimisation/content-management/">https://anova.co/services/search-engine-optimisation/content-management/</a>	Content Management - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Sharing your content as part of your digital marketing plan
17	<a href="https://anova.co/services/search-engine-optimisation/keyword-research-and-strategy/">https://anova.co/services/search-engine-optimisation/keyword-research-and-strategy/</a>	Keyword Research and Strategy - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Keyword research - first step in your SEO strategy
18	<a href="https://anova.co/services/search-engine-optimisation/local-seo/">https://anova.co/services/search-engine-optimisation/local-seo/</a>	Local SEO - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Let your customer find your local business with a Local SEO focused strategy
19	<a href="https://anova.co/services/search-engine-optimisation/mobile-seo/">https://anova.co/services/search-engine-optimisation/mobile-seo/</a>	Mobile SEO - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Is your website optimised for mobile traffic?
20	<a href="https://anova.co/services/search-engine-optimisation/on-page-content-optimisation/">https://anova.co/services/search-engine-optimisation/on-page-content-optimisation/</a>	On-Page Content Optimisation - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Use the right keywords, optimise your website content
21	<a href="https://anova.co/services/search-engine-optimisation/on-page-technical-optimisation/">https://anova.co/services/search-engine-optimisation/on-page-technical-optimisation/</a>	On-Page Technical Optimisation - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Technical Optimisation - the foundation of your SEO journey
22	<a href="https://anova.co/services/search-engine-optimisation/seo-blog-management/">https://anova.co/services/search-engine-optimisation/seo-blog-management/</a>	SEO Blog Management - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Enrich your content with an ongoing SEO driven blog writing service
23	<a href="https://anova.co/services/search-engine-optimisation/website-performance-optimisation/">https://anova.co/services/search-engine-optimisation/website-performance-optimisation/</a>	Website Performance Optimisation - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Slow websites leave visitors frustrated, optimise your website performance with anova
24	<a href="https://anova.co/services/social-media-marketing/">https://anova.co/services/social-media-marketing/</a>	Social Media Marketing - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Paid Advertising on Social Media
25	<a href="https://anova.co/services/social-media-marketing/advertise-on-facebook/">https://anova.co/services/social-media-marketing/advertise-on-facebook/</a>	Advertise on Facebook - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Paid advertising on Facebook
26	<a href="https://anova.co/services/social-media-marketing/advertise-on-instagram/">https://anova.co/services/social-media-marketing/advertise-on-instagram/</a>	Advertise on Instagram - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Using Instagram as part of your digital marketing campaign
27	<a href="https://anova.co/services/social-media-marketing/advertise-on-linkedin/">https://anova.co/services/social-media-marketing/advertise-on-linkedin/</a>	Advertise on LinkedIn - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Using LinkedIn in your digital marketing campaign
28	<a href="https://anova.co/services/web-design-development/">https://anova.co/services/web-design-development/</a>	Web Design & Development - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Website Design Agency based in London, operating globally.

29	<a href="https://anova.co/services/web-design-development/coding/">https://anova.co/services/web-design-development/coding/</a>	Our Coding Philosophy - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Building your website with the most intuitive coding techniques
30	<a href="https://anova.co/services/web-design-development/designing-a-website/">https://anova.co/services/web-design-development/designing-a-website/</a>	Designing a website - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Web Design services
31	<a href="https://anova.co/services/web-design-development/e-commerce-web-development/">https://anova.co/services/web-design-development/e-commerce-web-development/</a>	E-Commerce Web Development - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Your E-Commerce Website
32	<a href="https://anova.co/services/web-design-development/website-copywriting/">https://anova.co/services/web-design-development/website-copywriting/</a>	Website Copywriting - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova		Content writing for your website

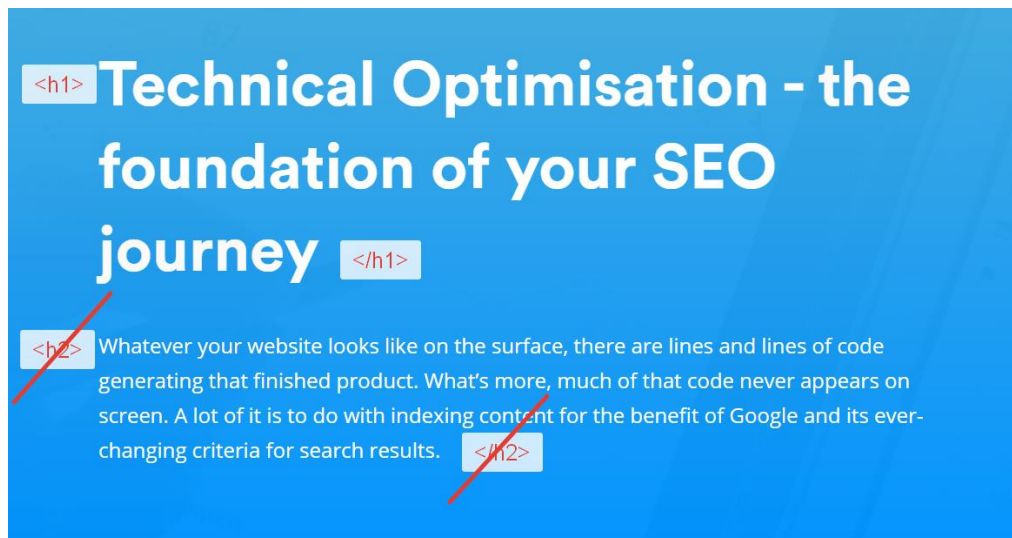


# Optimizing the on-page content

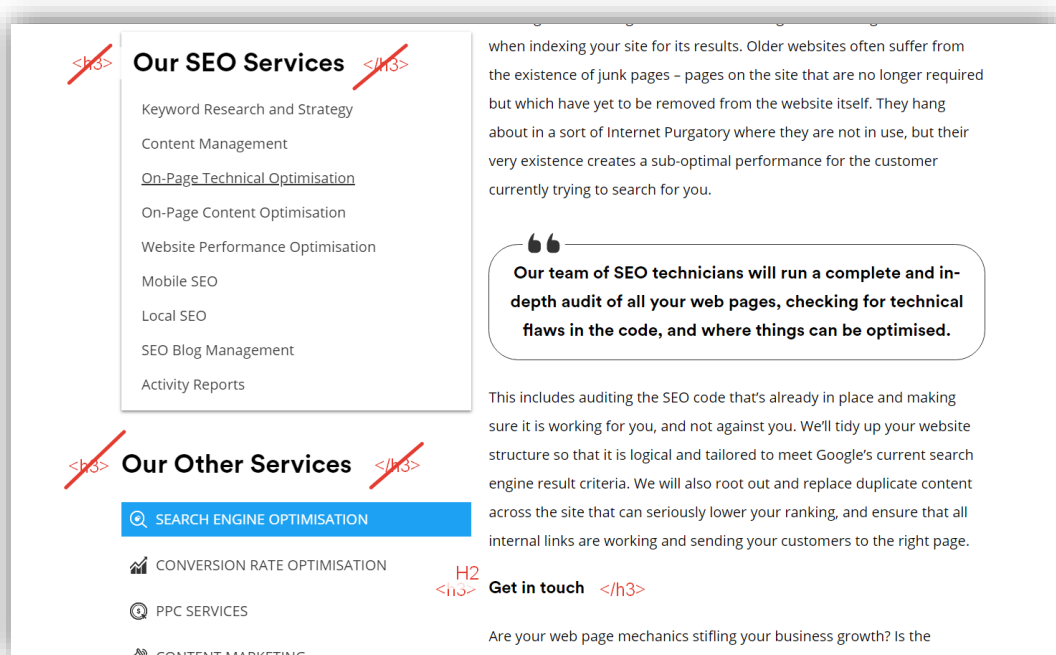
<https://anova.co/services/search-engine-optimisation/on-page-technical-optimisation/>

It is very important for SEO to use a header H1 that fits the head keyword.

The Technical Optimization term is not related to web development only. Using the “On-site Technical Optimization” instead of it does not spoil the header, but can make it more focused.



The h2 tag should be better replaced from the header description. The h2 tag is indexed and accounted for the page relevancy estimation so it should be better used for headers, not for the plain text.



The menu headers should better have the other style, than h3, especially since there are another h3s in the text. It may confuse the Google bot.

The text in the body can have some h2 headers, relevant the h1 header. For example:

- “What does on-site technical optimization include” at the top of the page
- “Get free technical optimization audit” instead of h3 “Get in Touch”

It would be also recommended to remove the active link from the menu item, because the user is already on this page.

The “Our other services” menu requires designer’s attention. It could be better moved somewhere, because it makes the page messy and difficult for understanding. I also think that caps and icons are not suitable where, but it’s up to designer.

### Our SEO Services

- Keyword Research and Strategy
- Content Management
- On-Page Technical Optimisation
- On-Page Content Optimisation
- Website Performance Optimisation
- Mobile SEO
- Local SEO
- SEO Blog Management
- Activity Reports

Whilst the site’s appearance and content have an important role to play in making your site appealing to new customers, you should never overlook the code quietly working away behind the scenes.

This includes page tags and meta-data, those hidden instructions in the header and footer of your website’s HTML code. These form a crucial part of Google’s search algorithm and are among the first thing it comes across when indexing your site for its results. Older websites often suffer from the existence of junk pages – pages on the site that are no longer required but which have yet to be removed from the website itself. They hang about in a sort of Internet Purgatory where they are not in use, but their very existence creates a sub-optimal performance for the customer currently trying to search for you.

### Our Other Services

- SEARCH ENGINE OPTIMISATION
- CONVERSION RATE OPTIMISATION
- PPC SERVICES

**Our team of SEO technicians will run a complete and in-depth audit of all your web pages, checking for technical flaws in the code, and where things can be optimised.**

This includes auditing the SEO code that’s already in place and making sure it is working for you, and not against you. We’ll tidy up your website

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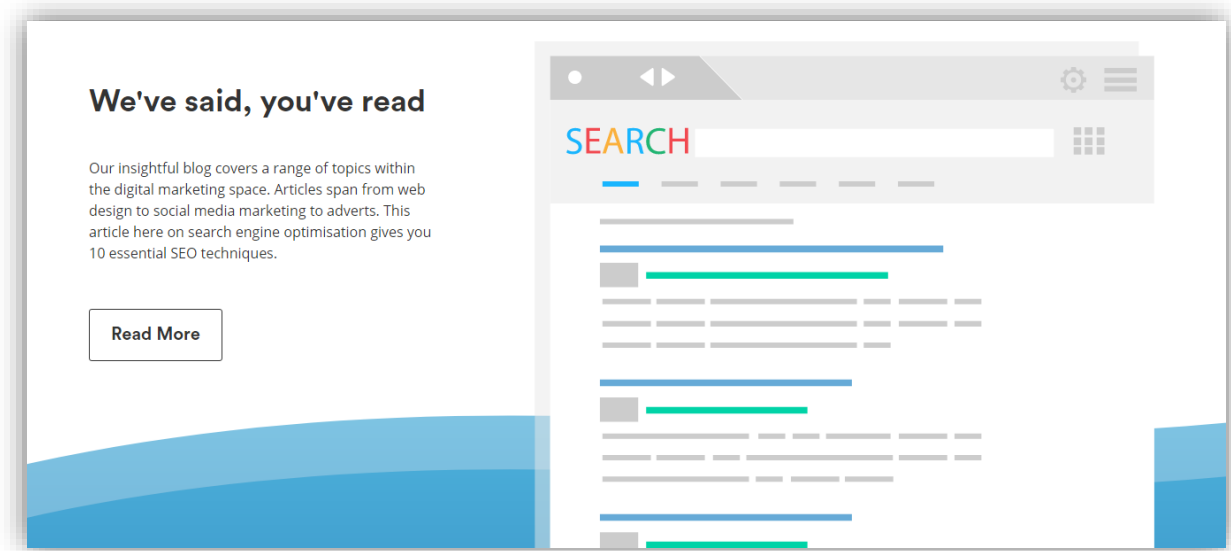
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The text in this block can be relevant to the current page content and lead to the relevant blog category.

I suppose that the accordion menu with questions and answers about the current service is necessary on every page. It allows to place there the long tail keywords containing interrogative words like “What is necessary in the on-site technical optimization”, “How long does it take to complete the technical optimization” and so on.

The text length should be not less than a thousand words for the better indexing.

# The Blog post template

## On-page Metadata

There are 144 pages on the blog category, I took a few for the example.

1. Blog posts with the titles like “10 Trends...”, “3 Tips...”, “5 Benefits...” etc. usually work perfect. Depending on the meta title length, the descriptions can differ: | anova, | anova London, | anova Marketing Agency.
2. The meta description should be shorter than 160 characters and contain the core keyword, its synonyms and related words to make them highlighted bold when they are used in the search query.
3. H1 has to be relevant to the core keyword.

#	Address	Title 1	Meta Description 1	H1-1
1	<a href="https://anova.co/blog/10-digital-marketing-trends-january-2018/">https://anova.co/blog/10-digital-marketing-trends-january-2018/</a>	10 Digital Marketing Trends January 2018   anova London	anova analysed 10 Emerging Digital Marketing Trends for 2018. Our tips will help business to stay ahead of the curve. Read now!	10 Powerful Digital Marketing Trends You Need to Know - January 2018
2	<a href="https://anova.co/blog/10-essential-seo-techniques/">https://anova.co/blog/10-essential-seo-techniques/</a>	10 Essential SEO Techniques you must MASTER	Whether writing a blog or running an online store, Search Engine Optimisation is the key to getting online traffic. SEO Techniques...	10 Essential SEO Techniques
3	<a href="https://anova.co/blog/10-ways-for-search-engine-domination/">https://anova.co/blog/10-ways-for-search-engine-domination/</a>	10 effective ways for search engine domination   anova London	Once you realise that SEO optimisation is about more than keyword stuffing, you have the opportunity to move from search engine optimisation to search engine domination. Find how in this short article :)	10 effective ways to swap search engine optimisation for search engine domination
4	<a href="https://anova.co/blog/17-benefits-of-influencer-marketing/">https://anova.co/blog/17-benefits-of-influencer-marketing/</a>	17 Incredible Benefits of Influencer Marketing in 2018	What are the benefits of Influencer Marketing? It is impossible to deny the power that social media marketing in propelling your business forward. Find the top 17 benefits of Influencer Marketing by reading this article.	17 Incredible Benefits of Influencer Marketing in 2018
5	<a href="https://anova.co/blog/3-mistakes-avoid-international-marketing-3/">https://anova.co/blog/3-mistakes-avoid-international-marketing-3/</a>	3 Mistakes to Avoid in International Marketing   anova Digital Marketing	What many find is that the challenges of marketing domestically increase exponentially on the international stage. Here are three mistakes to avoid while...	3 Mistakes to Avoid in International Marketing
6	<a href="https://anova.co/blog/3-rules-writing-catchy-titles-not-clickbait-3/">https://anova.co/blog/3-rules-writing-catchy-titles-not-clickbait-3/</a>	3 Rules for Writing Catchy Titles (and Not Clickbait)   anova Marketing	In a competitive online market, getting noticed is a difficult task. Much like using hashtags, as we outlined in last week’s article, an easy and surprising	3 Rules for Writing Catchy Titles (and Not Clickbait)
7	<a href="https://anova.co/blog/3-ways-promote-music-on-social-media/">https://anova.co/blog/3-ways-promote-music-on-social-media/</a>	3 Ways to Promote Your Music on Social Media   anova Digital Marketing	Promoting music on social media is easier than you think, and the best way to do it! In the hyper-connected online world, you’re going to get the best	3 Ways to Promote Your Music on Social Media
8	<a href="https://anova.co/blog/4-tips-get-followers-on-twitter-3/">https://anova.co/blog/4-tips-get-followers-on-twitter-3/</a>	4 Tips to Get More Followers on Twitter   anova Digital Marketing Agency	In the world of online marketing, the social media presence of your business or brand is extremely important. Getting followers on Twitter is an excellent	4 Tips to Get More Followers on Twitter
9	<a href="https://anova.co/blog/5-benefits-of-seo/">https://anova.co/blog/5-benefits-of-seo/</a>	5 Benefits of SEO and Why You Should Invest in it	SEO is the best way to reach your target audience, by using keywords on your website to match the searches made by your customers. Discover the five benefits of SEO application in your business.	5 Benefits of SEO and Why You Should Invest in It
10	<a href="https://anova.co/blog/5-digital-marketing-trends-2017-3/">https://anova.co/blog/5-digital-marketing-trends-2017-3/</a>	5 Digital Marketing Trends of 2017 to Look Out For   anova Digital	With 2016 quickly coming to a close, the digital marketing trends of 2017 are now the focus of speculation and strategy for businesses everywhere. We’ve	5 Digital Marketing Trends of 2017 to Look Out For

11	<a href="https://anova.co/blog/5-gdpr-myths-to-bust-right-now/">https://anova.co/blog/5-gdpr-myths-to-bust-right-now/</a>	5 GDPR myths to bust right here, right now   anova	GDPR is now in effect and crucial that all business owners know the ins and outs. To help clear up the situation and dispel any mistruths, here are the top five gdpr myths, debunked! Read to know more!	5 GDPR myths to bust right here, right now
12	<a href="https://anova.co/blog/5-insane-tips-to-improve-your-google-ranking/">https://anova.co/blog/5-insane-tips-to-improve-your-google-ranking/</a>	5 Insane Tips to Improve your Google Ranking   anova London	There are many ways to improve your Google ranking without the necessity of taking part in the company's paid scheme. Find 5 insane tips in this article.	SEO is not hard - 5 Insane tips to improve your Google ranking
13	<a href="https://anova.co/blog/5-powerful-digital-marketing-trends-march-2018/">https://anova.co/blog/5-powerful-digital-marketing-trends-march-2018/</a>	5 powerful digital marketing trends for March 2018   anova London	The world of digital marketing is always changing, you need to ensure you're kept in the loop. We've put together a guide on the five most powerful digital marketing trends for March 2018 that should be on your radar. Read More!	5 Powerful Digital Marketing Trends for March 2018
14	<a href="https://anova.co/blog/5-powerful-terms-seo/">https://anova.co/blog/5-powerful-terms-seo/</a>	5 Powerful Terms to know before Talking with SEO Agency   anova London	Discover the five powerful and important terms you absolutely need to know, before talking with your next SEO agency. Read the article to know more.	Do You Speak SEO? 5 Powerful Terms to Know Before Talking With Your SEO Agency
15	<a href="https://anova.co/blog/5-reasons-why-you-should-have-an-seo-audit-right-here-right-now/">https://anova.co/blog/5-reasons-why-you-should-have-an-seo-audit-right-here-right-now/</a>	5 reasons why you should have an SEO audit right here, right now - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova	An SEO audit is an assessment of your current website. We have put together a list of reasons why you should have an SEO audit – right here, right now	5 reasons why you should have an SEO audit right here, right now
16	<a href="https://anova.co/blog/5-stages-marketing-funnel/">https://anova.co/blog/5-stages-marketing-funnel/</a>	The 5 Stages Marketing Funnel You Should Know   anova London	anova guide on how to devise marketing strategies and plans, to ensure get the best out of your marketing funnel, achieving sales targets!	The 5 Stages of the Marketing Funnel You Should Know to Boost Your Sales
17	<a href="https://anova.co/blog/5-tips-save-money-small-businesses/">https://anova.co/blog/5-tips-save-money-small-businesses/</a>	5 Tips to Save Money for Small Businesses   anova Digital Marketing	In a competitive global marketplace, it can be difficult for small businesses to compete, and save money at the same time.	5 Tips to Save Money for Small Businesses
18	<a href="https://anova.co/blog/5-top-tips-effective-ppc-campaign/">https://anova.co/blog/5-top-tips-effective-ppc-campaign/</a>	5 Top Tips for Effective PPC Campaign Management	PPC campaign can be a very effective way of driving traffic and leads to your website, which should hopefully result in sales. Although...	5 Top Tips for Effective PPC Campaign Management
19	<a href="https://anova.co/blog/5-top-tips-getting-facebook-lead-ads/">https://anova.co/blog/5-top-tips-getting-facebook-lead-ads/</a>	5 top tips for getting the most out of Facebook lead ads - Digital Marketing Agency, SEO Optimisation, PPC Agency London   anova	Facebook lead ads are one of the most effective ways to start getting more potential customers into your sales funnel. Facebook lead ads examples that can be edited and tweaked to work across a number of different industries.	5 top tips for getting the most out of Facebook lead ads
20	<a href="https://anova.co/blog/5-ways-boost-your-business-online-with-facebook-advertising/">https://anova.co/blog/5-ways-boost-your-business-online-with-facebook-advertising/</a>	5 Ways to Boost Your Business Online with Facebook Advertising	Ever wondered how to boost your business online with Facebook advertising? Does Facebook advertising work for small businesses? Find here 5 examples of how Facebook advertising can boost your business online.	5 Ways to Boost Your Business Online with Facebook Advertising

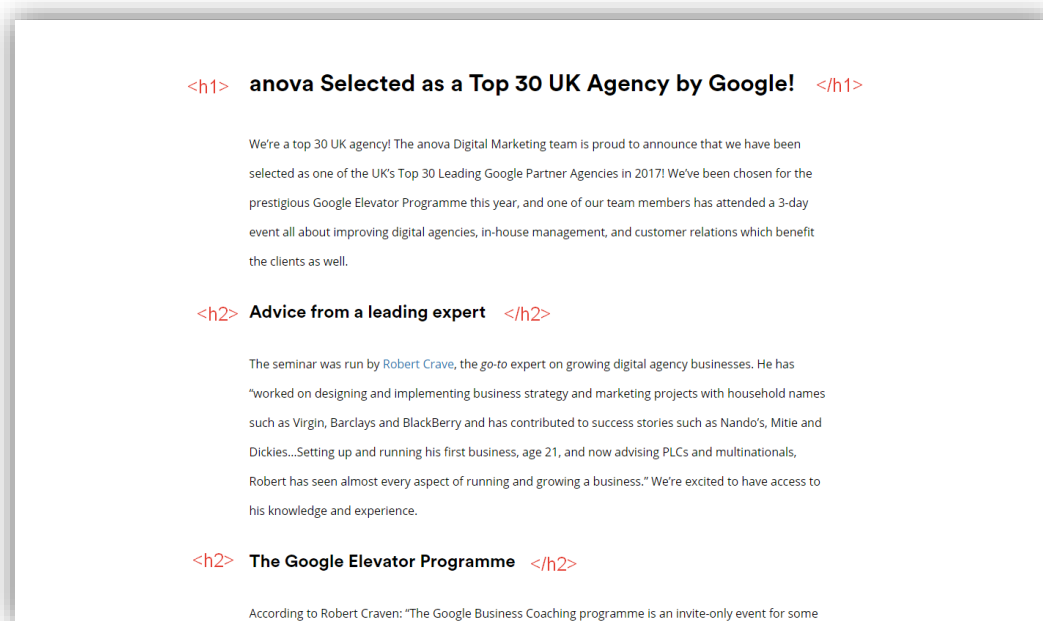
# Optimizing on-page content

<https://anova.co/blog/anova-top-30-uk-digital-marketing-agency-google-partner/>



Some pictures have large dimensions (particularly this picture has 800x600px, but I saw some with the dimension like 3000px, 4000px and more along the long side). It would be good to mark up images with title and alt tags.

We can also write a description in the author's bio like "CJ Sterns, Marketing expert, anova Digital Agency", it can give us some additional keyword.



The headers markup is correct: the h1 is at the top of the page, multiple h2s fractures plain text into the blocks. But I saw some blogposts, where headers require correction.

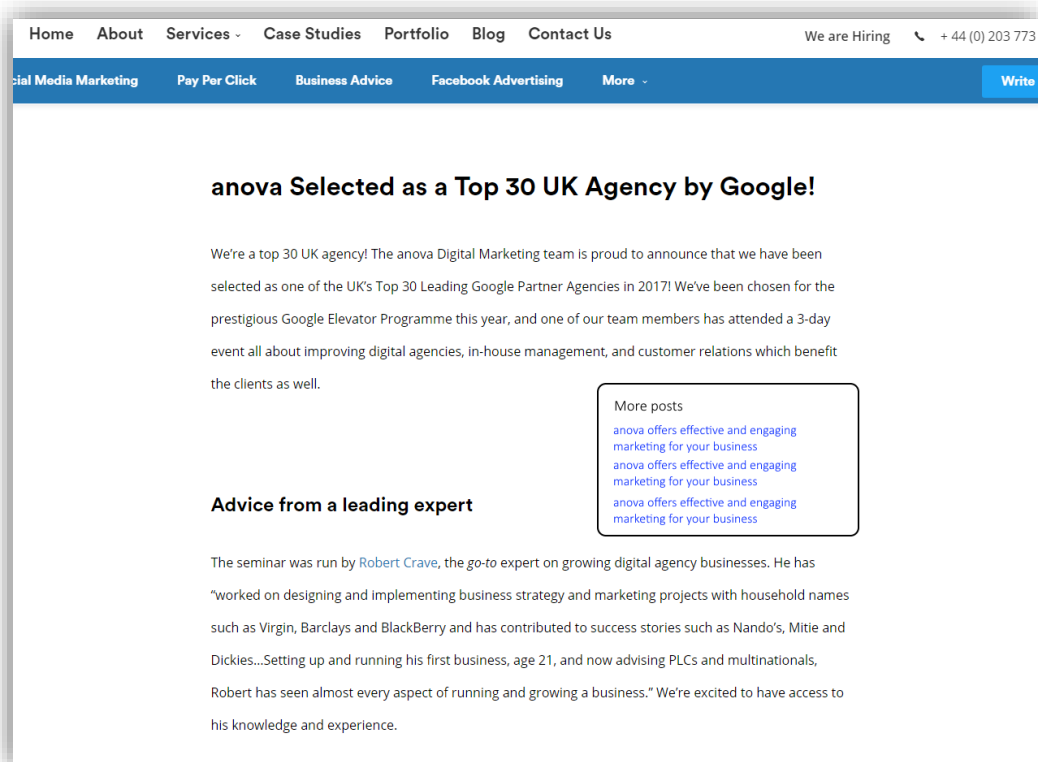
It would be better to make h2 headers more relevant to the h1 and title. Again, everything is okay with this specific blog post, but it could be useful for the others.

## Advice from a leading expert

The seminar was run by [Robert Crave](#), the go-to expert on growing digital agency businesses. He has “worked on designing and implementing business strategy and marketing projects with household names such as Virgin, Barclays and BlackBerry and has contributed to success stories such as Nando’s, Mitie and

Link anchors should contain keywords. If we promote a Robert Crave, this link is ok, but it would be better to use the anchor like [the digital agency consultant Robert Crave](#).

The common SEO practice is to use related articles lists placed at the top of a blog post for people who realized that they don’t want to read this article further and want to go away. This trick can retain users and give some relevant links for the internal interlinking.



Images in the text can be useful for both users and search crawlers. Remember to use the title and alt tags.

## Related posts



### Knowing Your Market Position - Porter's Five

Last month, we debuted a new series of articles to help you not only with making your business successful online but successful in general. In August we covered SMART Objectives that can help you create

BUSINESS ADVICE / SEPTEMBER 29, 2017



### This Month on Social Media - Social Media

Welcome to our March 2017 edition of Social Media News with anova Digital Marketing! The news this month has been pretty overshadowed by the events on 22 March in our home city of London, and we

NEWS / MARCH 27, 2017



### This Month on Social Media - Social Media

Welcome to the June 2017 instalment of Social Media News with anova Digital Marketing Agency! Let's get straight to the heavy-hitters from this last month... Facebook Updates The Titan Facebook hit a

NEWS / JUNE 26, 2017



### Fake News: What is It All About? Part 2 of 2

This is a continuation of last week's article on fake news, which can be found here. Fake news isn't new, but has proven to be an epidemic in recent years, and continues today. Its effects have been wide-reaching

BRAND DEVELOPMENT / MAY 22, 2017

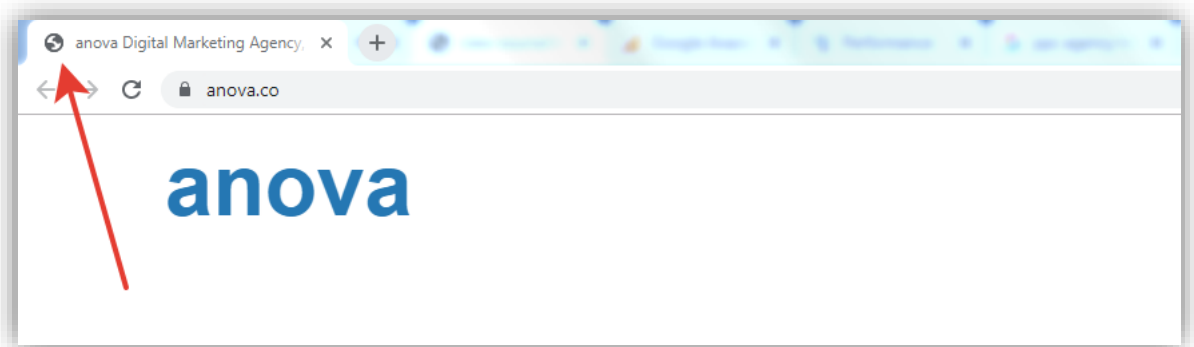
I can see that related posts are always the same, they don't update after refreshing the page.

It would be great to add below the same block with the Featured posts displayed randomly. It will give us 8 internal links instead of 4. Every time the crawler visiting the blogpost page, it will index 4 new links (because they would be random). It can make an impression that the page was refreshed and the crawler can start crawling the blog more often.



# Some more details

It would be good to add a favicon

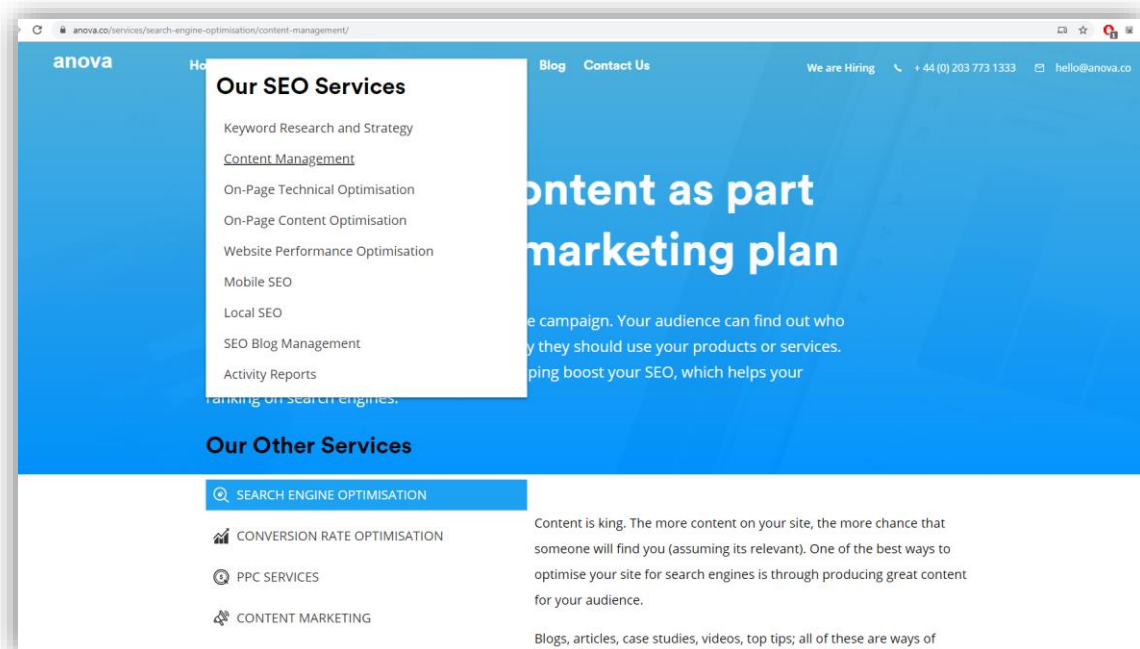


Set some redirect from the indexed 404s:

- <https://anova.co/blog/6-things-to-know-before-you-start-an-influencer-marketing-campaign>
- <https://anova.co/blog/social-media-newsdecember/>
- <https://anova.co/case-study>

I found a bug on the page <https://anova.co/services/search-engine-optimisation/content-management/>

After scrolling down and then scrolling up, the menu gets up on the main picture



Not all blog posts have images in their thumbnails

## Related posts



### The 3 Most Effective Black Friday Digital

Running successful Black Friday campaigns has become somewhat essential for retail and eCommerce store owners all around the world. In the US alone, consumers spent a whopping \$7.9 billion on Black

ONLINE MARKETING / NOVEMBER 21, 2016

### The Benefits of Using Instagram for Businesses

Visual contents have become even more popular since the emergence and growth of social media: it is imperative for brands to leverage this. This shift means that businesses, whether big or small, are able

ONLINE MARKETING / MARCH 18, 2016



### Using Social Media for Fundraising: What

Knowing how to use social media platforms is important for every kind of business, including nonprofit organisations and charities. But how can you use social media for fundraising and get results?

BRAND DEVELOPMENT / JUNE 5, 2017

### The benefits of PPC as an advertising strategy

Pay-per-click (PPC) refers to paid search advertising, whereby businesses can appear on the search engine results page (SERP) for keywords or phrases of your choice. When people search for something

BRAND DEVELOPMENT / MARCH 17, 2016