SEO Audit for Stories Through Storm (STSnation)
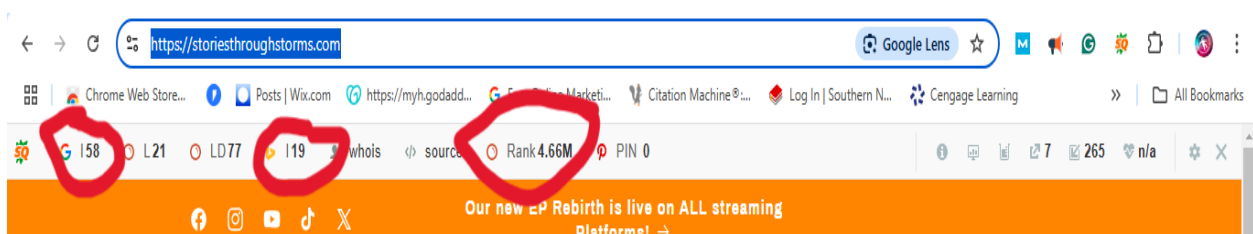
Overview

STSnation is a metal rock band from Topeka Kansas. Needs help bring followers and increase the user engagement for Facebook and Instagram. The band has good momentum on Spotify with main demographics from Australia, USA, Germany and Canada. Males with Age ranges from 25-34 are 55% of their user listeners. Which aligns with their data that users find STS through Facebook and backlink connection is strong with between Facebook and Spotify. Band has used a band hashtag before #stsnation but has not used it in 5 years. Band has not used paid ads within a year as they are concentrating on touring and show promotion. So, the band is in need organic improvement. Two of their 4 top songs rights have been sign (spectrum and locked away) and are unable to play. They are working on increasing view of song Dark Inside breathless and rats

Issue Overview

Webpage

STSnations has over 50 index's pages in google which is great but is **not connected to google console** preventing google connect different social media platforms to be indexed together. Web health should not be 14 if they have been established on all social media platforms. Causing them to Rank 4.66Million on google

- ❖ Ranked 19 on Bing (Good) (Did not do audit for Bing)
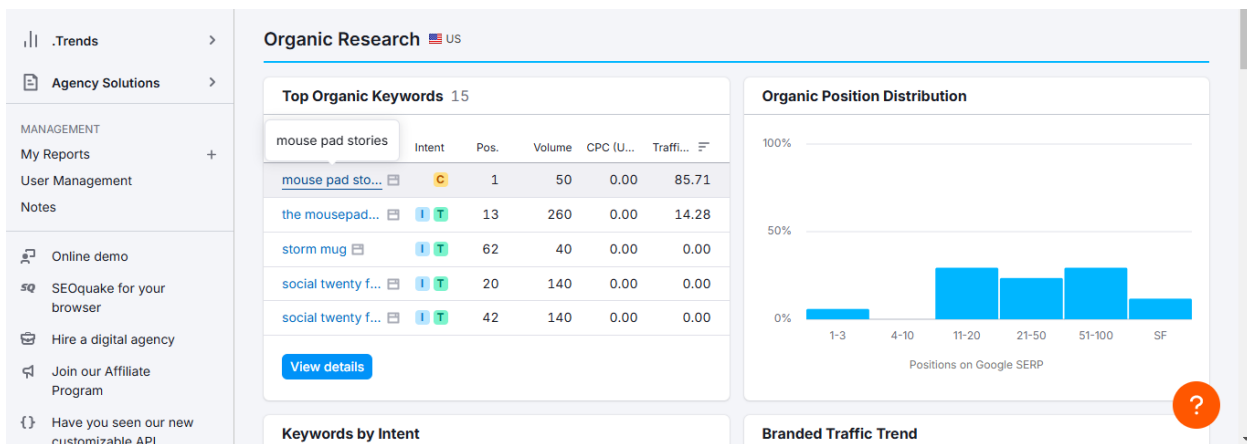- ❖ Has Link Tree but is not backlinked on their Webpage. Add this to webpage

Keyword Ranking Overview

Top 2 Keywords on website

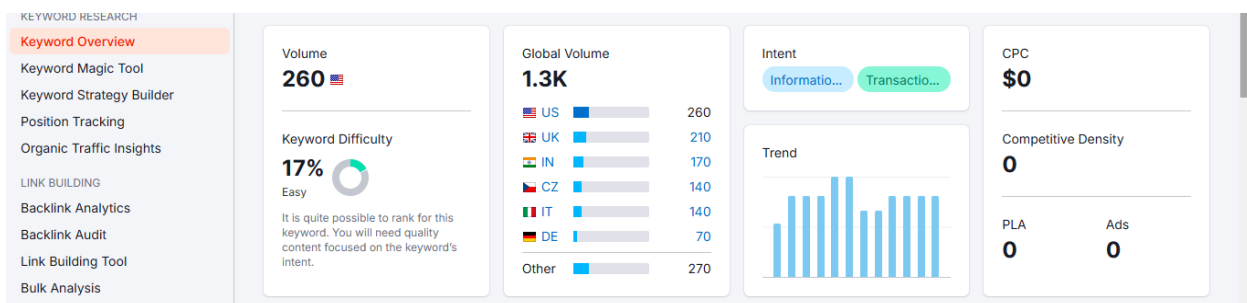- • Mouse Pad Stories 85%
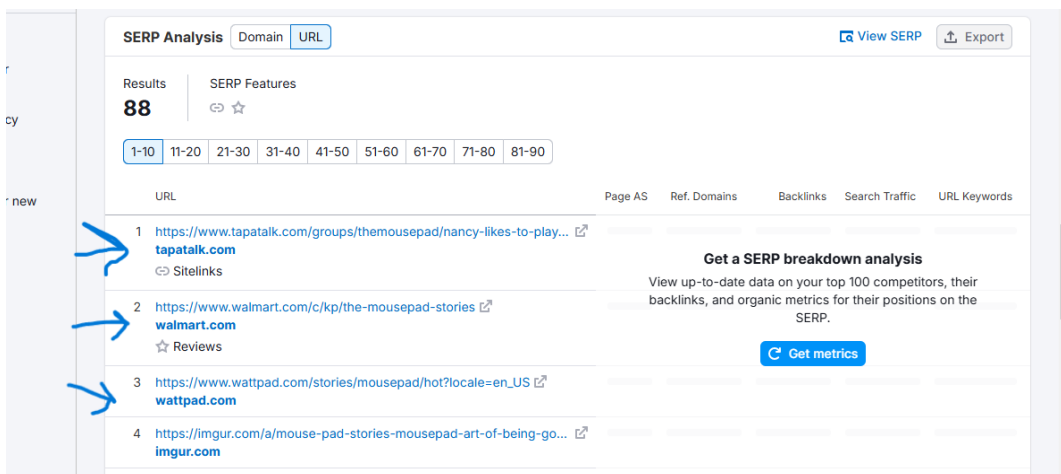- • Mousepad Stories 14%

Example1

Example two

Keywork rank showing that this is keyword would be easy to dominate setting with 17% Difficulty

- Keyword- Storm compete with Weather station 87% difficulty
- Keyword- Through Storm " 72 % difficulty

SERP (Search Engine Results Page)- the page that appears after a user enter a search query into a search engine. This is how they are finding your website connection to mouse pad storm keyword

Google Penalty

An "anchor text missing" means that a hyperlink on a webpage doesn't have any visible, clickable text associated with it, essentially leaving a link without any descriptive label indicating where it leads to, which is crucial for both user experience and search engine optimization (SEO).

Referring Domains – Referring Websites backlinked to you and how many.

Top Anchors		
Anchor	Domains	Backlinks
<EmptyAnchor>	2	32
sts-merch.com	4	4
stories through storms web...	1	3
storiesthroughstorms.com	3	3
merch	2	2

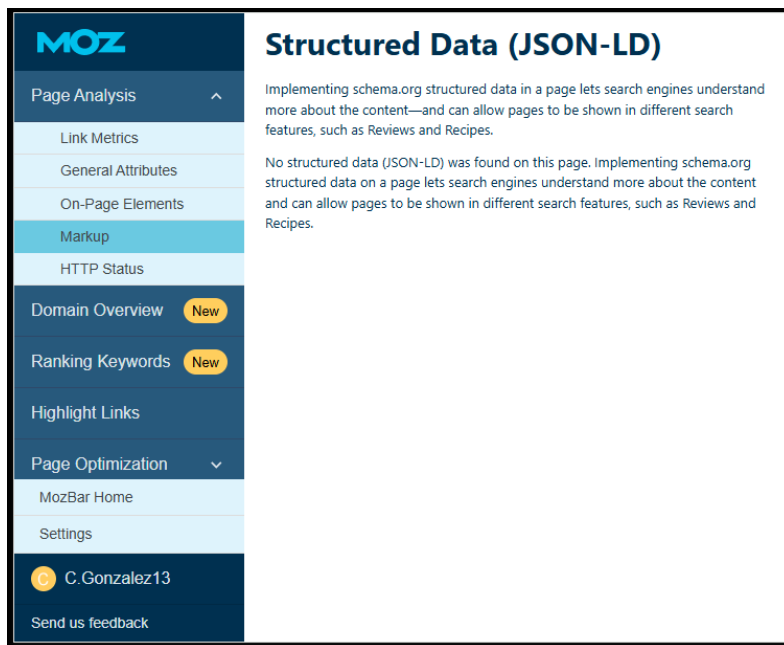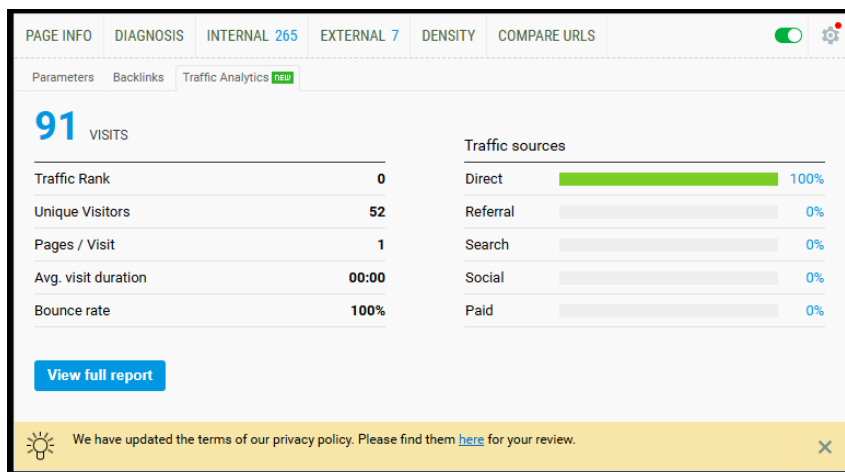| Referring Domains		
Root Domain	Country/IP	Backlinks
sts-merch.com	🇨🇦 23.227.38.32	30
linktr.ee	🇺🇸 151.101.66.133	27
monkeyboyradio.com	🇺🇸 208.97.187.58	3
bandsintown.com	🇺🇸 34.206.225.244	2
global-rank.pages.dev	172.66.44.155	2

Web SEO Layout

- SEO technical layout is not being followed on webpages. Google Penalty Information is missed when crawled
- No alt Text for Images. Google Penalty and SEO chancing being missed.

Technical SEO issue. Web crawler misses information Google Penalty.

Bounce Rate stats on Home Page (SQ)

Out of 91 visitors 52 were new. Only visit was to homepage. Duration 00:00 Bounce rate 100

SQ Diagnosis w/Tips HomePage

FAQ   Facebook   Stories Through   Hashtags for #...   Instagram   HubSpot Login   SEOquake analy...

SEOquake   chrome-extension://akdgnmcogleenhbclghghlkkdndkjdjc/common.html?id=811fd25272d4f81eeab99ae68b296f21#diagnosis

Chrome Web Store...   Posts | Wix.com   https://myh.godadd...   Free Online Marketi...   Citation Machine®:...   Log In | Southern N...   Cengage Learning   All Bookmarks

PAGE INFO   DIAGNOSIS   INTERNAL   EXTERNAL   DENSITY   COMPARE URLS/DOMAINS

storiesthroughstorms.com/

| Canonical | ✓ | A canonical tag is set for this page and the link is working fine. | Tips ⌄ |
| | | https://storiesthroughstorms.com/ | |

| Title | ✓ | 64 characters — optimal. | Tips ⌄ |
| | | Stories Through Storms | Homepage – Stories Through Storms Merch | |

| Meta description | 📢 | 33 characters — average. Most optimal 160 - 300 characters. | Tips ⌃ |
| | | Stories Through Storms | Homepage | |

Meta descriptions are useful because they often dictate how your pages are shown in search results.

For optimum effectiveness, meta descriptions should be 160-300 characters long.

Your meta descriptions should be concise and contain your best keywords

Make sure each page of your website has its own meta description.

Headings	✓	Good! Your page implements HTML headings (<H1> throu... only one <H1> heading is used.
		H1 (1), H2 (9), H3 (26), H4 (0), H5 (0), H6 (0)
		<H1>:
		View others ⌄

| Images | 📢 | 9 images without ALT. |

| Text/HTML ratio | 📢 | 15.31% — not bad. We suggest adding more text to your website. | Tips ⌄ |

| Images | 📢 | 9 images without ALT. | Tips ⌃ |

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We suggest adding ALT text to your images so that it's easier for search engines to index them.

Search engines don't physically see images the way people do. ALT text is an option that allows you to specifically describe the image.

ALT text attaches a description to your pictures so that they show up in Google™ and other search engine's image results.

Make sure your website images have their own specific ALT text.

To find out how to assign ALT text to your images, click here.

| Frames | 📢 | We see that your website has IFRAMEs. Usually this is not... SEO if they are used properly. |

| Flash | ✓ | Not detected |

Keep in mind that your pages load time will vary based on the number and size of your images. Try your best to keep it low.

Here's a tip: You can see the past designs of any website by using The Wayback Machine.

| Microformats | 📢 | This page does not utilize Microformat markup. |
| | | You can validate your markup with the Google Structured D... |

Schema.org	✓	Great! We have found several schema.org types.
		You can validate your markup with the Google Structured D...
		Organization, WebSite

The Open Graph	✓	Great! We have found several Open Graph objects.
		You can validate your markup with the Facebook Object Debugger tool.
		website

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It's hard for search engines to index pages with frames since it does not follow the standard layout for a website.

You should avoid the use of frames when optimizing your website.

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The Open Graph	✓	Great! We have found several Open Graph objects. You can validate your markup with the Facebook Object Debugger tool. website	Tips ⌄

SEOquake   chrome-extension://akdgnmcogleenhbclghghlkkdndkjdjc/common.html?id=811fd25272d4f81eeab99ae68b296f21#diagnosis

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The Open Graph	✓	Great! We have found several Open Graph objects. You can validate your markup with the Facebook Object Debugger tool. website	Tips ⌄
Twitter Card	✓	Nice! We have found Twitter Cards on your page. You can validate your cards with the Twitter Card validator tool. summary_large_image - @sts_2023	Tips ⌄

Mobile compliance

AMP		It seems that this page does not have an AMP version. If you are a publisher, you should think about creating Accelerated Mobile Pages, which	Tips ⌄

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Critical

SQ diagnosis on Contact Page

Remove/fix Broken Back link

Take a closer look at these pages with significant traffic decline and explore areas for potential improvement. 📝

storiesthroughstorms.com   Organic Research →

Backlinks Lost   Attention! ▌These domains are no longer pointing to your website:

- distrokid.com — Authority Score 57

Since backlinks play a crucial role in rankings, this change could negatively impact your organic traffic. Discover more lost domains in our Backlink Analytics tool and think about reaching out to the domain owners to recover the lost backlinks. 🔵🔗

storiesthroughstorms.com   Backlink Analytics →

My Projects   Limits   Share   + Create project

Instagram/Facebook suggestions

- Suggest using a #STSNation for hashtag linkage between social media platforms
- Add Location in reels and videos of your top demographic location suggestions are #canada #Australia #US #nebraska #kc
- Edit reels cover page to be anesthetic/art pleasing
- Add website to each post for backlink connection
- Hashtags stay between 4-6 occasionally
- Hashtag suggestions #mousepadstories
- check different top hashtags in selected country
- I like to shoot for 2-3 short sentences in description
- Link Instagram song content to Spotify
- Hashtag location being played

Webpage Suggestions

- I would restructure the webpage to follow basic practice layouts
- Add text to images
- Fix anchor link
- Fix technical SEOs
- Add events or Bars of where you are playing. (back link opportunity)
- Add Mousepad item to front page then button to catalog (feature Item)
- Add song lyrics
- Places you have played
- Listeners reviews (backlink opportunity)
- Connect Google Console/google analytics

- Add a couple YouTube videos. (backlink opportunity)
- Add Spotify link to webpage (backlink opportunity)(music platforms)
- Contact broken backlink website owner to have it fixed or removed
- Add your website to Link tree/integrate Link tree