

# {Signs & Art}

## SEO Audit & Recommendations

{27/09/2024}

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## PROJECT OVERVIEW

I found a website called [www.signsandart.com](http://www.signsandart.com) which is not ranking well in SERPS. This site sells custom neon signs in Turkey. The website is well themed and designed however I noticed several errors related to SEO and this will help ranking the website well in the SERPs and of course this means more organic traffic and so more conversions.

## AUDIENCE OVERVIEW

As you look to attract small business owners aged 30 to 55, it's essential to understand their unique needs and behaviors. These individuals, primarily in urban and suburban areas, are actively managing their businesses and seeking creative ways to enhance their spaces, with a particular interest in custom neon signs. They typically fall into the middle to upper-middle class and prefer the convenience of online shopping, often researching products and reading reviews before committing to a purchase. To effectively reach this audience, I recommend implementing several targeted SEO strategies. Start by conducting thorough keyword research to identify long-tail phrases like "custom neon signs for businesses" that resonate with their specific interests. Creating valuable content is crucial—consider writing blog posts that guide them in selecting the perfect sign, as well as showcasing successful installations through engaging case studies. Don't forget to optimize your product pages with detailed descriptions and high-quality images, using clear headings to enhance readability. Additionally, leverage local SEO by setting up a Google My Business profile and incorporating location-specific keywords to attract nearby clients. Visual platforms like Instagram and Pinterest can be powerful tools for showcasing your neon signs in real-world settings, so encourage customer-generated content to foster community engagement. Finally, develop an email marketing strategy to nurture leads with personalized recommendations and exclusive offers. By following these recommendations, you can position your brand as the go-to source for custom neon signage, ultimately driving visibility and boosting sales on your website.

## COMPETITION

After performing a thorough competitive content analysis of our primary competitors, we have gained valuable insights into our target audience's preferences and behaviors across various social media platforms. One significant finding is that our main audience tends to be more active on Facebook compared to Twitter. This indicates that Facebook is a more effective platform for reaching and engaging with our audience.

Furthermore, our analysis reveals that our audience shows a strong inclination towards commenting on posts rather than simply liking them. This behavior suggests that they are eager to engage in discussions and share their thoughts, which presents an excellent opportunity for us to foster deeper interactions and build a more engaged community.

In addition to Facebook, we have also identified that our audience is actively participating on LinkedIn pages. This platform serves as a secondary space for engagement, highlighting the importance of professional networking in our audience's interests. By understanding these engagement patterns, we can tailor our content strategy to better resonate with our audience's preferences, encouraging more meaningful interactions and leveraging the unique features of each platform to enhance our outreach efforts. Overall, this analysis provides a solid foundation for refining our social media strategy to effectively engage our audience across these key channels.

## TECHNICAL REVIEW

From an SEO perspective, technical issues can significantly hinder a website's performance and its ability to rank well in search engine results. Common technical issues include slow loading times, broken links, improper redirects, and a lack of mobile optimization. For instance, if your site takes too long to load, users may bounce before fully engaging, leading to higher exit rates and negatively impacting your search rankings. Similarly, broken links can create a frustrating user experience, signaling to search engines that your site is poorly maintained. Additionally, if your website isn't optimized for mobile devices, you risk alienating a significant portion of your audience, as search engines prioritize mobile-friendly sites in their rankings. Overall, addressing these technical issues is crucial, as they not only affect user experience but also hinder your site's visibility and authority in search results, ultimately affecting traffic and conversions. Regular audits and optimizations can help ensure that your site performs at its best, attracting and retaining more visitors.

I highly recommend:

- Accelerating the page load speed
- Update the Robot.txt file to block further non important pages from crawlers

## CONTENT RECOMMENDATIONS

HOME {MEDIUM PRIORITY}

<https://signsandart.com/?v=653f5ac96a69>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
custom signage	418	68
signs	192	56

Meta Data Recommendations:



Tag/Location	Content	# of Occurrences
URL	<a href="https://signsandart.com/?v=653f5ac96a69">https://signsandart.com/?v=653f5ac96a69</a>	39
Page Title	Home   Signs & Art	18
Meta Description	Need custom signs or ready-made options? We've got you covered! All signs, all budgets. Fast turnaround with free shipping. Get a quote now!	140
Meta Keywords	Not found	-
H1	Home	4
H2	Our Categories • New Ideas • Need CustomOrder? • Lovely Customers • Portfolio • Blog	84

Title tag optimization needed for our On-Page SEO

Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes

- Does the content include additional resources such as images, videos, etc.? Yes
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyers question or concern that would have brought them to this page? Yes

## ABOUT {MEDIUM PRIORITY}

<https://signsandart.com/about-us/?v=653f5ac96a69>

### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
custom signs maker	305	45
sign manufacturing	62	29

### Meta Data Recommendations:

Tag/Location	Current	# of Characters
URL	<a href="https://signsandart.com/about-us/?v=653f5ac96a69">https://signsandart.com/about-us/?v=653f5ac96a69</a>	89
Page Title	About   Signs & Art	18
Meta Description	Discover how Signs & Art creates handcrafted custom neon signs with passion and precision. Learn why customers trust us for unique, personalized solutions.	155
Meta Keywords	Not found	-
H1	About - About Us	18
H2	About - Signs & Art - Why Choosing Us - Our approach - Transforming Spaces, Creating Stories: Your One-Stop Destination for Exceptional Signs!	143

Title tag optimization needed for our On-Page SEO

### Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? No
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyers question or concern that would have brought them to this page? Yes

## OUR CATEGORIES {MEDIUM PRIORITY}

<https://signsandart.com/our-categories/?v=653f5ac96a69>

### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
signs categories	277	73
signs types	209	58

### Meta Data Recommendations:



Tag/Location	Content	# of Occurrences
URL	https://signsandart.com/our-categories/?v=653f5ac96a69	54
Page Title	Our Categories   Signs & Art	26
Meta Description	Not found	-
Meta Keywords	Not found	-
H1	Our Categories	14
H2	Our Categories	14

Meta Description and Title tag optimization needed for our On-Page SEO

### Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? Yes
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyers question or concern that would have brought them to this page? Yes

### ILLUMINATED-SIGNS {MEDIUM PRIORITY}

<https://signsandart.com/illuminated-signs/?v=653f5ac96a69>

### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
illuminated signs	65	58
glowing signs	175	89

### Meta Data Recommendations:



Tag/Location	Content	# of Occurrences
URL	https://signsandart.com/illuminated-signs/?v=653f5ac96a69	38
Page Title	Illuminated Signs   Signs & Art	21
Meta Description	Not found	-
Meta Keywords	Not found	-
H1	Illuminated Signs	13
H2	Illuminated Signs	13

Meta Description and Title tag optimization needed for our On-Page SEO

### Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? Yes
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyer question or concern that would have brought them to this page? Yes

## NON-ILLUMINATED-SIGNS {MEDIUM PRIORITY}

<https://signsandart.com/non-illuminated-signs/?v=653f5ac96a69>

### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
non illuminated signs	132	48
simple signs	230	85

### Meta Data Recommendations:

On-Page Elements	Current	# of Checkmarks
URL	<a href="https://signsandart.com/non-illuminated-signs/?v=653f5ac96a69">https://signsandart.com/non-illuminated-signs/?v=653f5ac96a69</a>	6/1
Page Title	Non-Illuminated Signs   Signs & Art	2/1
Meta Description	Not found	0/1
Meta Keywords	Not found	0/1
H1	Non-Illuminated Signs	2/1
H2	Non-Illuminated Signs	2/1

Meta Description and Title tag optimization needed for our On-Page SEO

### Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? Yes
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyer question or concern that would have brought them to this page? Yes
- 

## FAQS {MEDIUM PRIORITY}

<https://signsandart.com/faqs/?v=653f5ac96a69>

### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
questions about custom signs	329	65



explanations about bespoke signs	112	63
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**Meta Data Recommendations:**



Meta Description and Title tag optimization needed for our On-Page SEO

**Content Analysis**

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? No
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyer question or concern that would have brought them to this page? Yes
- 

**CONTACT {MEDIUM PRIORITY}**

<https://signsandart.com/contact/?v=653f5ac96a69>

**Target Keywords:**

Keyword	Volume	Current Rank (If Applicable)
Custom order signs	57	#
Order bespoke signs	71	#

**Meta Data Recommendations:**

On-Page Elements	General Attributes	Link Metrics	Markup	Http Status
Tag/Location	Contents			# of Characters
URL	https://signsandart.com/contact/?v=653f5ac96a69			47
Page Title	Contact   Signs & Art			21
Meta Description	Not found			-
Meta Keywords	Not found			-
H1	Contact			7
H2	Contact - We would love to hear from you.			41

Meta Description and Title tag optimization needed for our On-Page SEO

### Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? No
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyer question or concern that would have brought them to this page? Yes

### GALLERY-DESIGNS {MEDIUM PRIORITY}

<https://signsandart.com/gallery-designs/?v=653f5ac96a69>

### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
new signs designs	125	57
new designed signs	235	81

### Meta Data Recommendations:

On-Page Elements	General Attributes	Link Metrics	Markup	Http Status
Tag/Location	Contents			# of Characters
URL	https://signsandart.com/gallery-designs/?v=653f5ac96a69			55
Page Title	Gallery-Designs   Signs & Art			29
Meta Description	Not found			-
Meta Keywords	Not found			-
H1	Gallery-Designs			15
H2	Gallery-Designs			15

Meta Description and Title tag optimization needed for our On-Page SEO

## Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? Yes
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyer question or concern that would have brought them to this page? Yes

### SHOP {MEDIUM PRIORITY}

<https://signsandart.com/shop/?v=653f5ac96a69>

#### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
neon signs	134	65
neon signage	54	65

#### Meta Data Recommendations:



On-Page Elements	General Attributes	Title Metrics	Meta Data	Http Status	# of Elements
Tag/Location	Content				
URL		<a href="https://signsandart.com/shop/?v=653f5ac96a69">https://signsandart.com/shop/?v=653f5ac96a69</a>			44
Page Title		Shop   Signs & Art			18
Meta Description		Shop unique, high-quality custom neon signs at Signs & Art. Explore a wide range of designs or create a personalized sign tailored to your style and needs.			155
Meta Keywords		Not found			-
H1		Shop			6
H2		Not found			-

Title tag optimization needed for our On-Page SEO

## Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? Yes
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyer question or concern that would have brought them to this page? Yes

### CUSTOM-INQUIRY {MEDIUM PRIORITY}

<https://signsandart.com/custom-inquiry/?v=653f5ac96a69>

#### Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Quote for neon sign	241	#
Quote for custom sign	145	#

### Meta Data Recommendations:

Page/Location	Content	# of Characters
URL	https://signsandart.com/custom-inquiry/?v=653f5ec96a48	54
Page Title	Custom Inquiry   Signs & Art	28
Meta Description	Submit your custom neon sign inquiry at Signs & Art for a personalized quote. Work with our experts to create the perfect sign for your space.	142
Meta Keywords	Not found	—
H1	Custom Inquiry	14
H2	Custom Inquiry • Welcome to Signs & Art • Where Your Vision Becomes Reality! • How It Works • Custom Inquiry Form	113

Title tag optimization needed for our On-Page SEO

### Content Analysis

- Should the content length be adjusted? Yes
- Does the content sufficiently use keywords? No
- Does the content link to other pages of the site where appropriate? Yes
- Does the content include additional resources such as images, videos, etc.? Yes
- Does the content include a call to action? Yes
- Does the content sufficiently address a buyer question or concern that would have brought them to this page? Yes

## NEW CONTENT RECOMMENDATIONS

Having extra pages on a website enhances SEO by providing valuable content that addresses user needs and questions. More pages allow for:

**Increased Keyword Targeting:** Each page can target different keywords, improving the chances of ranking for diverse search queries.

**Enhanced User Experience:** More content means users can find detailed information, which can reduce bounce rates and improve dwell time.

**Authority Building:** Quality content on specific topics helps establish the website as an authority in the niche.

**Better Internal Linking Opportunities:** More pages provide more opportunities for internal links, which can improve overall site navigation and SEO.

## CUSTOMER SHOWING THEIR ORDERED SIGN IN A VIDEO {LOW PRIORITY}

**URL:** /customer-testimonials/videos

Target Keywords:

🔍 "custom sign testimonials" (Search Volume: ~300)

🔍 "customer review videos" (Search Volume: ~250)

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#### OVERVIEW OF THE CONTENT YOU ARE RECOMMENDING

Showcase real customers unboxing and displaying their custom signs, emphasizing their satisfaction and the quality of the product.

---

#### INTERNAL LINK RECOMMENDATIONS

Link to product pages, the main testimonial page, and related blog posts on sign customization.

---

#### META DATA

🔍 Title: "Customer Testimonials: See Our Custom Signs in Action"

🔍 Description: "Watch our customers reveal their custom signs and share their experiences. Get inspired for your next project!"

---

#### HEADING TAGS

🔍 H1: Customer Testimonials

🔍 H2: See Our Signs in Action

🔍 H2: What Our Customers Are Saying

---

#### RESOURCES

Include video editing tools or links to professional videography tips for customers interested in creating their own.

---

#### CALL TO ACTION

"Share Your Story! Submit your video review and get featured!"

---

#### INFLUENCER SHOWING OUR PRODUCTS TO FOLLOWERS {LOW PRIORITY}

**URL:** /influencer-partnerships

Target Keywords:

🔍 "influencer marketing signs" (Search Volume: ~150)

🔍 "signs showcased by influencers" (Search Volume: ~100)

---

#### OVERVIEW OF THE CONTENT YOU ARE RECOMMENDING

Highlight collaborations with influencers who showcase the custom signs, including their testimonials and followers' reactions.

---

#### INTERNAL LINK RECOMMENDATIONS

Link to a blog about influencer partnerships and related product pages.

---

#### META DATA

🔍 Title: "Influencer Collaborations: Our Custom Signs in the Spotlight"

🔍 Description: "Discover how influencers are showcasing our custom signs to their followers. Get inspired!"

---

#### HEADING TAGS

🔍 H1: Influencer Partnerships

🔍 H2: Featured Influencers

🔍 H2: Discover Their Favorite Signs

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#### RESOURCES

Include social media tips for brands on how to engage with influencers.

---

#### CALL TO ACTION

"Want to partner with us? Contact us to become an influencer!"

---

#### VIDEO SHOWING IN DETAIL SOME MANUFACTURING STEPS {LOW PRIORITY}

**URL:** /manufacturing-process

Target Keywords:

🔍 "sign manufacturing process" (Search Volume: ~400)

🔍 "how custom signs are made" (Search Volume: ~350)

---

#### OVERVIEW OF THE CONTENT YOU ARE RECOMMENDING

A behind-the-scenes look at the sign-making process, highlighting quality materials and craftsmanship.

---

## INTERNAL LINK RECOMMENDATIONS

Link to product pages, about us, and sustainability practices.

---

## META DATA

📄 Title: "Behind the Scenes: Our Sign Manufacturing Process"

📄 Description: "Watch how we create our custom signs, from design to delivery. Quality you can trust!"

---

## HEADING TAGS

📄 H1: Our Manufacturing Process

📄 H2: Step-by-Step Guide

📄 H2: Quality Materials We Use

---

## RESOURCES

Include infographics about materials used or the environmental impact of production.

---

## CALL TO ACTION

"Ready to create your sign? Get a quote today!"

---

## VIDEO SHOWING HOW TO DESIGN A NEON SIGN {LOW PRIORITY}

**URL:** /design-your-neon-sign

Target Keywords:

📄 "design neon signs" (Search Volume: ~500)

📄 "neon sign customization" (Search Volume: ~200)

---

## OVERVIEW OF THE CONTENT YOU ARE RECOMMENDING

A tutorial video guiding users through the design process, including tips and inspiration.

---

## INTERNAL LINK RECOMMENDATIONS

Link to a design inspiration gallery and the neon sign product page.

---

## META DATA

📄 Title: "Design Your Own Neon Sign: A Step-by-Step Guide"

📄 Description: "Learn how to design a stunning neon sign with our easy tutorial video!"

---

#### HEADING TAGS

📄 H1: Design Your Neon Sign

📄 H2: Steps to Create Your Custom Sign

📄 H2: Tips for Your Neon Design

---

#### RESOURCES

Offer downloadable templates or design software recommendations.

---

#### CALL TO ACTION

"Start Designing Your Neon Sign Today!"

---

#### VIDEO SHOWING HOW TO HANG A NEON SIGN {LOW PRIORITY}

**URL:** /hang-your-neon-sign

Target Keywords:

📄 "how to hang neon signs" (Search Volume: ~250)

📄 "neon sign installation guide" (Search Volume: ~150)

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#### OVERVIEW OF THE CONTENT YOU ARE RECOMMENDING

A practical video tutorial demonstrating the best methods and tools for hanging neon signs securely.

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#### INTERNAL LINK RECOMMENDATIONS

Link to a maintenance tips page and related products for installation.

---

#### META DATA

📄 Title: "How to Hang Your Neon Sign: Easy Installation Tips"

📄 Description: "Learn how to properly hang your neon sign with our step-by-step video guide."

---

#### HEADING TAGS

📄 H1: How to Hang Your Neon Sign

📄 H2: Essential Tools You'll Need



## ☐ H2: Step-by-Step Hanging Instructions

---

### RESOURCES

Provide checklists for installation and links to safety equipment.

---

### CALL TO ACTION

"Need help with installation? Contact our support team!"

### SUCCESS METRICS

How will success be measured? Discuss the client goals for this campaign, how your recommendations apply to those goals, and what metrics you recommend tracking to monitor the success of the campaign.

For example:

Goal 1: Increase organic traffic to the website by 25% for the next 3 months.

We have provided specific recommendations on improving the website, such as On-page optimization, building relationships with influencers to promote the products, building links with relevant and high ranking website, creating new pages dedicated to build trust with website visitors and products promotion.

Measurement & Metrics: Incoming organic visits to the website