



BERRY POSH

Mini Marketing Audit

Website

Root Domain(s): <https://berry-posh.com/> Comparison:

<https://digitalglamsquad.com/>, <https://redheadlabs.com/>, <https://salonist.io/>,
<https://www.offsetmarketing.net/>

Site Audit: Overview

A site audit is a comprehensive review of your website's performance, identifying areas for improvement in various aspects such as SEO, user experience, and technical functionality.

The audit examines elements like site speed, mobile responsiveness, backlink quality, and content optimization to ensure that the website meets best practices and performs effectively.

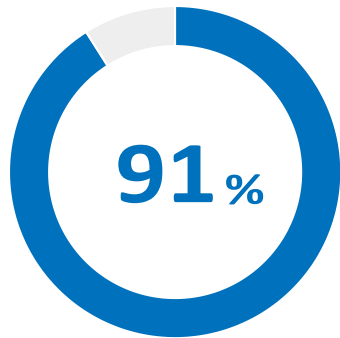
By addressing the issues found in the audit, you can enhance your site's visibility, user engagement, and overall effectiveness in achieving business goals.

Subdomain: www.berry-posh.com

Last Update: July 30, 2024

Crawled Pages: 10

Site Health



Crawled Pages

10

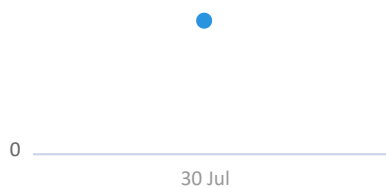
● Healthy 1 ● Broken 1 ● Have issues 3 ● Redirected 2 ● Blocked 3



Errors

1

1.2812



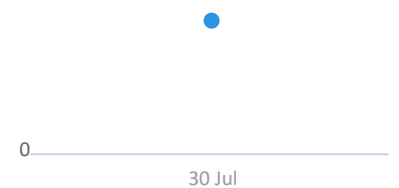
Warnings

7



Notices

10





Top Issues

1 page returned a 4XX status code	errors	6% of total issues
1 page doesn't have a meta description	warnings	6% of total issues
1 page doesn't have enough text within the title tags	warnings	6% of total issues


Page analysis


URL	✓	23 characters — optimal. berry-posh.com/services	Tip
Canonical	✓	A canonical tag is set for this page and the link is working fine. https://berry-posh.com/services	Tip
Title	✓	21 characters — optimal. Berry Posh Services	Tip
Meta description	🔊	31 characters — average. Most optimal 160 - 300 characters. Website, Branding and CRM Setup	Tip
Headings	🔊	Your page implements HTML headings. H1 (4), H2 (62), H3 (27), H4 (0), H5 (0), H6 (0) <H1>: BERRY POSH View others	Tip
Images	⚠️	2 images without ALT.	Tip
Text/HTML ratio	⚠️	7.12% — ouch! Your websites ratio of text to HTML code is below 15%. We suggest adding a lot more text to your website.	Tip
Frames	✓	Not detected	Tip
Flash	✓	Not detected	Tip
Microformats	🔊	This page does not utilize Microformat markup. You can validate your markup with the Microformat Validator and Quick and Dirty Testing Tool .	Tip
Schema.org	⚠️	Your page does not utilize Schema.org markup. You can validate your markup with the Google Structured Data Testing Tool .	Tip

The Open Graph		<p>We have detected that this page has Open Graph objects, but we could not determine their types.</p> <p>You can validate your markup with the Open Graph validator.</p>	Tip
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Twitter Card		<p>We have detected that this page has Twitter Cards, but we could not determine their types.</p> <p>You can validate your cards with the Twitter card validator.</p>	Tip
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Mobile compliance


AMP		<p>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 is an easy way to make your pages load instantly on any mobile device.</p>	Tip
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Meta viewport		<p>Good! This page has a typical viewport meta tag value compatible with most of mobile browsers.</p> <p><code>width=device-width, initial-scale=1</code></p>	Tip
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Site compliance


Robots.txt		<p>Your website does not contain a robots.txt file. This can weaken your SEO.</p> <p>https://berry-posh.com/robots.txt</p>	Tip
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XML Sitemaps		<p>Good! Your website contains an XML sitemap.</p> <p>https://berry-posh.com/sitemap.xml</p>	Tip
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Language		<p>Great! You have specified your websites language.</p> <p><code>en</code></p>	Tip
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Doctype		<p>Great! You have specified the doctype.</p> <p><code>HTML5</code></p>	Tip
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Encoding		<p>Declaring a character/language encoding will significantly strengthen your SEO. It also prevents complication when rendering page.</p> <p><code>UTF-8</code></p>	Tip
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Google™ Analytics		<p>Google™ Analytics is not monitoring your website. We suggest taking advantage of this great tool.</p>	Tip
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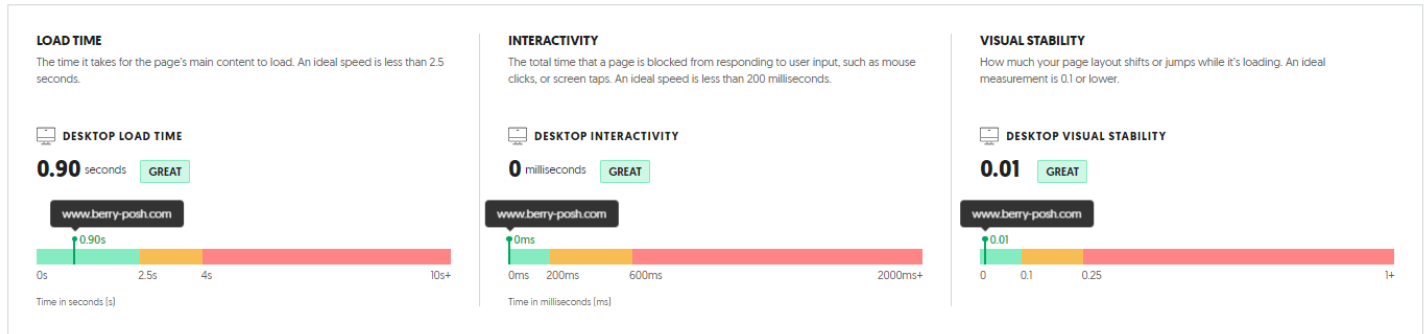
Favicon		<p>It's good that you have a favicon image.</p> <p>https://berry-posh.com/favicon.ico</p>	Tip
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Site Speed

Desktop Report

SITE SPEED

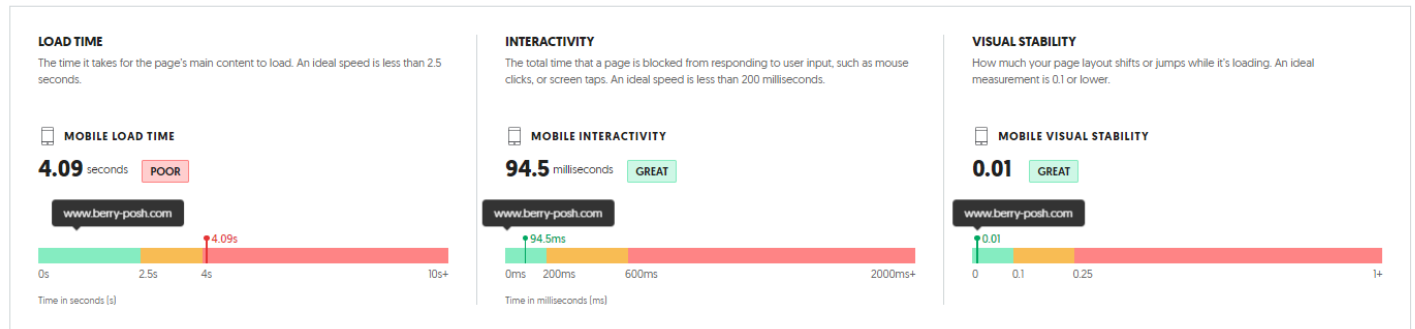
A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.



Mobile Report

SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.



Website design and UX Overview:


- Connection is secured.
- Modern & Esthetic feel.
- Branding on point with brand colors (pink & black) throughout entire website.
- 3 Different fonts used.
 - For a clean and effective design, use 1-2 fonts on your website, choose web-friendly and legible fonts.
 - Establish a clear hierarchy, consider font file sizes and loading times, ensure good contrast, and ensure fonts are responsive across devices.
 - This approach helps create a visually appealing and user-friendly website.
- Visuals throughout site.
- Dynamic Website (on target, when you are always optimizing it and have user's login)
- Has an Ecommerce component.
 - This is best practice if products or services sold relate to your business, which in Berry Posh case, it does.
- Has Call to Action (CTA) throughout website.

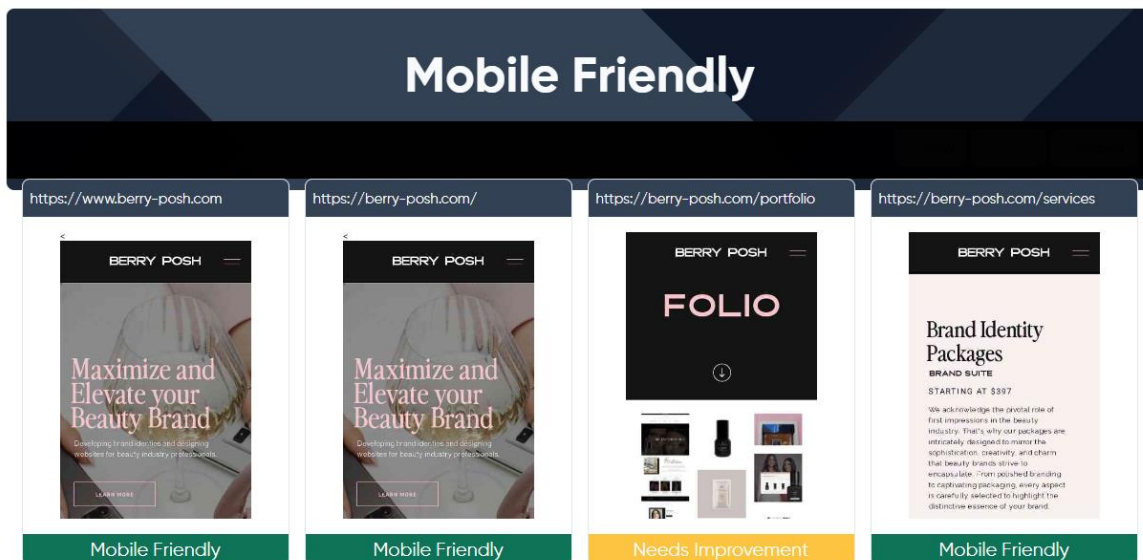
- UX design a bit complex, needs improvement.

Mobile Responsiveness:


Being mobile-friendly means your site displays correctly on mobile devices. Users should not need to zoom in or out, pages should fit within the screen without awkward scrolling, and all elements should be appropriately sized for easy viewing.

- The site is mobile friendly.
- The portfolio page needs improvement.

 Mobile-Friendly Analysis		
URL	Status	Result
https://www.berry-posh.com	success	yes
https://berry-posh.com/	success	yes
https://berry-posh.com/portfolio	success	needs improvement
https://berry-posh.com/services	success	yes



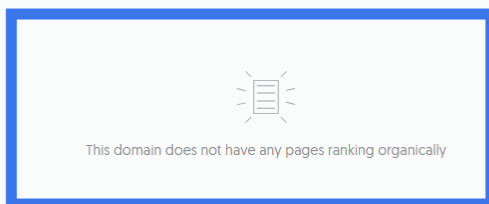
SEO Issues

 SEO Issues Discovered		
SEO Issues Discovered	DIFFICULTY	SEO IMPACT
11 pages have a low word count	Moderate	High
4 pages with duplicate meta descriptions	Moderate	High
4 with duplicate <title> tags	Moderate	High
3 pages are blocked from appearing in search engines	Moderate	High
2 pages without a H1 heading	Easy	Medium
7 pages with no meta description	Moderate	Medium
13 pages with a <title> tag that is too short	Easy	Medium
2 pages with a poorly formatted URL fro SEO	Easy	Medium

Top Pages by Traffic berry-posh.com

[FILTER](#)
[Send Feedback](#)

<input type="checkbox"/>	SEO TITLE URL	EST. VISITS	BACKLINKS	f	P	re
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Backlinks: Overview

Backlinks: Your own Overview

- You have backlinks which is good for SEO. However, the current backlinks have a low Authority Score (AS).
- The higher the Authority Score of a domain, the more trusted it is. It is based on a scale of 1 to 100 so the closer the Authority Score is to 100 the better.

Page Title Source URL Target URL 1-8 out of 8 domains (total backlinks: 179)	Anchor	AS ▼	TS
WEB DIRECTORY Source: https://kobolds.pages.dev/19/fBiQWlfwBN ↗ ↗ Target: https://berry-posh.com/ ↗ ↗ (NF) Mirror Pages: +1 Title: +1	berry-posh.com Text Branded ▼	2	37 ▼
WEB DIRECTORY Source: https://global-ranks.pages.dev/50/fBiQWlfwBN ↗ ↗ Target: https://berry-posh.com/ ↗ ↗ (NF) Mirror Pages: +1 Title: +1	berry-posh.com Text Branded ▼	4	35 ▼
SEO Optimization & Excellence – Pay after Work on Uplinke.com Source: https://uplinke-seo-optimization.za.com/ljwp/ ↗ ↗ Target: https://berry-posh.com/ ↗ ↗ (NF) New	Optimize berry-pos... Text Compound ▼	2	30 ▼
Privacy Policy – 1st Impression Esthetic Source: https://shop.firstimpressiontx.com/pages/privacy-policy ↗ ↗ Target: https://berry-posh.com/ ↗ ↗ Domain: +53 Subpath: +1	Website Designed b... Text Compound ▼	0	23 ▼
SERVICES PRICES 416 & Mane Salon Source: https://www.416andmane.com/services ↗ ↗ Target: https://berry-posh.com/ ↗ ↗ New Domain: +4	Berry Posh, LLC Text Compound ▼	0	22 ▼
News – KG. Glamhouse Source: https://shop.kgglamhouse.com/blogs/news ↗ ↗ Target: https://berry-posh.com/ ↗ ↗ Domain: +58 Subpath: +2	Website Designed b... Text Compound ▼	2	21 ▼

News – Fabulash Artistry Studio	Website Designed b...	8	19 ▼
Source: https://fabulash-artistry.studio/blogs/news 	Text		
Target: https://berry-posh.com/ 	Compound ▼		
Domain: +56 Subpath: +2			
Hair And Makeup Artist Wedding Hair And Makup Artist Austin	www.Berry-Posh.c...	6	14
Source: https://www.valiandcobridal.com/ 	Text Branded ▼		
Target: http://www.berry-posh.com/ 			

Backlinks: Competitor Analysis

Comparing your backlinks with those of your competitors helps you identify new opportunities, benchmark your performance, understand successful strategies, and refine your SEO approach to improve your site's visibility and authority.

Competitors found:

<https://digitalglamsquad.com/>

<https://redheadlabs.com/>

<https://salonist.io/>

<https://www.offsetmarketing.net/>

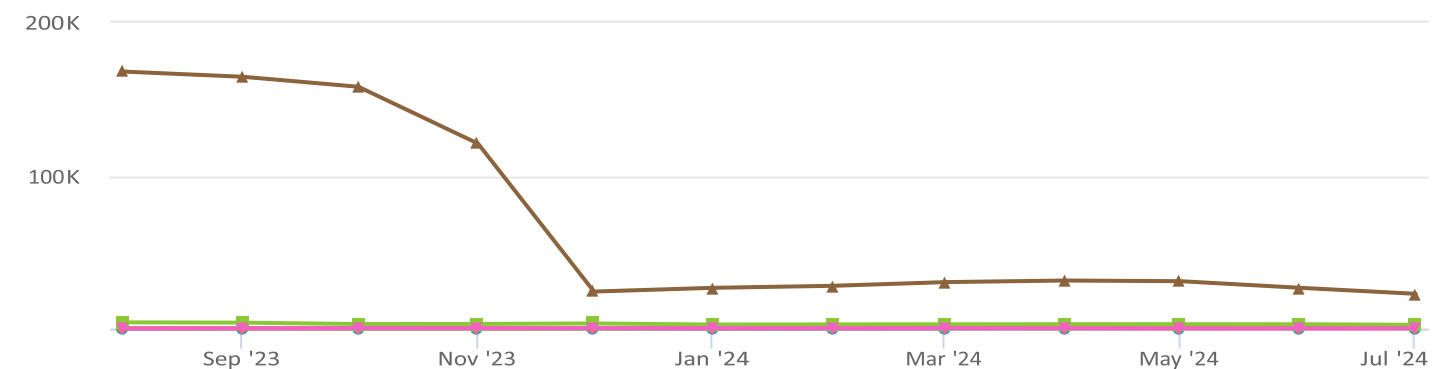
Backlinks: Competitors Comparison Overview

Root Domains: berry-posh.com, digitalglamsquad.com, redheadlabs.com, salonist.io, www.offsetmarketing.net

URL	Top Backlinks	Referring Domains	Referring IPs	Authority Score
berry-posh.com root domain	357	31	30	2
digitalglamsquad.com root domain	265	130	126	7
redheadlabs.com root domain	2.5K	305	279	14
salonist.io root domain	🏆 22.8K	🏆 2.8K	🏆 2.6K	🏆 30
www.offsetmarketing.net root domain	222	23	27	6

Backlinks: Competitors Comparison Chart Total Backlinks

Root Domains: berry-posh.com, digitalglamsquad.com, redheadlabs.com, salonist.io, www.offsetmarketing.net | 1 Year



berry-posh.com digitalglamsquad.com redheadlabs.com salonist.io www.offsetmarketing.net

Backlinks: Competitors Comparison By Types

Root Domains: berry-posh.com, digitalglamsquad.com, redheadlabs.com, salonist.io, www.offsetmarketing.net



Text Image Form Frame

URL		Text	Image	Form	Frame
berry-posh.com root domain	<div></div>	342 100%	0	0	0
digitalglamsquad.com root domain	<div></div>	172 74%	60 25%	0	0
redheadlabs.com1.2K 89% root domain	<div></div>		139 10%	0	0
salonist.io12.4K 55% root domain	<div></div>		10.1K 44%	11 1%	43 1%
www.offsetmarketing.net root domain	<div></div>	179 96%	2 1%	4 2%	0

Backlinks: Competitors Comparison By Follow vs. Nofollow

Analyzing the types of backlinks (follow vs. nofollow) and their sources provides insights into competitors' strategies.

Root Domains: berry-posh.com, digitalglamsquad.com, redheadlabs.com, salonist.io, www.offsetmarketing.net

Follow Nofollow

URL		Follow	Nofollow
berry-posh.com root domain	<div></div>	327 92%	30 8%
digitalglamsquad.com185 71% root domain	<div></div>	76 29%	
redheadlabs.com1.7K 72% root domain	<div></div>	661 28%	
salonist.io9.4K 41% root domain	<div></div>	13.7K 59%	
www.offsetmarketing.net108 49% 114 51% root domain	<div></div>		

Backlinks: Competitors Comparison By Referring Domains

Reviewing the backlink profiles of leading competitors, such as redheadlabs.com and salonist.io, can highlight areas where you might be lacking, such as high-authority backlinks or diverse link sources.


Root Domains: berry-posh.com, digitalglamsquad.com, redheadlabs.com, salonist.io, offsetmarketing.net

Referring Domain	digitalglamsquad.co					salonist.io	offsetmarketing.net	root domain
	Authority Score▼	berry-posh.com	m	redheadlabs.com				
apple.com	100	0	0	0		1		0
google.com	100	0	0	0		1		0

pinterest.com	100	0	0	0	2	1
bing.com	94	0	0	0	4	0
business.site	94	0	0	0	16	0

Keyword & Keyword Phrases

Keyword & Content Gap


 Keyword & Content Gap Analysis The process of analyzing a competitor's content performance to identify the gaps in your website's content. Only then can you identify new strategic approaches and set realistic goals and targets.						
Keyword	https://digitalglamsquad.com/	https://redheadlabs.com/	https://www.offsetmarketing.net/	CPC	Average Volume	
bigcommerce web design	0	9	0	42.56	170	
bigcommerce web designer	0	8	0	32.87	140	
bigcommerce web development	0	12	0	30.1	140	
bigcommerce designer	0	10	0	28.69	140	
build a salon website	61	0	0	16.43	70	
big commerce themes	0	94	0	13.75	140	
seo tulsa ok	0	66	0	13.53	170	
salon website builder	74	0	0	13.15	110	

Keyword Density Analysis

Keyword Repeats: The practice of using the same keyword multiple times within a webpage's content to improve search engine ranking. Excessive repetition, known as keyword stuffing, can harm SEO.

Keyword Density: The percentage of times a keyword appears in a text compared to the total word count, used to gauge the relevance of a webpage for that keyword in SEO. A density of 1% to 2% helps strike a balance between optimization and readability.

Keyword prominence: measurement of how important this keyword or keyword phrase is to the web crawler.

 Keyword Density Analysis Single Word			
Keyword	Repeats	Density	Prominence
home	3	2.52%	39.22%
brand	3	2.52%	57.98%
shop	2	1.68%	8.82%
inquire	2	1.68%	7.56%
services	2	1.68%	9.66%

2-Word Phrases			
Keyword Phrases	Repeats	Density	Prominence
services home	2	3.36%	8.82%
berry posh	2	3.36%	13.03%
your business	2	3.36%	67.65%
esteticans salons	2	3.36%	91.18%
skincare esteticans	2	3.36%	92.02%

3-Word Phrases			
Keyword Phrases	Repeats	Density	Prominence
skincare esteticans salons	2	5.04%	91.18%
products skincare esteticans	2	5.04%	92.02%
beauty products skincare	2	5.04%	92.86%
artist beauty products	2	5.04%	93.70%
lash artist beauty	2	5.04%	94.54%

4-word phrases			
Keyword Phrases	Repeats	Density	Prominence
products skincare esteticans salo	2	6.72%	91.18%
beauty products skincare estetica	2	6.72%	92.02%
artist beauty products skincare	2	6.72%	92.86%
lash artist beauty products	2	6.72%	93.70%

Recommendations

1. Website Design and UX

- **Font Usage:**
 - **Reduce to 1-2 Fonts:** Stick to a maximum of two fonts to maintain a clean, cohesive look. Choose web-friendly and legible fonts like Arial, Helvetica, or Google Fonts.
 - **Clear Hierarchy:** Establish a clear typographic hierarchy. Use different font sizes and weights to differentiate headings, subheadings, and body text.
 - **Responsive Fonts:** Ensure fonts are responsive and display correctly on all devices.
 - **Loading Times:** Optimize font files to reduce loading times, ensuring a faster user experience.
- **UX Complexity:**
 - **Simplify Navigation:** Make the navigation intuitive. Use clear labels and a straightforward menu structure.
 - **Consistent Design Elements:** Maintain consistent design elements across all pages to avoid confusion.
 - **Streamline User Flow:** Simplify the user journey by reducing unnecessary steps in key processes like sign-ups and checkouts.

2. Mobile Responsiveness

- **Portfolio Page Improvement:**
 - **Optimize Images:** Ensure images are optimized for mobile devices to reduce load times and enhance visual appeal.
 - **Responsive Layout:** Use a responsive layout that adjusts elements to fit within the mobile screen without requiring zooming or horizontal scrolling.
 - **Test Across Devices:** Test the portfolio page across different devices and screen sizes to ensure consistency.

3. SEO Improvements

- **Backlink Strategy:**
 - **Increase Authority Score:** Focus on obtaining high-quality backlinks from reputable websites. Reach out to industry-related blogs, magazines, and directories for backlinks.
 - **Competitor Analysis:** Analyze competitors' backlink profiles to identify potential backlink opportunities.
 - **Diverse Backlinks:** Aim for a diverse backlink profile with a mix of follow and nofollow links to improve SEO.
- **Content Optimization:**
 - **Keyword Usage:** Ensure proper keyword usage in titles, meta descriptions, headers, and throughout the content.
 - **Internal Linking:** Utilize internal linking to connect relevant pages and improve site navigation and SEO.
 - **Regular Updates:** Keep the website content updated regularly to provide fresh information and maintain SEO rankings.

4. Site Speed Optimization

- **Desktop and Mobile Reports:**
 - **Optimize Images:** Compress and optimize images without sacrificing quality.
 - **Minimize Code:** Minify CSS, JavaScript, and HTML to reduce file sizes and improve loading times.
 - **Leverage Browser Caching:** Implement browser caching to store frequently accessed resources locally, speeding up subsequent visits.
 - **Reduce Server Response Time:** Ensure your hosting server is fast and reliable to minimize server response times.

5. Call to Action (CTA)

- **Effective CTAs:**
 - **Visibility:** Ensure CTAs are prominently displayed and easy to find.
 - **Compelling Text:** Use action-oriented and compelling text for CTAs to encourage user engagement.
 - **Consistent Placement:** Place CTAs consistently across pages to guide users towards desired actions.

6. Backlink and Competitor Analysis

- **Backlink Quality:**
 - **Acquire High-Authority Links:** Focus on getting backlinks from high-authority domains to boost your site's credibility.
 - **Guest Blogging:** Contribute guest posts to high-authority blogs in your niche.
- **Competitor Benchmarking:**
 - **Analyze Top Backlinks:** Identify top backlinks of competitors and reach out to those sites for similar opportunities.
 - **Monitor Competitor Strategies:** Regularly monitor competitors' SEO strategies and adapt your approach accordingly.

7. Security and Compliance

- **Maintain Security:**
 - **Regular Updates:** Keep all software, plugins, and themes up-to-date to protect against vulnerabilities.
 - **SSL Certificate:** Ensure the SSL certificate is active and properly configured to keep the connection secure.

Closing Remarks

By addressing these recommendations, www.berry-posh.com can improve its overall user experience, site performance, and SEO, ultimately driving more traffic and conversions. Here at Digital Pulse Innovations we are able to do just that and more.

We are confident that with our tailored strategies, Berry Posh can achieve its desired growth and conversion goals. We are excited about the potential to build a strong partnership and support you in reaching new heights. We look forward to the opportunity to work together.

Thank you Rosie and Berry Posh!