

Nutrigardens SEO Audit and Summary

Objectives

Goal One: Promoting organic growth through SEO, hashtags, and keyword rich copywriting on new site.

Goal two: Strengthen Nurtigardens brand identity which will be accomplished through establishing a clear brand voice.

Goal three: Drive targeted traffic to the new website through social media posts and engagement.

Strategy

Nurtigardens will gain maximum exposure in online presence. This will be accomplished through implementing keyword rich SEO, inserting Google tracking on the site, including key search terms within the website copy, and adding products to Google shopping will increase overall ROI for Additional suggestions are link targeting, SERP optimization, and increasing engagement via social media.

Procedure Outline

- Collection of keywords
- Audit of social media
- Analysis of competition
- Compilation of effective keywords, search terms, and hashtags in relation to brand and mission
- Targeting new customers for overall wellness and aging symptoms

Recorded Observations

Keyword Performance

There are several current keywords that are performing well: boost spin local made portland oregon beet powder, and portland oregon beet powder supplement received first to third in PageRank from Google. We will want to use these words, along with other important keywords on the site as much as possible, while still creating relevant content when they are used.

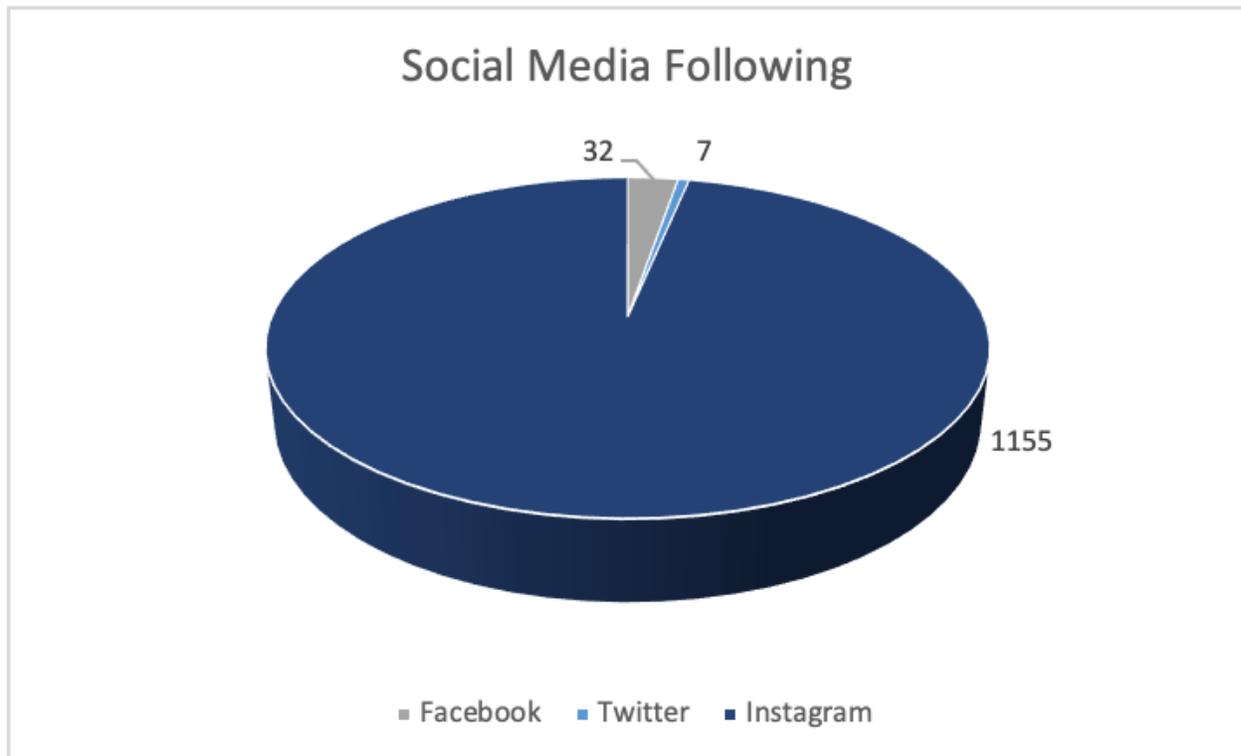
Google's new algorithm is topic focused, more than long tail or short keywords. This means including full search terms in the copy or meta data of the site. Keeping content topics full of relevant keywords will help with ranking. I have provided a spreadsheet with a list of optimized keywords and have outlined which ones are highest in priority.

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Inbound Traffic

Growing all social media channels and increasing awareness will be a great benefit for Nutrigardens to gain an organic audience. As these channels increase in followers, using that growing audience platform will help increase site traffic. There is no way to measure current site traffic, but once Yoast or Google analytics are implemented we can begin to measure growth.

The current social media channels are shown in the following table and demonstrate Nutrigardens current audience.



Site Page Optimization

Site page optimization will include relevant keyword rich text, including: meta title, meta description, header and body text, alt text for images and image names.

Addressing and remedying all of the aforementioned issues and elements will also promote online visibility and increase PageRank. Completing a competitor's comparison of cloud words shows that keywords can use some attention on the new website. Important words such as red spinach, athlete energy booster and should show much more often than words such as "comment" or months of events.

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Links

Backlinks are important for boosting PageRank with Google. Google views links as a way to measure trustworthiness. Getting these backlinks will in turn help with organic hits and online visibility. It is highly recommended to include backlinks from affiliates, bloggers, and community members as often as possible. Currently <https://fuel2win.com/recommended-products> is the only trackable backlink.

Additionally, using newsletter/blog content and archives of posts on the new site as a means to promote communication with the community will also allow backlinks, while providing crawlers a plethora of good information for ranking. Linking content from or to the newsletter on social channels will also create evergreen content and have favorable results.

Site Crawl

Creating a sitemap that will allow Google to site crawl and then index the new website will greatly improve site visibility. Positive impacts should be measured through Google search console.

Brand Voice

To keep all platforms consistent, and therefore trustworthy your brand voice must be adhered to on all forms on media, web presence, marketing and email communications. My suggestion would be **passionate, trustworthy, authentic** (to Portland's laid back nature).

The third was tricky and something I think you and I should go over. Because you are Portland area based and PNW are so well, you know, I would consider relating this brand voice with a very chill, mellow, vibing, sort of tone, something that make content more personal, and a bit fun.

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SEO

best beet supplement	best nitrate supplement
beet supplement benefits	red spinach benefits
beet juice supplement	beetroot nitric oxide supplement
deficiencies protein	fermented beets health benefits
boost spin	leaky gut protein powder
vegan beet root powder	foods containing polyphenols
beet root powder	vascular circulation problems
beet juice powder	recovery
benefits of beet powder	health
beet powder nutrition	body
powdered beetroot	beet
fresh on demand beet powder	nitrate
best beet powder for blood pressure	sports
red beet powder	performance
red beet powder benefits	juice
bulk supplement beet root powder	boost spin
beet root benefits and nutrition	local made portland oregon beet powder
highest quality beet powder	portland oregon beet powder supplement
gmo free beetroot	red beet health benefits
natural beet powder	beet blood pressure
beet powder supplement	beet brain function
how does beetroot work	beet immune support