

Digestive Warrior SEO Plan/Report

July 1, 2019



Healing through education, mindfulness and discipline

Vision: To get higher SEO rankings on Google and develop a strategy to get the best results on Google in the least amount of time.

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How to Develop a Plan - **Page 3**

This entire Google doc can be confusing from a tactical standpoint although it has tons of opportunities. I lay out how to create an action plan based on all my findings.

SEO Overview - **Page 4**

This page will show us a current snapshot of where we are at when it comes to overall SEO health and momentum. Some of the main metrics listed are what we are trying to improve. [Here is the document](#) with more metrics that we will track and improve on.

On-Page Technical Summary - **Page 5**

The biggest issue holding back your SEO rankings are on-page optimization errors. Over 80% of your pages have some sort of issues in how Google looks at the webpages. This area will summarize the issue category by priority so we can start with the most important.

On-Page Technical Issues - **Page 6**

This area goes into detail regarding specific areas of on-page SEO, and which areas I think are most important to tackle first.

On-Page Copy Suggestions - **Page 10**

This area has suggestions of what to add to some of our best performing blog pages in order to get momentum on other low competition, high volume keywords.

Broken Pages on Blog - **Page 16**

Your site is pretty clean when it comes to broken links but your top traffic producing blog is currently broken so I've added it here for us to fix. This should be a top priority.

Keyword Targets and New Articles - **Page 17**

I've done analysis on opportunities to write new articles based on many of the keywords you gave me. Some of the keywords have better opportunity than others based on search volume and competition.

Content Strategy for New Articles - **Page 20**

Based on my research and your keyword selection, I've found opportunities of content you can create based on other blogs that are broken, and we can create a link building campaign to replace the articles by contacting the webmasters.

How to Develop a Plan for SEO

Overview and General Insights:

I can see why you would want my help regarding SEO strategy. :) Your site has some great content, information and products, but from an SEO perspective, there are many issues holding back rankings.

On the flip-side, you are getting some SEO rankings. Currently, you have 150 keywords ranking on Google - many on the lower results of search queries. This is a good thing as we can focus on many areas of SEO to improve, and we'd only increase rankings to the Top 10 by making the right adjustments and targeting the right keywords.

Your on-page seo is a mess. Site speed, and duplicate content is currently holding you back. Details on that in the document.

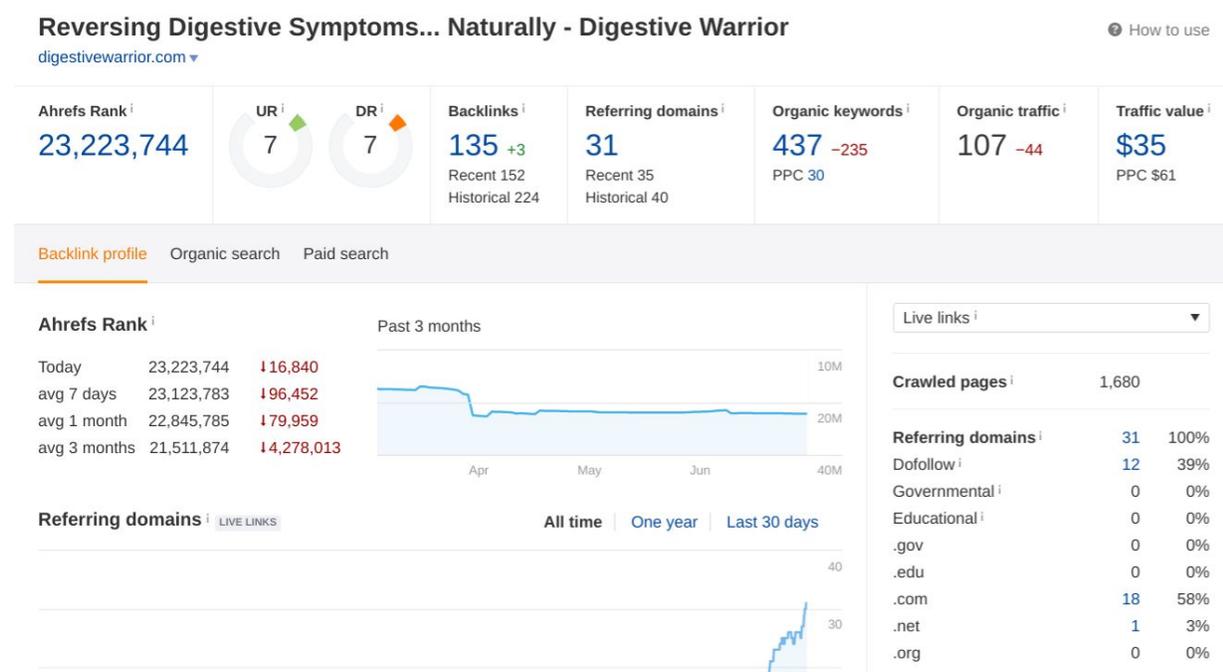
How to Tackle Various Elements

Everything you find in this document provides issues and potential targets for SEO in the next 3 months. Don't feel overwhelmed with everything as this document provides many options we can go after - it's up to me to help guide you in how we accomplish each area.

Obviously, the more budget you have for SEO the more we can tackle, but you might want to start with a smaller budget to start. Based on your budget, we can develop a plan between me, you and a link building team to start working towards drastic improvements in SEO.

Any improvements we make are going to give you more traffic on your website over time, and the more we fix things and follow Google's best practices we will be on our way to significant improvements in revenue and sales.

SEO Overview



Metrics Document - Digestive Warrior

This document is what we will use to track metrics as we grow with SEO. Below are some of the main statistics and where we are currently at.

<https://docs.google.com/spreadsheets/d/1g88VKsVg0sD3Ozx34QzFqxcaUyDVgQdFexRzXQA66uc/edit?usp=sharing>

Ahrefs - 23,223,744

This is a metric that gives us an idea of overall traffic rank on the web. The lower this number the better. Currently you are 23 million - for having a site for 3 years - this number could definitely be better. The main reason is you haven't much of an SEO plan at all, thus you don't get a ton of traffic to the website organically.

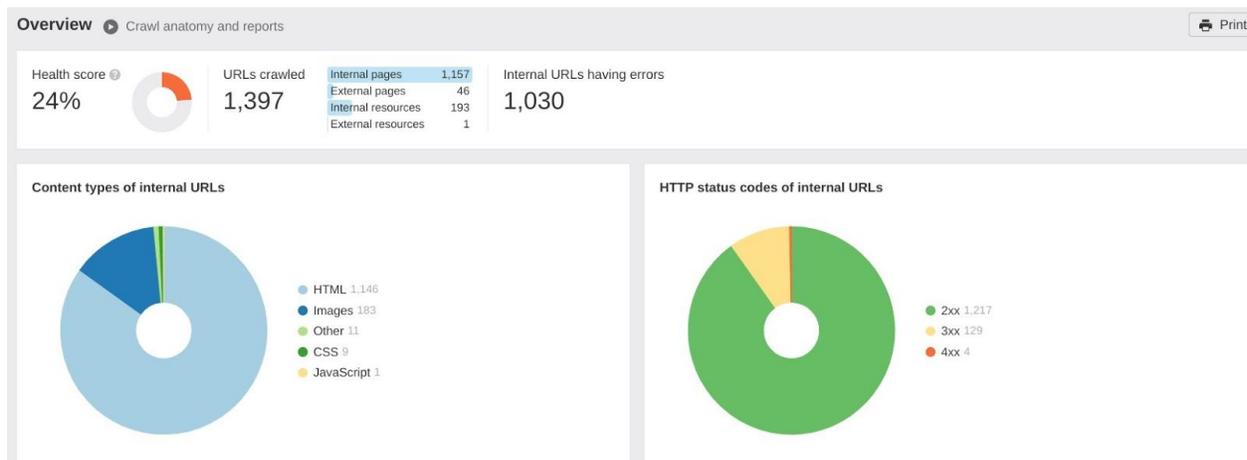
Organic Traffic - 107

This is the number we want to increase drastically over time based on our efforts. Currently you are getting 107 hits to your website from website searches each month. Our goal should be to get to 5,000 or more within 6 months or more which would lead to many more conversions on your website.

On-Page Technical Summary

Overview: There is a ton of improvements we can make regarding on-page SEO before we dive into off-page SEO. A lot of specific errors can be found through my deep-dive analysis report through Ahrefs.com.

All the points below are more a general overview - details of what pages have issues etc. will be found in Ahrefs.



As you can see our current on-page health score is 24%. 1,030/1,397 of your total pages have some sort of error. I have prioritized how to approach this below.

My suggestion is to start with the first 5 - get them totally cleaned up, and then move onto the next areas. We don't want to start off-page SEO until we clean up your site as much as possible.

ON-PAGE TECHNICAL ISSUES

(Sorted by Priority)

Duplicate Content

Priority - 9/10

Currently you have 684/1,300 pages on your site considered by Google to be duplicate content. This is one of the biggest things holding back your SEO and needs to be fixed immediately. A lot of these pages are unseen by our users, but Google has them stored in it's database.

Notes/Suggestions - I have a list of all these pages in Ahrefs, we need to create canonical tags on all the pages that are considered duplicate. Basically telling Google that we don't want these pages to be considered indexable.

Sitemap

Priority - 9/10

A huge issue I have found is your sitemap is not clearly telling Google what pages you want it to index and in return it isn't rewarding you with rankings on many pages that you might otherwise rank.

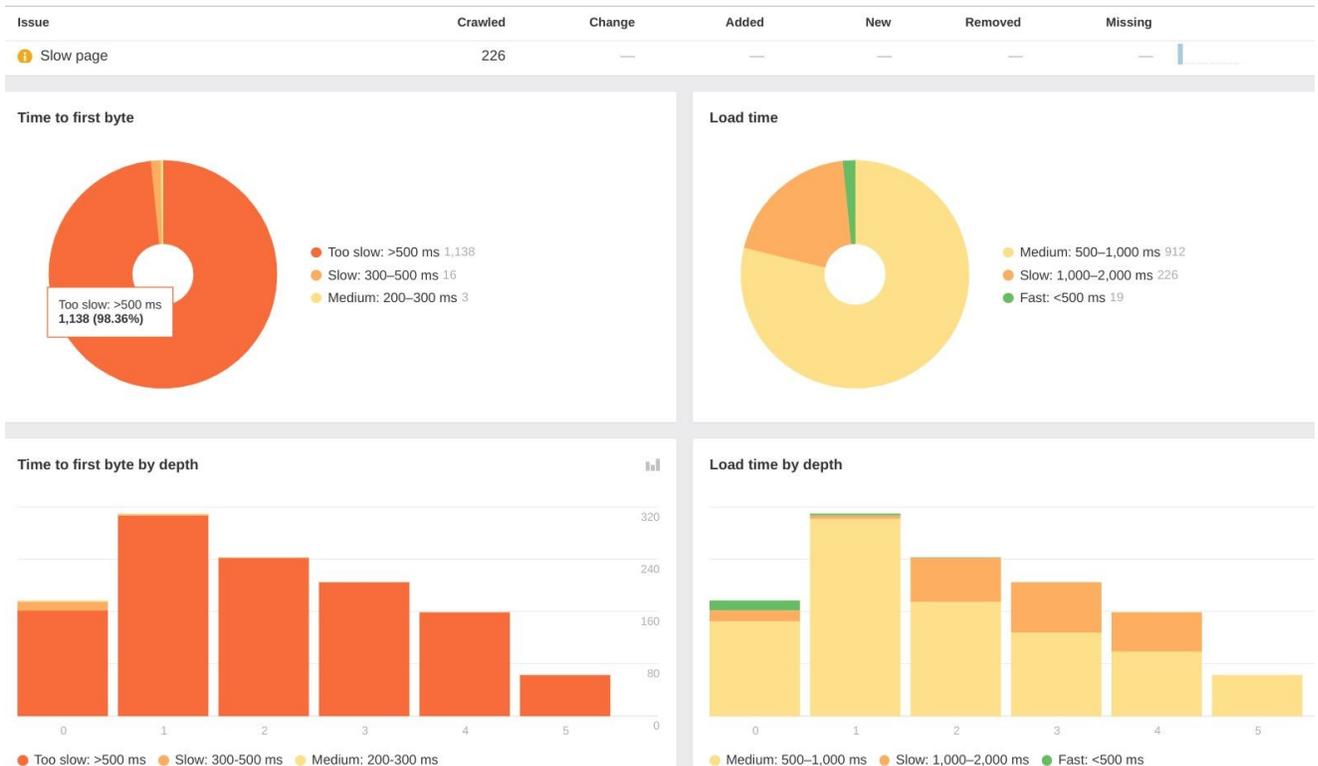
Notes/Suggestions - This doesn't take a lot of time to do and it would drastically improve rankings so it is one of my top on our priority list.

Website Speed Optimization

Priority - 9/10

According to Google analytics, 60% of your website visitors are on a mobile device. According to research, your best blogs and overall website is performing poorly regarding site speed (25/100). Improving this would be well worth the effort I do have a guy that can do this for us at an affordable price. I'd have to see if he is comfortable improving Magento sites.

Notes/Suggestions - This is drastically holding back your SEO currently. Many of your competitors that I researched have site speeds at least 50+ on mobile. This will make it easy for them to outrank you. Currently 226/1,300 pages on your website are in a range that would be considered demoting to your rankings.



Social Share Buttons

Priority - 8/10

Right now, there are no social share buttons on your blogs/pages. The more people share our content, the better Google will look at that web page positively from a search point of view. Also the more people share your content, the more people will find it.

Notes/Suggestions - Magento is a monster and this simple task on many other platforms like Shopify or Wordpress might be a lot more challenging on Magento. Social buttons also slow down the overall speed of your website so we might want to have you talk to your developer to see if he can add them but keep the speed of the site high.

Internal Linking

According to Ahrefs, over half the pages on your website have no internal links. When there are a lot of internal links pointing to a page, it helps tell Google that page is important.

Notes/Suggestions - On the 5-10 pages we target, we should intertwine these pages quite a bit with internal links. We can also create a “you might like this” in various parts of the website, so that our on-page SEO is optimized for specific pages we want to rank.

H2/H3 Tags

Priority - 7/10

We should start using more H2/H3 tags for targeted keywords. You called this the larger text but it's technically a code signal to Google what keywords are most important on the page. This would help out our rankings on key phrases and keywords drastically.

Notes/Suggestions - I'm suggesting we target 5-10 pages on your website to start, so any of these pages we want to start updating the pages with H2/H3 tags which I'll show you how to do.

Image Tags

Priority - 5/10

Currently there are 26 images on your site that don't have alt tags.

Notes/Suggestions - This doesn't take long to do. We should go into each of these which is listed out by Ahrefs and plugin an alt tag based on keyword target for the page.

Images

Priority - 3/10

You have great information and content on many pages, but I would try to separate text more with images. Images help both user experience and we can also improve rankings based on marking the AltImage tag with a targeted keyword. You can find free images all over the web to plugin into your website, type Here is one of my favorite sites for that but there are many:

<https://pixabay.com/>

Notes/Suggestions - This is something we could outsource to someone who understands general health/wellness.

Break-Up Content

Priority - 2/10

The longer someone stays engaged on our pages the better. One suggestion to optimize user experience would be to separate content more into small groups instead of paragraphs. People prefer this more in general. Also making the overall text size on the entire website would help, your text is so small.

Notes/Suggestions - I'm hoping Magento has the ability to change text size easy, if not then I don't think you should pay money to have this done. I think on some of the articles we target, we could at least manually increase text size and work with format a little bit more.

Pop-Ups

Priority - 2/10

I would like to hear more about how things work with your pop up and what the conversion rate is. I suggest keeping the funnel, but doing a fixed side-bar image instead. People get turned off easily by pop-ups and this negatively contributes to user experience and lowers the chance of a site revisit. This can negatively affect SEO.

Notes/Suggestions - At a minimum, I would suggest improving the graphic of the pop-up as I considered it pretty dull (graphically).

Titles Too Long and Metas too Short

Priority - 2/10

According to your Ahrefs report, 45 of your Title URLs are too long and 936 are too short. This can negatively affect SEO.

Notes/Suggestions - I think we should focus on the 5-10 target blogs regarding all aspects of SEO and later hire someone to help with Title length and Metas. Any new articles I want to explain to you best practice on this so that we keep anything new to Google's standards.

On-Page Copy Suggestions

Overview: Currently your website is getting some rankings for various terms. If we clean up the site and make changes to on-page copy, we will start seeing some momentum based on what keywords we target.

Top Pages ⁱ How to use																			
Position ^v		Volume ^v		KD ^v		CPC ^v		Traffic from keyword ^v		Words in keyword ^v		Include ^v		Any ^v		Exclude ^v		Any target ^v	
🇺🇸 United States ^v 111 results Total traffic: 107 📄 Export																			
#	Traffic ⁱ	Value ⁱ	Keywords ⁱ	RD ⁱ	Page URL	Top keyword ⁱ	Its volume ⁱ	Pos. ⁱ											
1	26 24%	\$10	5 ^v	0	www.digestivewarrior.com/histdao.html	histdao	600	9											
2	15 14%	<\$1	5 ^v	0	www.digestivewarrior.com/systemic-formulas-4-fungdx.html	fungdx	250	8											
3	12 11%	<\$1	2 ^v	16	www.digestivewarrior.com/	digestive warrior	30	1											
4	8 8%	\$4	10 ^v	0	www.digestivewarrior.com/curing-powder-by-plum-flower-100g.html	plum flower curing pills	150	9											
5	8 7%	\$6	10 ^v	0	www.digestivewarrior.com/11-strain-probiotic-powder-by-custom-probiotics.html	custom probiotic 11 strain	90	8											
6	5 5%	<\$1	2 ^v	1	www.digestivewarrior.com/vitality-detox-drops-soluble-zeolite-solution.html	vitality detox drops	150	8											
7	3.8 4%	\$2	5 ^v	1	www.digestivewarrior.com/gi-encap.html	gi encap	150	11											
8	3.7 3%	<\$1	14 ^v	0	www.digestivewarrior.com/digestive-warrior-blog/post/maltodextrin-hmmm	maltodextrin diarrhea	70	9											
9	3.6 3%	<\$1	61 ^v	1	www.digestivewarrior.com/digestive-warrior-blog/post/wild-oil-of-oregano-for-ibs-crohn-s-and-colitis	oregano oil ibs	40	9											
10	3.5 3%	\$2	1 ^v	0	www.digestivewarrior.com/woad-supreme-by-supreme-nutrition.html	woad supreme	70	7											
11	3.2 3%	\$2	2 ^v	0	www.digestivewarrior.com/takesumi-supreme-90-capsules-supreme-nutrition.html	takesumi supreme	450	16											
12	2.0 2%	<\$1	2 ^v	0	www.digestivewarrior.com/probutyrate-by-tesseract.html	probutyrate	150	13											
13	1.8 2%	\$1	4 ^v	0	www.digestivewarrior.com/isatis-cooling.html	isatis cooling ulcerative colitis	20	7											
14	0.99 <1%	<\$1	21 ^v	0	www.digestivewarrior.com/oreganol-p73-super-strength-capsules-120-caps.html	oreganol p73 capsules	60	13											
15	0.95 <1%	<\$1	2 ^v	0	www.digestivewarrior.com/olivirex-biobotanical-research.html	biobotanical	60	13											

A lot of the terms you are currently ranking for are not high volume (because you didn't have an SEO strategy). You'll see potential keywords are much higher potential to get traffic - we should strategically add copy to blogs based on what keywords can fit into the articles.

Because we have a low DR rank (7/100), we should only target very low competitive keywords. 0/100 Ahrefs rank. Fortunately, there are many keywords in your niche that are medium-sized volume and low competition.

To start, you'll see information about your top 10 or so blog articles on the website - these are the pages we should begin with optimizing as they already have some SEO momentum but many issues we can fix. I've prioritized the ones with highest potential first, based on my findings and potential if we spend the time optimizing them.

Priority Score - 9

Issue - Improve On-Page

URL <https://www.digestivewarrior.com/digestive-warrior-blog/post/wild-oil-of-oregano-for-ibs-crohn-s-and-colitis>

URL Change - needs discussion

Keyword - essential oils for crohn's disease

Google Monthly Volume - 300

Current Google Ranking - 13

Ranking Keyword Targets

essential oils for ulcerative colitis

oreganol p73 dosage

best oil of oregano brands

wild oil of oregano

does oil of oregano kill good bacteria

does oregano oil kill good bacteria

oregano oil orally

oreganol p73 benefits

Low Competition Keyword Ideas

crohn's disease icd 10 (1k)

icd 10 code for crohn's disease (900)

crohn's disease death (600)

is crohn's disease a disability (250)

which is a true statement regarding regional enteritis (crohn's disease)? (250)

crohn's disease icd 9 (200)

fistulizing crohn's disease (200)

biologics for crohn's disease (200)

crohn's disease remission (150)

methotrexate for crohn's disease (100)

essential oils for scars (1,800)

essential oils for fever (1,400)

Miracle essential oils (1,400)

essential oils for pink eye (1,200)

essential oils for tendonitis (800)

can you vape essential oils (700)

essential oils for broken bones (600)

essential oils for restless legs (700)

roller bottles for essential oils (500)

oregano oil for toenail fungus (400)

Oregano oil for herpes (250)

ulcerative colitis icd 10 (2,500)

icd 10 code for ulcerative colitis (1,200)

ulcerative colitis icd9 (250)
a client's susceptibility to ulcerative colitis (250)
icd 10 for ulcerative colitis (250)
essential oils for ulcerative colitis (250)
nursing diagnosis for ulcerative colitis (200)
nursing interventions for ulcerative colitis (70)
c reactive protein ulcerative colitis (70)
gaia oil of oregano (350)

Notes - This page has the most keywords being ranked on your entire website. Also many of the secondary keywords have over 100 searches per month. It's the best SEO page on your site by far. "Essential Oils" is a really good keyword. There are over 30 that I didn't even put here that have at least 800 competition. It would make sense for us to plan out how to add content strategically and this should be a top page that we target with link building.

Priority Score - 8

Issue - Improve On-Page

URL - <https://www.digestivewarrior.com/takesumi-supreme-90-capsules-supreme-nutrition.html>

URL Change - include best keywords - I think getting vegetable capsules in there...

Keyword - takesumi supreme

Keyword - 450

Google Monthly Volume - 450

Current Google Ranking - 16

Ranking Keywords Targets

takesumi supreme reviews

Low Competition Keyword Ideas

vegetable capsules (2,500)

Endotoxemia (1,100)

Pancrease detoxification (200)

estrogen detoxification (200)

Rapid drug detoxification (200)

rapid drug detoxification (200)

Sony 7 detoxification (300)

doterra detoxification blend (450)

Onion detoxification (200)

Diabetes detoxification (200)

poison detoxification occurs in which organelle (100)

Mental detoxification (200)

the liver is involved in detoxification of many poisons (100)

Priority Score - 7

Issue - Improve On-Page

URL - <https://www.digestivewarrior.com/systemic-formulas-4-fungdx.html>

URL Change - No

Keyword - fungdx

Google Monthly Volume - 250

Current Google Ranking - 8

Ranking Keyword Targets

systemic formulas bind

where to buy systemic formulas

Low Competition Keyword Ideas

systemic formulas detoxification program (40)

systemic formulas reviews (80)

Priority Score - 5

Issue - Improve On-Page

URL - <https://www.digestivewarrior.com/11-strain-probiotic-powder-by-custom-probiotics.html>

URL Change - No

Keyword - custom probiotics 11 strain

Google Monthly Volume - 90

Current Google Ranking - 5

Ranking Keyword Targets

11 strain probiotic powder

Notes - 11 strain probiotic you were 8th a month ago, now 14

Priority Score - 5

Issue - Improve On-Page

URL - <https://www.digestivewarrior.com/curing-powder-by-plum-flower-100g.html>

URL Change - /plum-flower-curing-pills

Keyword - plum flower curing pills

Google Monthly Volume - 150

Current Google Ranking - 9

Low Competition Keyword Ideas:

curing pills

curing pills plum flower

plum flower herbs reviews

curing pills side effects

curing pills uses

plum flower benefits,

Notes - curing pills we are 25 this keyword has decent volume (500) by targeting the main keyword with on-page, would also satisfy that keyword OPO. Many of the secondary keywords we are ranking for but it isn't even once on the page

Broken Pages on Blog

URL - <https://www.digestivewarrior.com/histdao.html>

Notes - Definitely want to fix this quickly as we rank for the keyword histdao

Keyword Targets on New Articles

Vision: By getting a list from keywords you would love to rank for, I'm able to find hidden opportunities within those base keywords. These keywords can be used as ideas to write new articles/content.

Anything above a 1 competitive score we shouldn't target. You'll notice your ideal keywords are competitive but below that, we have a list of uncompetitive keywords. Anything you see in bold that is a sub-category would be a good target keyword for an article title.

Your Keyword List:

MegaSporebiotic - 3 (8,300)

megasporebiotic ingredients - 0 (40)

Crohn's Disease - 73 (475,000)

crohn's disease icd 10 - 0 (1,000)

icd 10 code for crohn's disease - 0 (900)

crohn's disease death - 0 (600)

is crohn's disease a disability - 0 (250)

which is a true statement regarding regional enteritis (crohn's disease)? - 0 (250)

crohn's disease icd 9 - 0 (200)

fistulizing crohn's disease - 0 (200)

biologics for crohn's disease - 0 (200)

crohn's disease remission - 0 (150)

methotrexate for crohn's disease - 0 (100)

Ulcerative Colitis - 61 (247,000)

essential oils for ulcerative colitis - 0 (250)

nursing diagnosis for ulcerative colitis - 0 (250)

cabbage juice for ulcerative colitis - 0 (100)

suppositories for ulcerative colitis - 0 (100)

ulcerative colitis death rate - 0 (80)

juicing for ulcerative colitis - 0 (80)

nursing interventions for ulcerative colitis - 0 (80)

ulcerative colitis hair loss - 0 (60)

Many more under 60...

Irritable Bowel Syndrome - 72 (247,000)

irritable bowel syndrome ayurvedic treatment - 0 (200)
irritable bowel syndrome mayo clinic - 0 (200)
va rating for irritable bowel syndrome - 0 (100)
irritable bowel syndrome risk factors - 0 (70)
irritable bowel syndrome therapy homeopathic - 0 (60)
irritable bowel syndrome with constipation icd 10 - 0 (50)
nursing diagnosis for irritable bowel syndrome - 0 (40)
Many more under 40...

Functional Medicine - 61 (37,000)

grassroots functional medicine - 0 (150)
laboratory evaluations for integrative and functional medicine - 0 (150)
functional medicine books - 0 (100)
Functional medicine tree - 0 (100)
how expensive is functional medicine - 0 (100)
careers in functional medicine - 0 (100)
upstream functional medicine - 0 (100)
There hundreds of keywords with 0 competition volume under 200 with "functional medicine" + city

Chinese Medicine - 57 (12,000)

american college of traditional chinese medicine - 0 (500)
colorado school of traditional chinese medicine - 0 (250)
which of the following statements accurately describes chinese medicine? - 0 (250)
micro chinese medicine osmotherapy - 0 (200)
chinese medicine cabinet - 0 (200)
in traditional chinese medicine, the life force contained in all living things is called - 0 (200)
foundations of chinese medicine - 0 (150)
traditional chinese medicine books - 0 (90)
fundamentals of chinese medicine - 0 (90)
chinese medicine liver cleanse - 0 (70)
chinese herbal medicine cooker - 0 (60)
micro-chinese medicine osmotherapy - 0 (60)
endometriosis chinese medicine - 0 (60)
chinese medicine for gout - 0 (60)
Quite a few more under 60

Articles to Research Later

Inflammatory Bowel Disease

IBS

gut infection

dysbiosis

probiotics

alternative treatment for digestive symptoms

mycobacterium avium paratuberculosis

regional enteritis

leaky gut

Content Strategy for New Articles

Vision:

Producing at least one blog post per month, is a good practice which does help your overall rankings on Google (fresh content). If you can do two per month, that would be even better. You'll likely find that a lot of these new articles will give you the most traffic over the medium-term as right off the bat, we have a plan of targeting certain keywords and opportunities.

This first one I recommend based on the very low competition and high volume of many keywords associated with "essential oils."

Essential Oils Comprehensive Guide

There are hundreds of essential oils keywords that have little to no competition. You could definitely a comprehensive essential oils guide of some kind. Would be worth it to take time to write it well. Include any essential oil products you have - I can give you a list of all the good keywords in this area when you are ready to write it.

Opportunity/Potential - 10/10

All the rest of these I recommend creating based on broken articles on the web associated with the topics. If we create any of these articles, we can reach out to the webmasters who are linking to other articles associated with the topic that are currently broken. This is a good strategy for building quality links to our website and cleaning up the web (which Google loves).

Ideally you create an article with a similar Title so that it is an easy transition for the webmaster to consider your article relevant.

To see what these articles used to look like, you can take the link and plug them into wayback machine so you can get an idea of how the article was written. You can certainly add your own spin and ideally improve the quality of the article: <https://archive.org/web/>

Keyword - Chinese Medicine

This keyword has by far the most broken articles on the web out of all the keywords you sent me. Lots of opportunities to build quality links to our website by following any of the topics and creating new content to replace.

[Irish College of Traditional Chinese Medicine in Ireland - MScs](#)

<https://www.healthcarestudies.com/universities/Ireland/ICTCM/>

45 Referring Domains

[M.CMAc in Chinese Medicine: Acupuncture, London, United Kingdom 2019](#)

<https://www.healthcarestudies.com/M.CMAc-in-Chinese-Medicine-Acupuncture/United-Kingdom/London-South-Bank-University/>

31 Referring Domains

[Micro-Chinese Medicine Osmotherapy Treatment](#)

www.kidneyfailureweb.com/treatment/242.html

15 Referring Domains

[New Chinese Medicine Tools to Replenish and Repair Our Gut](#)

<https://www.pacificcollege.edu/news/blog/2015/05/06/new-chinese-medicine-tools-replenish-and-repair-our-gut>

9 Referring Domains

[Traditional Chinese Medicine and Thyroid Disease](#)

<https://www.pacificcollege.edu/news/blog/2014/11/15/traditional-chinese-medicine-and-thyroid-disease>

9 Referring Domains

[Traditional Chinese Medicine Symptoms of Poor Digestion](#)

<https://www.pacificcollege.edu/news/blog/2015/02/26/traditional-chinese-medicine-symptoms-poor-digestion>

8 Referring Domains

Lots of other good ones under 8 Referring Domains

Opportunity/Potential - 10/10

Keyword: Irritable Bowel Syndrome

Broken Article: [Download IBS Relief: A Doctor, A Dietitian, And A Psychologist Provide A Team Approach To Managing Irritable Bowel Syndrome ebook id:Methylfolate is](#)

[benjaminholman.com/](#)

30 Referring Domains

[Online Antispas Free Prescription, Dicyclomine Cure Irritable Bowel Syndrome Price Watsons](#)

[www.liberatenutrition.com/blog/Online-Antispas-Free-Prescription-Dicyclomine-Cure-Irritable-Bowel-Syndrome-Price-Watsons.html](#)

30 Referring Domains

[How I Healed My Irritable Bowel Syndrome and Am Helping Others Do the Same](#)

<https://experiencelife.com/success-stories/2012/12/05/how-i-healed-my-irritable-bowel-syndrome-and-am-helping-others-do-the-same/>

19 Referring Domains

Opportunity/Potential - 8/10

Keyword: Ulcerative Colitis

Ulcerative Colitis - Everything You Need to Know

There are about 5 articles related to Ulcerative Colitis that are currently broken - each having around 5 linking domains. All of them seem to have very basic titles -just "Ulcerative Colitis" as the title. As simple as this is, there were sites linking into them.It would be a good opportunity to build a comprehensive guide related to this keyword, and then reach out to webmasters who are linking to other associated content.

Opportunity/Potential - 7/10

Keyword: Functional Medicine

[The Future Of Functional Medicine Review - About](#)

<https://drruscio.com/review-fa2018/>

5 Referring Domains

[What Is Functional Medicine?](#)

<https://www.shape.com/lifestyle/mind-and-body/what-is-functional-medicine>

5 Referring Domains

Opportunity/Potential - 4/10

