SEO Audit

Optimizing Living Libations

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Executive Summary

Key Findings and Recommendations:

I've found several areas where further improvements can be implemented to enhance visibility and drive organic traffic for Living Libations.

Internal SEO:

- Category and Navigation Structure: Reorganizing of categories and navigation to positively impact user experience and search engine crawlability.
- Internal Linking: Consistent and strategic internal linking is essential for improving site structure and search engine visibility.
- Canonical Tags: While canonical tags are in place, ensuring consistency and completeness across all pages is crucial.

Executive Summary

Technical SEO:

- Site Speed: Need to optimize website speed by compressing images, minifying code, and leveraging browser caching.
- Mobile-Friendliness: Ensure website is fully responsive and provides a seamless experience on all devices.
- XML Sitemap: Regularly update and submit your XML sitemap to search engines to provide a comprehensive overview of website's content.

Content and Backlinks:

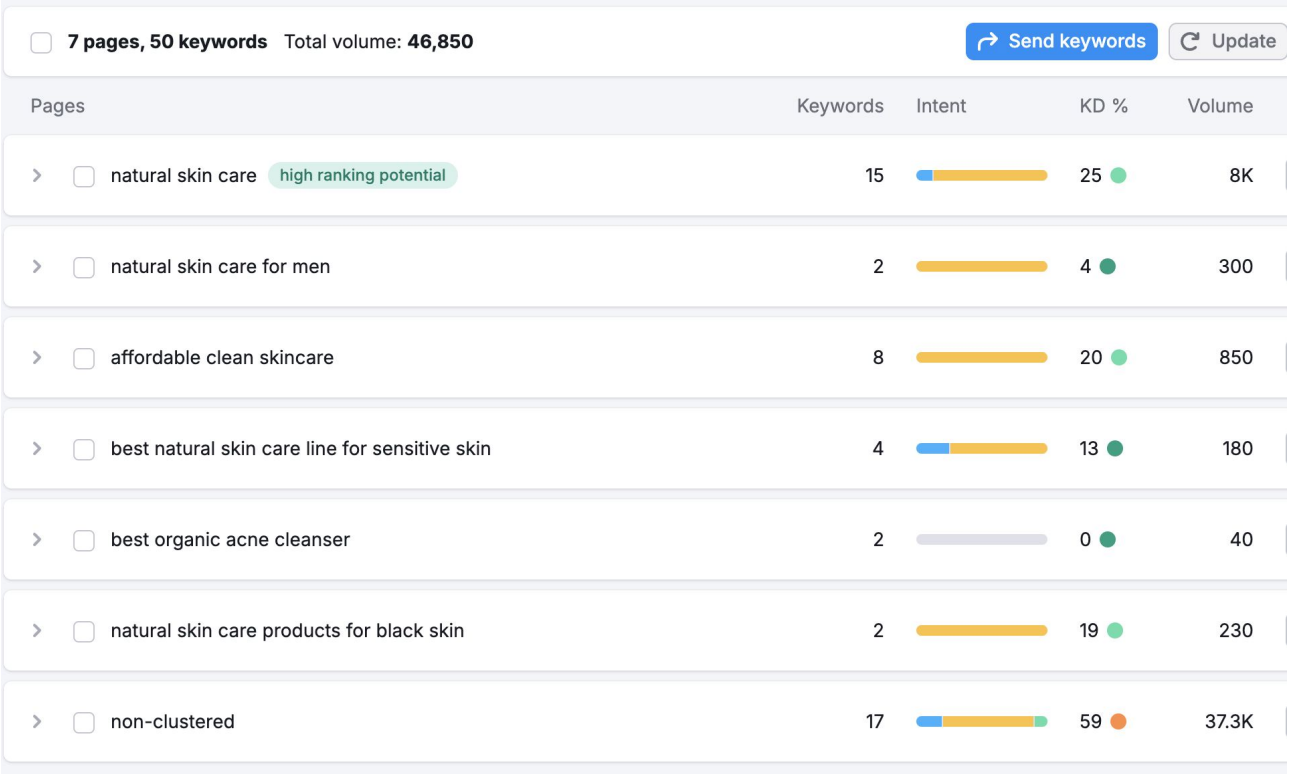
- Content Quality and Quantity: Create high-quality, informative content that aligns with target audience's interests.
- Backlink Strategy: Focus on building high-quality backlinks from reputable sources within the industry.
- Social Media Engagement: Leverage social media to promote content and increase brand visibility.

By implementing these recommendations, Living Libations can further enhance its search engine rankings, attract more organic traffic, and drive conversions.

Keyword Audit - SemRush

1	Keyword	Intent	Volume	Trend	Personal Keywo	Keyword Difficul	CPC (USD)
2	natural skin care	Commercial	2900	0.83,0.83,0.83,0.	83,1.00,1.00,1.0	13	2.94
3	organic makeup	Commercial	2900	0.80,0.80,0.80,0	55	51	2.48
4	organic skincare	Commercial	1900	1.00,0.84,0.84,0	48	60	3.14
5	natural makeup brands	Commercial	1600	0.52,0.68,0.68,0	43	15	2.57
6	natural beauty products	Transactional	1300	0.81,0.81,0.81,0	49	59	2.38
7	organic makeup brands	Commercial	1300	0.81,0.81,0.62,0	54	43	2.39
8	organic skin care products	Commercial	1300	0.81,0.81,0.81,0	49	67	2.8
9	all natural makeup	Commercial	1000	0.68,0.76,0.76,0.	76,1.00,1.00,1.0	7	2.24
10	all natural skin care	Commercial	1000	0.89,0.89,0.89,0	55	39	2.86
11	best natural skin care	Commercial	880	0.89,0.89,0.74,0	52	44	2.8
12	best organic skin care products	Commercial	880	0.20,0.20,0.20,0	47	47	2.85
13	natural cosmetics	Transactional	880	0.89,0.74,0.89,0	53	65	2.65
14	organic beauty products	Transactional	720	1.00,0.83,0.83,0	50	73	2.97
15	organic cosmetics	Commercial	720	1.00,1.00,1.00,1.	00,1.00,1.00,1.0	7	2.59
16	natural skincare brands	Commercial	590	0.54,0.54,0.54,0	48	53	2.58
17	best organic makeup	Commercial	480	0.81,0.81,0.81,0	46	22	3.35
18	all natural makeup brands	Commercial	390	0.66,0.28,0.35,0	59	54	2.33
19	organic face oil	Transactional	390	0.43,0.54,0.66,0.	54,1.00,0.81,1.0	2	2.57
20	all natural skincare	Commercial	320	0.66,0.66,0.66,0	50	30	3.07
21	best natural skincare	Commercial	260	0.65,0.52,0.65,0	50	50	3.93
22	natural face products	Transactional	260	1.00,0.82,0.67,0	55	50	2.8
23	buy natural skincare	Navigational, Transac	210	0.80,0.65,0.65,0	44	65	68.7

Keyword Audit - SemRush Planner

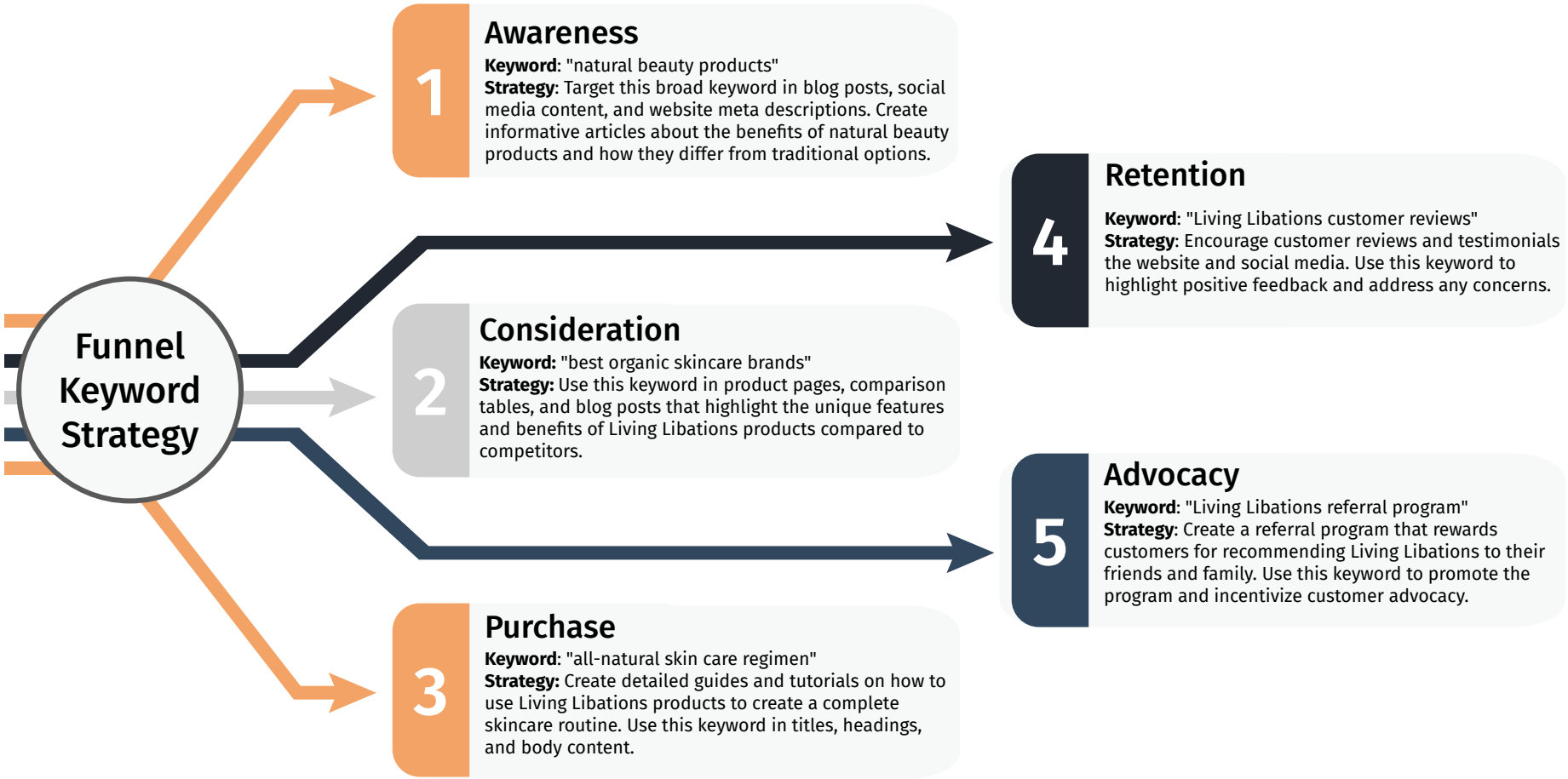


Full Keyword Spreadsheet: https://docs.google.com/spreadsheets/d/1z78dXz4N3gq0KSxPpTiBdrvVnnqqfFBVimPptDCDTw8/edit?usp=sharing

Keyword Plan

After conducting extensive keyword research using Semrush and other tools, I selected 50 strategic keywords to enhance Living Libations' online visibility and drive conversions. These keywords, such as "anti-aging skin care" and "all-natural skin care regimen," align closely with the target audience's search intent.

To effectively leverage these keywords, I would create a new "Green Living" blog section. By developing informative articles around these topics aiming to provide valuable content to the audience while improving search engine rankings. Additionally, I plan to collaborate with relevant blogs and influencers to cross-promote the content and establish valuable backlinks. This integrated approach will not only attract organic traffic but also guide potential customers through the conversion funnel, from initial awareness to final purchase.


Funnel Keyword Strategy
1
Awareness
Keyword: "natural beauty products"
Strategy: Target this broad keyword in blog posts, social media content, and website meta descriptions. Create informative articles about the benefits of natural beauty products and how they differ from traditional options.
2
Consideration
Keyword: "best organic skincare brands"
Strategy: Use this keyword in product pages, comparison tables, and blog posts that highlight the unique features and benefits of Living Libations products compared to competitors.
3
Purchase
Keyword: "all-natural skin care regimen"
Strategy: Create detailed guides and tutorials on how to use Living Libations products to create a complete skincare routine. Use this keyword in titles, headings, and body content.
4
Retention
Keyword: "Living Libations customer reviews"
Strategy: Encourage customer reviews and testimonials the website and social media. Use this keyword to highlight positive feedback and address any concerns.
5
Advocacy
Keyword: "Living Libations referral program"
Strategy: Create a referral program that rewards customers for recommending Living Libations to their friends and family. Use this keyword to promote the program and incentivize customer advocacy.

Website Speed

Diagnose performance issues

37	88	96	85
Performance	Accessibility	Best Practices	SEO

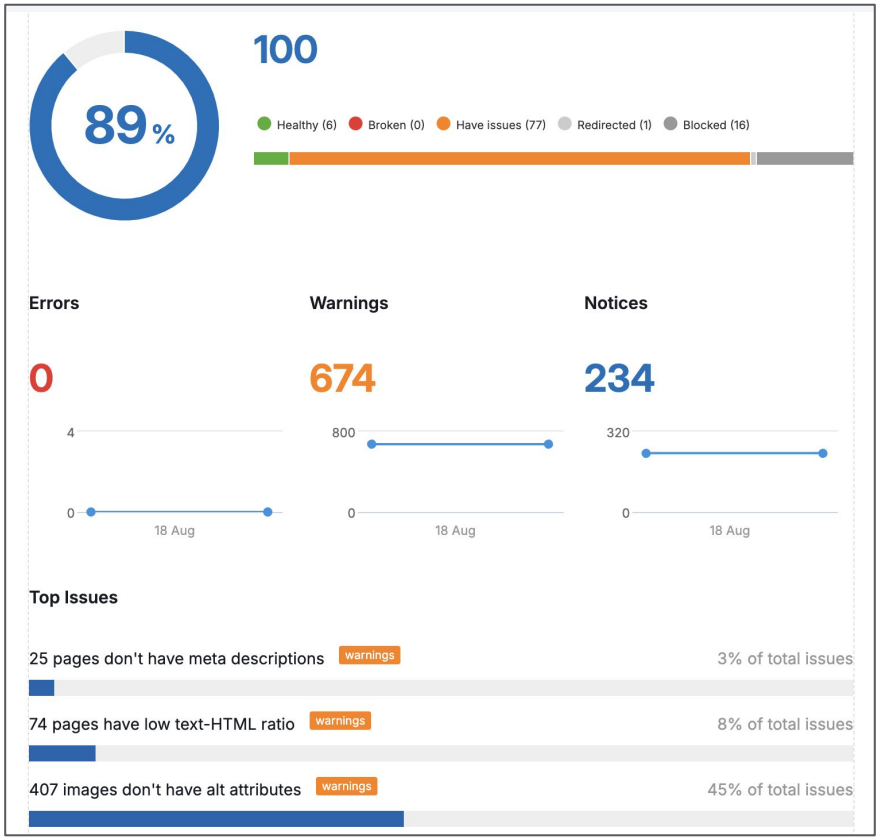
37

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0–49 50–89 90–100

Website Overview



Website Content Audit

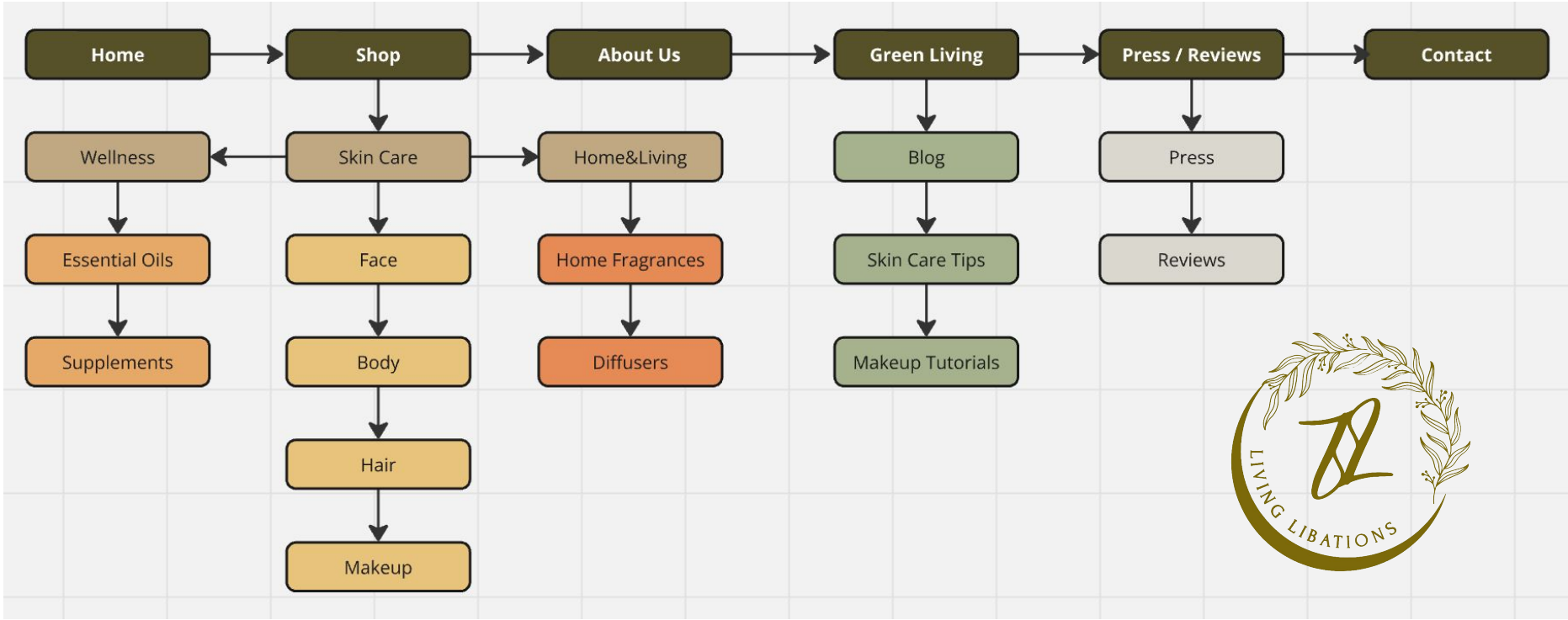
Living Libations' website needs a major update to match its brand and enhance user experience. Currently, the color scheme and logo seem outdated and don't reflect the company's products well. The product categories are confusing, making it hard for visitors to find what they want.

For SEO, the product names and categories aren't optimized, reducing visibility. Moreover, the content can be misleading and confusing. It's vital to clarify the brand's focus and offerings for a better user experience. In order to gain a higher click-through rate, I would ensure that all pages have meta descriptions that contain relevant keywords. I would also specify relevant alt attributes for images and improve on-page content including more than 200 meaningful words.

Website Content Audit - Rebranding

Cleaner, user-friendly design with a focus on simplicity and speed, the site loads quickly and offers a clutter-free navigation experience. I would also optimize the URLs to improve search engine visibility and make it easier for customers to find what they're looking for.

Website - Internal Linking



Website - Internal Linking

By simplifying the categories and creating a more intuitive navigation, I've made it easier for visitors to find the information they're looking for. The breakdown into Wellness, Skin Care, and Home & Living categories provides a clear and logical structure, while the subcategories further enhance usability.

The addition of a dropdown menu for Press and Reviews streamlines the user experience and makes it easier to access this important information. Contact has Location and Contact form, easy to navigate. Overall, these changes will positively impact user satisfaction and website engagement as well as search engine readability.

Metadata - Search Engine Listing

Living Libations
https://www.livinglibations.com

Living Libations® Official

Pure & Organic Essential Oils — Browse our bestselling line of organic skin care oils - **Living Libations** Best Skin Ever. An...

Skin Care
Enjoy your Best Skin Ever. Synthetic-free skin care.

Shop Current Specials
See our current specials. Explore Libations made for you.

Best Sellers
Shop our bestsellers. See what excites others.

Essential Oils
Purest of the pure essential oils. Organic and beyond fair trade.

Sign Up For Newsletter
And Save 10% On Your First Order

```
<title>Living Libations</title><meta name
```

```
</title><meta name="description" content="Living Libations is a luxurious line of organic and pure renegade beauty products! Explore and educate yourself on natural health and wellness.">
```

Metadata - Search Engine Listing Improved

Livinglibations

Living Libations - Organic Skincare & Essential Oils

Experience the difference of Living Libations' organic skincare. Our products are formulated with nature's finest ingredients to deliver exceptional results.

Best Sellers

Discover our most popular organic skincare and wellness products.

Shop Skin Care

Glow your skin naturally and find your perfect match.

Essential Oils

Explore our collection of pure, potent essential oils for a variety of benefits.

Embrace the Natural Look

Subscribe to our newsletter for exclusive offers, skincare tips, and join a community of natural beauty enthusiasts.

Technical Improvements

To improve the website's search engine ranking and attract more organic traffic, I recommend focusing on these technical optimizations:

- Speed things up: Make website load faster by reducing image file sizes, minimizing HTTP requests, and optimizing your code.
- Go mobile: Ensure website looks great and works smoothly on all devices, especially smartphones and tablets.
- Organize content: Create a clear structure with headings and subheadings, and link related pages together to help search engines understand the website.
- Describe images: Use descriptive alt text for images so search engines know what they're about.
- Submit a sitemap: Create a sitemap and submit it to search engines to help them find all important pages.
- Avoid duplicates: Make sure the website don't have multiple versions of the same page, as this can confuse search engines.

By implementing these improvements, you'll make your website more user-friendly and search engine-friendly, which will help you attract more visitors and achieve better results.

Content - Youtube Post

“The Ultimate Organic Skincare Routine: A Step-by-Step Guide"

Showcase Living Libations' best-selling products in a visually appealing and informative video. Demonstrate how to create a daily skincare routine using these organic products, highlighting their benefits and how they work together.

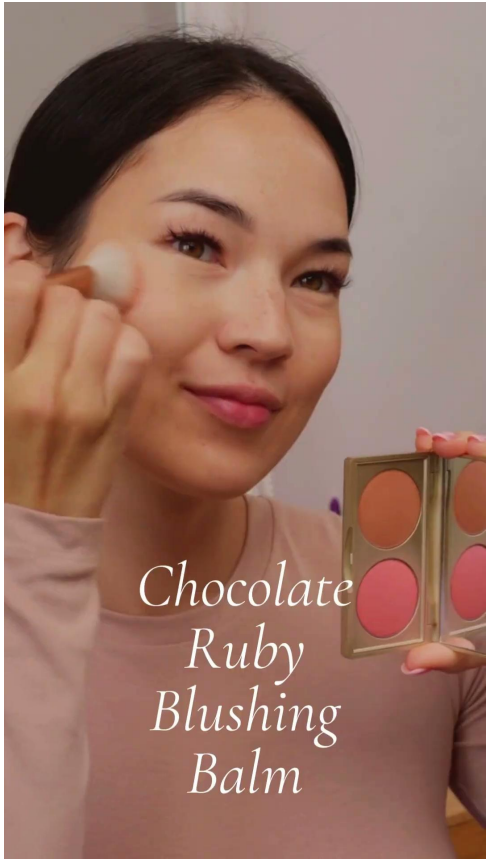
Target Audience: Skincare enthusiasts, those seeking natural alternatives, and people interested in organic beauty.

Content - Social Media Posts

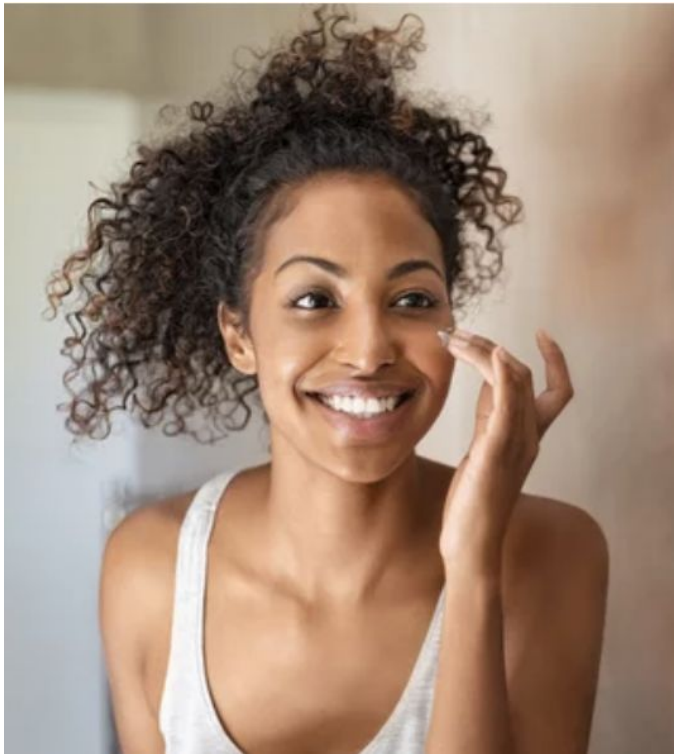
"Chocolate Ruby Blushing Balm: Your Everyday Essential"

Series of social media posts showcasing the versatility of the Chocolate Ruby Blushing Balm. Highlight different ways to use the product, such as a blush, lip tint, or eyeshadow. Encourage user-generated content by asking followers to share their favorite ways to use the product.

Target Audience: Beauty enthusiasts, makeup lovers, and people seeking multi-purpose products.



Content - Blog Post

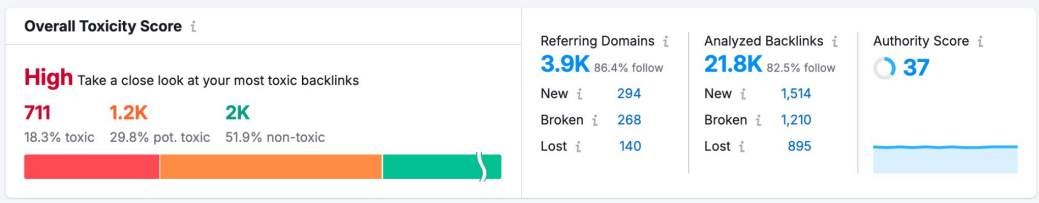


3 Must-Have Products for Radiant Skin

Living Libations is renowned for its commitment to organic, wildcrafted beauty products. Here are three essential items from their collection that can elevate your skincare routine:

1. Seed to Seal Rosewater: This delicate, floral mist is packed with antioxidants and soothing properties. Use it as a toner, makeup setter, or simply to refresh your skin throughout the day.
2. Sea buckthorn Oil: This nutrient-rich oil is a powerhouse for dry, irritated skin. It contains omega fatty acids, vitamins, and antioxidants that help to nourish, hydrate, and protect the skin.
3. Matcha Illuminating Face Mask: This detoxifying mask is made with organic matcha green tea, which is rich in antioxidants and helps to brighten the complexion. Use it once or twice a week for a radiant glow.

Backlinks - Audit



Top 100 Referring Domains | Toxic domains | Show insight

Domain	Category	Backlinks	AS	TS	Visits
www.theraeviewer.com	Beauty & Fitness 4 more	>500	17	30	n/a
rawveganlivingblog.com	Food & Drink 4 more	438	13	50	n/a
www.greenlifeindublin.com	n/a	419	7	57	n/a
www.meghantelpner.com	Food & Drink 4 more	412	37	49	n/a
podcasters.spotify.com	n/a	345	100	12	2,095,995

Show more

Referral Traffic

To get data on referral traffic, connect your Google Analytics account

Connect GA

Top 100 Anchors

All types | Money | Compound | Branded | ...

Anchor Text	Domains	Backlinks
Living Libations	619	2,207
Empty Anchor	231	1,866
livinglibations.com	224	572
Natural Hair Brush – Living Libations	154	485
LivingLibations.com body ablutions	1	298
Happy Hands Care Bundle	1	279
Nadine Artemis	55	224
Sun Dew Vitamin D Crème – Vitamin D Cream – ...	86	197
Organic Hemp Face Cloth – Living Libations	73	159
https://livinglibations.com/	41	145
Buy Product Here	1	134

Backlinks - Audit Good AS

Page Title | Source URL | Target URL 1-32 out of 32 domains (total backlinks: 476)	Anchor	AS	TS	Actions
@PlantFit_Jen | Linktree Source: https://**linktr.ee**/plantfit_jen Target: https://affiliates.livinglibations.com/aff_c?aff_id=1544&offer_id=1 Domain: +24	Living Libations - pl... Text Compound	81	42	Comment
I tried Kourtney Kardashian's $116 morning routine - there was a part I dreaded & I w... Source: https://**www.thesun.co.uk**/fabulous/19323138/kourtney-kardashian-... Target: https://livinglibations.com/products/best-skin-ever-seabuckthorn?vari...	Best Skin Ever - Se... Text Money	86	40	Comment
Resources | bodymindspirit Source: https://**earthmedicine.wixsite.com**/bodymindspirit/great-resources Target: https://www.livinglibations.com/ Root: +40	Living Libations Text Branded	86	38	Comment
d'vine wellness Source: https://**danairvine.wixsite.com**/mindbodytablecoach Target: https://www.livinglibations.com/?a_aid=5e5544c5edd68 Root: +40 Title: +1	livin.JPG Text Other	85	36	Comment

Backlinks - Audit Bad AS

Page Title | Source URL | Target URL 1-50 out of 3,889 domains (total backlinks: 21,825)	Anchor	AS	TS	Actions
The Globe - The world's most visited web pages Source: http://**www.internetadvertisement.co.uk**/the_worlds_most_visited_web... Target: http://www.livinglibations.com/ IP: +12 Mirror Pages: +60 +2 more	573622. livinglibati... Text Compound	2	100	Comment
The Globe - The world's most visited web pages Source: http://**internetadvertisement.co.uk**/the_worlds_most_visited_web_pag... Target: http://www.livinglibations.com/ IP: +12 Mirror Pages: +60 +2 more	573622. livinglibati... Text Compound	2	100	Comment
The Globe - The world's most visited web pages Source: http://**docs.advertisewebpages.com**/the_worlds_most_visited_web_pa... Target: http://www.livinglibations.com/ IP: +16 Mirror Pages: +60 +3 more	573622. livinglibati... Text Compound	4	100	Comment
The Globe - The world's most visited web pages Source: http://**ad-web.co.uk**/the_worlds_most_visited_web_pages_573.html Target: http://www.livinglibations.com/ Domain: +1 IP: +12 Mirror Pages: +60 +2 more	573622. livinglibati... Text Compound	2	100	Comment

Backlinks Strategy

In my Backlink Audit for Living Libations I found a mix of good and bad links. Some high-quality links are missing the “follow” attribute, while others are low-quality with a “follow” function and could harm the website's reputation.

To improve this backlink profile, I recommend using Google Search Console Disavow tool to remove bad links and reaching out to webmasters to request “nofollow” attributes for low-quality links. Additionally, I would focus on building high-quality backlinks from reputable sources to boost search engine rankings by reaching out to current links pages and offering more relevant materials as well as reaching to new potential websites with high AS.

Bonus - Canonicals

Living Libations has made a good start by using canonical tags on some pages. However, to fully optimize for search engines, it's essential to create canonical tags for all versions of your website's pages, including those with "www" and "https://" prefixes. This will help prevent duplicate content issues and improve your search engine rankings.

Living Libations current Canonicals:


```
"canonical_url":"https:\/\/livinglibations.com\
```

```
\"canonical_url\":\"https:\\\/\\\/livinglibations.com\\
```

```
<link rel="canonical" href="https://livinglibations.com/">
```

Bonus - Sitemap Inclusions

I've noticed Living Libations has multiple sitemaps, which is a good start. To improve the sitemap structure, I recommend consolidating them into a single, comprehensive XML sitemap. This will provide search engines with a clear overview of the website's content. Make sure to include all relevant pages, such as homepage, product pages, category pages, blog posts, and contact page. Optimizing the sitemap will help search engines crawl and index your content more efficiently, boosting search engine rankings.

Living Libations current Sitemap:

```
▼<sitemap>
   <loc>https://livinglibations.com/sitemap_products_1.xml?from=5183804145802&to=8264923250826</loc>
 </sitemap>
▼<sitemap>
   <loc>https://livinglibations.com/sitemap_pages_1.xml</loc>
 </sitemap>
▼<sitemap>
   <loc>https://livinglibations.com/sitemap_collections_1.xml</loc>
 </sitemap>
▼<sitemap>
   <loc>https://livinglibations.com/sitemap_blogs_1.xml</loc>
 </sitemap>
</sitemapindex>
```

Bonus - REP Tags

To optimize the website internal linking structure and improve search engine visibility, I would strategically implement rel="nofollow" attributes. While most pages should be indexed and followed, certain pages, such as your "About Us" and "Contact" pages, might not require following. By using "nofollow" attributes on these pages, I can prevent search engines from passing link equity to external websites, focusing their attention on most valuable content. Additionally, for pages like "Shipping Policies," I would use the "noindex" attribute to prevent them from appearing in search engine results. This can help streamline the website's focus and improve its overall search engine rankings.

Bonus - Robots.txt

```
# we use Shopify as our ecommerce platform

User-agent: *
Disallow: /a/downloads/-/*
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
Disallow: /30187290762/checkouts
Disallow: /30187290762/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*sort_by*
Disallow: /*/collections/*sort_by*
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /*/collections/*+*
Disallow: /*/collections/*%2B*
Disallow: /*/collections/*%2b*
Disallow: */collections/*filter*&*filter*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*/blogs/*+*
Disallow: /*/blogs/*%2B*
Disallow: /*/blogs/*%2b*
Disallow: /*?*oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /policies/
Disallow: /*/policies/
Disallow: /*/*?*ls=*&ls=*
Disallow: /*/*?*ls%3D*%3Fls%3D*
Disallow: /*/*?*ls%3d*%3fls%3d*
Disallow: /search
Disallow: /apple-app-site-association
Disallow: /.well-known/shopify/monorail
Disallow: /cdn/wpm/*.js
Disallow: /recommendations/products
Disallow: /*/recommendations/products
Disallow: /collections/vendors/*?q=*
Disallow: /*/collections/vendors/*?q=*
Disallow: /collections/types?q=*
Disallow: /*/collections/types?q=*
Disallow: /*?q=*
Sitemap: https://livinglibations.com/sitemap.xml
```

```
User-agent: adsbot-google
Disallow: /checkouts/
Disallow: /checkout
Disallow: /carts
Disallow: /orders
Disallow: /30187290762/checkouts
Disallow: /30187290762/orders
Disallow: /*?*oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /cdn/wpm/*.js

User-agent: Nutch
Disallow: /

User-agent: AhrefsBot
Crawl-delay: 10
Disallow: /a/downloads/-/*
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
Disallow: /30187290762/checkouts
Disallow: /30187290762/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*sort_by*
Disallow: /*/collections/*sort_by*
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /*/collections/*+*
Disallow: /*/collections/*%2B*
Disallow: /*/collections/*%2b*
Disallow: */collections/*filter*&*filter*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*/blogs/*+*
Disallow: /*/blogs/*%2B*
Disallow: /*/blogs/*%2b*
Disallow: /*?*oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /policies/
Disallow: /*/policies/
Disallow: /*/*?*ls=*&ls=*
Disallow: /*/*?*ls%3D*%3Fls%3D*
Disallow: /*/*?*ls%3d*%3fls%3d*
Disallow: /search
Disallow: /apple-app-site-association
Disallow: /.well-known/shopify/monorail
Disallow: /cdn/wpm/*.js
Sitemap: https://livinglibations.com/sitemap.xml
```

```
User-agent: AhrefsSiteAudit
Crawl-delay: 10
Disallow: /a/downloads/-/*
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
Disallow: /30187290762/checkouts
Disallow: /30187290762/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*sort_by*
Disallow: /*/collections/*sort_by*
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /*/collections/*+*
Disallow: /*/collections/*%2B*
Disallow: /*/collections/*%2b*
Disallow: */collections/*filter*&*filter*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*/blogs/*+*
Disallow: /*/blogs/*%2B*
Disallow: /*/blogs/*%2b*
Disallow: /*?*oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /policies/
Disallow: /*/policies/
Disallow: /*/*?*ls=*&ls=*
Disallow: /*/*?*ls%3D*%3Fls%3D*
Disallow: /*/*?*ls%3d*%3fls%3d*
Disallow: /search
Disallow: /apple-app-site-association
Disallow: /.well-known/shopify/monorail
Disallow: /cdn/wpm/*.js
Sitemap: https://livinglibations.com/sitemap.xml

User-agent: MJ12bot
Crawl-delay: 10

User-agent: Pinterest
Crawl-delay: 1
```

Bonus - Robots.txt

Currently, Living Libations robots.txt might be blocking important content like product pages and blog posts. Allowing crawling of these subdirectories helps search engines index the website's content more effectively. To improve the website's search engine visibility, I would consider allowing search engines to crawl specific subdirectories.