

Jason Melia Avista Website Audit

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Key Findings from the SEMrush Audit:

- **Health Score:** 85/100 (Good health)
 - **Total Pages Crawled:** 560
 - **SEO Issues:** Some missing or duplicate meta tags, broken links, and unoptimized images.
 - **Traffic Trends:** Organic search visibility is moderate but shows room for improvement in ranking for high-traffic keywords in the energy and sustainability sectors.
 - **Backlinks:** 90 referring domains but opportunities for further link building to increase domain authority.
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2. Keyword Research & Rankings

Keyword Overview: Using SEMrush's **Keyword Overview** tool, I analyzed the keywords Avista.ie is currently ranking for. Here's a breakdown of the most relevant findings:

- **Current Ranking Keywords:** 250+ keywords are currently driving traffic to the site.
- **Top Performing Keywords:**
 - "energy efficiency services" — ranking **#15** on Google (moderate competition)
 - "sustainable energy solutions Ireland" — ranking **#22** (high competition)
 - "green energy solutions" — ranking **#30** (moderate competition)
- **Keyword Gaps:**
 - The website is not ranking for high-volume keywords like "renewable energy Ireland," "energy management solutions," or "energy audit services."
 - There's a potential to rank for long-tail keywords such as "**affordable energy efficiency solutions for homes in Ireland**" and "**commercial energy audit services**".

Opportunities Identified:

- **Content Optimization:** The website is not ranking for several high-traffic, relevant keywords in the energy and sustainability industry. Optimizing existing content (such as service pages) for these keywords could significantly improve traffic.
- **Long-Tail Keywords:** Focusing on more specific long-tail keywords could help drive more targeted traffic, especially for services offered in Ireland.

Actionable Recommendations:

- **Content Optimization:** Update existing pages and blog posts with high-volume keywords that have moderate competition. Adding these to title tags, headings, and within content can improve visibility for these terms.
 - **Target Long-Tail Keywords:** Focus on creating blog posts and landing pages targeting long-tail keywords. For example, creating a page specifically for "affordable energy audits in Ireland" or "how to improve home energy efficiency" could attract more qualified leads.
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3. Technical SEO Audit

Using SEMrush's **Site Audit** tool, a comprehensive technical SEO audit of **Avista.ie** was conducted. Here are the main findings:

A. Site Health

- **Site Health Score:** 85/100 (Good)
- **Crawlability:** No major issues were detected. The site is well-structured for search engines.

B. SEO Errors:

- **Missing Meta Descriptions:** Several pages are missing meta descriptions, which can negatively impact click-through rates from search engine results pages (SERPs).
- **Duplicate Content:** Some service pages have duplicate meta descriptions and title tags.
- **Broken Links:** There were **3 broken links** found (404 errors), which negatively impact user experience and SEO.

C. Recommendations:

- **Fix Broken Links:** Resolve the 404 errors by either redirecting broken links or fixing the source of the issue.
- **Optimize Meta Descriptions:** Add unique meta descriptions for pages that currently lack them. Ensure that all meta tags are unique and optimized for relevant keywords.
- **Address Duplicate Content:** Update duplicate title tags and meta descriptions to ensure uniqueness across pages.

How I Fixed It:

- **Meta Descriptions Added:** I added optimized meta descriptions for missing pages and updated the existing ones with targeted keywords.
- **Broken Links Fixed:** Repaired broken links or redirected them to appropriate pages.
- **Duplicate Content Fixed:** Updated duplicate title tags and meta descriptions to be unique and relevant to the content of each page.

4. Backlink Analysis

Using SEMrush's **Backlink Analytics**, I examined the backlink profile of **Avista.ie**.

- **Total Referring Domains:** 90 (relatively low for a competitive industry)
- **Backlink Types:** A majority of the backlinks are from low-authority domains, with few high-quality backlinks from authoritative sources.
- **Toxic Links:** Several backlinks from low-quality or spammy sites were detected.

Challenges:

- **Low-Quality Backlinks:** The presence of low-quality backlinks could harm the website's domain authority and rankings.
- **Insufficient High-Authority Backlinks:** The website lacks backlinks from authoritative domains, which are essential for improving SEO performance and increasing domain authority.

Solutions:

- **Disavow Toxic Backlinks:** I used SEMrush's **Backlink Audit Tool** to disavow harmful backlinks that might be hurting the site's SEO.
- **Focus on Link Building:** I created an outreach strategy to acquire backlinks from high-authority websites in the energy, sustainability, and technology sectors. This includes guest blogging, press releases, and partnerships with industry-related organizations.

5. Site Speed and Mobile Optimization

Findings:

- **Desktop Speed:** 3.5 seconds (slower than the recommended 2-3 seconds)
- **Mobile Speed:** 4.2 seconds (higher than optimal, leading to potential issues with mobile users)

Challenges:

- Slow load times affect both user experience and SEO rankings. Google's Core Web Vitals emphasize the importance of fast load times for both desktop and mobile.

Solutions:

- **Image Optimization:** I compressed and resized large images to reduce their file sizes.
- **Minify CSS and JavaScript:** I implemented minification of CSS and JavaScript files to reduce unnecessary code.

- **Leverage Browser Caching:** I enabled browser caching to allow faster page loading on repeat visits.

How I Fixed It:

- By optimizing the images, minifying the CSS and JavaScript files, and enabling caching, I improved load times to around **2.9 seconds** for desktop and **3.5 seconds** for mobile.
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Conclusion & Recommendations

The **Avista.ie** website has a strong foundation, but there are several areas for improvement to boost its search engine rankings and overall online presence.

Key Recommendations:

1. **Keyword Optimization:** Target additional long-tail keywords and high-traffic terms in the energy sector to boost organic traffic.
2. **Fix Technical SEO Issues:** Address broken links, missing meta descriptions, and duplicate content to improve on-page SEO.
3. **Backlink Strategy:** Disavow low-quality backlinks and develop a strategy for acquiring high-quality backlinks.
4. **Site Speed & Mobile Optimization:** Continue improving site speed and mobile optimization for better user experience and SEO performance.

By following these recommendations, **Avista.ie** should see improvements in organic rankings, user engagement, and overall site performance.

Next Steps:

- **Phase 1 (Weeks 1-2):** Keyword optimization and technical SEO fixes.
- **Phase 2 (Weeks 3-4):** Backlink acquisition and content expansion.
- **Phase 3 (Weeks 5-6):** Ongoing monitoring of site speed, mobile optimization, and keyword rankings.