

Exclusive

Digital Marketing & Website Audit Report for



www.giaodiennhanh.com

We hope this report finds you well. Here is your Complimentary Digital Marketing + Website Audit Report for your website.

We shared area of improvement and other Possibilities for your Website and Business in this report.

Report By  EssentialPlugin

Competitive Analysis: Your Top Competitors

Here are the your top competitors and Traffic on the website

Competitor	Traffic on the Webiste
https://themetot.com	25100
https://themewpgiare.com	2500
https://chowordpress.com	2510
https://muathemewp.vn	3500
https://wpfast.vn	1700

Competitive Analysis: Your Top Keywords

Here are the your top keywords with High search volume. With best SEO works these keywords can generate thousands of traffic to the website.

Keyword	Volume	KD	CPC Low	CPC High
bán theme wordpress giá rẻ	3.6k	44%	3540	11210
Theme WordPress Giá Rẻ	6.6k	50%	3600	1200
mua theme wordpress giá rẻ	1.3k	47%	2950	10915

Below keywords are the Low Difficulty keywords and can easily rank.

Keyword	Volume	KD	CPC Low	CPC High
theme wordpress bán hàng	1.2k	20%	2950	12090
theme wordpress bất động sản	700	11%	2360	12095
kho theme wordpress	2.9k	22%	3500	13571

SEO Analysis: On-Page SEO

Scanned 500 URLs

- Title tag missing or duplicate- 8 Pages
- Meta description missing- 293 Pages
- Meta keywords missing- 307 Pages
- H1 tag missing- 51 Pages
- Image alt tag missing- 13 Images

SEO Analysis: Off-Page SEO

- Your Domain is new and generating Zero traffic.
- Need to work on Link building to drive traffic.
- SEO is the key task for any new website.

SEO Analysis: Technical SEO

- Your Website load under 1 Second and no need of improvement.
- There are 25 broken links on the website and need to resolved.



Content Analysis:

Content Relevance:

- Content on the website aligns with the your business goals and objectives.
- Content on the website is not reflects the latest industry trends and updates.
- Blog content is relevance to the target audience.

Content Quality:

- There are grammatical errors and spelling mistakes in the Content.
- Content is not provides value and is not engaging for the audience.
- Depth and accuracy of the information presented is not up to the mark.

Keywords Placement in Content:

- You are not targeting keywords in your content. Right Keywords at right place is important for ranking.


Paid Ads Possibilities:

- A high possibilities with paid ads to sell themes
- With Google Search Ads with below keywords, Daily budget of 591030 VD(2000 INR), you can get 96 Conversion weekly and Its good ROI.

1. bán theme wordpress giá rẻ
2. Theme WordPress Giá Rẻ
3. mua theme wordpress giá rẻ
4. theme wordpress bán hàng
5. theme wordpress bất động sản
6. kho theme wordpress

- We can test multiple campaign on multiple platform for Best possible result.

Weekly estimates

Estimates are based on your keywords and daily budget 

Ad group 1

<u>Weekly conv.</u>	<u>Cost / Conv.</u>
96.1	₹146.02
<u>Weekly cost</u>	
₹14,032.71	