SEO Audit & Roadmap: COFFE DOSE



Content Audit

Top Pages by Links

- The most popular page is the home page of the website, which is to be expected
- The second most popular page is the Menu Page and following the menu the next top page is the Shop Page
 - This is important in understanding what customers are looking for when visiting the site and ensuring the website is easy to navigate to these pages
 - As a restaurant it is important that customers are able to easily find and view the menu

The top pages are what I would expect to see on the website.

Page/URL	PA
coffeedose.cafe/ 🛂	29
www.coffeedose.cafe/ 🛂	29
www.coffeedose.cafe/menu 🛂	23
www.coffeedose.cafe/shop 🛂	22
www.coffeedose.cafe/locations 🛂	21
coffeedose.cafe/pages/locations 🛂	21
coffeedose.cafe/pages/irvine-menu 🛂	20

Top Linking Domains

- The top linking domain is the website Linktree, which is a website that allows you to collect all of your company's related links and socials into one organized place
- The other domains are different websites that link to articles about the company or where the company is mentioned
- Foursquare is an extension link of the company, where you can order online for pickup or delivery

Domain	DA
linktr.ee 🛂	93
hollywoodreporter.com 🛂	92
foursquare.com 🛂	92
player.fm 🛂	87
lyft.com 🛂	85
bravotv.com 🛂	85
eater.com 🛂	84

Top Ranking Keywords

- These results were a bit surprising to me only because their location in Melrose has been closed for almost a year now, so seeing it rank at number one is interesting
- This is important information to look at why and what is prompting the high rank, and trying to incorporate that information into the other keywords
- It is also interesting to me that a lot of the top keywords are not directly reflective of the company itself, and are extremely specific phrases

Keyword	Rank
coffee dose melrose	1
anti bitch serum mug	1
dose coffee	2
d.o.s.e. coffee	2
dos cafe santa ana	2
cbd coffee irvine ca	5
cbd coffee huntington beach ca	7

Keywords by Estimated Clicks

- The interaction on the first four keywords are not surprising to me as they directly relate to/are about the company or the products they sell
- However, I think the "coffee dose melrose" keyword can be confusing because that location no longer exists and I personally think it should be removed
- The performance of the last 3 keywords to me proves that those keywords are not working or preforming as they should be, I think they are too specific and only a small group of people would be searching for a topic that specific

Keyword	Visibility
dose coffee	1,430
d.o.s.e. coffee	160
coffee dose melrose	33
anti bitch serum mug	17
cbd coffee irvine ca	0
dos cafe santa ana	0
cbd coffee anaheim ca	0

Content Review

My observation of the their website so far:

- They have not updated their SEO or keywords to fit their current image, they have outdated keywords and haven't added new keywords that fit the business as it is now (they moved beyond being just a coffee shop but their SEO does not reflect that)
- After seeing the MOZ breakdown there is a surprising number of keywords on their website that they misspelled
- They chose a lot of very specific keywords or keyword phrases that while they match the company, are they doing enough to really be beneficial?
- They have not maximized their keyword usage and do not have a balanced usage of specific and general keywords, they have used almost no broad keywords that could be severely limiting their reach



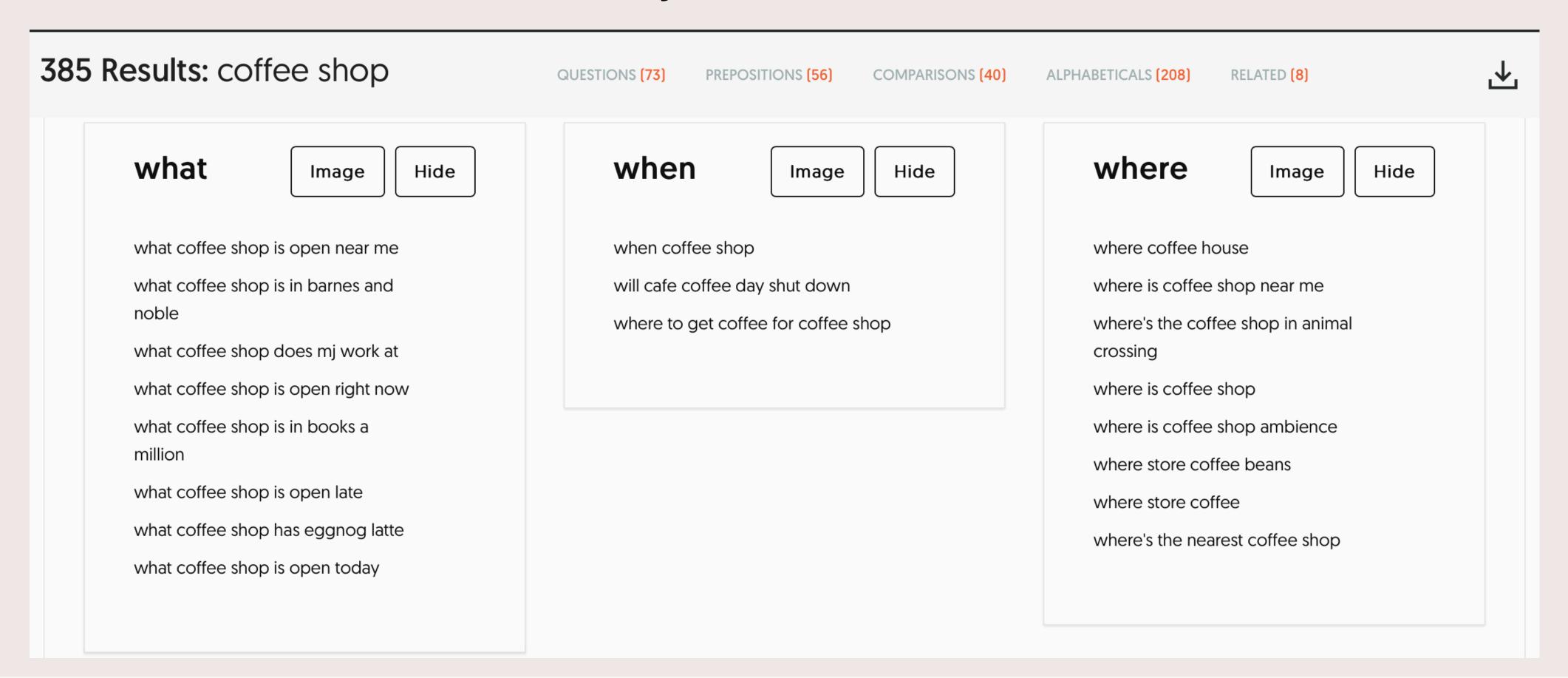
Keyword Search Results

Keyword: coffee

Keyword: coffee shop

coffee	442,223	coffee shop	••••	76,984	
Confee	442,223			70,704	
☐ coffee beans	82,500	coffee shop near me	••••	159,818	Q
coffee near me Tracked	1,641,001	coffee shop game	••••	1,200	Q
□ what is coffee	598	coffee shops near me Tracked	••••	500,000	Q
☐ coffee benefits	7,400	coffee shop near me now	••••	5,307	Q
starbucks coffee	89,762	coffee shops	••••	32,660	Q
□ coffee types	5,082	coffee shop movie	••••	1,404	Q
☐ coffee information	185 Q	coffee tycoon	••••	66	Q
□ coffee info	19 Q	coffee shop menu	••••	1,200	Q
☐ coffee history facts	263 Q	coffee near me Tracked	••••	1,641,001	Q

Keyword Questions



Keywords and Keyword Clusters to Add

- coffee near me
- small business
- brunch
- brunch near me
- coffee dose
- coffee shops near me
- coffee
- women owned business

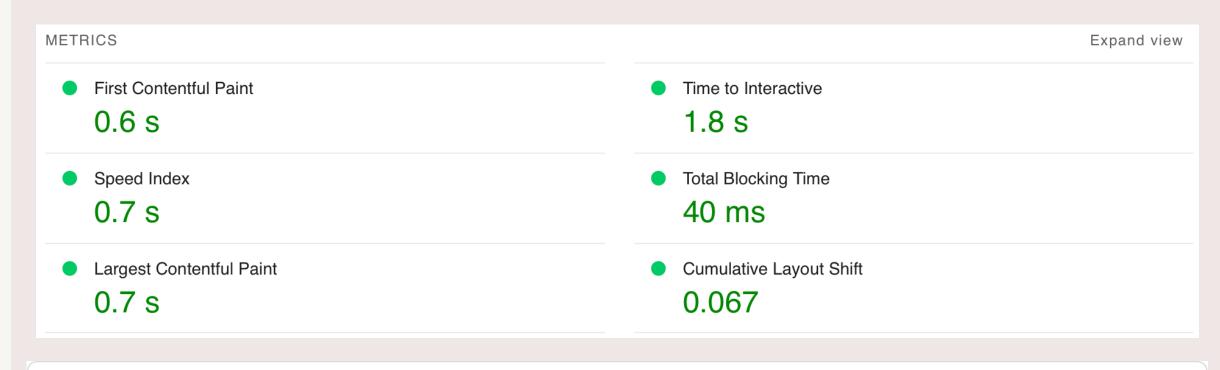
- Costa Mesa
- coffee shops Irvine
- Orange County California
- Orange County restaurants
- restaurants near me
- unique coffee shops near me
- best restaurants in Orange County

Content Approach

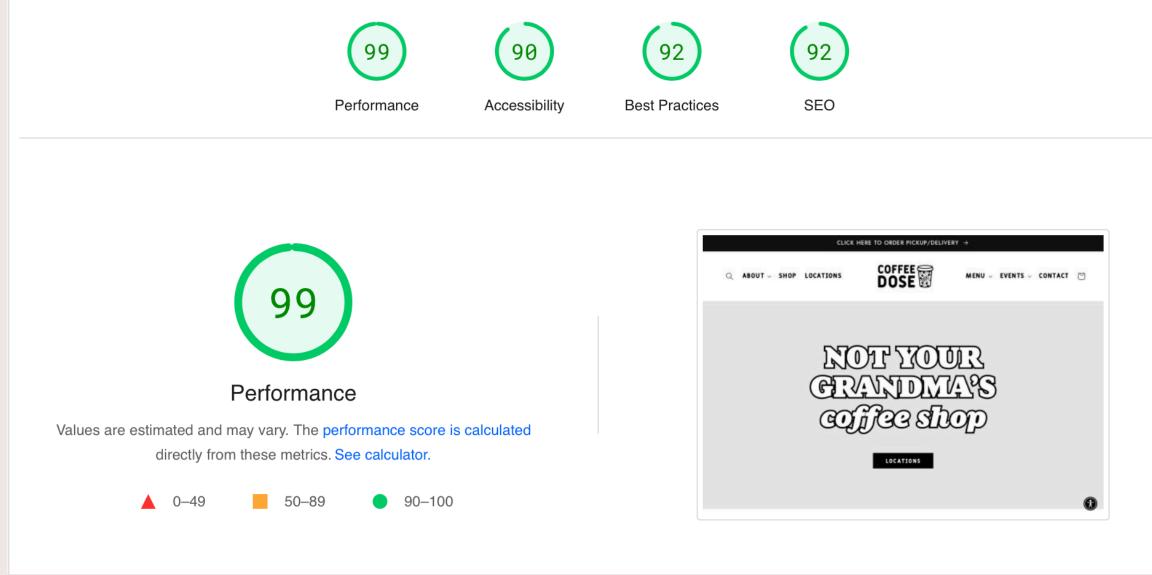
- I think by adding these keywords and keyword clusters it will expand the companies reach and they will be more prevalent in searches especially local searches
- Tons of people use Google or Maps to search things that around them, so showing in the search for things like coffee or bunch spot is a huge way to reach new people
- By adding terms such as "coffee near me", "brunch near me" or "coffee shops Irvine" it allows locals to become aware of the business and thus starting their customer journey
 - In using these keywords we will not only help to answer the problem but also become the solution, therefore leading customers to your business and hopefully to buy your product
- Even if a user does not immediately make a purchase or visit the business, even just showing up in the searches and making them aware of the company could make a huge difference in the future
- Showing up in searches leads to awareness, which leads to interest and then hopefully to desire and action!

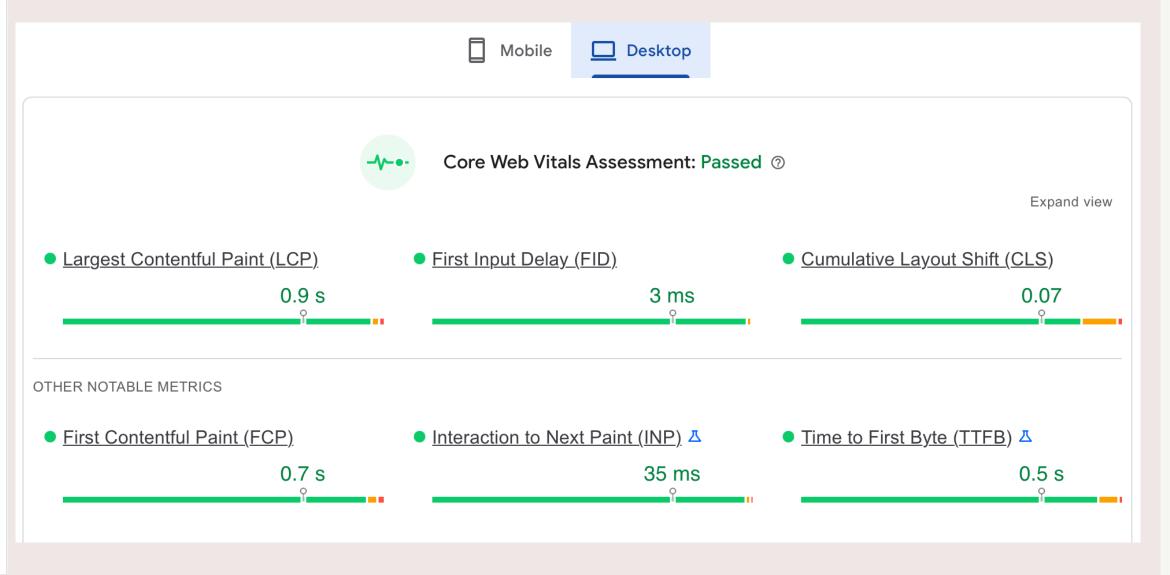


PageSpeed Insights: Website

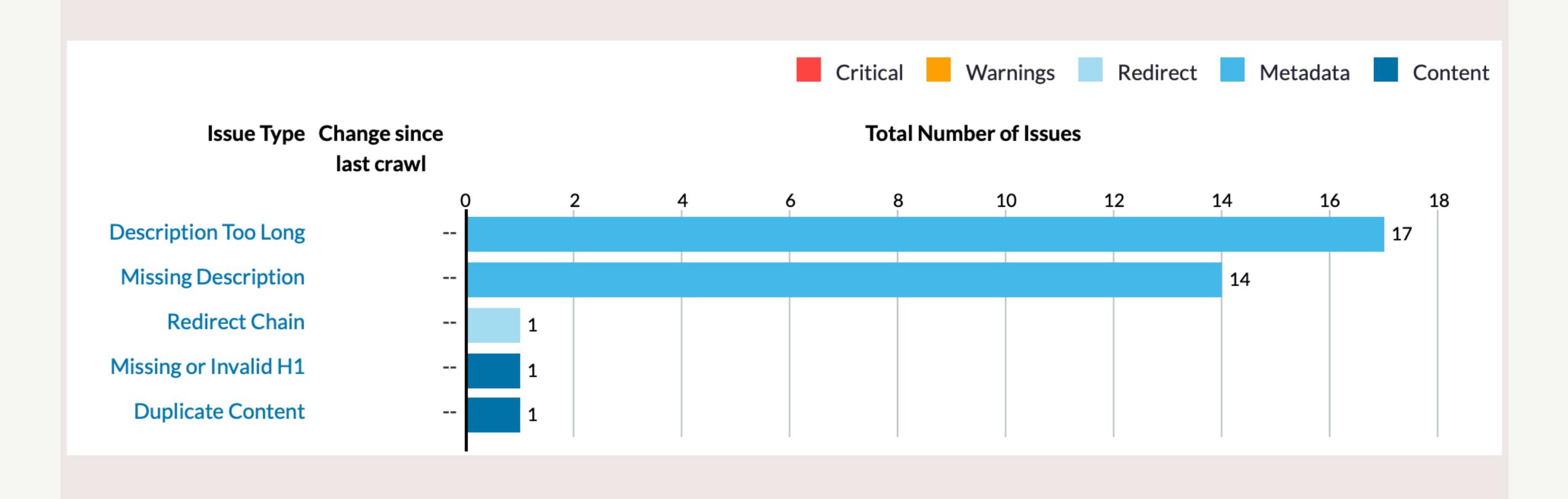


As you can see the website was rated very well on PageSpeed with an overall performance of 99% and all other sections ranking 92% or higher.





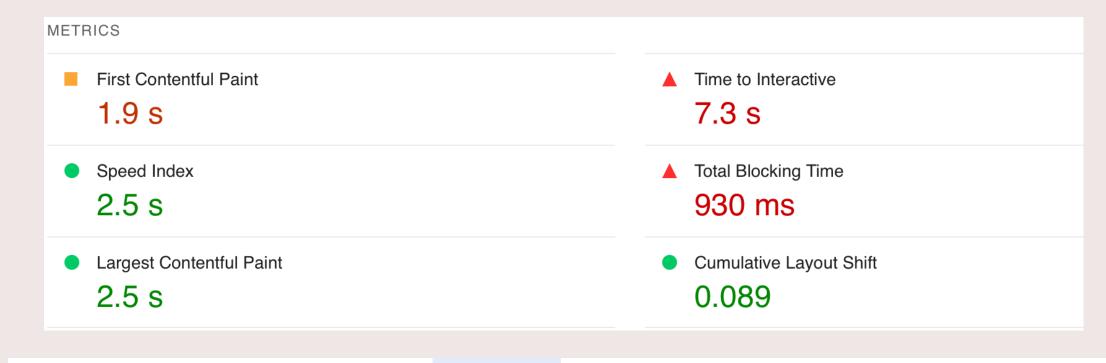
Site Issues from MOZ



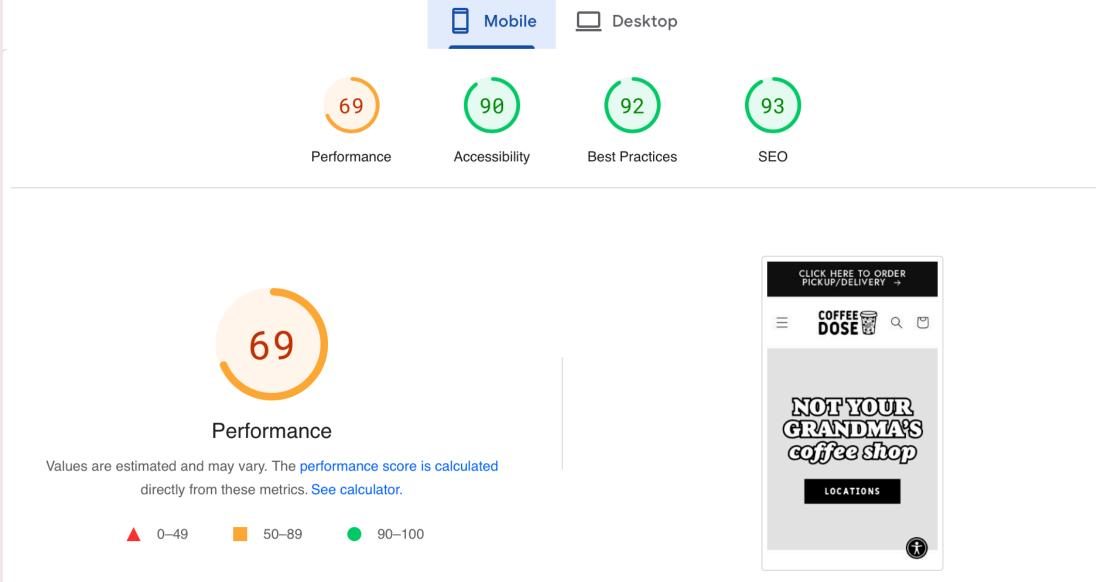
Issue Breakdown

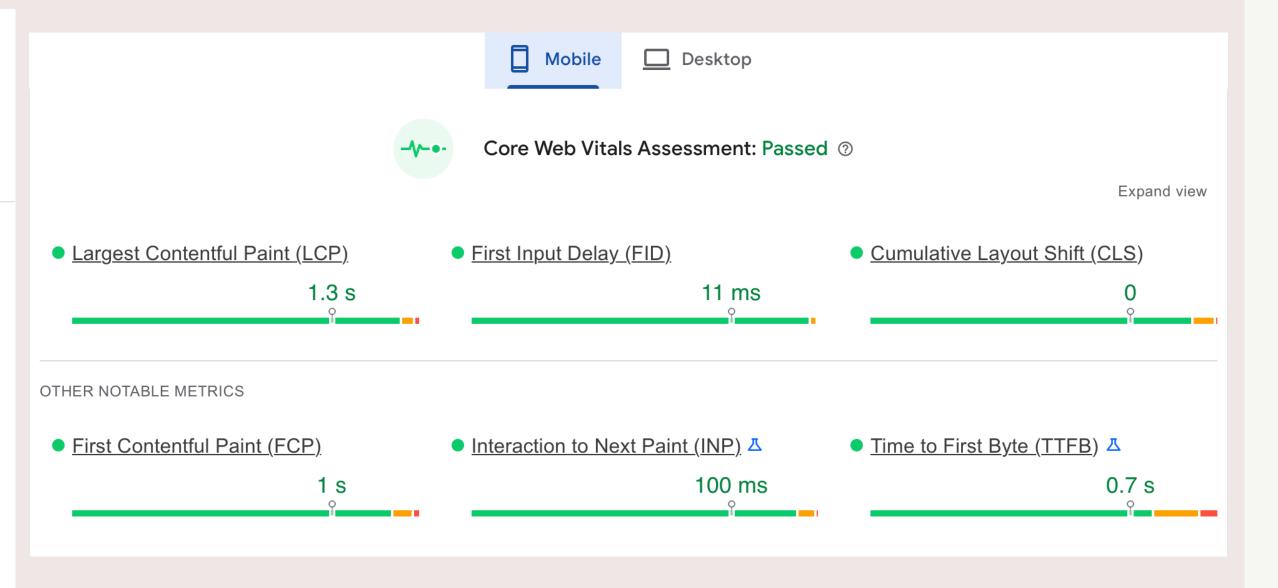
- The website doesn't appear to have too many issues overall but does seem to consistently have the same issues
- The two biggest issues are:
 - 17 instances of descriptions being too long
 - 14 instances of missing descriptions
 - These however are not difficult issues to fix, all it needs is some rewording to keep descriptions short and concise and of course adding descriptions where there are none
- Additionally the desktop website seems to have a good performance overall with no serious or glaring issues

PageSpeed Insights: Mobile



While the website is mobile friendly it has some very obvious performance issues, ranking at 69%.





Mobile Breakdown

- While the desktop website appears to preform relatively well the biggest issue seems to be with the mobile website
- There are three areas where performance is struggling: first contentful paint, time to interactive, and total blocking time
- Opportunities for improvement:
 - Reduce unused JavaScript
 - Reduce impact of third party code
 - Minimize main-thread work
 - Serve static assets with an efficient cache policy
- When it comes comes to time spent it is important that a users experience is as fast and problem-free as
 possible, the longer it takes to access the website, load, or use specific links the more likely a user is to
 give up and leave

Opportunities for Improvement

- While the desktop site has few issues there are a few areas on both sites that could use improvement, these are:
 - There are multiple links that do not have a discernible name
 - This can be fixed by adding alternate text to images that are used as links and ensuring all links and linked text are discernible
 - The document does not have meta description, which makes it difficult to crawl the site
 - To address this issue it is important to format the website HTML in a way that enables crawlers to better understand your websites content
 - Lastly, eliminate render blocking resources, which means there are resources that are blocking the first paint of your page.
 - We need to reduce these render-blocking URLs by removing unnecessary resources and removing things aren't being used

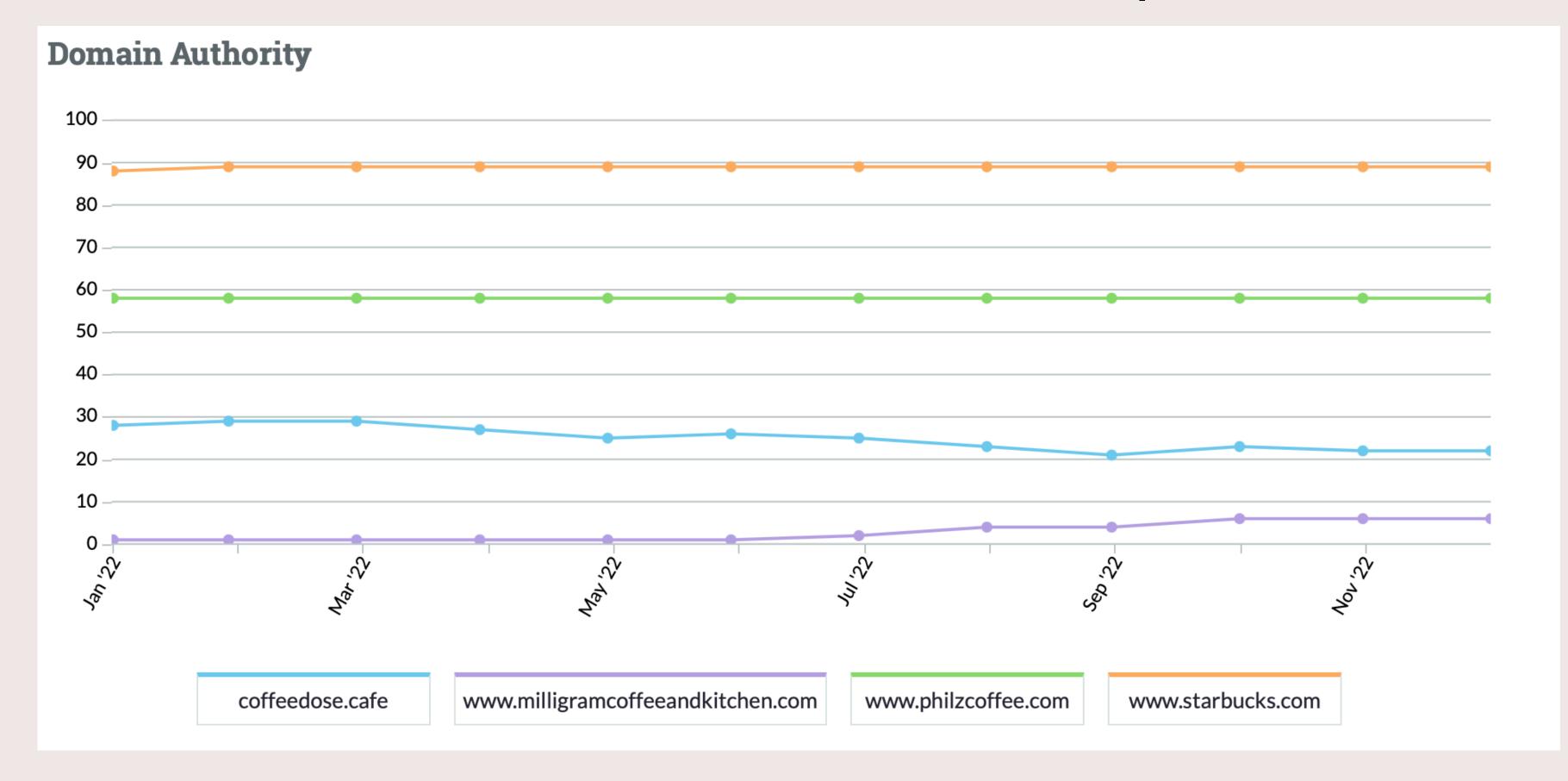


Coffee Dose vs Competitors

- For this section I chose two large corporate competitors and one small business to try to get a more equal and comprehensive comparison
- As you can see, compared to everyone else Coffee Dose is the least successful when it comes to Inbound Links, even its small business competitor ranks first in at least one category
- This is a good resource to look at to see what needs to be improved and what your competitors are doing better

Metrics	coffeedose.cafe	www.milligramco	www.philzcoffee	www.starbucks.c	
Domain Authority	22	6	58	89	\odot
Spam Score	3%		1%	2%	
Total links	1,004	5	69,491	18,932,826	\odot
% of total links, external + follow	22%	80%	46%	40%	
External, followed links	223	4	31,882	7,529,910	\odot
Internal, followed links	611	0	30,427	10,323,697	\odot
External, nofollowed links	170	1	7,182	1,078,885	\odot
Internal, nofollowed links	0	0	0	334	\odot
Total linking domains	123	4	4,545	139,393	\odot
Followed linking domains	67	3	3,685	120,796	\odot

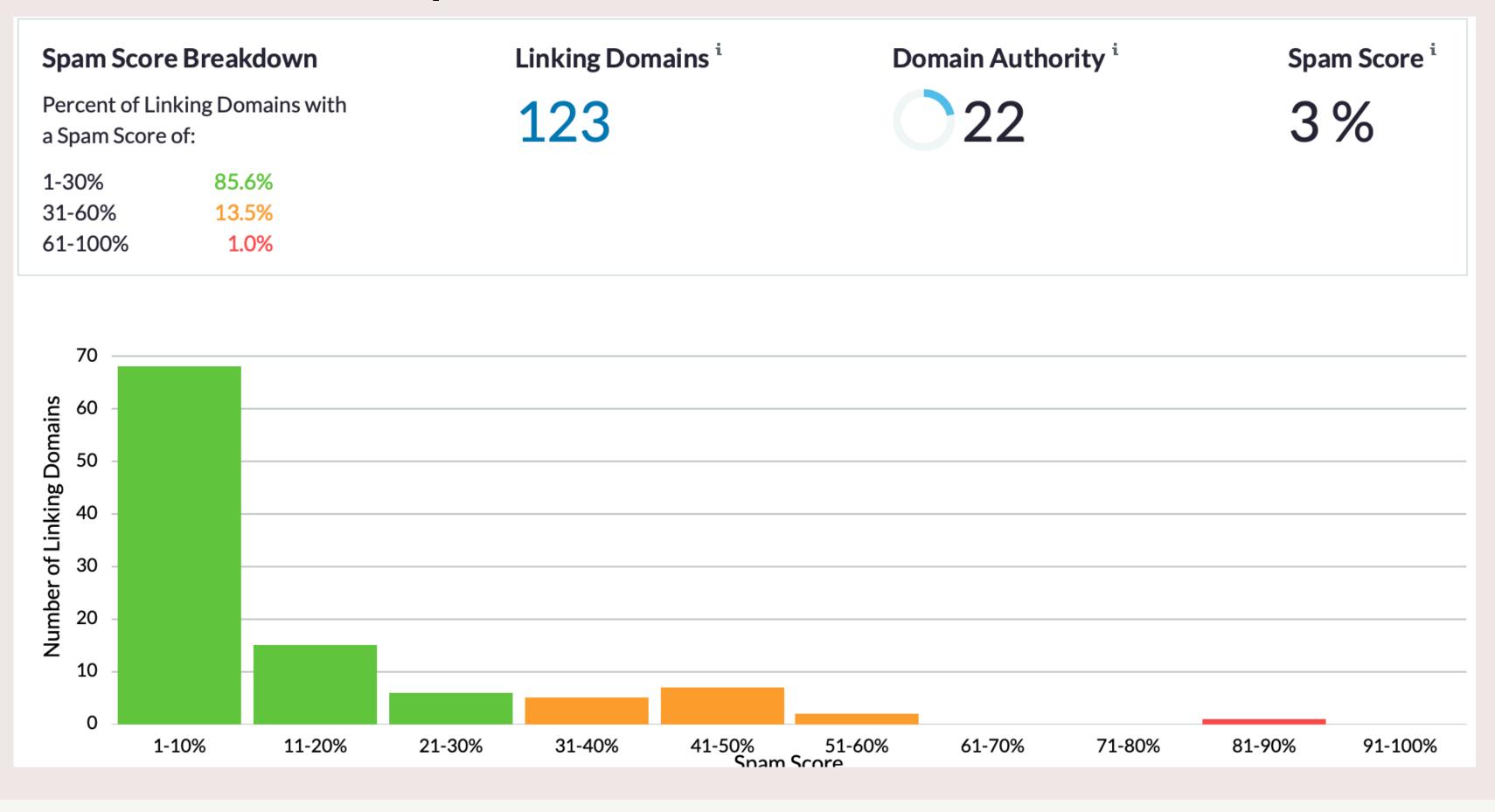
Coffee Dose vs Competitors



While obviously
the large corporate
coffee chains have
a higher rank for
domain authority, it
is promising to see
that they are
preforming
relatively better
than their small
business
counterpart.

MOZ Spam Check

- While the spam score is low there could still be some areas for improvement
- It is important to make sure links are relevant, reliable, and high quality





Thank you!