



SEO Assessment: Analysis and Plan

Website: <https://www.smartparenting.com.ph/>

SEO Analysis:

Website

- Meta Keywords -there are 351 characters/19 words
filipino parenting, activities for kids, baby care tips, breastfeeding tips, parent child activities, child development, family life, finances for couples, getting pregnant, gift ideas, health and wellness, nutrition for kids, nutrition for pregnant women, parenting styles, party planning, postpartum care, product reviews, special needs, travel tips
- Meta Description-There are 880 characters and that is making the description too long.
SMART PARENTING is the Filipino parenting authority on raising bright, happy, healthy kids, from activities for kids, baby care tips, breastfeeding tips, parent child activities, child development, family life, finances for couples, getting pregnant, gift ideas, health and wellness, nutrition for kids, nutrition for pregnant women, parenting styles, party planning, postpartum care, product reviews, special needs, travel tips and more Smart Parenting com ph will not only carry this authority online, but will also house an active community of parents who seek support and information from each other through a credible and fun venue Smart Parenting com ph will be the site that Filipino parents will go to every time they have a parenting question and when they want to share anything about their child When there, they will spend time enjoying the different sections as well.
- There are 26 images with no ALT text that needs to be supported with keywords.



Internal Links:

- It has 182 internal links

External Links:

- It has only 13 external links

Keywords:

- Need to have more relative keywords that are suited only for the magazine to be distinct. Some of the keywords used are not that overall distinctive of the brand.

SEO Plan:

1. Site Optimization
 - a. The meta description has to be shortened from 880 into 300 characters as suggested.
 - a. Put ALT text in the 26 images.
2. On Page Optimization
 - a. It should add more internal links to at least 1,000
3. Off Page Optimization
 - a. It should also add external links to 5,000 especially in Pinterest, Yahoo, LinkedIn.
4. Keywords:
 - a. Optimize the titles, headings, contents and images with the main keywords.