

Check indexed pages

1. **Search Your Company Name in Google**
 - i. Name 'roen beauty' shows up in Google Search
 2. **Is the Homepage the first result?**
 - i. The first result is a paid ad for Roen Beauty at Sephora, followed by another paid ad for Roen Beauty available at Revolve. The Roen beauty homepage is the third result, but the first organic search.
 3. **Search for brand and branded terms**
 - i. When searching for 'Roen Beauty', the homepage and popular retailers show up, and when searching for branded terms such as 'roen beauty 11:11 eyeshadow' or 'roen beauty liquid lip balm', the Roen Beauty homepage shows up in first place, followed by Sephora.
 4. **Is the homepage showing up at the top, or are correct pages showing up?**
 - i. Yes.
 5. **Do any paid ads appear?**
 - i. Yes, paid ads for Sephora and Revolve - both of which carry Roen Beauty.
 6. **Are any competitors bidding on your brand terms?**
 - i. No
 7. **What other pages (social, reviews, forums. Etc. appear)**
 - i. Searching 'Roen Beauty' comes with quite a bit of useful information. Other than the brand's homepage, Sephora and Revolve showing up, Roen Beauty's Instagram page comes up on the first search page, and there is a little sidebar on the right hand side featuring Roen Beauty's latest eyeshadow palette, the 11:11 Eyeshadow Palette. There is a collection of photos of the palette, including the description details, reviews and a 'Stores' button which shows you what websites and stores carry the palette. The reviews are predominantly from Sephora users, with a few also coming from Naturismo.com, an organic beauty product retailer.
2. **[Check Google's cache for key pages](#)**
1. **Does content show up?**
 - i. Yes.
 2. **Are navigation links present on the website?**
 - i. Yes.
3. **Any other observations from the Search Engine Results Page?**
- i. On the first page of the Search Engine Results, there is a videos section with many YouTube thumbnails of beauty influencers testing out, reviewing and using Roen Beauty.

[Download and Use Screaming Frog](#) - Input your site URL to start the below steps:

1. **Do title tags appear to be "SEO friendly"?**
 1. **Are title tags unique?**
 - i. Yes.

2. **Are title tags 55-60 characters (Use excel, len= formula)?**
 - i. The title tags are anywhere from 17-84 characters.
2. **What are the main click-through optimized titles and meta descriptions?**
 - i. There are no duplicate meta descriptions, but the first meta description is as follows:
 - ii. ROEN BEAUTY Makeup - gluten-free, cruelty-free, vegan. Suitable for all ages, skin tones, and occasions. Made for both day and night, and every adventure in between. (length: 165).
3. **Are pages missing page titles and meta descriptions? How many or what % are missing?**
 - i. Only 7% of pages are missing meta descriptions. There are no pages missing page titles.
4. **Does the on-page content include the primary keyword phrase multiple times as well as variations and alternate keyword phrases? Is there a significant amount of optimized, unique content on key pages?**
 - i. According to Screaming Frog, Roen Beauty has no meta keywords. The 'unique inlinks' for roenbeauty.com has a value of 100, and 'unique outlinks' has a value of 45. Also, 68% of the pages are categorized as 'low content pages'.

	Address	Occurrences	Meta Keyword 1
1	https://www.roenbeauty.com/	0	
2	https://www.roenbeauty.com/products/kiss-my	0	
3	https://www.roenbeauty.com/pages/the-disco	0	
4	https://www.roenbeauty.com/products/disco-eye-universal	0	
5	https://www.roenbeauty.com/products/cake-mascara	0	
6	https://www.roenbeauty.com/products/vowbrow-pencil?variant=30260189200443	0	
7	https://www.roenbeauty.com/collections/eye-shadow-palettes	0	
8	https://www.roenbeauty.com/pages/shipping	0	
9	https://www.roenbeauty.com/pages/the-summer-disco	0	
10	https://www.roenbeauty.com/pages/faq	0	
11	https://www.roenbeauty.com/pages/jadore	0	
12	https://www.roenbeauty.com/blogs/press	0	
13	https://www.roenbeauty.com/blogs/roen-nation	0	
14	https://www.roenbeauty.com/pages/yeah	0	
15	https://www.roenbeauty.com/pages/returns	0	
16	https://www.roenbeauty.com/collections/holiday-sets	0	
17	https://www.roenbeauty.com/pages/about	0	

5. **Is the primary keyword phrase contained in the H1 tag (Heading on a website)?**
 - i. No specific primary keyword phrase - Roen is only mentioned in two H1-2 tags.
6. **Are Images' file names and alt text are optimized to include the primary keyword phrase associated with the page?**
 - i. The images file names are all shopify links, none of them are optimized to include Roen Beauty in the link. 22.5% of the images are missing alt text.
7. **Are URLs descriptive and optimized (SEO Friendly)?**
 - i. The URLs are relatively straightforward and easy to understand. Examples:
 - ii. https://www.roenbeauty.com/pages/shipping
 - iii. https://www.roenbeauty.com/cart
 - iv. https://www.roenbeauty.com/collections/eye-shadow-palettes
 - v. https://www.roenbeauty.com/pages/the-summer-disco
 - vi. https://www.roenbeauty.com/pages/faq
8. **Are URLs clean?**
 1. No excessive parameters.
 2. **Are URLs static?**

- i. Yes.
- 3. **Are URLs short?**
 - i. Yes.
- 1. **Is the Homepage SEO friendly?**
 - i. Yes.
- 2. **Is there at least one paragraph of text or 150 words?**
 - i. Yes. On the homepage, there are three paragraph descriptions of various beauty products, namely the Cake Mascara, the 11:11 Eyeshadow Palette, and the VowBrow Brow Pencil.
- 3. **Is the content unique?**
 - i. Both Mozbar and ScreamingFrog could not find any meta keywords on the site - does this mean the content is not unique?
- 4. **Is the text template or unique?**
 - i. All text is well-written and succinct. Focused on keywords including 'eyeshadow', 'mascara' and 'disco eyes'. These keywords were found through the Moz keyword research.
- 5. **Does the site contain real and substantial content?**
 - i. Yes. The images are high quality and appealing, and all text is relevant and relates to Roen's beauty products or ingredients.
- 6. **Is there keyword targeting on the page?**
 - i. I don't think so - there needs to be better keyword targeting - more meta keywords such as 'vegan', 'eyeshadow', 'disco eye' should be included to better target audience.
- 7. **Does content exist to convert and is easily accessible to users?**
 - i. Yes.
- 8. **Is content formatted properly?**
 - i. For the most part, yes. The headings, fonts and paragraphs are formatted nicely - but the drop down menu at times appears when your mouse isn't anywhere near the actual drop down menu options, which gets in the way and is annoying.
- 9. **Are there good headlines on blog posts?**
 - i. Yes. Under the 'Press' tab on the website, there are numerous blog posts with the following headlines that are appealing, eye catching and informative.
 - ii. '21 Incredible Fall Makeup Looks to Try Right Now'
 - iii. 'Final Thoughts on Roen Beauty CAKE Mascara'
 - iv. 'CR's Daily Beauty Must-Have'
- 10. **What is the amount of content versus ads?**
 - i. No ads anywhere.

Search using several example blocks of content to identify duplicate content:

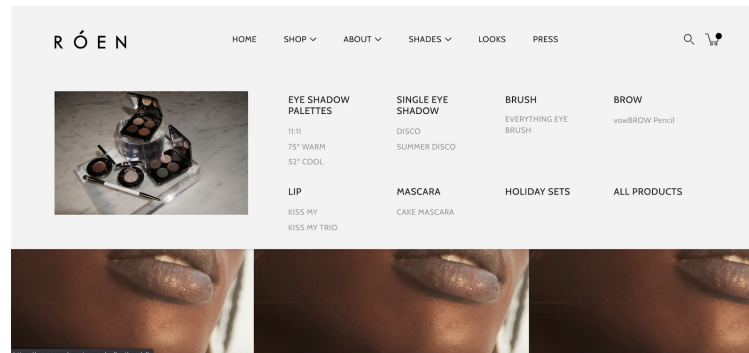
- 15. **Is there one URL for each piece of content?**
 - i. Yes.
- 16. **Does the same content exist on different subdomains?**
 - i. Yes - there are similar URLs that lead to the same content but only differ in what shade the product is in (Dark, Light, Medium brow pencil color, for example).
- 17. **Is the same content replicated on other domains owned by the company?**
 - i. No.

Site architecture and internal linking:

18. **Are the number of links on the page reasonable? 10-20**

- i. A little overwhelming. There are 202 links on the homepage, making it a little cluttered.
The product pages, however, typically only have 10-30 links.

19. **Are vertical linking structures in place?**



- a.
b. Yes, as shown in the picture above - with the drop down menu.

20. **Does the homepage link to category pages?**

- a. Yes. It links to eyeshadow palette pages, lip pages, mascara pages as well as to pages about the brand itself.

21. **Do Category pages link to subcategory and product pages as appropriate ?**

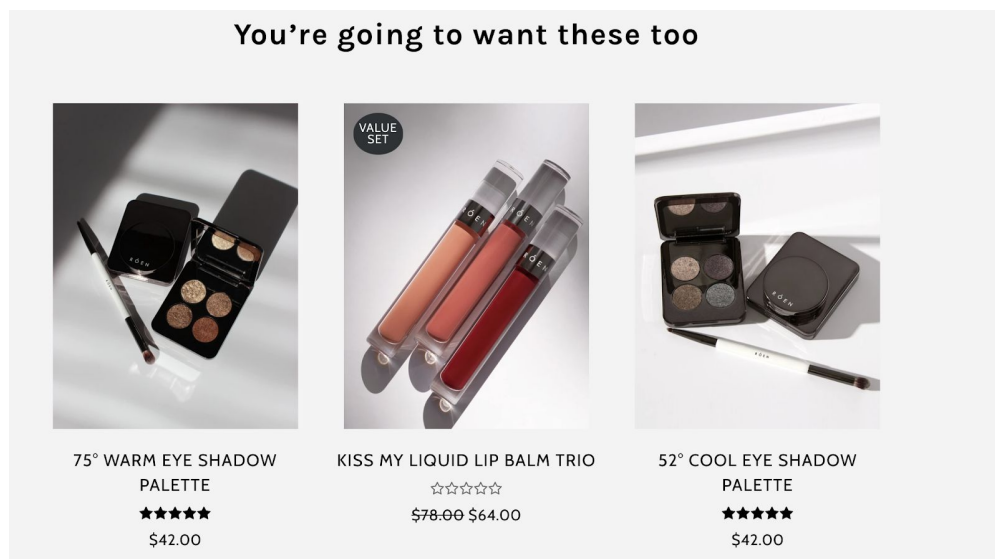
- a. Yes.

22. **Do product pages link to relevant category pages?**

- a. Yes. See screenshot above.

23. **Do product pages link to other relevant product pages?**

- a. Yes. At the bottom of a product page, there are links to other relevant product pages - see below.



24. **Are Links in the content?**

- a. No. The images on the website are not clickable.

25. **Are there massive blocks of links stuck in the content to create internal links?**

- a. No.

26. **Does the footer use a block of links instead of proper navigation?**
 - a. No. The links to Roen's social media pages (Facebook, Instagram, YouTube) are blocked.
27. **Is internal anchor text used appropriately?**
 - a. Internal anchor text is barely used but when it is used it is used appropriately.
28. **Are there broken links?**
 - a. No.

(3 Points) Site Speed and Mobile

1. **Do pages load in a reasonable amount of time?**
 - a. Yes. According to Moz, the page load time is around 0.6 seconds to a second. Google PageSpeed Insights gives the desktop version a score of 92.
2. **Are Images optimized for the web?**
 - a. Yes.

Mobile

1. [Is your site mobile friendly?](#)
 1. **What are the results of the mobile friendly test?**
 - i. Yes, the site is mobile friendly.
2. **Does the site render properly for mobile and tablet visitors (A mobile experience is set up (responsive design, dynamic serving, dedicated mobile site)?**
 - i. Yes, the mobile site is its own experience with a responsive design. See below.
3. **Are buttons too close together for mobile visitors?**
 1. No, due to the mobile version of the site, each page layout makes it easy to get to everything - the drop down menu seen on the desktop version becomes a sidebar menu to avoid any issues. (See below)
4. **Does the mobile experience match up with the intent of mobile visitors?**
 1. Yes. Mobile visitors will find that Roen's mobile experience is finger-friendly and very similar to the web/desktop version, making it easy to navigate.

