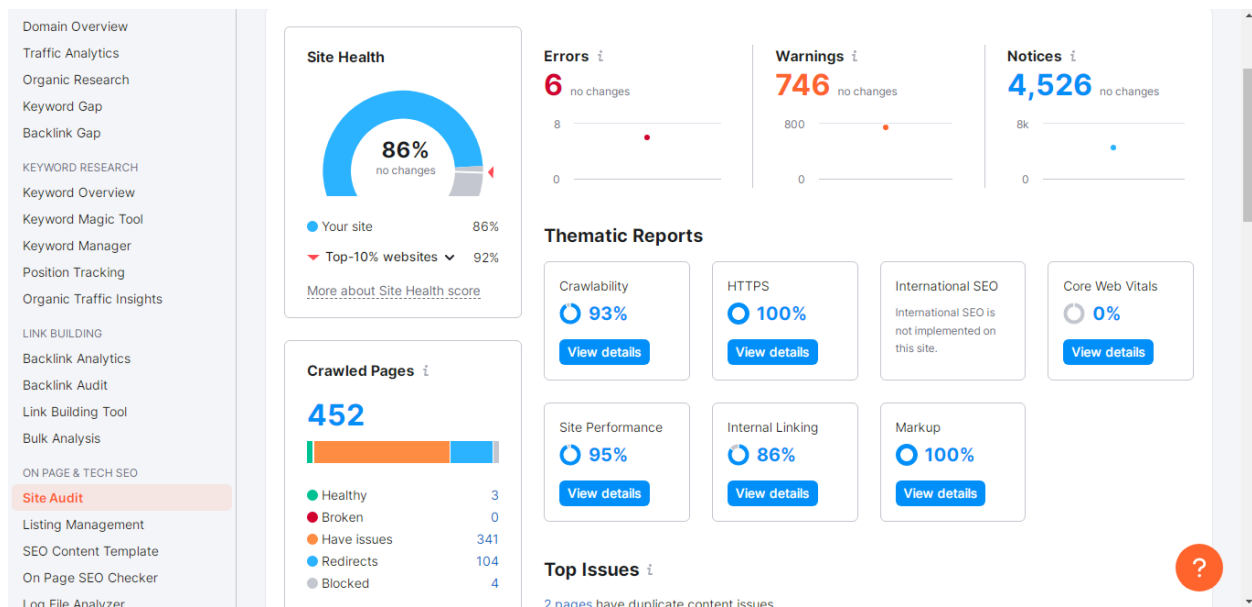


Search Engine Optimization(SEO)

November 28, 2022

I have completed the full SEO audit and found the following SEO issues on your site.

First I will fix all Errors, Warning, and Notice on the site. Your site has a large number of warnings & notices. After solving these issues I will start to optimize all sites and indexing. (Note: It may take more than 2 months to index the entire site).



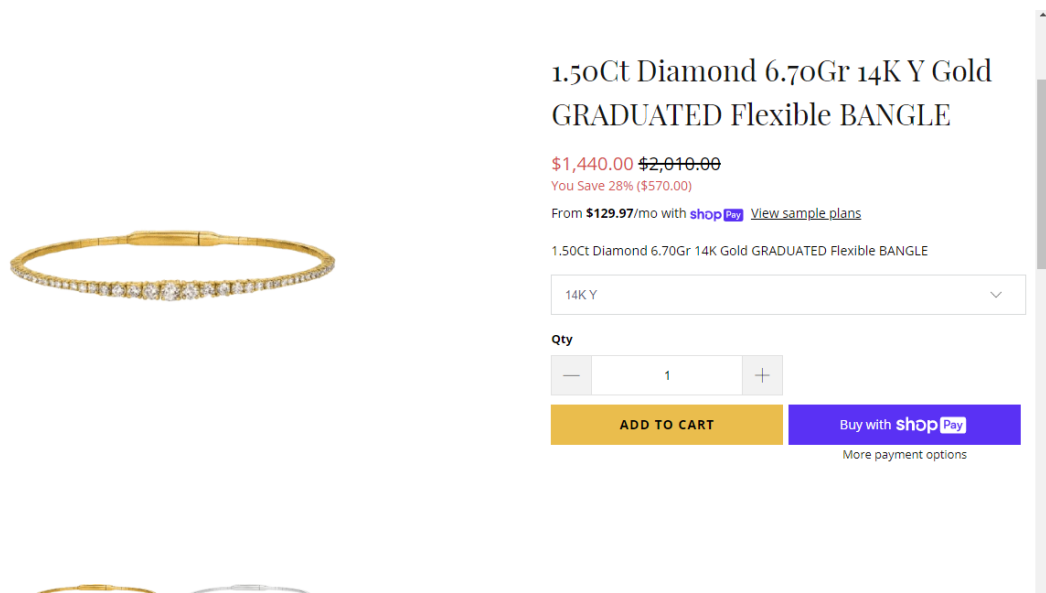
The Top Ranking Factors For Google?

- **High-quality content.**

The quality of your website and blog content is still crucial. Content still reigns as king.

Your content needs to provide valuable information. Creating pages with no real value can come back to haunt you, thanks to Google's Panda and Fred algorithm updates.

Most products have no description. Content is very important for ranking. Google gives ranking based on the content.



Why are product descriptions important?

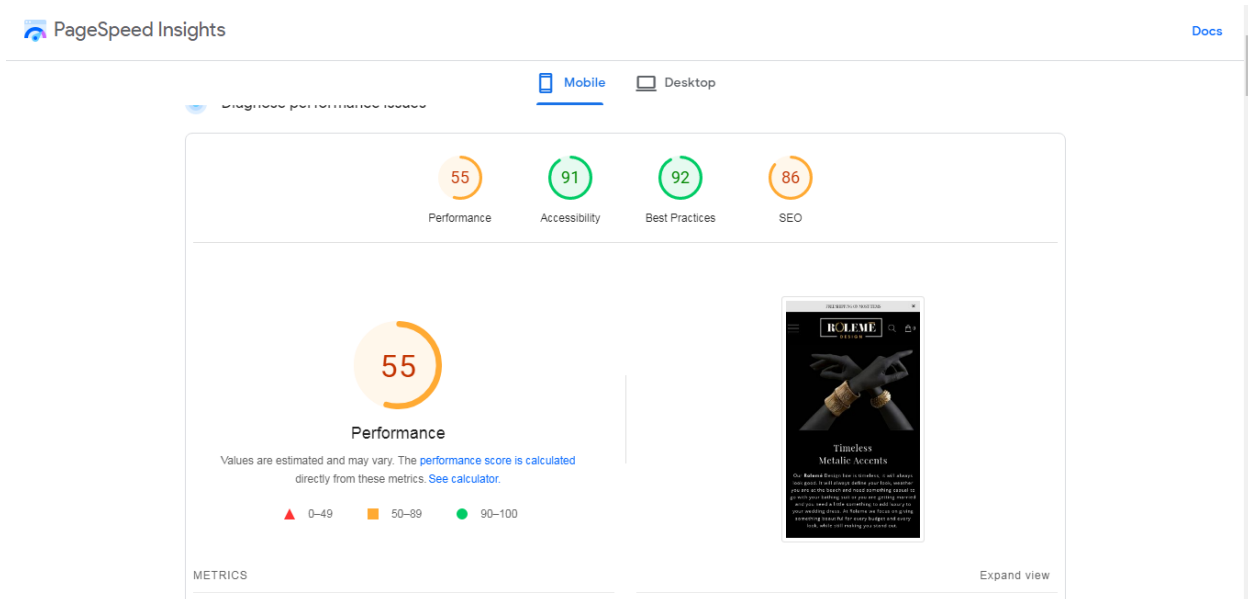
Product descriptions help a customer make informed purchasing decisions. They also make your website look professional, as it would be absurd to just list products and their prices, without informing the customer anything about them. One of the most significant benefits of product descriptions is that they help the audience connect with your brand better. You can foster a lot of engagement with a unique and effective product description.

- **Mobile-first.**

3

- **Page Experience.**
- **Page speed**

your site's mobile device page speed is not good. Mobile page speed should be 80+. 95% of visitors will come to your site on mobile devices



- **On-page optimization.**
- **Strong Off-page**

Why are backlinks important?

Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another.

In essence, backlinks to your website are a signal to search engines that others vouch for your content. If many sites link to the same webpage or website, search engines can infer that content is worth linking to, and therefore also worth surfacing on a SERP. So, earning these backlinks can have a positive effect on a site's ranking position or search visibility.

Domain Authority(DA) & Page Authority(PA):

Your site has no backlink.

Website Authority - Check all URLs on single click - Sign up											
URL	DA	PA	TB	QB	PQ	MT	SS	OS	Age	DH	MD
https://rolemedesign.com/	1	1	0	0	0%	0	1%	20%	0Y, 194D	🕒	+

- **Internal links.**
- **External links.**

Why is anchor text important?

Simply put, anchor text provides context to both users and search engines. The link label indicates what a user will see on the linked page if she decides to click on it. On the other hand, search engines use the anchor text to index and rank web pages.

The screenshot shows a 'Site Audit' tool interface for the domain 'rolemedesign.com'. The 'Notices' section is active, showing 7 notices. A red box highlights the following notices:

- 3,300 links have no anchor text [Why and how to fix it](#)
- 841 resources are formatted as page link [Why and how to fix it](#)
- 263 orphaned pages in sitemaps [Why and how to fix it](#)
- 103 URLs with a permanent redirect [Why and how to fix it](#)
- 8 pages have only one incoming internal link [Why and how to fix it](#)
- 7 pages need more than 3 clicks to be reached [Why and how to fix it](#)
- 4 pages are blocked from crawling [Why and how to fix it](#)

Other notices visible include:

- 0 pages have more than one H1 tag [Learn more](#)
- 0 page URLs are longer than 200 characters [Learn more](#)

Top of Competitors

1. <https://www.tiffany.com/jewelry/shop/gold-jewelry/>
2. <https://www.macys.com/shop/jewelry-watches/gold-jewelry?id=2904>
3. <https://www.bluenile.com/jewelry/gold-jewelry>
4. <https://www.jared.com/gold-jewelry>
5. <https://gorjana.com/collections/fine-collection>
6. <https://www.rajjewels.com/>
7. <https://www.kay.com/collections/made-in-italy-collections/c/9000001203>
8. <https://www.unode50.com/us/collections/gold-collection/>
9. <https://www.bulgari.com/en-us/jewelry/bulgari-bulgari>
10. <https://www.thecut.com/2022/10/prada-gold-fine-jewelry-collection.html>
11. <https://www.vogue.com/article/prada-fine-jewelry-eternal-gold-launch>
12. <https://mejuri.com/edit/how-to-start-a-jewelry-collection>
13. <https://www.jared.com/gold-jewelry>
14. <https://janepopejewelry.com/>
15. <https://shopthecollection.com/>
16. <https://www.cartier.com/en-us/jewelry/all-collections/clash-de-cartier/>
17. https://www.etsy.com/market/gold_jewelry_set
18. <https://www.totaram.com/new-arrivals.html>
19. <https://www.elle.com/fashion/shopping/a41591564/prada-makes-fine-jewelry-history-with-eternal-gold-collection/>
20. <https://www.prada.com/us/en/pradasphere/campaigns/2022/prada-fine-jewelry-eternal-gold.html>
21. <https://www.chanel.com/us/fine-jewelry/collection/c/3x2/>
22. <https://www.hermes.com/us/en/category/jewelry/gold-jewelry/>
23. <https://www.futurajewelry.com>
24. <https://www.linjer.co>
25. <https://www.danasengjewelrycollection.com/>
26. <https://www.monicarichkosann.com/collections/jewelry/18k-rose-gold>
27. <https://houseoffinegold.com/>
28. <https://www.yasini.com>
29. <https://serenawilliamsjewelry.com/>
30. <https://www.ae.com>

Top keywords:

Solid Gold Bangles

1. Gold Bangle Bracelets
2. solid gold bangles
3. 14kt solid gold bangles
4. 18k solid gold bangles
5. 14K Gold Bangles
6. Gold Bangles
7. Ladies Gold Bangles
8. solid gold bangles for women
9. white gold bangles
10. mens white gold bangles
11. 14 k white gold bangles
12. white gold bangles set
13. white gold bangles for women
14. diamond gold bangles

Solid Gold Earrings

1. gold earrings
2. 14k gold earrings
3. 14 carat gold earrings
4. diamond gold earrings
5. pure gold earrings
6. gold earrings for women
7. solid gold earrings
8. solid gold earrings hoop
9. diamond gold earrings
10. diamond gold earrings jewelry

Solid Gold Necklace

1. 14k solid gold necklace
2. solid gold necklace pendant

3. solid gold necklace for womens
4. solid gold necklace chain
5. 14k solid gold necklace womens
6. solid gold necklace womens
7. white gold necklace
8. white gold necklace for women
9. 14k white gold necklace
10. white gold necklace chain
11. sapphire white gold necklace
12. gold chain necklace
13. 14k gold chain necklace
14. gold chain necklace women

Technical SEO what I will do?

- ❖ **Set up XML sitemap.**
- ❖ **Setup Robots.txt**
- ❖ **Webmaster Tools Setup.**
- ❖ **Set up Google search console.**
- ❖ **Setup google analytics (If you want)**

On-page SEO What I will do?

I will fix all the issues listed. Customized all pages and post

- ❖ **Setup keyword in Title**
- ❖ **Setup keyword in Meta description,**
- ❖ **Meta keyword,**
- ❖ **Keyword Density**
- ❖ **Image optimization**
- ❖ **Keyword Percentage**
- ❖ **Content Refresh**
- ❖ **Keyword Cannibalization**
- ❖ **Internal & Outbound Links setup**

Off-page SEO What I will do?

- Profile backlink
- Forum Posting
- Comment backlinks
- Directory Submission
- Do follow backlink
- Guest post (paid If you want)
- Relevant backlink (paid If you want)
- Resources page building (paid If you want)

A short overview of SEO:

SEO is a long-term process. If you think that, take yourself to the place of your competitors in less time. That will never be possible. Because your competitors have already paved their places. SEO optimization is not about ranking. If you want to rank on google first pages you need to (6/12 months depending on your competitors how large & strong).

With Best Regards

Thanks