

SIISStore.COM Meeting Notes

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Blue Outline Items Are A Separate Meeting

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Documents

- Technical Page Speed - GTMetrix
- Overview Moz Majestic Ranking
- Top10 What It'll Take
- Analytics Report (Largely GA)
- Audit Report
- Ranking Report
- Website Audit Reports
- Visualization
- MOZ Reports Folder
- Backlinks Folder
- Keywords Folder

Web Reports: <https://www.your-report.com?d=siistore.com&p=hgegxc6774>

Present State

Technical Report

Page Errors and Site Audit

To determine your sites efficiency with the technology available and the resources at the servers disposal I relied on 2 tools GTMetrix and Pagespeed. Consider also that Google is pushing for a mobile friendly web, even developing AMP style pages for mobile. With that said it doesn't matter if I, you the IT guy or whomever thinks the site speed is fine. It only matters what Google thinks.

Your site is alright, but it's not rank one worthy. We go by a rule that if a site load takes more than 3 seconds we lose up to about a third of visitors, your site is loading at 2.9 seconds to 3.8s.

GTMetrix

PageSpeed and Yslow Score are somewhat mediocre. I get the same from budget hosting. Score was a C with a Yslow of D. Site speed directly affects ranking, and it's usually an easy fix. GTMetrix provides a good explanation of the metrics.

Serve scaled images comes up in the report but only for one image. So that means it's an easy fix right?

<https://cdn.shopify.com/s/files/1/1236/6284/t/5/assets/stitchitlogo.png?4818956442454096004> is resized in HTML or CSS from 2223x768 to 210x73. Serving a scaled image could save 45.9KiB (99% reduction).

Remove query strings from static resources also pops up in the report, lower priority but a good thing to tackle.

Defer parsing of Javascript - if you can do it then wonderful, but if the first content the page loads requires it which is often the case leave it be.

The HTTP Requests are at 79, that's alright ... lets avoid 100. I am including a second GTMetrix report that is actually a third one that I have run. It shows a page load of 3.5s.

Google Pagespeed

Pagespeed is important enough for Google to offer a free tool.

<https://developers.google.com/speed/pagespeed/insights/>

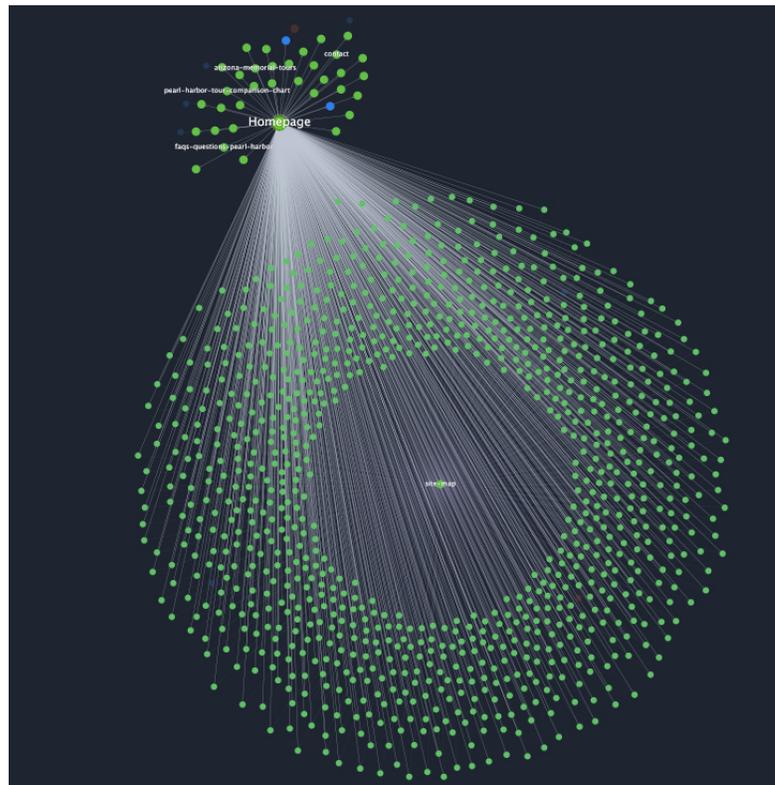
Google gives you a medium optimization score for mobile and a medium for desktop. They did

I see you have a CDN but I'm not sure if its efficiently handling everything, you may want to review why some .css and .js files are not loading from the CDN. Google notes the need to use browser caching, this is also noted in GTMetrix. Someone may say that it's just a 25 byte text file, but when you multiply it by all the page hits you get an

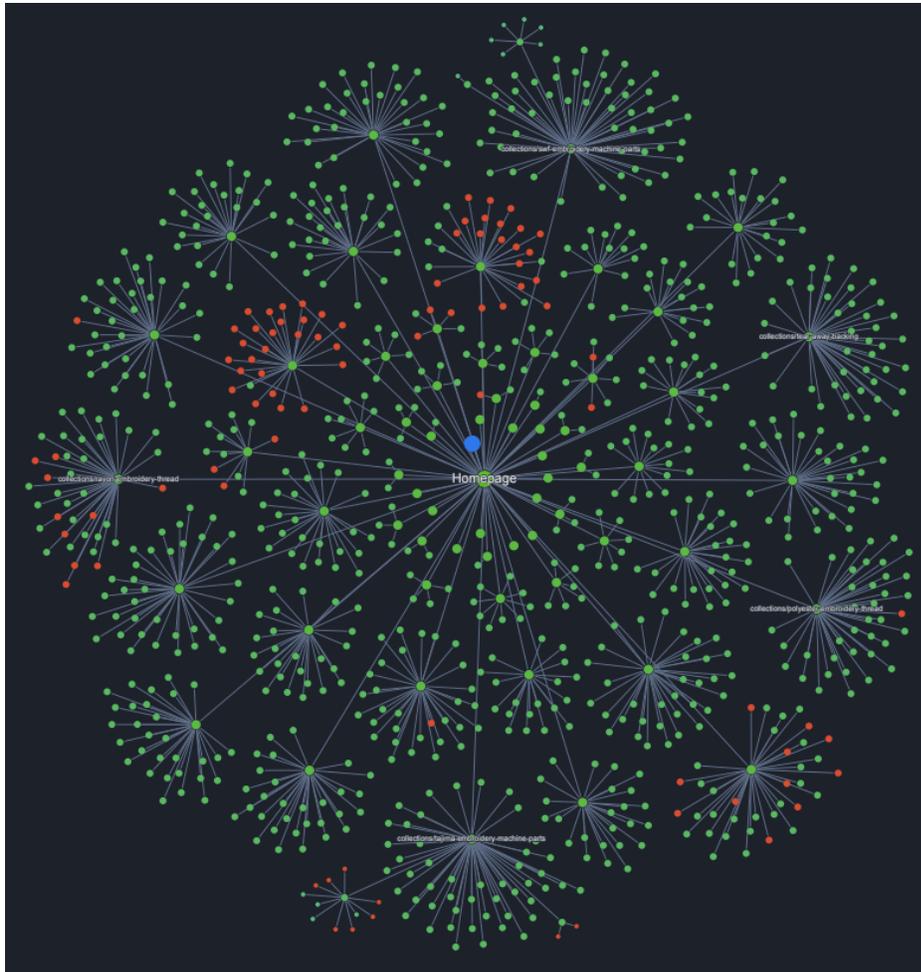
exponentially higher effect on the server. It takes little effort to utilize this so there's no excuse for anyone to push back on this. (Yet it's the number one thing I get push back on)

Visualization

You can see the structure of your site. Its telling to see them and yours is similar to my news site where hubs build out into regional hubs. They can look totally different, here is a funnel site if I've ever seen one.



This Is Your Site



Green dots are actual pages, blue dots are phantom pages...redirects. Red or orange dots are 403 they're not there for the search engine to access because they are "absolutely forbidden" You actually have a larger amount of these than usual, review them...its not bad just noteworthy.

Here are some example pages...

URL	Content Type	HTTP Status Code	Robots' Instructions	Found on pages	Size
	Server Response Time	Last Modified			
https://siistore.com/collections/rayon-embroidery-thread/color-family_whites+color-family_blacks	N/A	N/A	Disallowed (Robots.txt)	1	N/A N/A N/A
https://siistore.com/collections/rayon-embroidery-thread/color-family_whites+color-family_blues	N/A	N/A	Disallowed (Robots.txt)	1	N/A N/A N/A
https://siistore.com/collections/rayon-embroidery-thread/color-family_whites+color-family_browns	N/A	N/A	Disallowed (Robots.txt)	1	N/A N/A N/A

Suggestions

Enable Gzip Compression as noted in report. Its easy and it's a server side php kind of option. If someone says it's enabled, tell them they may have to add information to their .htaccess files, that is if this is Apache...

```
# compress text, html, javascript, css, xml:  
AddOutputFilterByType DEFLATE text/plain  
AddOutputFilterByType DEFLATE text/html  
AddOutputFilterByType DEFLATE text/xml  
AddOutputFilterByType DEFLATE text/css  
AddOutputFilterByType DEFLATE application/xml  
AddOutputFilterByType DEFLATE application/xhtml+xml  
AddOutputFilterByType DEFLATE application/rss+xml  
AddOutputFilterByType DEFLATE application/javascript  
AddOutputFilterByType DEFLATE application/x-javascript
```

```
# Or, compress certain file types by extension:  
<files *.html>  
SetOutputFilter DEFLATE  
</files>
```

There will likely also be an option to enable compression using cPanel if the server is a cPanel server under the MultiPHP INI Editor, usually the last option

zlib.output_compression. Read more about this at <https://betterexplained.com/articles/how-to-optimize-your-site-with-gzip-compression/>

I know your hosting through Shopify I'm not sure if you're using the enterprise version or the regular options but it's worth reviewing the power provided to you through the current plan you have. I personally host my sites on Amazon Web Services and Google Cloud Platform and I can make my server bigger or smaller as I need, it's worth thinking about depending upon the traffic you receive.

Review your CDN as mentioned above, also look into the query strings. One recommendation I make to everyone ... Cloudflare. Its free, its CDN, its caching and its not on your server so it provides these important functions at no overhead from your server. Also review your robots.txt file.

Actually here is the robots.txt its VERY restrictive...

we use Shopify as our ecommerce platform

```
User-agent: *
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkout
Disallow: /12366284/checkouts
Disallow: /12366284/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*design_theme_id*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /discount/
Disallow: /gift_cards/
Disallow: /policies/
Disallow: /apple-app-site-association
Sitemap: https://siistore.com/sitemap.xml
```

Google adsbot ignores robots.txt unless specifically named!

```
User-agent: adsbot-google
```

Disallow: /checkout

Disallow: /carts

Disallow: /orders

Disallow: /12366284/checkout

Disallow: /12366284/orders

Disallow: /discount/

Disallow: /gift_cards/

Disallow: /*design_theme_id*

Disallow: /*preview_theme_id*

Disallow: /*preview_script_id*

User-agent: Nutch

Disallow: /

User-agent: MJ12bot

Crawl-Delay: 10

User-agent: Pinterest

Crawl-delay: 1

For example... <https://siistore.com/collections/metallic-embroidery-thread/products/15407003>

That page is off limits, but its a valid product that should be indexed if you want to sale it.

Website Auditor Reports

There is a general summary report with a high level review of the site that SEO Powersuite notes for us. We already noted reviewing “restricted from indexing” this report notes that need. With one 301 redirect you may want to ensure that you're not duplicating content. You also show 2,626 broken links, 900 pages with excessive links... 194 urls that are considered “too long” 2341 images with no alt text...it's a big missed opportunity. This report shows 2340 missing meta descriptions...I can't imagine that's true...I'll review this further.

Audit-Report-Siistore-com

This is a 60 page report that is very in depth and it's what I actually use when reviewing my own sites. I ran your site report with up to 5000 files reviewed, that ended up being 2,143 pages, 500 css/pdf/JS files and 2,357 external links.

This report notes no broken links, or inaccessible pages, which differs from the previous. So its still worth double checking but likely a fluke of the SEO Powersuite software.

Errors though were found with duplicate page titles....these simply can't exist. If this page is on Polyester Red Thread On A Bobbin then this other page shouldn't be about Polyester Red Thread On A Bobbin. Which should search engines show for a search on that page title? Unique content ranks, if you're content is not unique within your own site then that diminishes its value. If you need to point to a page from another part of the site, dont duplicate it, link to it or 301 redirect.

You're site doesn't seem to have issues with duplicate content, just duplicated SEO values. You'll see we have 128 pages with duplicate meta descriptions. They likely coincide with the page titles. We'll see more information on these later.

Note that the report also suggests you have 1711 pages with too many links, consistent with the previous audit report. We also have 480 blank meta descriptions indicating those pages are unlike to be indexed. 1387 Meta descriptions are too long. So we should be getting some Onpage SEO tasks out of this already.

Example:

<https://siistore.com/products/96161002>

<https://siistore.com/products/96061002>

Two URLs but Duplicate Title, Duplicate Meta Description,

Gunold's popular 40 weight polyester embroidery thread is available in 5,500 yard thread cones. It's proven to be one of the most consistent polyester threads on the market in terms of steadfast durability and unrelenting color consistency from batch to batch. With Gunold Poly 40's high tensile strength you can expect"

This Meta Description is too long. Google only shows about 160 characters so there is no point going to 319 characters. The “viewpoint” meta tag is used more than once on the page and should only appear once. These images below have no ALT Image

- Image URL:
["https://cdn.shopify.com/s/files/1/1236/6284/t/5/assets/stitchitlogo.png?4818956442454096004"](https://cdn.shopify.com/s/files/1/1236/6284/t/5/assets/stitchitlogo.png?4818956442454096004)
- Image URL: "<https://cdn.shopify.com/s/files/1/1236/6284/t/5/assets/swf-logo.jpg?4818956442454096004>"

ALT Images are the text that describe the photo. A blind person for instance would hear this description when using a screen reader. These are “required” but they are also a way to add relevance to a page’s content. Use them to your advantage, leaving them blank is like taking them off your site before your most important customer checks you out. Google’s search spiders are your most important customers...if they don’t like you, you become JCPenny....Google dropped them out of rankings 5 years ago for not following the rules. Their stock is now 1/10th the value....even during the Great Recession their stock was above \$20 but it is \$1.72 today. Make no mistake, Google is the secret shopper who makes or breaks retailers. I mention this story because it also comes up when we discuss backlinks...which this site doesn’t have... If you get time check out the article <https://searchengineland.com/new-york-times-exposes-j-c-penney-link-scheme-that-causes-plummeting-rankings-in-google-64529>

Rankings

This is the fun part, and the part that honestly can't be understood fully with just one review. You'll want to trend these and don't become fixated on the ranking today, but the trending of your rankings across weeks. Ranking is a long race, slow and steady over a sprint. Words of advice I'll provide you with several ranking metrics but in the end none matter except for Google and they aren't telling us how they do it. So the next best thing is Moz and Majestic who often disagree on what's the same site. They often disagree because a lot is riding on your backlinks and anchor text and each has a different count. Google provides you their backlink count

through Search Console. I was granted access to the domain embroidery-parts.com but not enough access to see these metrics. We're still able to paint a picture based on Moz and Majestic's backlink database.

Think of these scores from 3rd parties as if they were credit scores. Your FICA is trademarked, they can't use it...so they make a credit score up that they think is similar...but it's not your FICA and that's what matters.

Starting with the OVERVIEWmozmajesticranking we can begin to see the way they view siistore.com. These are the primary numbers...

Domain Age: 1 yr

Domain Authority: 17 (I consider above 35 good)

Domain ranking and authority isn't evenly distributed, there are more 10s than 90s....and so on.

Page Authority: 17

Moz Rank: 1

Moz Trust: 0 (This is usually low so I ignore it, I think it's highly connected to domain age)

Moz Links: 3573 (This is low for a site like yours)

Trust Factor: 26 (Above 15 is good)

Citation Factor: 18 (I generally ignore this)

CF/TF: .69 (How much variance there is...higher the number the spammer the site)

Majestic Domains 13 (Extremely low)

Majestic IPs 11 (Even lower still)

Two more rankings that few people use...

SEO PowerSuite Domain Strength is 2.99

SEOProfiler LIS is more an external facing backlink quality. You are a 5%

We'll discuss these further.

Moz

Uses "Domain Authority" I prefer it over Trust Factor, but keep in mind neither are Google PageRank.

Moz is about your backlinks and how many domains and the age of your domain, the age of your backlinks. Your site is fairly new as well as your backlinks and the majority of your backlinks are from a handful of domains, for our purposes we will only consider one back link per domain...cause that's more how they do it. **Your Moz score is extremely low.**

My personal site, which I haven't tried to get backlinks for except for linking to it from my other domains is 15. My cloud502.com site is 19, with 57 domains pointing to it.

You have 14 domains pointing to you. This is next to impossible ... social media alone should be giving you 7 - 10 domains. We'll discuss this shortly.

Majestic

Points out an interesting factoid ... your linking out to about 5 external domains. This is actually kinda low. You'll find linking out adds relevance to your site and trust. Here's an article on external links <https://yoast.com/outbound-links/>

I use Majestic numbers much less so I'll move on to more numbers.

Ranking Reports

The primary one I use is Ranking-Report-SIIStore-com.pdf its expansive. We can talk about it but I doubt we will have time to complete it today, and if we do complete it we should stop because you have a lot of information to process now, a second meeting is going to be wise to continue on the last half of our audit.

Keywords

First let's note you have several reports in the main folder called Top 10 Reports. These are keywords identified as opportunities for you to focus on to reach the top 10 of a listing. Now they may be of no relevance and not worth your effort its up to you to determine that based on your business but I put some examples in to the folder if you'd like more I can run them for you

Unfortunately with the bulk of products outside Google's allowed crawled area we can't rank for them. Shopify limits the robot.txt highly and doesn't allow customers to change this. I typically can derive the keywords a site is going for in rankings fairly easily using a few places they are included in the IMG ALT tags but SIIStore.com has not used these resources. Headers are then also helpful in finding keywords...product pages don't use optimal headers... There is an H1 which is good. No H2 which is only an issue because there is an H3. These can be displayed in any size visually, but we need to nest them for Google to gain structure. Also the Header's keyword needs to be in the content paragraph.... Not a lot for a couple times.

I've added a folder called Keywords it contains the following documents.

1. SpyFu.pdf an example of a keyword report. Free tool at <https://www.spyfu.com>
2. RI Repoort-KEYWORD - This is an Competitive Ranking Intelligence report...fancy name but its just a compare and contrast of competitor keywords If all of your competition has a term you do not...then its worth knowing that and vice versa.
3. Keywords Bank - there are over 500 I believe keyword examples I put together in this spreadsheet based on competitors and synonyms of words. This is a good starter hopefully for determining which keywords you wish to pursue.
4. Keywordranking.pdf There are three of these reports they are specific to a keyword and let you know how competitive it will be to pursue that keyword.

Use of the word where it makes senses....that's the key For example "About Me" is likely a header on a page but it should be "About SIIStore.com" because who's going to find it searching

for "About Me"? Additionally if the keyword is in the header it makes logical sense it will be in the content, not a ton of times cause that's...

James Cameron does what James Cameron does because James Cameron is James Cameron

Obvious self promotion.

Opportunities

You've got plenty because you've got a lot of work to do in many areas. The SWF keywords seem highly searched...some keywords I'd look into targeting are

1. Commercial embroidery machine
2. Commercial embroidery machines
3. cross stitch patterns, hand embroidery patterns, machine embroidery designs - while it may not be the business it is the people you want to do business with so you should consider putting up patterns...if people know your site has the best patterns for them they are likely to be customers for you. The search volume is also a lot higher on patterns so its again a good way to reach the people you want thinking about you.

Backlink Data

Embroidery-parts.com redirect...to Siistore.com which is perfectly fine. Google Search Console though needs to have siistore.com added as its own property to monitor its ranking keywords and backlinks. It doesn't appear to be setup. Easy fix though and doable.

There is a folder called backlinks in my Google Drive with several reports. They are

1. Anchor-text - Which is literally the anchor text other sites have to your site. (according to Moz's backlinks info)
2. Top Intersecting Domains - just compares what sites you have in common with a competitor...sites they have that you dont are worth looking at when trying to build more backlinks.
3. Embroidery.com Backlink Domains - is a report on all the domains that link to Embroidery.com they have a lot more than you but here is a list that can help get you started.
4. Backlink Analysis - Is a report on all the backlinks found by SEOProfiler another paid service much like Moz just a little different. Link Influence Score is the likelihood that a link is influential. So a link from Oprah's magazine may have a 90% but a link from my personal blog may have a 2%. Page 9 shows that SEOProfiler hasn't found anything suspicious about your backlinks.
 - a. Page 15 shows the quality of sites that link to you, this shows you are only linked to low level sites.

- b. Keep in mind when we are looking for backlinks we want them to be on different domains with different IP addresses which good anchor text linking to a page directly related to the keyword...not just a link to your homepage.
- 5. Influential Links Report - These are domains that backlink to more than one of your competitors so may be highly relevant...when they dont link to you, you need to change that.
 - a. Savechildwallchurch.info for instance links to three of your competitors...same with parkerpiecekeepers.com they are apparently a quilting guild in CO.
- 6. MOZ – Shows a domain authority of 17 and a total of 18 domains link to SIIStore. Compared to my personal page. I have a domain authority of 17 with 21 domains linking to me. That's to put it in perspective. Your industry appears to be pretty uncompetitive in this area which makes this a big opportunity for you to succeed in if you want. There are stars though in your sector but that's just who we copy.
 - a. Allstitch.com - DA 18. Domains. 47. Links 367
 - b. Embroidery.com. – DA 49. Domains 1,900. Links 458,000
 - c. Find A leading competitor and mimic
 - d. Social Media engagement is crucial in organic backlinking
 - e. DONT join link building schemes. Backlinks.com is extremely poor judgement.

Backlink Building - Anchor text, deep links (See Embroidery.com Anchor Text

Backlink Opportunities

ParkerPieceKeepers.com is an excellent example of what you need to go after. They're groups of people who quilt and most likely they're a strong audience for buying your products at some point. You need to reach out to them, maybe offer some free patterns and build a group section on your site that they can log into and once they feel that you are interested in them they'll likely link to you and you gain a backlink...but then you also gain the exposure there group may have with other groups. Going to conferences and building these relationships with your future customers is a great double benefit strategy.

Maybe consider a Groupon! Don't think about it as a means to gain sales...but leads and backlinks. It would identify people who are potentially interested in your products long haul...and gives you exposure. One person sees it and things "Oh I needed some more bobbins ... they will likely share that link then with friends who have similar interests, likely on Facebook which can be another backlink and increases your social media profile.

Social Media ... set up an account everywhere and give yourself a backlink from it. Google itself is unlikely to link to you from their corporate pages but Google + is a DA 99! So SIIStore.com needs a profile on Google + that has a couple articles posted to it ever so often linking back to itself.

MOZ ToolBar in Chrome is invaluable. MonitorBacklinks.com provides some of the best tracking of backlinks. We need to build backlinks ... typically 100,000 links are associated with a top rank result. SiIStore has 1300 according to the main tool I use.

Competitors

You may not have noticed this but in each part above I included competitors. So they are interwoven through the reports. I appreciate the idea that you shouldn't focus your efforts on competitors and you should focus on customers but I think getting some data is a good plan.

Competitor Rankings

In the ranking reports you can see comparisons for tracked keywords.

The most important report in my mind is the **Ranking-Report-Siistore-com.pdf** this is your keywords and its shows the competition and is highly affected by your backlinks. In this report for instance I see the keyword "babylock embroidery machine" its searched 1000 times a month and allstitch.net is ranked at 12...siistore.com isn't ranked at all.

You may be saying well we don't sell that brand ... is it a relevant term for your industry? Then you need to make a page about how you don't sell it, offer alternatives and SEO that page for that keyword. Thats 12,000 searches on a specific item...not many people are just browsing searching for babylock embroidery machines.

Competitor Keywords

As noted above competitor keywords are in the keywords folder and more than one report compares and contrasts these.

Competitor Backlinks

Same for backlinks...again your site needs relevant backlinks...embroidery.com has an impressive amount of backlinks so thats a pretty good place to start.

Summary

NO SHOPIFY

Your shopify environment will not allow you to make effective and meaningful SEO Onpage work. They do offer guides that spin this and try to point people into keeping busy but those are really of no importance if you're never going to really be a serious ranking site.

You have A LOT of work to do and I would encourage you to move from Shopify to a real world site. WordPress is the go too in my book because so many people out there can support you. I have clients that do \$80,000 on tours (mention this because it's also a lot of transactions and search volume) a month and they use WordPress WooCommerce.

If you need any more reason to change I would challenge you to find 1 just 1 competitor of yours that uses shopify. You can tell by going to their page and viewing the page source. Being the only one using it doesn't mean you all are ahead of the pack...its leaving you in the dust! Need another opinion? Don't search for it...if you do notice the amount of propaganda...

<https://www.websitooltester.com/en/blog/shopify-seo/#review> claims to review but when we look at the features descriptions...no one in SEO work would put "automatically generated" as a positive about their locking you out of sitemaps. And Page Titles are editable....like thats a feature! WordPress they are auto made using SEO Yoast via a formula that ensures they are unique and include your site's title...Editable!! Seriously 95% of the results will dodge the issue or make basic services seem like luxury.

Shopify is a great mom and pop solution I found an article saying I can make 120 K a month even...or nearly 1.2 million and that would be great for me. But that goal for Siistore is likely low...and that's who they are targeting small businesses who can't afford the time or expense of a couple thousand dollars towards a web server.

Other Things To Do

1. You can't change your robots.txt due to shopify so you need to move all 2000 products that are in the collections folder out of that folder so they can be read by Google.
2. Titles - everyone needs to be unique. If this is a blue bobbin and you have 10 other colored bobbins then you need to include the color to keep the title unique. You have 72 duplicate titles warnings in the Audit report. You also have 1392 Duplicate Descriptions.

B. When making these titles they need to be less than 70 characters in length. Here is a title you have and it is simply too long:

SWF Embroidery Machine Parts – Tagged "Product Type_Washers" – SiiStore.com

3. You need to decrease the amount of links on your product pages....somehow 1,700 pages have at least 100 other links going out from them, most have about 150 to other internal pages...its making your Page Authority basically of no value on the site. You need to have clear routes that customers can take on your site. Likely its the header

with submenus, the breadcrumbs, the next product link all together forming a very open concept on these product pages.

If someone chooses Threads...the option for SWF Parts needs to go away ... they need to narrow into the clients product with an option to go back to some broad category.

view-source:<https://siistore.com/collections/tajima-embroidery-machine-parts/products/tajima-thread-guide-1>

You'll find 136 <a tags on this product page.

4. Image Tags....empty! You gotta put that in there, 1 its required for disabilities issues...2. Google will rank me higher than you if I have content that includes a relevant image and you just have content and an unknown image.
5. Server Technology - These were recommended by GTMetrix and Google Page Speed but you can't utilize them because of Shopify.
 - a. Browser Caching
 - b. GZip
6. Backlinks!!! 19 domains link to your site. The ones that do are mostly not relevant to your industry. They also give me an eye into what's happening at Siistore because I see someone is using SEO tools like
websitesuccesstools.com
site-stats.org,
keyword-suggest-tool.com,
Similarsites.com
.... Basically the backlinks you have tell too much about your SEO issues. So get in there and build some backlinks to cover those up.

With the fact that you have to move 2000 products out of collections, and you have to change 1722 of those descriptions and you need to make sure your keywords are used on the pages using H1, H2 H3...tags, and you need to redo the navigation of the site to decrease all the links on the page...you're basically starting from scratch ... its an excellent time to build a new site but keep SEO in mind.