



BRIA HAMMEL

INTERIORS

Search Engine Optimization Analysis

Prepared by Susanna Gauger
DMT - 485 Search Engine Optimization Course - Fall 2019
Taught by Dr. Kevin Tharp
University of Wisconsin - Stout

Table of Contents

Executive Summary	4
Website Analytics	5
Traffic	5
<i>Overall traffic</i>	<i>7</i>
<i>Search Engine Traffic</i>	<i>7</i>
<i>Direct Traffic</i>	<i>10</i>
User Behavior	12
<i>Average Time on Site</i>	<i>12</i>
<i>Bounce Rate 90 Day Window</i>	<i>13</i>
<i>Network Referrals</i>	<i>14</i>
Onsite Analysis	15
URL Evaluated	15
Overview	15
Items to be Addressed	15
<i>Visibility Issues</i>	<i>16</i>
<i>Meta Issues</i>	<i>17</i>
Meta Descriptions	17
Title Tags	18
<i>Content Issues</i>	<i>18</i>
Duplicate Content	18
Low Word Count.....	18
<i>Link Issues</i>	<i>19</i>
External Links Missing Anchor or ALT Text.....	19
Broken Internal Links	20
Broken External Links	20
Internal Links Missing Anchor or Alt Text	21
Internal & External Links	21
<i>Image Issues</i>	<i>22</i>
Broken Images	22
Images Missing ALT Text	23
<i>Semantics</i>	<i>24</i>
<i>Desktop Page Speed</i>	<i>24</i>
<i>Mobile Page Speed.....</i>	<i>25</i>

Offsite Analysis	26
URL Evaluated	26
Overview	26
Items to be Addressed	26
<i>Google My Business</i>	27
Reviews	28
Bing Places for Business	29
Local Listings Analysis	30
Google Phone Number Search	32
Backlinks	33
Competitor Comparison	34
Competitor SEO Metrics	34
Social Media & Video Analysis	35
<i>Instagram</i>	37
<i>Facebook</i>	36
<i>Facebook Ratings & Reviews</i>	37
<i>Pinterest</i>	38
<i>Houzz</i>	39
Video	41
<i>YouTube</i>	41
<i>Facebook Video</i>	42
<i>Instagram Video - IGTV</i>	43
Summary and Recommendations	44
Onsite Analysis Recommendations	44
<i>Visibility Recommendations</i>	44
<i>Meta Recommendations</i>	44
<i>Content Recommendations</i>	44
Duplicate Content	44
Low Word Count	44
<i>Link Issue Recommendations</i>	45
Broken Internal Links	45
Broken External Links	45
External Links Missing Anchor or Alt Text	45
Internal Links Missing Anchor or Alt Text	45
Internal Links using rel="nofollow"	45

<i>Image Recommendations</i>	46
Broken images	46
Images missing alt text	46
<i>Page speed</i>	46
Desktop	46
Mobile	47
Offsite Analysis Recommendations	48
Google My Business Recommendations	48
Bing Places for Business Recommendations	48
Name, Address, and Phone (NAP) Recommendations	48
Backlinks	48
Competitor Comparison Recommendations	48
Social Media & Video Analysis Recommendations	48
Social Media	48
Appendix	50
Onsite Analysis Data	50
Visibility Issues: 404 errors	50
Meta: Missing Meta Description List	52
Meta: Title Tag Length Errors	55
Content: Low Word Count	56
Content: Duplicate Content	57
Link Issues: External Links Missing Anchor or ALT Text	60
Link Issues: Broken Internal Links	61
Link Issues: Broken External Links	63
Image Issues: Broken Images	65
Desktop Page Speed	67
Mobile Page Speed	67
Offsite Analysis Data	68
Competitor Analysis Reports	68

Executive Summary

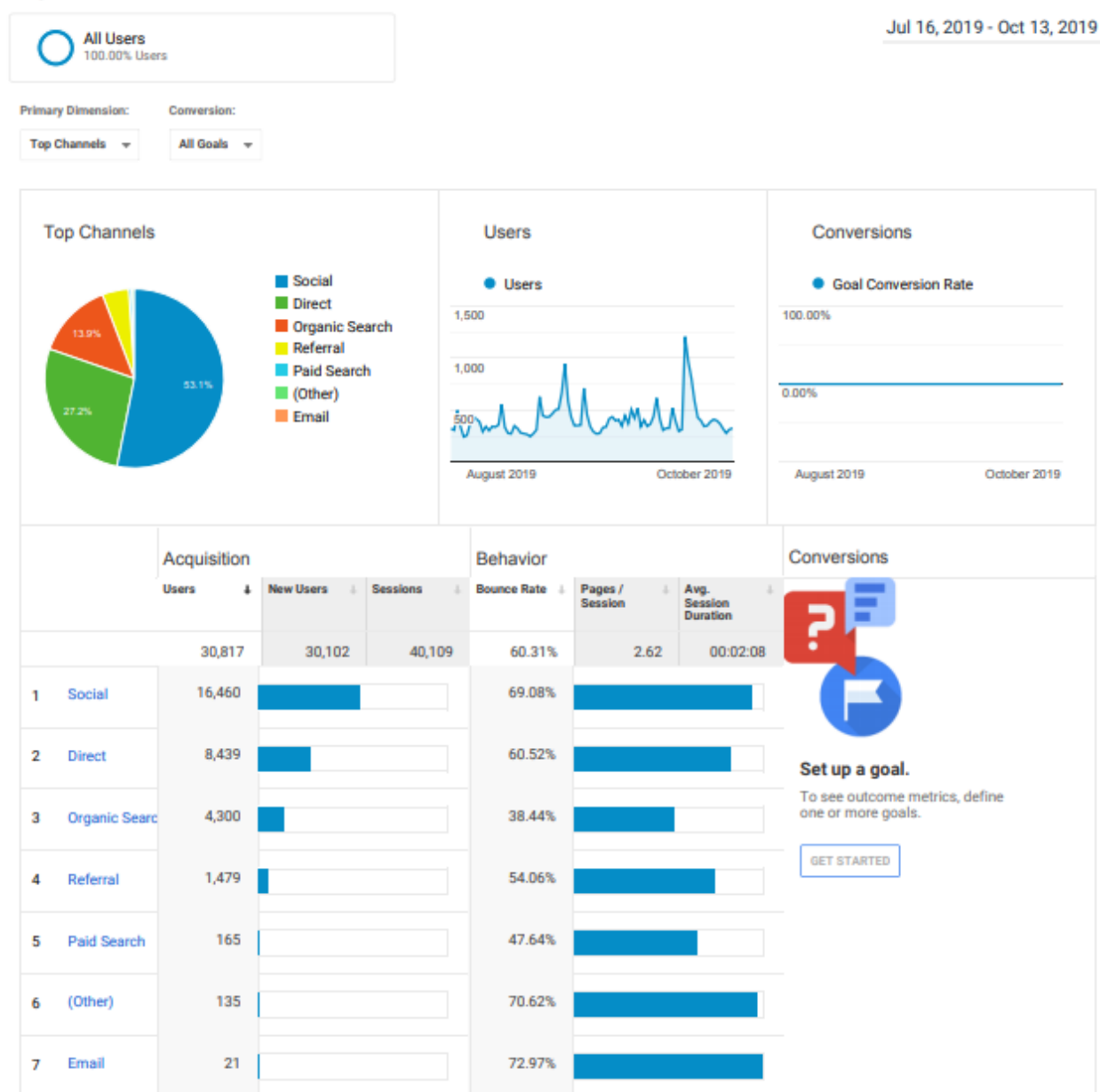
Thank you for the opportunity to prepare this Search Engine Optimization Analysis for Bria Hammel Interiors. The analysis reviews website analytics, onsite SEO, off-site SEO, social media and video. Explanations of the topics covered and findings in the data can be found within the individual sections. The analysis is concluded with my recommendations based on the data found and my rationale for these recommendations. Also included is an Appendix with data referenced in sections. Due to this site being so large the Appendix has data of a maximum of 3 pages for the respective section. Upon request full reports of the data can be given.

Website Analytics

Traffic

Overall traffic - 90-day window July 16th, 2019 - October 13th, 2019

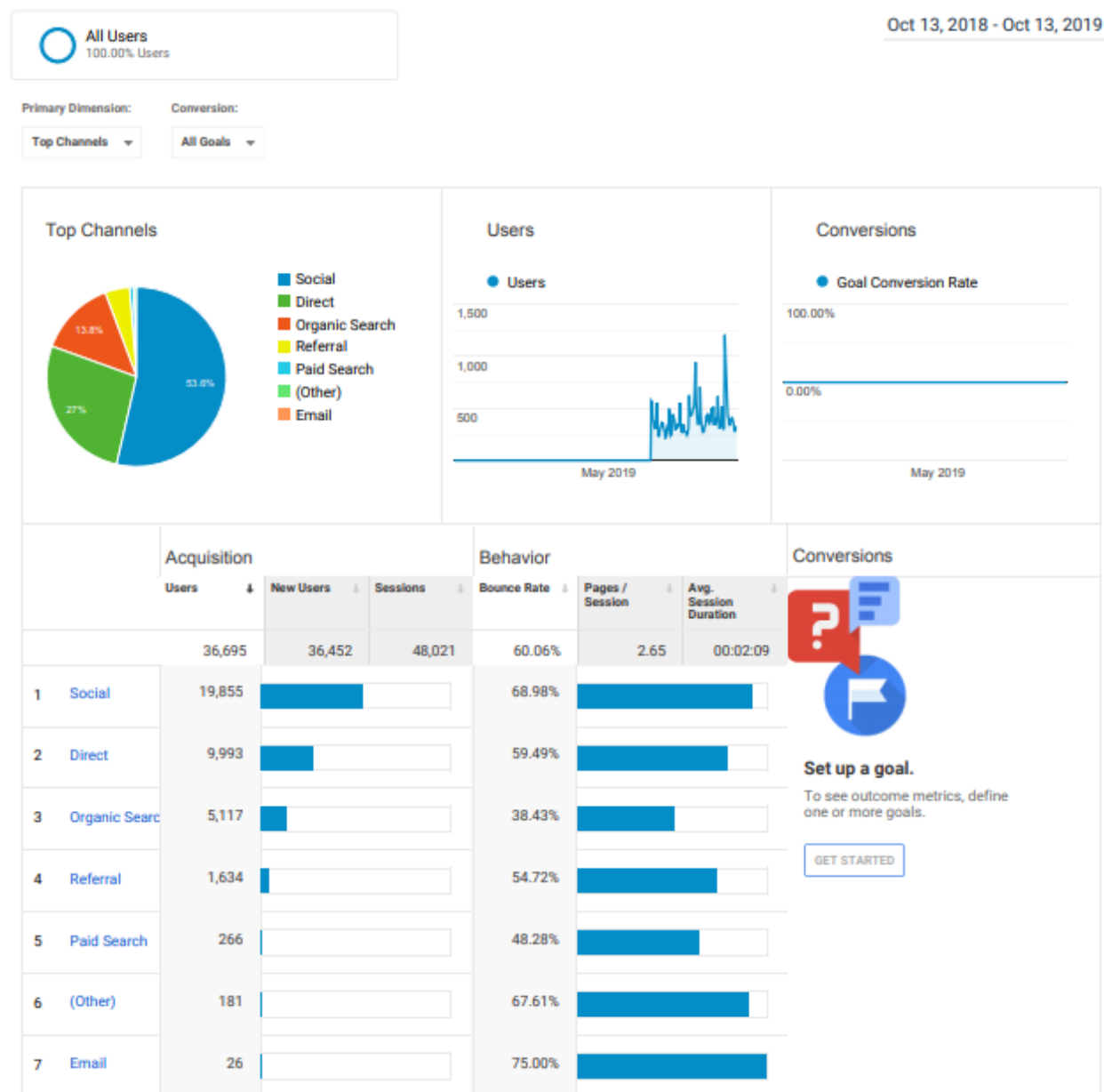
Acquisition Overview



Year over Year (YOY)

October 13th, 2018 - October 13th, 2019

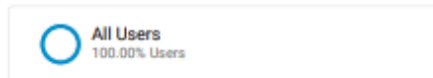
Acquisition Overview



Search Engine Traffic

90 Day Window July 16th 2019- October 13th 2019

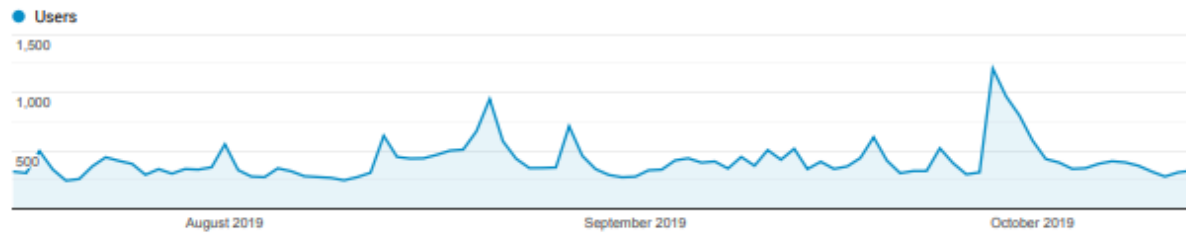
Search Engine Traffic - Last 90 days



Jul 16, 2019 - Oct 13, 2019

Explorer

Summary



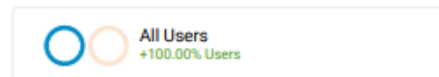
Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	30,817 % of Total: 100.00% (30,817)	30,137 % of Total: 100.11% (30,104)	40,112 % of Total: 100.00% (40,112)	60.31% Avg for View: 60.31% (0.00%)	2.62 Avg for View: 2.62 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. pinterest.com / referral	11,363 (36.46%)	11,178 (37.09%)	12,829 (31.98%)	75.79%	1.81	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	8,439 (27.08%)	8,257 (27.40%)	11,956 (29.81%)	60.52%	2.65	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. google / organic	4,032 (12.94%)	3,718 (12.34%)	6,500 (16.20%)	39.34%	4.02	00:04:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. l.instagram.com / referral	3,486 (11.19%)	3,393 (11.26%)	3,857 (9.62%)	45.53%	2.98	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. m.facebook.com / referral	737 (2.36%)	716 (2.38%)	848 (2.11%)	79.13%	1.51	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. facebook.com / referral	210 (0.67%)	199 (0.66%)	288 (0.72%)	62.50%	2.72	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. google / cpc	165 (0.53%)	145 (0.48%)	212 (0.53%)	47.64%	2.58	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. bing / organic	146 (0.47%)	126 (0.42%)	304 (0.76%)	22.70%	4.49	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. pinterest.ca / referral	138 (0.44%)	131 (0.43%)	152 (0.38%)	69.08%	1.98	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. subzero-wolf.com / referral	125 (0.40%)	122 (0.40%)	149 (0.37%)	47.65%	3.07	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

90 Day Window Comparison to Previous Year

July 16th, 2019 - October 13th, 2019

July 16th, 2018 - October 13th, 2018

Search Engine Traffic Comparison



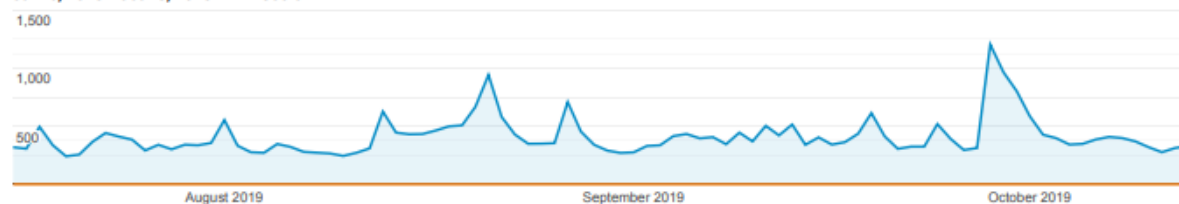
Jul 16, 2019 - Oct 13, 2019
Compare to: Jul 16, 2018 - Oct 13, 2018

Explorer

Summary

Jul 16, 2019 - Oct 13, 2019: ● Users

Jul 16, 2018 - Oct 13, 2018: ● Users



Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	100.00% 30,821 vs 0	100.00% 30,140 vs 0	100.00% 40,117 vs 0	100.00% 60.31% vs 0.00%	100.00% 2.62 vs 0.00	100.00% 00:02:08 vs 00:00:00	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. pinterest.com / referral									
Jul 16, 2019 - Oct 13, 20...	11,365 (36.46%)	11,180 (37.09%)	12,831 (31.98%)	75.79%	1.81	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 16, 2018 - Oct 13, 20...	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
2. (direct) / (none)									
Jul 16, 2019 - Oct 13, 20...	8,439 (27.08%)	8,257 (27.40%)	11,958 (29.81%)	60.52%	2.65	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 16, 2018 - Oct 13, 20...	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
3. google / organic									
Jul 16, 2019 - Oct 13, 20...	4,032 (12.94%)	3,718 (12.34%)	6,500 (16.20%)	39.34%	4.02	00:04:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 16, 2018 - Oct 13, 20...	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Search Engine Traffic Year over Year (YOY)

October 13th, 2018 - October 13th, 2019

Search Engine Traffic YOY

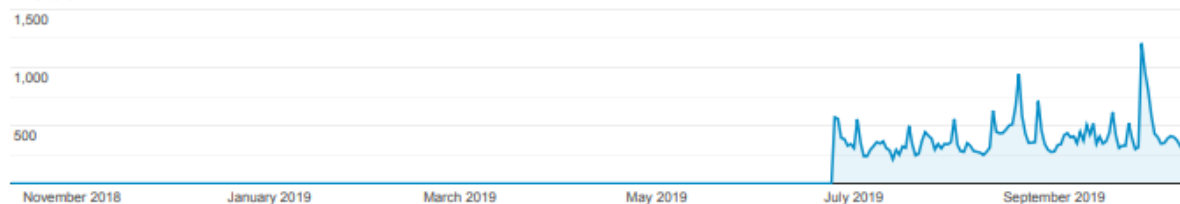
 All Users
100.00% Users

Oct 13, 2018 - Oct 13, 2019

Explorer

Summary

● Users



Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	36,700 % of Total: 100.00% (36,700)	36,496 % of Total: 100.11% (36,457)	48,030 % of Total: 100.00% (48,030)	60.06% Avg for View: 60.06% (0.00%)	2.65 Avg for View: 2.65 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. pinterest.com / referral	13,779 (37.05%)	13,691 (37.51%)	15,578 (32.43%)	75.70%	1.81	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	9,993 (26.87%)	9,943 (27.24%)	14,385 (29.95%)	59.49%	2.70	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. google / organic	4,794 (12.89%)	4,527 (12.40%)	7,663 (15.95%)	39.27%	4.09	00:04:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. l.instagram.com / referral	4,096 (11.01%)	4,017 (11.01%)	4,548 (9.47%)	45.05%	3.03	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. m.facebook.com / referral	809 (2.18%)	797 (2.18%)	938 (1.95%)	79.10%	1.50	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. google / cpc	266 (0.72%)	247 (0.68%)	379 (0.79%)	48.28%	2.98	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. facebook.com / referral	241 (0.65%)	232 (0.64%)	323 (0.67%)	63.78%	2.75	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. instagram.com / referral	188 (0.51%)	179 (0.49%)	210 (0.44%)	78.10%	1.53	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. bing / organic	182 (0.49%)	166 (0.45%)	359 (0.75%)	24.23%	4.50	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. pinterest.ca / referral	168 (0.45%)	164 (0.45%)	191 (0.40%)	65.97%	2.20	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

Direct Traffic 90 Day Window

July 16th, 2019 - October 13th, 2019

Direct Traffic Last 90 Days

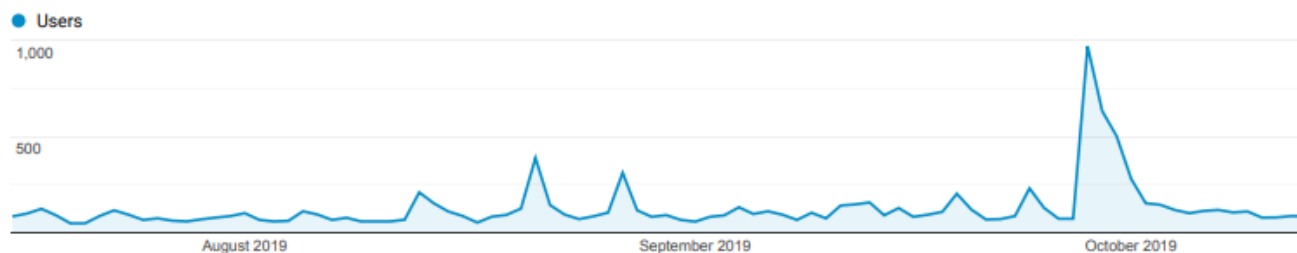
ALL » SOURCE / MEDIUM: (direct) / (none)

Jul 16, 2019 - Oct 13, 2019

All Users
27.38% Users

Explorer

Summary



Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	8,439 % of Total: 27.38% (30,821)	8,257 % of Total: 27.42% (30,109)	11,958 % of Total: 29.81% (40,120)	60.52% Avg for View: 60.31% (0.35%)	2.65 Avg for View: 2.62 (1.04%)	00:02:19 Avg for View: 00:02:08 (7.91%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (direct) / (none)	8,439 (100.00%)	8,257 (100.00%)	11,958 (100.00%)	60.52%	2.65	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)

Year over Year (YOY)

Direct Traffic YOY

ALL » SOURCE / MEDIUM: (direct) / (none)

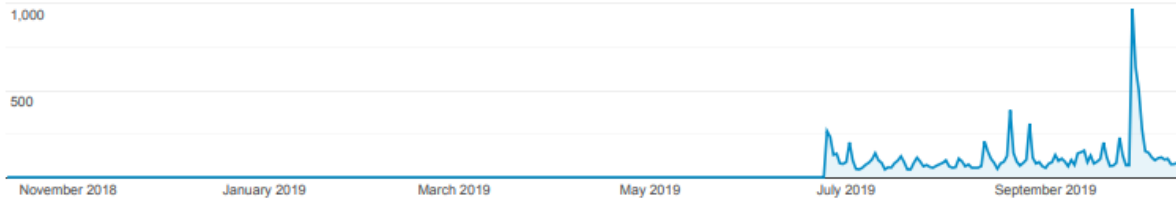
Oct 13, 2018 - Oct 13, 2019

 All Users
27.22% Users

Explorer

Summary

● Users



Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	9,993 % of Total: 27.22% (36,708)	9,943 % of Total: 27.27% (36,459)	14,385 % of Total: 29.95% (48,033)	59.49% Avg for View: 60.06% (-0.96%)	2.70 Avg for View: 2.65 (2.10%)	00:02:18 Avg for View: 00:02:09 (7.41%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (direct) / (none)	9,993 (100.00%)	9,943 (100.00%)	14,385 (100.00%)	59.49%	2.70	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

User Behavior

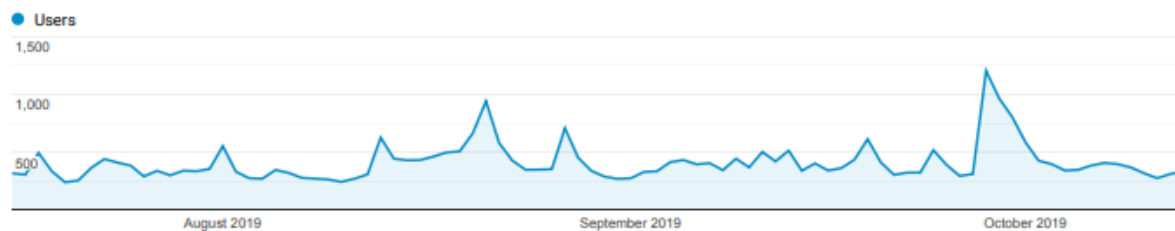
Average Time on Site

Audience Overview

All Users
100.00% Users

Jul 16, 2019 - Oct 13, 2019

Overview



Users

30,827

New Users

30,110

Sessions

40,122

Number of Sessions per User

1.30

Pageviews

105,152

Pages / Session

2.62

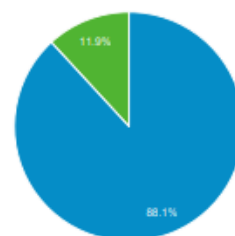
Avg. Session Duration

00:02:08

Bounce Rate

60.31%

■ New Visitor ■ Returning Visitor



Language		Users	% Users
1.	en-us	27,011	87.91%
2.	en-ca	976	3.18%
3.	en-gb	533	1.73%
4.	en-au	274	0.89%
5.	ru-ru	222	0.72%
6.	tr	167	0.54%

Bounce Rate 90 Day Window

July 16th, 2019 - October 13th, 2019

Audience Overview

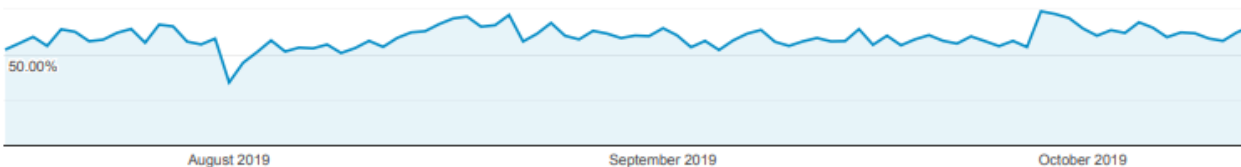
All Users
100.00% Users

Jul 16, 2019 - Oct 13, 2019

Overview

Bounce Rate

100.00%



Users

30,827



New Users

30,110



Sessions

40,122



Number of Sessions per User

1.30



Pageviews

105,152



Pages / Session

2.62



Avg. Session Duration

00:02:08

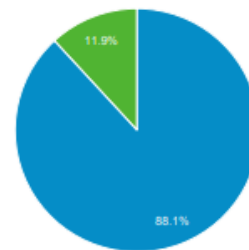


Bounce Rate

60.31%

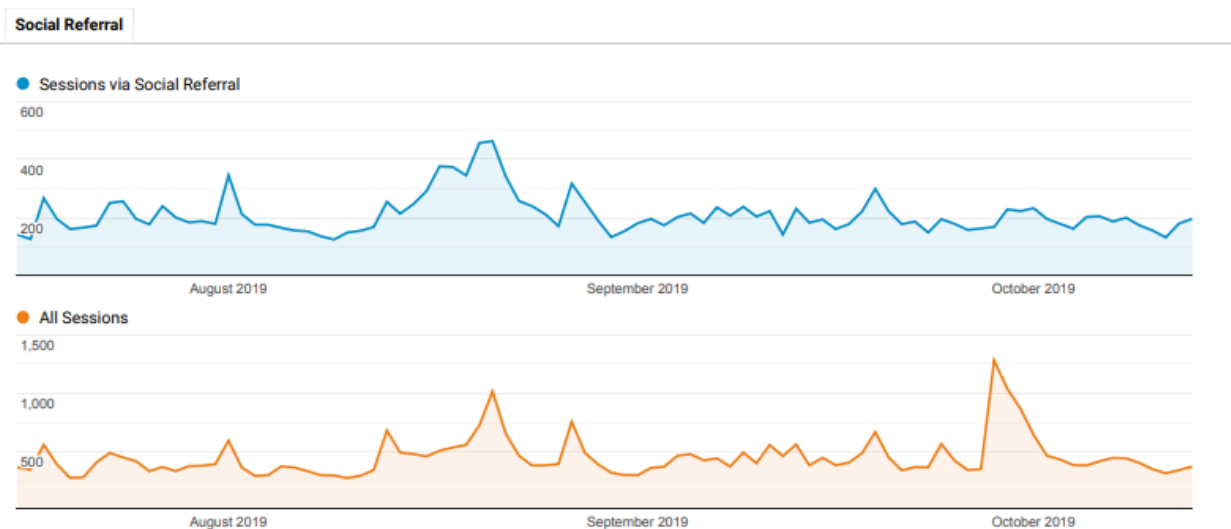


New Visitor Returning Visitor



Network Referrals

90 Day Window July 16th, 2019 - October 13th, 2019



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Pinterest	13,371 (71.27%)	24,529 (62.86%)	00:01:12	1.83
2. Instagram	3,858 (20.56%)	11,493 (29.45%)	00:01:51	2.98
3. Facebook	1,303 (6.95%)	2,585 (6.62%)	00:01:18	1.98
4. Instagram Stories	135 (0.72%)	190 (0.49%)	00:00:28	1.41
5. Houzz	49 (0.26%)	102 (0.26%)	00:00:56	2.08
6. Blogger	28 (0.15%)	85 (0.22%)	00:01:01	3.04
7. LinkedIn	12 (0.06%)	19 (0.05%)	00:00:15	1.58
8. Twitter	4 (0.02%)	15 (0.04%)	00:01:41	3.75
9. VKontakte	1 (0.01%)	1 (0.00%)	00:00:00	1.00

Onsite Analysis

URL Evaluated: <https://briaahammelinteriors.com/>

Overview

The onsite website audit addresses the overall content within BHI's website related to pages, images, and user experience. This audit will show important aspects of search engine optimization and how it relates to the website to help you understand areas that are performing well and areas that could be improved. It is important to consider that BHI has recently moved their site to a new redesign in WordPress as of June 2019.

Items to be Addressed

- ❖ Visibility
- ❖ Meta
- ❖ Content
- ❖ Links
- ❖ Images
- ❖ Semantics
- ❖ Desktop Page Speed
- ❖ Mobile Page Speed

Visibility Issues

❖ What is it?

Visibility Issues have to do with your website pages and their visibility on the web. A page error occurs when a page cannot be viewed, which could be caused by problems with the code on the page or with the hosting provider. Most commonly found are 404 errors, which means the page was not found. It could have been either removed or moved, but the URL was not changed accordingly.

❖ Why does it matter?

404 errors can be frustrating for users when they are expecting to see content on the page or link they clicked that brought them to a new page. This can affect their experience with your site in a negative way.

❖ Findings in the data

I found 73 pages with 404 errors, most being this page repeated https://briaahammelinteriors.com/2012/12/11/louie-6-months-old/img_3714/ and outdated blog posts or portfolios.

PAGE	BLOCKED BY ROBOTS.TXT	BLOCKED BY NOINDEX	STATUS	PAGES
https://briaahammelinteriors.com/blog/2019/04/16/house-beautiful-feature-middleton-project-pt-1/	No	No	404 - Not Found	4
https://briaahammelinteriors.com/2019/09/13/my-laundry-room-reveal/grove.co/briaahammel	No	No	404 - Not Found	1
https://briaahammelinteriors.com/blog/topics/food/	No	No	404 - Not Found	2
https://briaahammelinteriors.com/blog/2018/03/30/our-favorite-neutral-paint-colors-bria-hammel-interiors/	No	No	404 - Not Found	1
https://briaahammelinteriors.com/luxury-house-2015-minnesota/	No	No	404 - Not Found	1
https://briaahammelinteriors.com/portfolio/the-baltimore-house/	No	No	404 - Not Found	2
https://briaahammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/www.briaahammelinteriors.com	No	No	404 - Not Found	1
https://briaahammelinteriors.com/wp-admin/www.briaahammelinteriors.com	No	No	404 - Not Found	1
https://briaahammelinteriors.com/2012/11/29/birchbox-november-review/photo-4-9/	No	No	404 - Not Found	1
https://briaahammelinteriors.com/2012/11/29/birchbox-november-review/photo-5-7/	No	No	404 - Not Found	1

Meta Issues

Meta Descriptions

❖ What is it?

Meta descriptions: Provide a brief summary of the page's content. They are found in the HTML and are placed as tags in the <head> section of the HTML document. They are typically up to 160 characters long in search results and help the user glean more information to hopefully have them then click on the page.

Title Tags: An HTML element that contain keywords that alert search engines of the website's content, specifying the title of the webpage. The ideal amount of characters is between 10 and 70 as they are intended to be headings of page.

❖ Why does it matter?

Meta descriptions: Search engines show the meta description in search results mostly when the searched-for phrase is within the description, so optimization of this is crucial for on-page SEO and can highly influence user click-through rates to a page.

Title Tags: Are critical to both SEO and user experience that is used to briefly and accurately describe the topic and theme of a page. They essentially help both users and search engines understand the information that will be present when visiting the page.

❖ Findings in the data

I found that there are 6 pages (blog posts) with meta descriptions that are too long, meaning over 250 characters in length. This is more than the recommended maximum of 160 characters. I also found that are 853 pages missing a meta description altogether.

This is an example of the contact page without a meta description

<https://briaahammelinteriors.com/contact>

The blue highlighted line of code is showing no meta description.

```
<meta charset="utf-8">
<link type="text/css" media="all" href="https://briaahammelinteriors.com/wp-content/cache/autoptimize/css/autoptimize_2fe2e8d...css" rel="stylesheet">
<link type="text/css" media="screen" href="https://briaahammelinteriors.com/wp-content/cache/autoptimize/css/autoptimize_c85blce...css" rel="stylesheet">
<title>Contact | Bria Hammel Interiors</title>
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=0"> == $0
```

Title Tags

I found that 86 pages have a title too short or too long and 6 pages have a duplicate title. You can find the list of these pages in the Appendix.

Content Issues

Duplicate Content

- ❖ **What is it?**

Duplicate Content refers to sizeable blocks of content within your website that match perfectly with other content or are appreciably similar.

- ❖ **Why does it matter?**

Search engines generally do a good job of choosing a version of the content to show in the results, but it's best practice to reduce or eliminate duplicate content if possible because sometimes search engines don't know which version(s) to include/exclude.

- ❖ **Findings in the data**

Raven tools indicated 36 pages that have duplicate content issues. After looking closer it appears to be shop pages like "Beauty", "Fashion", "Home Decor", "Kids & Baby." These are "store" pages that link to multiple distinct URLs. This shows that the duplicate content is "non malicious" meaning it was not intended to manipulate search engine rankings to receive more traffic.

Low Word Count

- ❖ **What is it?**

Pages with 250 words or less may not perform well in search results.

- ❖ **Why does it matter?**

More words give search engine algorithms more context to understand the content and its quality. Longer copy tends to position better, however, Google has also said that word count does not indicate quality content.

- ❖ **Findings in the data**

Raven Tools indicates there are 543 pages that have content with low word count. These pages are mostly portfolio pages of projects and blog post pages with links to different blog posts. None of the word counts are below 100. You can find the list in the Appendix.

Link Issues

External Links Missing Anchor or ALT Text

❖ What is it?

Anchor text is the clickable text in a hyperlink and ALT text, also called “alt tags” or “alt descriptions” are the written copy that appears in place of an image on a webpage if the image fails to load on a user’s screen.

❖ Why does it matter?

Alt Text helps screen reading tools to describe images to visually impaired readers and allows search engines to better crawl and rank your website.

❖ Findings in the data

There are 7,899 external links missing anchor or alt text. Most of the external linked sites are social media pages as well as Pinterest pins. These are likely linked via hyperlink and no additional code can be added.

URL	TYPE	TEXT
https://www.facebook.com/BriaHammelInteriors/	Text	No Text
https://instagram.com/briahammelinteriors/	Text	No Text
https://www.pinterest.com/BriaHammel/	Text	No Text
http://www.houzz.com/pro/briahammelinteriors	Text	No Text
https://www.facebook.com/BriaHammelInteriors/	Text	No Text
https://instagram.com/briahammelinteriors/	Text	No Text
https://www.pinterest.com/BriaHammel/	Text	No Text
http://www.houzz.com/pro/briahammelinteriors	Text	No Text
https://www.facebook.com/BriaHammelInteriors/	Text	No Text
https://instagram.com/briahammelinteriors/	Text	No Text

Broken Internal Links

❖ What is it?

When internal links are broken, it means that links that point to other pages on your site cannot find the destination page.

❖ Why does it matter?

If there are too many broken internal links found by search engine bots, they may trigger a “low quality” site signal to a search engine’s algorithm. Broken links also create a poor user experience.

❖ Findings in the data

There are 719 internal links that are broken. Many pages appear to all be from the same page <https://briaahammelinteriors.com/in-love-with-lace/>.

There are also quite a few duplicate broken internal links from various blog posts and projects. I am assuming that when the website was transferred these links became broken.

Broken External Links

❖ What is it?

When external links are broken, it means that links that point to other websites cannot find the destination page [404-page error].

❖ Why does it matter?

If search engine bots find too many broken external links, they may trigger a “low quality” site signal to a search engine’s algorithm. They also create a poor user experience.

❖ Findings in the data

There are 176 broken external links. Bria Hammel is The Tile Shop’s brand ambassador and the link to the Tile Shop is broken. Other broken external links are directing to Brooke & Lou and some are broken because those products are no longer available.

URL	TYPE	TEXT	BROKEN
http://www.thetileshop.com	Text	The Tile Shop	Yes
https://brookeandlou.com/products/ella-pillow-in-midnight-blue?_pos=8&_sid=febba8690&_ss=r&variant=13554846433343	Image	No ALT Text	Yes
https://brookeandlou.com/products/ella-pillow-in-midnight-blue?_pos=8&_sid=febba8690&_ss=r&variant=13554846433343	Text	Ella Pillow in Midnight Blue	Yes
https://brookeandlou.com/collections/summer-sale/products/white-and-natural-petite-rectangle-cheese-board?variant=14261693317183	Image	No ALT Text	Yes
https://brookeandlou.com/collections/summer-sale/products/white-and-natural-petite-rectangle-cheese-board?variant=14261693317183	Text	White and Natural Petite Rectangle Cheese Board	Yes
https://brookeandlou.com/collections/summer-sale/products/turkish-striped-hand-towel-lemon?variant=14263799644223	Image	No ALT Text	Yes
https://brookeandlou.com/collections/summer-sale/products/turkish-striped-hand-towel-lemon?variant=14263799644223	Text	Turkish Striped Hand Towel- Lemon	Yes
https://brookeandlou.com/collections/kitchen/products/dolly-napkins-in-soft-green-set-of-6?ssid=51k3_fv6pg&variant=14349684211775	Image	No ALT Text	Yes
https://brookeandlou.com/collections/kitchen/products/dolly-napkins-in-soft-green-set-of-6?ssid=51k3_fv6pg&variant=14349684211775	Text	Dolly Napkins in Soft Green - Set of 6 \$99	Yes
https://brookeandlou.com/products/white-and-natural-petite-rectangle-cheese-board?ssid=51k3_fv8ix&variant=14261693317183	Image	No ALT Text	Yes

Internal Links Missing Anchor or Alt Text

- ❖ **What is it?**
Similar to external anchor and alt text they help search engines better understand the context of the page you're linking to.
- ❖ **Why does it matter?**
They are important for indicating to the search engines the relative importance of pages on your website.
- ❖ **Findings in the data**
The data shows that there are 3,789 missing ALT text for many portfolio images. You can find this list in the Appendix.

Internal & External Links using rel="nofollow"

- ❖ **What is it?**
The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text.
- ❖ **Why does it matter?**
It's considered best practice to not use the nofollow attribute for internal links, because you're essentially telling search engines to not trust parts of your site.
- ❖ **Findings in the data**
There are 606 internal links using rel="nofollow" and 1,363 external links. Here is an example from a blog post, it shows all the "Reward Style" links to be no follow.

```

▶<a class="link icon" href="https://rstyle.me/+7f108sSbMrTrdglHys2IIw" target="_blank" rel="nofollow" style="top: 26.445974576271%; left: 81.037037037037%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+Klyh11Grij-AHYB0CHA64g" target="_blank" rel="nofollow" style="top: 25.016949152542%; left: 22.814814814815%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+Hun5--aOV106b4zbW5CtyA" target="_blank" rel="nofollow" style="top: 71.796610169492%; left: 48.444444444444%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+v8fZLxKkG3ivFRLw97Ijg" target="_blank" rel="nofollow" style="top: 84.972457627119%; left: 24.000000000000%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+0kgGOY8rJLvgE1jg6hKZKQ" target="_blank" rel="nofollow" style="top: 25.016949152542%; left: 52.740740740741%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+DaAF_30qzFRSaZm_Sokebw" target="_blank" rel="nofollow" style="top: 43.469279661017%; left: 74.370370370370%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+YeG3GUjnsQNVKw1MRiVwXkw" target="_blank" rel="nofollow" style="top: 82.915254237288%; left: 51.851851851852%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+smkI5_8kKH7v6roC42YPiw" target="_blank" rel="nofollow" style="top: 45.164194915254%; left: 23.701388888889%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+PhntkZQMyo5_dFqSgB0NdQ" target="_blank" rel="nofollow" style="top: 58.592161016949%; left: 76.444444444444%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+d0TdYwH_PVuc7ph4xVC6Fg" target="_blank" rel="nofollow" style="top: 61.966101694915%; left: 16.148148148148%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+PCmenCSiRgUt7cu7wTxGLA" target="_blank" rel="nofollow" style="top: 73.916313559322%; left: 80.740740740741%;>_</a>
▶<a class="link icon" href="https://rstyle.me/+xtJ-0zwSmGruBZ973ogpuA" target="_blank" rel="nofollow" style="top: 59.932203389831%; left: 48.296296296296%;>_</a>

```

Image Issues

Broken Images

❖ What is it?

Broken images are corrupted or no longer exist.

❖ Why does it matter?

If search engine bots find too many broken images they may trigger a “low quality” site signal to a search engine’s algorithm. They also create a poor user experience.

❖ Findings in the data

There are 127 broken images all coming from old blog posts dating back to 2012. They appear to be broken because of the website merge.

PAGE	FILENAME	ALT TEXT	TITLE TEXT	BROKEN
On your 1st birthday... Bria Hammel Interiors https://bria-hammelinteriors.com/2013/06/08/on-your-1st-birthday/	https://www.facebook.com/ajax/messaging/attachment.php?attach_id=8c16a29db05bf60a4fb4fb91afac7f89&mi...	No Text	No Text	Yes
On your 1st birthday... Bria Hammel Interiors https://bria-hammelinteriors.com/2013/06/08/on-your-1st-birthday/	https://sphotos-a.xx.fbcdn.net/hphotos-ash4/485562_10101373671962339_2108497721_n.jpg	No Text	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	http://cdn.shopify.com/s/files/1/0396/8793/products/Untitled-7-11_b95524de-78a9-4de1-89a5-b74576bdb6...	Bria Hammel Interiors 2016 Holiday Wish List Caitlin Wilson Pillow	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	https://img.domino.com/serve/5705319cd6df86b412b9fe9f-w1000_h1000.jpg	Bria Hammel Interiors 2016 Holiday Wish List Domino	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	https://cdn.shopify.com/s/files/1/0862/7604/collections/Agenda-ST-01-crop-banner_1024x1024.jpg?v=147...	Bria Hammel Interiors 2016 Holiday Wish List Sugar Paper	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	https://cdn.shopify.com/s/files/1/1410/6106/products/Pink2_1024x1024.jpg?v=1475714351	Bria Hammel Interiors 2016 Holiday Wish List Apple Watch	No Text	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://ab.weimgs.com/weimgs/ab/image/s/wcm/products/201405/0022/img59c.jpg	No Text	Where To Buy Art Bria Hammel Interiors	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://ab.weimgs.com/weimgs/ab/image/s/wcm/products/201405/0310/img36c.jpg	No Text	No Text	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://demandware.edgesuite.net/sits_pod21/dw/image/v2/AAKH_PRD/on/demandware.static/Sites-ethanalle...	No Text	Where To Buy Art Bria Hammel Interiors	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://demandware.edgesuite.net/sits_pod21/dw/image/v2/AAKH_PRD/on/demandware.static/Sites-ethanalle...	No Text	Where To Buy Art Bria Hammel Interiors	Yes

Images Missing ALT Text

❖ What is it?

The ALT attribute provides search engines with useful information about the subject matter of the image.

❖ Why does it matter?

The information is used to help determine the best image to return for a searcher's query, if the images fail to load, and for the visually impaired.

❖ Findings in the data

Raven Tools indicates there are 5,288 images missing ALT text. The first page of data shows missing alt text on images on the home page.

PAGE	FILENAME	ALT TEXT	TITLE TEXT	BROKEN	SIZE
Bria Hammel Interiors - A Minnesota Based Interior Design Firm https://briaahammelinteriors.com	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Bria Hammel Interiors - A Minnesota Based Interior Design Firm https://briaahammelinteriors.com	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Bria Hammel Interiors - A Minnesota Based Interior Design Firm https://briaahammelinteriors.com	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Bria Hammel Interiors - A Minnesota Based Interior Design Firm https://briaahammelinteriors.com	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Contact Bria Hammel Interiors https://briaahammelinteriors.com/contact	https://briaahammelinteriors.com/wp-content/themes/bhi/img/inquire-icon.svg	No Text	No Text	No	11KB
Our Team Bria Hammel Interiors https://briaahammelinteriors.com/our-team/	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Our Team Bria Hammel Interiors https://briaahammelinteriors.com/our-team/	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Our Team Bria Hammel Interiors https://briaahammelinteriors.com/our-team/	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Our Team Bria Hammel Interiors https://briaahammelinteriors.com/our-team/	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB
Our Team Bria Hammel Interiors https://briaahammelinteriors.com/our-team/	https://cdn.shortpixel.ai/client/q_glossy,ret_img/https://briaahammelinteriors.com/wp-content/uploads/...	No Text	No Text	Yes	OKB

Semantics

❖ What is it?

Headers are an organization tool in HTML that guide the user through your web content. It gives search engines cues to assist with categorizing and indexing websites and pages.

❖ Why does it matter?

If the proper headers are not present, it is difficult for the algorithm to sift through your web content accurately, which causes indexing issues and overall SEO issues.

❖ Findings in the data

No pages were found without headers.

Page Speed

Desktop

❖ What is it?

The time it takes for individual pages to load once a user clicks on the URL. The overall load time is calculated by averaging the individual page loads. Google uses page speed as direct ranking score.

❖ Why does it matter?

Fast loading speeds create a better user experience and reduce the chance of users leaving the site (bouncing). Experiencing slow load times can be frustrating, especially in our current tech environment where we expect everything to be instantaneous.

❖ Findings in the data

Load time is 0.45 seconds.

This load time is good as it is under 3 seconds. It has been shown that pages that load longer than 3 seconds tend to have a much higher risk that users will “bounce” from the site.

Page speed is 89.

The Google PageSpeed tool analyzes a site's front-end performance and offers optimization suggestions. Scoring is between 0 to 100 points. A score of 85 or above indicating a well performing page.

The appendix lists the list of suggestions to increase the speed even more such as:

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Optimize images
- Leverage browser caching
- Minify JavaScript

These suggestions are explained in the recommendations.

Mobile Page Speed

Mobile

❖ **What is it?**

The amount of time a website and webpages takes to load on a mobile device.

❖ **Why does it matter?**

This can affect your ranking when users visit your website on mobile. The use of mobile is always increasing so it is important not to neglect, as users expect the speed to be no different, if not better than desktop.

Similar to Desktop Google's scoring is between 0 to 100 points, 85 and above being ideal.

❖ **Findings in the data**

Mobile speed score is 80, which is slightly below where we want it to be.

The issues being shown are as follows:

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Leverage browser caching

These are addressed in more detail in the recommendations, as well as the data included in the appendix.

Offsite Analysis

Url Evaluated: <https://briahammelinteriors.com/>

Overview

Offsite website analysis looks at the information impacting your organizations web presence from information outside your website. Bria Hammel Interiors is listed with Google My Business and Bing Places for Business. The Google My Business listing has been claimed but the Bing listing has not been claimed.

Items to be Addressed

- ❖ Search Engine Business Listing: Google My Business Presence
- ❖ Search Engine Business Listing Reviews
- ❖ Search Engine Business Listing: Bing Places for Business Presence
- ❖ Local Listing Analysis
- ❖ Name, Address, and Phone Number (NAP)
- ❖ Backlinks
- ❖ Social Media Presence
- ❖ Competitor Performance Analysis
- ❖ SEO Metrics
- ❖ Site Metrics
- ❖ Social Metrics

Google My Business

❖ What is it?

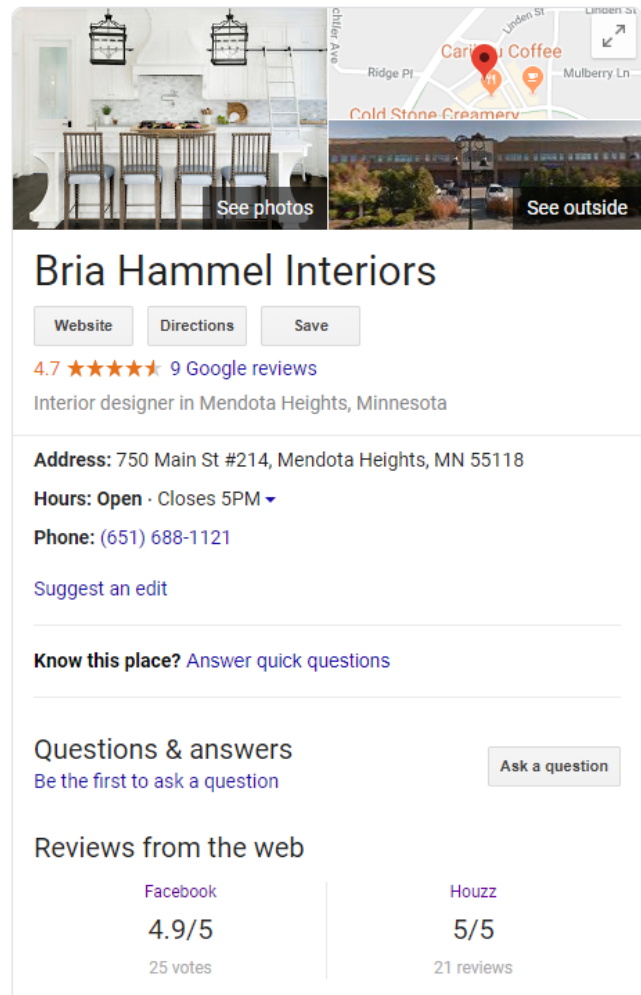
Bria Hammel Interiors Google My Business listing is the local listing within Google searches. It is where BHI can manage their online presence across the Google platform. The listing contains information such as location, hours, phone number, reviews, social profiles, photos, etc.

❖ Why does it matter?

Having a Google My Business listing essentially allows you to show up in Google searches and maps and build credibility with potential customers/clients. It's also important to glean insight on how your brand is being represented on Google as well as reviews, questions from customers, etc.

❖ Findings in the data

Bria Hammel Interiors has one location which has been claimed. It has also been verified that BHI has access to manage the content for their listing.



Bria Hammel Interiors

[Website](#) [Directions](#) [Save](#)

4.7 ★★★★★ 9 Google reviews

Interior designer in Mendota Heights, Minnesota

Address: 750 Main St #214, Mendota Heights, MN 55118

Hours: Open · Closes 5PM ▾

Phone: (651) 688-1121

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers
Be the first to ask a question [Ask a question](#)


Reviews from the web

Facebook	Houzz
4.9/5	5/5
25 votes	21 reviews

Reviews

The more people are talking about your business in a positive light the higher Google ranks your site. It is always recommended to respond to customers and engage with reviews.


BHI's Google reviews are great with a ranking of 4.7 out of 5. Unfortunately, there is one review of 2 stars that is bringing the overall ranking down a bit. The individual praised the work but gave a bad review based on not hearing back about a job.



Lydia Wagner
3 reviews

★ ★ ★ ★ ☆ a year ago

They do absolutely beautiful work!
But when I reached out to try and work as an intern, or observe for a few days, I got no response from my letter, and phone calls.

 Like

Response from the owner a year ago

Hi Lydia! Thanks so much for letting us know. We handle all of our applicants through our link on our website where we post all of our current job openings, otherwise resumes can get lost in the shuffle! Feel free to apply using the job link if a position opens up that you are interested in.


Bria Hammel Interiors

750 Main St #214, Mendota Heights, MN

[Write a review](#)

4.7 ★ ★ ★ ★ ★ 9 reviews


Sort by: Most relevant




Megan Ward
3 reviews

★ ★ ★ ★ ★ a year ago

Working with Bria Hammel and her team was a dream. Bria Hammel Interiors made building our home a much more streamlined, and less stressful process. We could turn to BHI for whatever we needed including CAD work, custom cabinetry design, ... [More](#)


 Like



Mary Ann Zastrow
6 reviews · 1 photo


★ ★ ★ ★ ★ 2 years ago

Bria Hammel Interiors is a dream. We were lucky enough to work with them through SD Custom Homes with our new build. They were professional, innovative, and extremely experienced. From the very beginning they put us at ease with their ... [More](#)

 Like

Response from the owner 2 years ago

Thank you for being such a fun client to work with, and for the kind words. Your house is one of our favorites. We miss seeing you in the studio regularly, but now that we are neighbors hopefully we run into you at Caribou (correct per ... [More](#)



Lydia Wagner
3 reviews

★ ★ ★ ★ ☆ a year ago

They do absolutely beautiful work!
But when I reached out to try and work as an intern, or observe for a few days, I got no response from my letter, and phone calls.

This is rectified based on the thoughtful response to Lydia which was a great way to respond to an issue like this. Although her review brings down the overall ranking, the response shows that BHI cares about her review which is very important for reputation management and SEO. In addition, it appears the BHI responds to just about every review (the others being 5 stars) with a simple thank you, which is a good practice.

Bing Places for Business

❖ What is it?

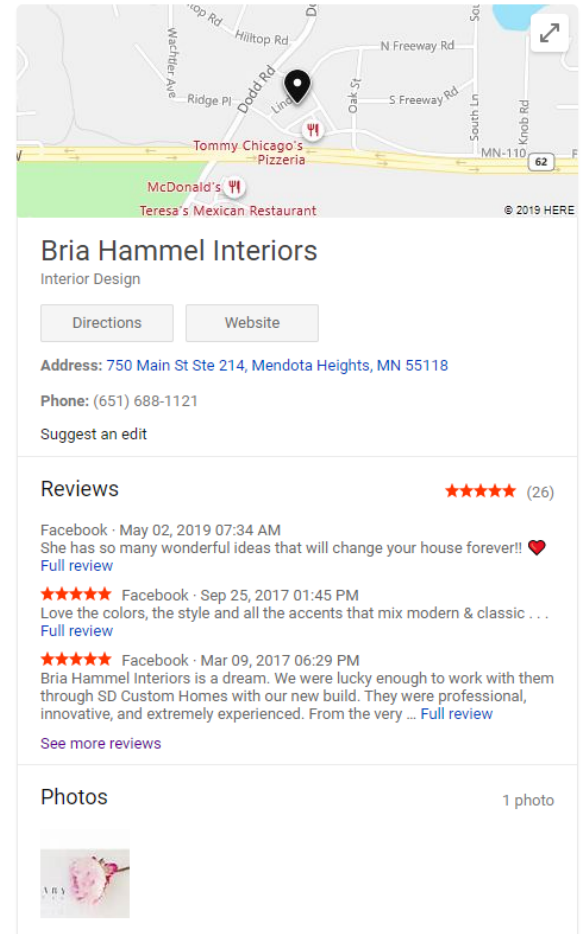
Bing Places for Business is your organization's local information listing within Bing search results on the web. Users can use this to view your location on Bing Maps, view reviews, and other connected information.

❖ Why does it matter?

Having a claimed and accurate Bing Places for Business listing ensures that potential and current customers/clients can find your business and access the information they are looking for.

❖ Findings in the data

Bria Hammel Interiors has not claimed their Bing Places for Business listing because there is a link at the bottom asking "Is this your business?" Reviews in the listing are being pulled from Facebook. There is one photo that is not accurate to BHI's brand. All data for the listing is being pulled from BHI's Facebook page.



Local Listings Analysis

❖ What is it?

NAP is an acronym that stands for Name, Address, Phone Number. NAP consistency means that your business's Name, Address, and Phone Number are consistently listed the same across all platforms on the web from multiple sources.

❖ Why does it matter?

NAP is critical for businesses that wish to rank well in organic search results because search engines take the data into account when deciding which companies to show for geo-targeted results. It is believed that Google and other search engines cross-reference businesses NAP information across a variety of websites as a validation that it is a legitimate business.

❖ Findings in the data

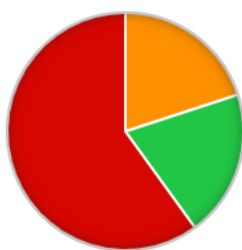
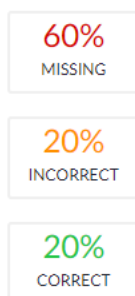
Using Moz Local I checked Bria Hammel Interiors online presence. Moz compares the Name, Address, and Phone across the web, including hours and photos. There is a small discrepancy in the address coming from Facebook which is then populating for the Bing listing which can be easily changed.

Your Online Presence Score for:

Bria Hammel Interiors, 750 Main Street, 55118 [CHANGE LOCATION](#)

[Share result](#) [Export as PDF](#)

Quality of your location data online, out of 10 directories we searched successfully:












Optimize your company's
online presence

Improve with Moz Local

Results

Your online business listing visibility

Directory	Business Info	Hours	Photos
 Google Search	Bria Hammel Interiors 750 Main Street, Mendota Heights (651) 688-1121 http://www.briahammelinteriors.com/	✓	✓
 Google Maps	Bria Hammel Interiors 750 Main Street, Mendota Heights (651) 688-1121 http://www.briahammelinteriors.com/	✓	✓
 Facebook	Bria Hammel Interiors 750 Main St, Ste 214, Mendota Heights (651) 688-1121 www.briahammelinteriors.com	✓	✓
 Yelp	Listing not found		
 Bing	Bria Hammel Interiors 750 Main St Ste 214, Mendota Heights +1 (651) 688-1121 https://briahammelinteriors.com/	✓	✓
 Foursquare	Listing not found		
 Hotfrog	Listing not found		
 us-info	Listing not found		
 ShowMeLocal	Listing not found		

Google Phone Number Search

❖ What is it?

The direct Google search of the phone number of the organization.

❖ Why does it matter?

It is important that when your phone number is searched the pages directed to your website show up. This ensures users are able to locate your business.

❖ Findings in the data

The results showing on the first page either direct the user to the official website or Facebook page, as well as backlinks via informational pages.

(651) 688-1121

[All](#)
[Maps](#)
[Shopping](#)
[Images](#)
[Videos](#)
[More](#)
[Settings](#)
[Tools](#)

About 3,690 results (0.51 seconds)

Bria Hammel Interiors - A Minnesota Based Interior Design Firm
<https://bria-hammelinteriors.com> ▼
 Bria Hammel Interiors makes ordinary, extraordinary through their proven client and customer focused service and design.
 You've visited this page many times. Last visit: 11/19/19

Bria Hammel Interiors - BATC-Housing First Minnesota
<https://housingfirstmn.org> › [members](#) › [Default](#) ▼
 May 20, 2019 - Houzz Profile: Bria Hammel Interiors. Pinterest: www.pinterest.com/bria-hammel.
 Primary Contact Information. **651-688-1121** (Mobile) ...

Bria Hammel Interiors Mendota Heights MN, 55118 - Manta.com
<https://www.manta.com> › ... › [Interior Decorators and Designers Workroom](#) ▼
 Contact Is this your business? Claim This Profile. Bria Hammel Interiors. Phone: **(651) 688-1121**.
 Web: www.bria-hammelinteriors.com/. Name: Bria Hammel

Bria Hammel Interiors - Facebook
<https://p.facebook.com> › [BriaHammelInteriors](#)
 Call **(651) 688-1121** - 4.9. 4.9 of 5 stars. View 26 reviews - Mary Ann Zastrow— 5 star Bria Hammel Interiors is a dream. We were lucky enough to work with them ...

Bria Hammel Interiors in Saint Paul, MN - (651) 688-1121 ...
www.buzzfile.com › [business](#) › [Bria-Hammel-Interiors-651-688-1121](#) ▼
 Bria Hammel Interiors is in the Interior Decorating business. View competitors, revenue, employees, website and phone number.

Architectural Designer near West Lakeland, MN | Better ...
<https://www.bbb.org> › [west-lakeland](#) › [category](#) › [architectural-designer](#) ▼
 Bria Hammel Interiors LLC - **(651) 688-1121**. 750 Main St Ste 214, Mendota Hts, MN 55118-3769. 15.6 mi. A+. Placeholder business logo ...

Backlinks

❖ What is it?

External Backlinks are links on another website that point to your own. The data I provide is from Raven Tools which is pulling from Majestic and Moz.

❖ Why does it matter?

It is believed that external links are the most important source of ranking power. The more external links you have the more authority the website will have with search engines.






❖ Findings in the data

External backlinks by (Majestic) 7,409

External backlinks by (Moz) 8,855

Domain authority score (Moz) 39/100

SEO Metrics

		BRIHAMMELINTERIORS.COM
External Backlinks by Majestic		7,409 backlinks
External Backlinks by Moz		8,855 backlinks
Citation Flow by Majestic		30 out of 100
Trust Flow by Majestic		17 out of 100
Domain Authority by Moz		39 out of 100

Competitor Comparison

The three comparable organizations included in the comparison are:

- ❖ Studio McGee (National)
- ❖ Martha O'Hara Interiors (Local)
- ❖ Kate Marker Interiors (Regional)

The full reports can be viewed in the appendix. The following are some key highlights regarding SEO.

Competitor SEO Metrics

- ❖ **What is it?**

The competitor SEO metrics helps offer a quick view of how you compare to your competition. We are looking at one national, one local, and one regional competitor which can offer you insight on where you can improve and where you are doing well in comparison to your competition regarding SEO.

- ❖ **Why does it matter?**

It's ideal to be outperforming your competitors in SEO as this means you will be outperforming in web searches and increasing conversions.

- ❖ **Findings in the data**

Bria Hammel Interiors is ranking the following in these SEO metric categories compared to competitors:

External backlinks (by Majestic): 3rd out of 4

External backlinks (by Moz): 3rd out of 4

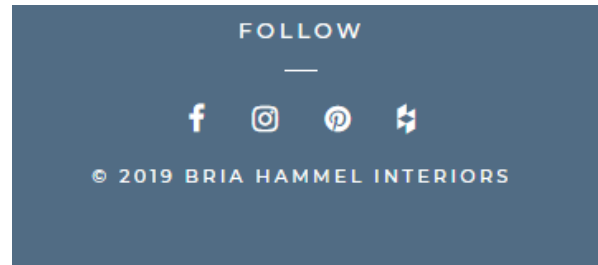
Citation Flow (by Majestic): 2nd out of 4

Trust Flow (by Majestic): 1st out of 4

Domain Authority: (by Moz): 2nd out of 4

Social Media & Video Analysis

On the website the follow buttons for the social media accounts are at the footer. This does not show an icon or link to BHI's Youtube channel.



This is the regular header you see when you visit the website.



This blue menu appears as you scroll down the webpage.

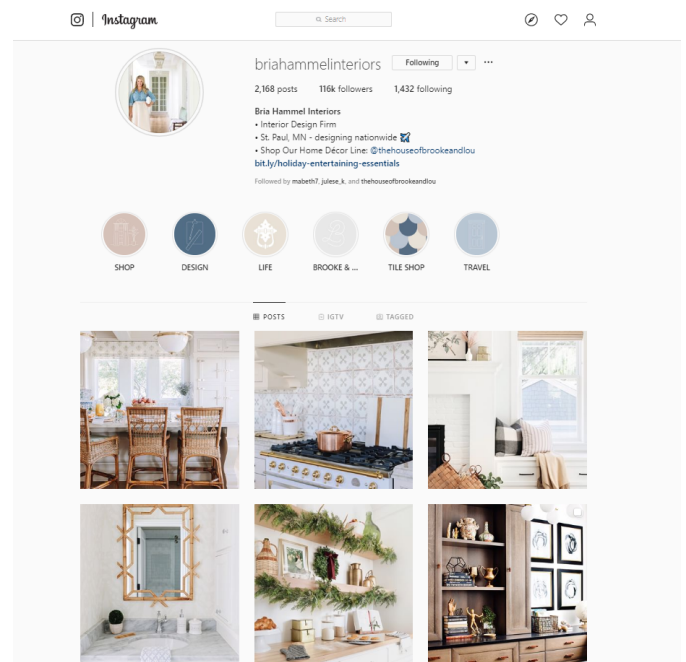


Instagram

November 2019 Data

<https://www.instagram.com/briahammelinteriors>

Instagram is BHI's most heavily used social media platform. With 116k followers, it yields the most engagement and presence through the platform because of the emphasis on photography and design. BHI has 2,168 posts, with posts twice every day. BHI also utilizes Instagram stories regularly which yields higher engagement. Google Analytics shows that Instagram yields 20% of sessions and Instagram Stories, 0.72% of sessions in the 90 day period from July 16th to October 13th.

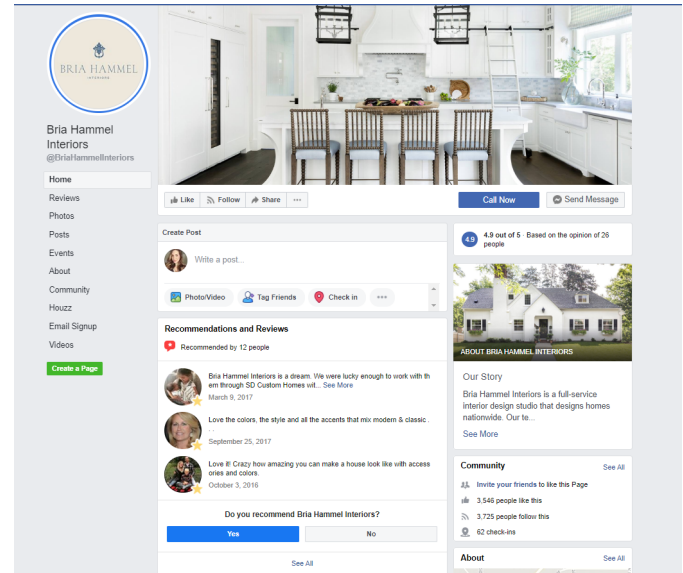


Facebook

November 2019 Data

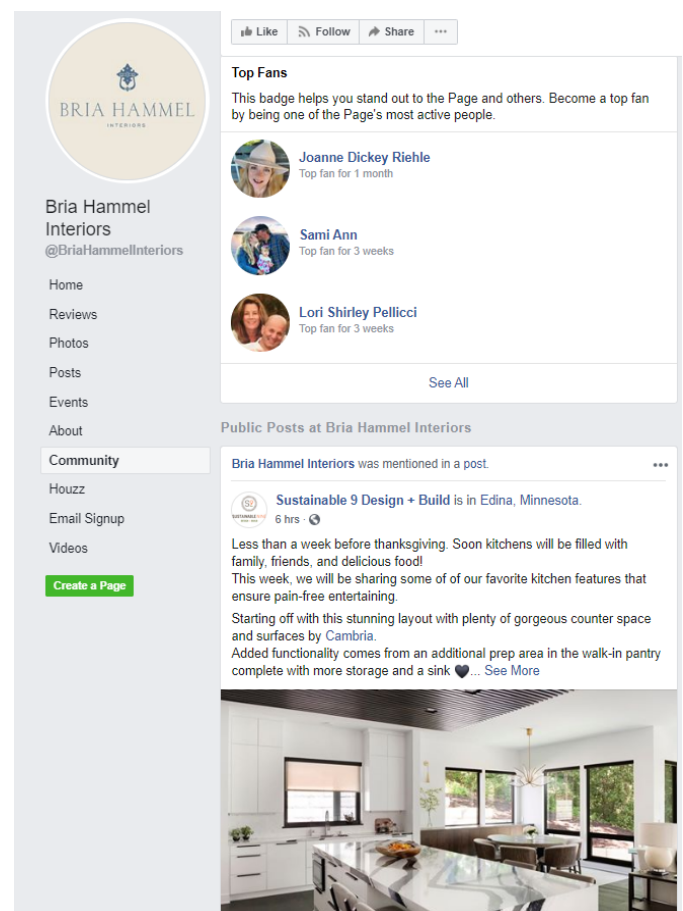
<https://www.facebook.com/BriaHammelInteriors/>

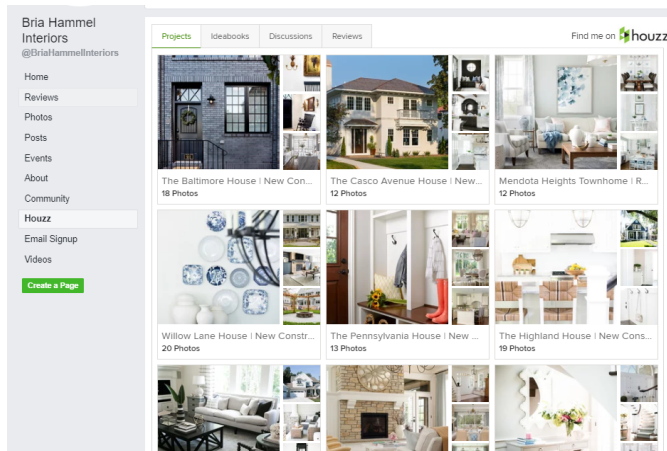
Facebook is the next most used social network. BHI has 3,546 people who like the page and 3,725 people who follow it. Posts are most often shared directly from Instagram. Facebook yielded 6.5% of sessions in the 90 day period.



On Facebook, BHI also has a Community section which showcases where they are mentioned from other pages. This is a great way to show how BHI works with vendors and other companies, as well as giving them more trust with potential clients.

The Facebook account also links to the Houzz account where users can see many photos from the projects on Houzz. Users can also see the reviews listed on Houzz, which helps integrate those good reviews from that platform, although they don't show in the actual Facebook reviews section.

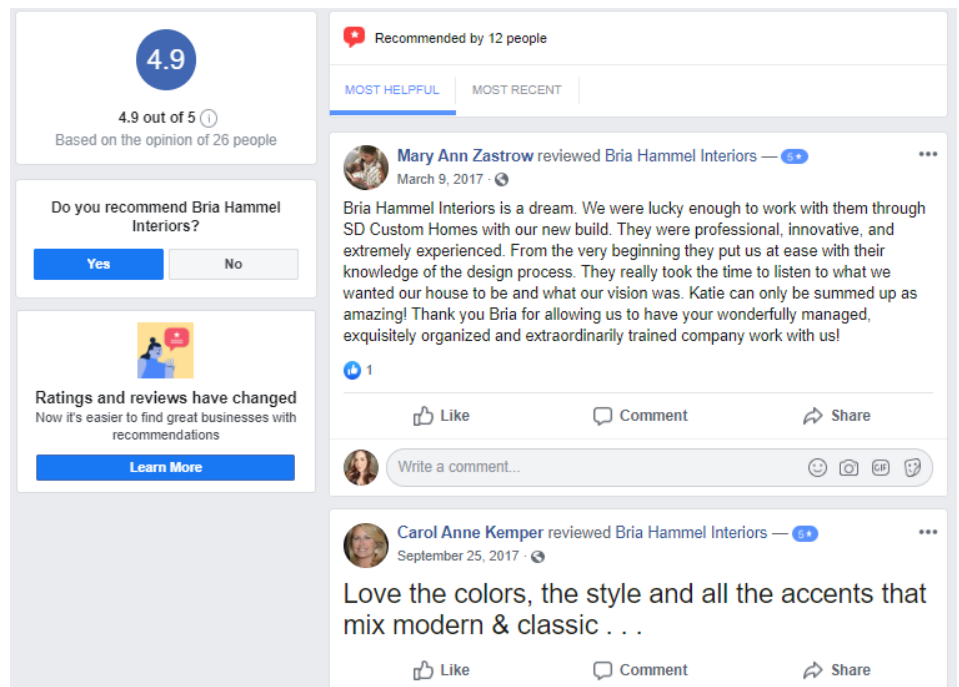




Facebook Ratings & Reviews

https://www.facebook.com/pg/BriaHammelInteriors/reviews/?referrer=page_recommendations_see_all&ref=page_internal

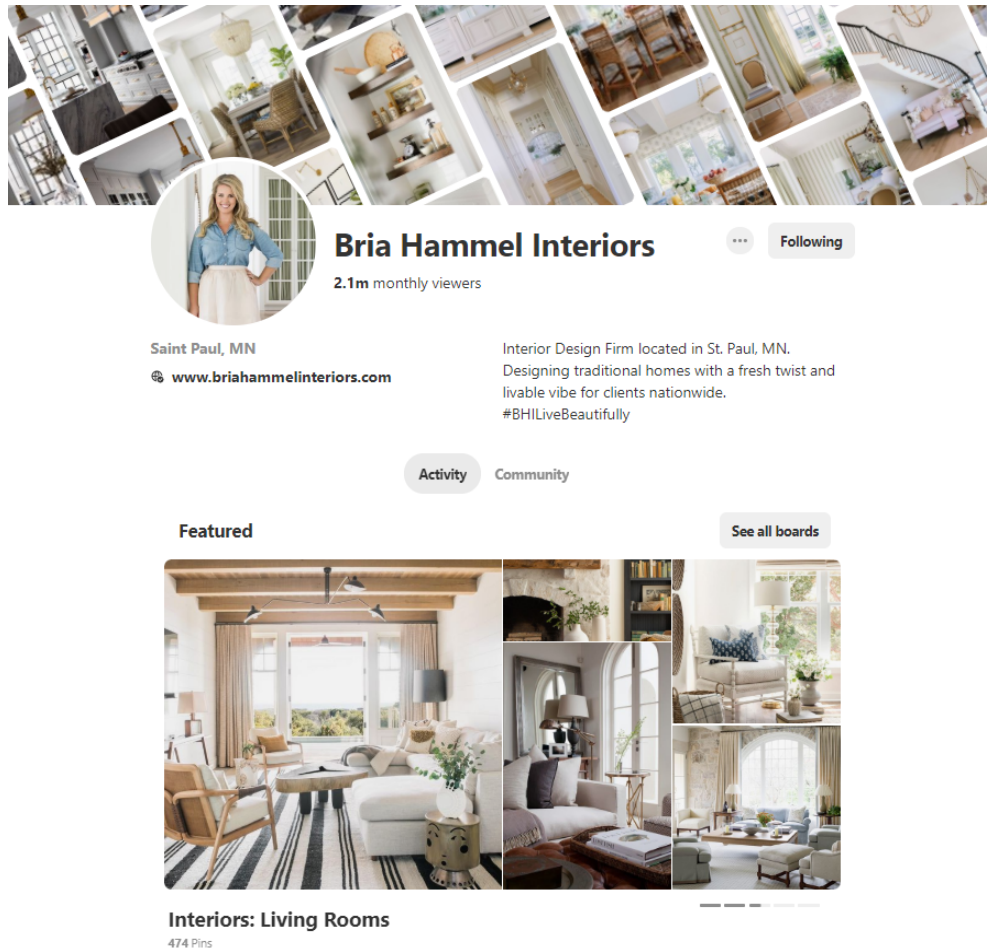
BHI currently has a rating of 4.9 out of 5 which is pretty outstanding. Reviews are very important not only to potential clients who may be interested in the service but also to SEO. One thing I noticed, however, is that it doesn't appear that many of the reviews are from actual clients that have used BHI.



Pinterest

<https://www.pinterest.com/BriaHammel/>

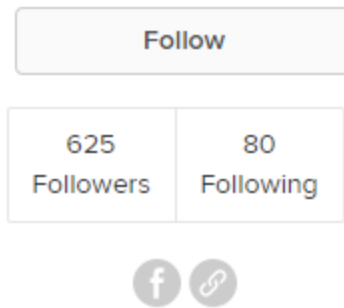
Pinterest is a used heavily and yields a lot of value pertaining to blog posts and portfolio photos of previous projects. BHI has 2.1 million monthly viewers on Pinterest. Google Analytics shows that 71.27% of sessions came from this social network, which surpasses all others by quite a bit. BHI's Pinterest is also used to promote Brooke & Lou, their sister company.



Houzz

<https://www.houzz.com/professionals/interior-designers-and-decorators/bria-hammel-interiors-pf-vwus-pf~562092235?>

Houzz is the ultimate social media platform for listings. BHI has 625 followers with 19 projects listed. This social network appears to be updated the least, and returns the least amount of sessions to the website with only 0.26% in the 90-day time frame. BHI has 8 Houzz awards and 5 out of 5 stars on the platform with 21 reviews - more than any other social platform. They also have 4 Houzz badges which helps their reliability on the platform. Houzz is where we see a lot of reviews from actual clients which makes sense because the platform is geared exclusively towards real estate..



Bria Hammel Interiors
★★★★★ 21 Reviews | Review Me >
Mendota Heights, MN

Contact Me
Click to Call Website

About Us Projects Reviews Ideabooks

Bria Hammel Interiors offers full service residential interior design and project management for new construction, remodeling, and decorating projects. We take on projects of any size and location, with a focus on whole-home or whole-room designs.

Interior Design firm based in St. Paul, Minnesota serving clients around the country.

Read More ▾

8 Houzz Awards

Best of houzz 2019 DESIGN
Best of houzz 2018 DESIGN
Best of houzz 2018 SERVICE
Best of houzz 2017 DESIGN
Best of houzz 2017 SERVICE
Best of houzz 2016 SERVICE
Best of houzz 2015 SERVICE
Best of houzz 2014 SERVICE

2 Affiliations

DUSIN RST•M

4 Houzz Badges

houzz 25K SAVES

Contact Info:
Bria Hammel

19 Projects for Bria Hammel Interiors

The Baltimore House | New Construction and Decorating
18 photos

The Casco Avenue House | New Construction
12 photos

Orono Custom Home
19 photos Shared

The reviews on this platform are high quality and in-depth coming from many clients. I believe the reviews on Houzz are the most valuable to BHI for this reason, but are likely not viewed as often as the reviews on Facebook and Google.

21 Reviews for Bria Hammel Interiors

[Write a Review](#)


miaann514



Relationship
Client

Project Date
October 2016

Project Price
\$50,000 - \$100,000

Bria Hammel and her team has done spectacular work for us. We built a new townhome in Mendota Heights Mn that came with great floor plan but only builder grade finishes. They helped us completely retrofit the home with gorgeous choices. We replaced all millwork, flooring, cabinets, furniture, window treatments, appliances and lighting and we love the blue and white

[Read More](#) ✓



Like (1) | March 10, 2017



Mary Ann Zastrow



Relationship
Client

Project Date
October 2016

Project Price
\$10,000 - \$49,999

Bria Hammel Interiors is a dream. We were lucky enough to work with them through SD Custom Homes with our new build. They were professional, innovative, and extremely experienced. From the very beginning they put us at ease with their knowledge of the design process. They really took the time to listen to what we wanted our house to be and what our vision

[Read More](#) ✓



Like | March 9, 2017



Comment from Bria Hammel Interiors:

Mary Ann such a wonderful review! We so enjoyed working with you to build your home and excited to continue our great relationship! We couldn't ask for nicer clients!

March 11, 2017



Jeffrey Court, Inc.



Relationship
Client

Project Date
January 2017

Project Price
n/a

This team does fantastic work. Jeffrey Court, Inc. highly recommends Bria Hammel Interiors. One need only to look at the awards and accolades that they've earned and view their social media accounts to see the quality and professionalism of their work.



Like | March 2, 2017



Debra Smith



Relationship
Client

Project Date
August 2016

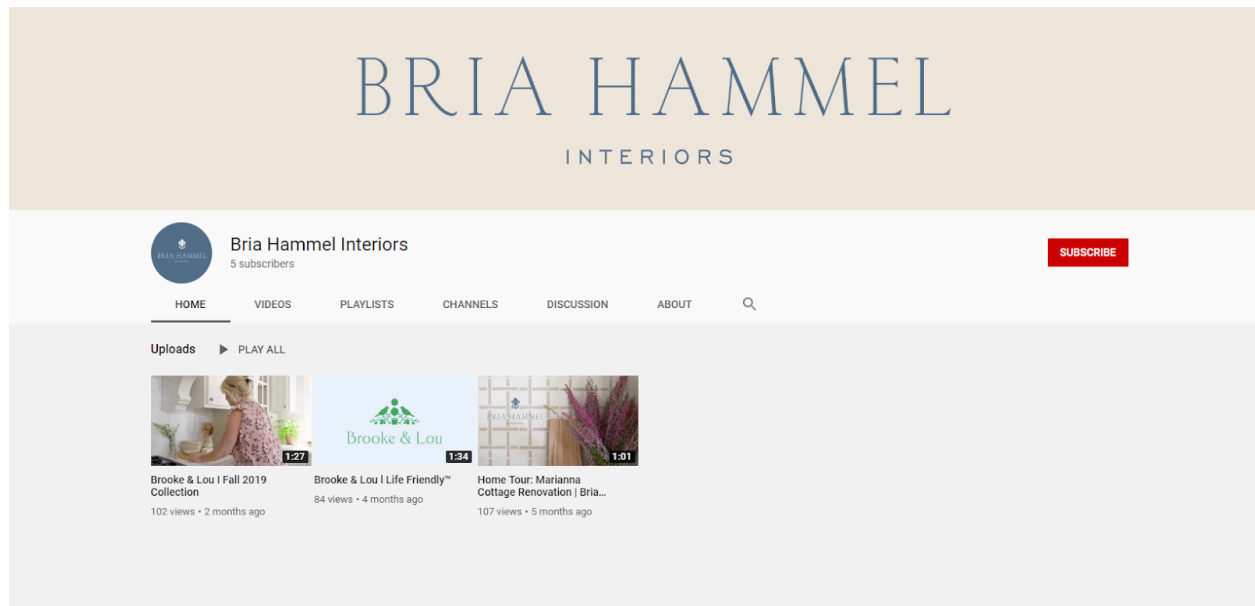
Project Price
more than \$100,000

Video

YouTube

<https://www.youtube.com/channel/UC0ce5A6VhgHSywyDSAu4YRg/videos>

BHI has a youtube account, but a visitor would not know unless they searched for them in Youtube. This could be added to the list of social icons but is not a very active platform for BHI is which why they may be choosing to not show it. There are 3 videos, two of them being related to the sister company Brooke & Lou, advertising their products. There is one home tour video showcasing a renovation project. Youtube only has 5 followers and BHI joined in June of 2019 which is quite recent.




Facebook Video

https://www.facebook.com/pg/BriaHammellInteriors/videos/?ref=page_internal


On Facebook there are quite a few more videos than on Youtube. These videos have hundreds of more views than the ones on Youtube as well. You can see that the videos date back to 2015 to 2018. They are very short, and not nearly as much of a production as the ones on Youtube.

All Videos < 1 >




Press play! Did you catch our Galentine's Day Brunch on the...

1.6K views · February 10, 2018




Congrats to Bria for being named by Lee Industries, Inc. as one...

639 views · May 10, 2017




Fun at The Wow Bar Grand Ave!

926 views · May 5, 2017



Last morning at market and the girls are still on a high from all...

397 views · October 24, 2016



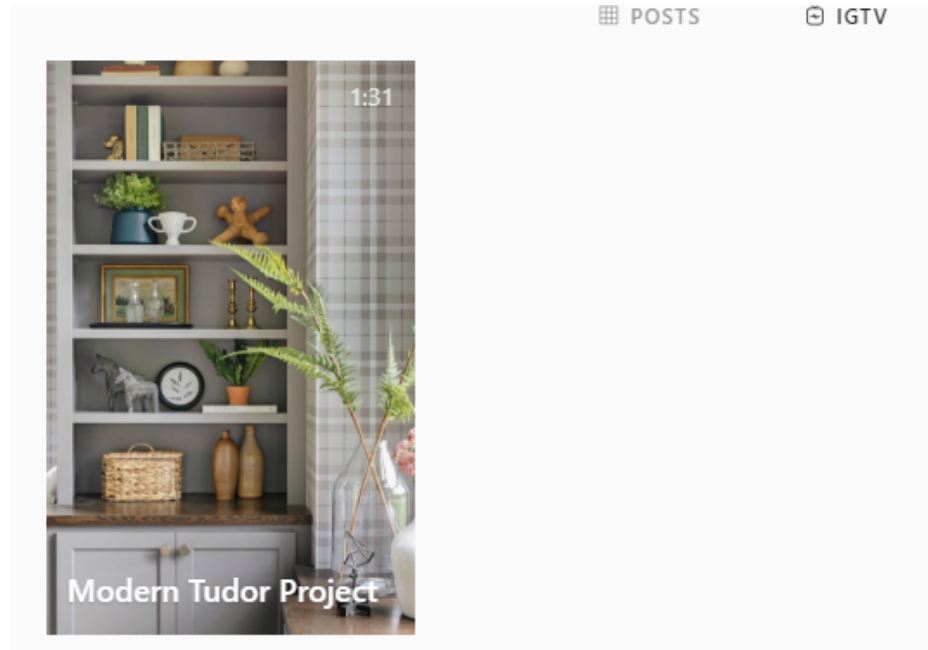
Ahhhh summer and construction- gotta love it! We...

462 views · August 4, 2015

Instagram Video - IGTV

<https://www.instagram.com/briahammelinteriors/channel/>

On Instagram, there is one IGTV video showing a walkthrough of one of BHI's projects.



Summary and Recommendations

Onsite Analysis Recommendations

Visibility Recommendations

The visibility issue is due to 404 errors on various pages. It's best practice to get rid of these pages if they are no longer needed. These outdated pages don't seem to be linked anywhere internally on the website, which means users won't be accessing these 404 errors this way but they could be linked to externally. Users would be frustrated to click on a link to a page that shows an error. I assume many of these errors stem from the website redesign where many pages were moved around.

Meta Recommendations

Shortening the 6 blog post pages meta descriptions would be a good idea to make it easier for the user to see the snippet of what the blog post is about. Keep in mind every page should have a unique meta description as well.

There are a few critical pages that do not have meta descriptions such as the example of the contact page which should be fixed.

There are many old blog posts that are missing meta descriptions but it would be a waste of time to focus on those if they are not driving significant search traffic. Rather, I would focus on the top 10 percent of blog posts that are driving significant traffic and focusing effort on those, and making sure they have the best descriptions. You can follow this guide:

- 1) Up to 155 characters - take enough space to get your message across but in a snappy way.
- 2) Actionable & written in this voice.
- 3) Include a call to action.
- 4) Contains the focus keyword - Google likes this.
- 5) Stay true to the content.
- 6) Make it unique.

Content Recommendations

Duplicate Content

The duplicate content is not grounds for action because it is "non malicious," meaning it was not intended to manipulate search engine rankings to receive more traffic.

Low Word Count

I would not recommend spending time correcting these low word counts as they are not necessary for the content on those pages. Most of the word counts are just under the 200 mark. It is a good thing to keep in mind moving forward though, especially with blog posts to stay around the recommended word count.

Link Issue Recommendations

Broken Internal Links

Broken internal links are very important for user experience and SEO. If the links are no longer needed it would be best to remove them altogether. I noticed that a lot of them are from blog posts dating back to 2012, and a repeat one <https://bria hammelinteriors.com/in-love-with-lace/>. I would consider removing them so they do not continue to negatively affect your sites SEO.

Broken External Links

Fix The Tile Shop broken link. Make sure that when linking to Brooke & Lou the link is always working. Obviously, products that are no longer available will be directed to a 404 error.

External Links Missing Anchor or Alt Text

To increase your site's accessibility to both users and search engines, it's best practice to make sure that your links show context in anchor or ALT text, but this is not currently a critical issue to attend to.

However going forward future external links should have anchor or ALT text present.

External anchor tags should look like this..

anchor = `this is anchor text here what user sees to click`

Internal Links Missing Anchor or Alt Text

An internal text link without anchor text means the user can't see the link at all, even though it's in your code. An internal link that uses an image for the user to click on but has no ALT text doesn't tell search engines what that link embedded in the image is about. To increase your site's accessibility to both users and search engines, it's best practice to make sure that your links show context in anchor or ALT text. Internal links are more critical to attend to than the external ones but still not as critical overall. Once again for best user experience it is important for future links to include these anchor and alt texts.

Internal Links using rel="nofollow"

The data showed that most of the links with "nofollow" were RewardStyle links. For these affiliate links it is actually best practice to have "nofollow." When you add any link to your WordPress site, it's automatically classed as 'dofollow'. A simple plain link like this, easily spotted as an affiliate link:

`Get Namecheap hosting`

This kind of link generates traffic to the target site. When you have too many affiliate links or have too many paid links Google and similar companies give penalties.

Moving forward for any affiliate links continue to use "nofollow."

Image Recommendations

Broken images

Broken images hurt the appearance of your site, and appearance/aesthetic is a huge part of BHI's business. Broken images also reduce the chance of getting traffic from image searches. Too many broken images on your site may even communicate a message of low quality to search engines like Google. You can fix your broken images by either finding replacements or completely removing the image code. Many of the images are inside old blog posts which got broken when the website was moved. None of these blog posts are less than 2 years old, but if there is ever time, it might be beneficial to completely remove the broken images for your SEO.

Images missing alt text

This would be extremely time consuming but ALT text should be present for all images. I would start by focusing on the photos on pages that are visited the most and prioritize those.

Page speed

Desktop

Here are some steps you can take to improve your Desktop page speed:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking script resources and 3 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Optimize images

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 15KiB (13% reduction).

Compressing

https://scontent.cdninstagram.com/vp/916b6f452796c53efc0b166f5490e5e3/5E26FECE/t51.2885-15/e15/70433130_143593993560392_2718945356409735995_n.jpg?_nc_ht=scontent.cdninstagram.com could save 15KiB (13% reduction).

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

Leverage browser caching for the following cacheable resources:

<https://www.googletagmanager.com/gtag/js?id=UA-142671235-1> (15 minutes)

<https://www.google-analytics.com/analytics.js> (2 hours)

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Minify JavaScript for the following resources to reduce their size by 4.8KiB (26% reduction).

Minifying <https://bria hammelinteriors.com/wp-content/themes/bhi/js/slick.js> could save 3.6KiB (25% reduction) after compression.

Minifying

<https://bria hammelinteriors.com/wp-content/plugins/easy-image-collage/js/public.js?ver=1.12.1> could save 747B (38% reduction) after compression.

Minifying <https://bria hammelinteriors.com/wp-content/themes/bhi/js/scripts.js> could save 473B (20% reduction) after compression.

Mobile

Here is what you can change to improve your Mobile page speed:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking script resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Remove render-blocking JavaScript:

<https://bria hammelinteriors.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp>

<https://bria hammelinteriors.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1>

Offsite Analysis Recommendations

Google My Business Recommendations

You could consider adding a little snippet of information or introduction to the company such as this text from your website, "Our passion isn't just incredible design—it's creating amazing spaces for our clients through outstanding service. We're Bria Hammel Interiors and we turn the ordinary into the extraordinary."

Regarding reviews, it's important to check reviews and make sure they are always being responded to which BHI is doing really well and should continue to do for reputation management.

Bing Places for Business Recommendations

Claim BHI's Bing listing and make sure all information is accurate to what you want to show such as photos etc.

Name, Address, and Phone (NAP) Recommendations

There is a small discrepancy in the address coming from Facebook which is then populating for the Bing listing which can be easily changed.

Backlinks

Technically there isn't a specific number of backlinks an organization should have to their website, but the more the better. The best way to build backlinks is to build relationships with other organizations with a web presence who will refer to your website from theirs. BHI does a great job of this and is very active on social media including influencers and other organizations.

Competitor Comparison Recommendations

Continue to build backlinks through fostering relationships with local and national companies, influencers, partners etc.

Social Media & Video Analysis Recommendations

Social Media

BHI puts a lot of time in effort into their social media and the payoff shows especially on Instagram with the amount of followers and engagement they have.

I think it would be beneficial to have all social media icon links on the website to encourage users to connect with BHI in all ways possible. However, at this moment, it may not make sense to include the YouTube icon and link if the platform isn't being used actively/somewhat consistently.

Youtube could be utilized more heavily as a free video platform for both BHI and the sister company, Brooke & Lou. Video is continuously increasing in popularity, and could be a great

way to take advantage of that. Studio McGee, one of BHI's national competitors uses YouTube quite heavily, so this could be a way to start to compete in that space. The current YouTube videos should be shared on Facebook as well.

Utilizing Instagram IGTV in a creative way or creating YouTube videos that can also be posted on IGTV could be a great way to increase the use of Video.

Finally, the social icons currently live at the footer of the website and could also be added to the menu in a minimalist way.

Appendix

Onsite Analysis Data

Visibility Issues: 404 errors

PAGE	BLOCKED BY ROBOTS.TXT	BLOCKED BY NOINDEX	STATUS	PAGES
https://briahammelinteriors.com/2012/11/29/birchbox-november-review/photo-6-3/	No	No	404 - Not Found	1
https://briahammelinteriors.com/portfolio/the-orono-house/	No	No	404 - Not Found	2
https://briahammelinteriors.com/blog/2017/03/02/7088/	No	No	404 - Not Found	1
https://briahammelinteriors.com/2012/12/11/louie-6-months-old/img_3714/	No	No	404 - Not Found	1
https://briahammelinteriors.com/2012/12/11/louie-6-months-old/img_3723/	No	No	404 - Not Found	1
https://briahammelinteriors.com/2012/12/11/louie-6-months-old/img_3715/	No	No	404 - Not Found	1
https://briahammelinteriors.com/2012/12/11/louie-6-months-old/img_3694/	No	No	404 - Not Found	1
https://briahammelinteriors.com/2012/12/11/louie-6-months-old/img_3685/	No	No	404 - Not Found	1
https://briahammelinteriors.com/2012/12/11/louie-6-months-old/photo-22/	No	No	404 - Not Found	1
https://briahammelinteriors.com/2012/12/11/louie-6-months-old/photo-12-7/	No	No	404 - Not Found	1

PAGE	BLOCKED BY ROBOTS.TXT	BLOCKED BY NOINDEX	STATUS	PAGES
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/photo-10-4/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/photo-15-4/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/dsc00079/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/louie-6-month-bath/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/dsc00178/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/mom-and-louie-camera/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/photo-6-4/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/img_3808/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/dsc00379/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/12/11/louie-6-months-old/dsc00357/	No	No	404 - Not Found	1
PAGE	BLOCKED BY ROBOTS.TXT	BLOCKED BY NOINDEX	STATUS	PAGES
https://bria-hammelinteriors.com/blog/2019/04/16/house-beautiful-feature-middleton-project-pt-1/	No	No	404 - Not Found	4
https://bria-hammelinteriors.com/2019/09/13/my-laundry-room-reveal/grove.co/bria-hammel	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/blog/topics/food/	No	No	404 - Not Found	2
https://bria-hammelinteriors.com/blog/2018/03/30/our-favorite-neutral-paint-colors-bria-hammel-interiors/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/luxury-house-2015-minnesota/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/portfolio/the-baltimore-house/	No	No	404 - Not Found	2
https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/www.bria-hammelinteriors.com	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/wp-admin/www.bria-hammelinteriors.com	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/11/29/birchbox-november-review/photo-4-9/	No	No	404 - Not Found	1
https://bria-hammelinteriors.com/2012/11/29/birchbox-november-review/photo-5-7/	No	No	404 - Not Found	1

Meta: Missing Meta Description List

PAGE TITLE	#	DUPLICATE TITLE	META DESCRIPTION
Shady Beach House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/shady-beach-house/?image_page=2	41	No	Missing Meta Description
Baltimore House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/baltimore/	39	No	Missing Meta Description
Lakeville Farmhouse Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/lakeville-farmhouse/	43	No	Missing Meta Description
Echo Lake House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/echo-lake-house/	39	No	Missing Meta Description
Marianna Cottage Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/marianna-cottage/	40	No	Missing Meta Description
Middleton House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/the-middleton-project/	39	No	Missing Meta Description
Afton House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/the-afton-house/	35	No	Missing Meta Description
Holly Road House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/holly-road-house/	40	No	Missing Meta Description
Knoll Drive House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/knoll-drive-house/	41	No	Missing Meta Description
Lake Elmo House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/lake-elmo-house/	39	No	Missing Meta Description

PAGE TITLE	#	DUPLICATE TITLE	META DESCRIPTION
Shop Bria Hammel Interiors https://bria Hammelinteriors.com/shop/	28	No	Missing Meta Description
Shop Bria Hammel Interiors https://bria Hammelinteriors.com/shop/	28	No	Missing Meta Description
Shop Bria Hammel Interiors https://bria Hammelinteriors.com/shop/	28	No	Missing Meta Description
Contact Bria Hammel Interiors https://bria Hammelinteriors.com/contact/	31	No	Missing Meta Description
Careers Bria Hammel Interiors https://bria Hammelinteriors.com/careers/	31	No	Missing Meta Description
Scottsdale House Bria Hammel Interiors https://bria Hammelinteriors.com/portfolio/scottsdale-house/?image_page=2	40	No	Missing Meta Description
Lincoln Ave. House Bria Hammel Interiors https://bria Hammelinteriors.com/portfolio/lincoln-ave-house/	42	No	Missing Meta Description
Willow Lane House Bria Hammel Interiors https://bria Hammelinteriors.com/portfolio/willow-lane-house/	41	No	Missing Meta Description
Orono House Bria Hammel Interiors https://bria Hammelinteriors.com/portfolio/orono-house/?image_page=2	35	No	Missing Meta Description
Casco Ave. House Bria Hammel Interiors https://bria Hammelinteriors.com/portfolio/casco-house/	40	No	Missing Meta Description

PAGE TITLE	#	DUPLICATE TITLE	META DESCRIPTION
Contact Bria Hammel Interiors https://bria Hammel Interiors.com/contact	31	No	Missing Meta Description
Our Team Bria Hammel Interiors https://bria Hammel Interiors.com/our-team/	32	No	Missing Meta Description
Scottsdale House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/scottsdale-house/	40	No	Missing Meta Description
Orono House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/orono-house/	35	No	Missing Meta Description
Shady Beach House Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/shady-beach-house/	41	No	Missing Meta Description
Portfolio Bria Hammel Interiors https://bria Hammel Interiors.com/portfolio/	33	No	Missing Meta Description
Services Bria Hammel Interiors https://bria Hammel Interiors.com/services/	32	No	Missing Meta Description
Publicity Bria Hammel Interiors https://bria Hammel Interiors.com/publicity/	33	No	Missing Meta Description
Blog Bria Hammel Interiors https://bria Hammel Interiors.com/blog/	28	No	Missing Meta Description
Shop Bria Hammel Interiors https://bria Hammel Interiors.com/shop/	28	No	Missing Meta Description

Meta: Title Tag Length Errors

PAGE TITLE	#	PAGE TITLE	#
Our Top 10 Favorites from B&L's Fall Collection Bria Hammel Interiors https://briahammelinteriors.com/2019/09/11/our-top-10-favorites-from-bls-fall-collection/	71	Looks to Fall In Love With Our Fall Style Guide Bria Hammel Interiors https://briahammelinteriors.com/2017/09/20/looks-to-fall-in-love-with/	73
Behind the Design: How We Grew Our Instagram Following Bria Hammel Interiors https://briahammelinteriors.com/2019/05/02/behind-design-grew-instagram-following/	78	A Curated Collection of Finds for Interiors, Travel, Fashion and Family https://briahammelinteriors.com/2017/07/10/the-monthly-edit-july/	71
Blog Hop Cookie Swap: Gingerbread Cookie Recipe Bria Hammel Interiors https://briahammelinteriors.com/2018/12/03/cooking-collective-gingerbread-cookie-recipe/	71	Turning Grocery Store Flowers Into Centerpieces Bria Hammel Interiors https://briahammelinteriors.com/2018/01/25/turning-grocery-store-flowers-into-a-centerpiece-bria-hammel-interiors/	71
House Beautiful Feature: Middleton, Wisconsin Project Pt. 1 Bria Hammel Interiors https://briahammelinteriors.com/2019/04/16/house-beautiful-feature-middleton-wisconsin-project-pt-1/	83	House Beautiful Feature: Middleton, Wisconsin Project Pt. 2 Bria Hammel Interiors https://briahammelinteriors.com/2019/04/23/house-beautiful-feature-middleton-wisconsin-project-pt-2/	83
How to Design a Master Bathroom that Feels like a Luxury Hotel Bria Hammel Interiors https://briahammelinteriors.com/2019/08/20/how-to-design-a-master-bathroom-that-feels-like-a-luxury-hotel/	86	Home Tour of Minnesota Interior Designer, Bria Hammel Bria Hammel Interiors https://briahammelinteriors.com/2017/04/14/bria-hammel-home-tour/	77
We're Hiring: Operations Coordinator/Expeditor! Bria Hammel Interiors https://briahammelinteriors.com/2019/02/14/hiring-operations-coordinator-expeditor/	71	Spring Into Home: Meredith Rodday, View From My Heels Bria Hammel Interiors https://briahammelinteriors.com/2017/05/05/spring-home-meredith-rodday-view-heels/	77
A "Do Good" Dinner with Masonic Children's Hospital Bria Hammel Interiors https://briahammelinteriors.com/2018/09/21/zucker-dinner-party/	75	The Most PINTERESTING Thing of the Week: November 9th Bria Hammel Interiors https://briahammelinteriors.com/2012/11/09/the-most-pinteresting-thing-of-the-week-november-9th/	77
Packing for a Long Flight Bria Hammel Interiors Bria Hammel Interiors https://briahammelinteriors.com/2018/02/12/long-flight-essentials/	73	The Most PINTERESTING Thing of the Week: October 12th Bria Hammel Interiors https://briahammelinteriors.com/2012/10/12/the-most-pinteresting-thing-of-the-week-october-12th/	77
We're Hiring: Lead Designer + Sr. Design Intern! Bria Hammel Interiors https://briahammelinteriors.com/2018/07/30/hiring-lead-designer-senior-design-intern/	72	The Most PINTERESTING Thing of the Week: September 28th Bria Hammel Interiors https://briahammelinteriors.com/2012/09/28/the-most-pinteresting-thing-of-the-week-september-28th/	79
Kid's Valentine's Day Treats Bria Hammel Interiors Bria Hammel Interiors https://briahammelinteriors.com/2018/02/02/kids-valentines-day-treats-bria-hammel-interiors/	76	How We Use Shiplap (Without Going too Farmhouse) Bria Hammel Interiors https://briahammelinteriors.com/2019/02/07/use-shiplap-without-going-farmhouse/	72

Content: Low Word Count

TITLE	↑	CANONICAL URL	INTERNAL	EXTERNAL	WORD COUNT
...and the stockings were hung by the chimney with care Briahammel Interiors https://briaahammelinteriors.com/2012/12/03/and-the-sockings-were-hung-by-the-chimney-with-care/		https://briaahammelinteriors.com/2012/12/03/and-the-sockings-were-hung-by-the-chimney-with-care/	23	10	177
A Feminine AND Masculine Bedroom Briahammel Interiors https://briaahammelinteriors.com/2012/12/17/a-feminine-and-masculine-bedroom/		https://briaahammelinteriors.com/2012/12/17/a-feminine-and-masculine-bedroom/	23	10	218
A Finishing Touch... Briahammel Interiors https://briaahammelinteriors.com/2013/03/04/a-finishing-touch/		https://briaahammelinteriors.com/2013/03/04/a-finishing-touch/	25	9	150
A Match Made in Heaven Briahammel Interiors https://briaahammelinteriors.com/2014/02/19/a-match-made-in-heaven/		https://briaahammelinteriors.com/2014/02/19/a-match-made-in-heaven/	23	19	157
A New Kid in Town... Briahammel Interiors https://briaahammelinteriors.com/2012/10/02/a-new-kid-in-town/		https://briaahammelinteriors.com/2012/10/02/a-new-kid-in-town/	23	20	184
A Summer Fashion Guide for this Holiday Weekend https://briaahammelinteriors.com/2017/06/30/summer-style/		https://briaahammelinteriors.com/2017/06/30/summer-style/	23	21	216
Adding Life with Paint Briahammel Interiors https://briaahammelinteriors.com/2013/08/06/adding-life-with-paint/		https://briaahammelinteriors.com/2013/08/06/adding-life-with-paint/	23	17	178
Afton House Briahammel Interiors https://briaahammelinteriors.com/portfolio/the-afton-house/		https://briaahammelinteriors.com/portfolio/the-afton-house/	32	18	101
Afton House Briahammel Interiors https://briaahammelinteriors.com/portfolio/the-afton-house/?image_page=2		https://briaahammelinteriors.com/portfolio/the-afton-house/	32	18	101
Afton House Briahammel Interiors https://briaahammelinteriors.com/portfolio/the-afton-house/?image_page=3		https://briaahammelinteriors.com/portfolio/the-afton-house/	32	18	101
Afton House Briahammel Interiors https://briaahammelinteriors.com/portfolio/the-afton-house/?image_page=4		https://briaahammelinteriors.com/portfolio/the-afton-house/	32	18	101
Afton House Briahammel Interiors https://briaahammelinteriors.com/portfolio/the-afton-house/?image_page=5		https://briaahammelinteriors.com/portfolio/the-afton-house/	32	18	101
Afton House Briahammel Interiors https://briaahammelinteriors.com/portfolio/the-afton-house/?image_page=6		https://briaahammelinteriors.com/portfolio/the-afton-house/	30	17	101
An Adorable Thanksgiving Meal... Briahammel Interiors https://briaahammelinteriors.com/2013/11/18/an-adorable-thanksgiving-meal/		https://briaahammelinteriors.com/2013/11/18/an-adorable-thanksgiving-meal/	23	24	167
An Exciting Expansion Briahammel Interiors https://briaahammelinteriors.com/2014/06/16/an-exciting-expansion/		https://briaahammelinteriors.com/2014/06/16/an-exciting-expansion/	23	9	204
BHI is looking for an Intern! Briahammel Interiors https://briaahammelinteriors.com/2014/03/10/bhi-is-looking-for-an-intern/		https://briaahammelinteriors.com/2014/03/10/bhi-is-looking-for-an-intern/	23	9	205
Baltimore House Briahammel Interiors https://briaahammelinteriors.com/portfolio/baltimore/		https://briaahammelinteriors.com/portfolio/baltimore/	32	18	108
Baltimore House Briahammel Interiors https://briaahammelinteriors.com/portfolio/baltimore/?image_page=2		https://briaahammelinteriors.com/portfolio/baltimore/	32	18	108
Baltimore House Briahammel Interiors https://briaahammelinteriors.com/portfolio/baltimore/?image_page=3		https://briaahammelinteriors.com/portfolio/baltimore/	32	18	108
Baltimore House Briahammel Interiors https://briaahammelinteriors.com/portfolio/baltimore/?image_page=4		https://briaahammelinteriors.com/portfolio/baltimore/	32	18	108

TITLE	↑	CANONICAL URL	INTERNAL	EXTERNAL	WORD COUNT
Baltimore House Bria Hammel Interiors https://briahammelinteriors.com/portfolio/baltimore/?image_page=5		https://briahammelinteriors.com/portfolio/baltimore/	32	18	108
Baltimore House Bria Hammel Interiors https://briahammelinteriors.com/portfolio/baltimore/?image_page=6		https://briahammelinteriors.com/portfolio/baltimore/	32	18	108
Baltimore House Bria Hammel Interiors https://briahammelinteriors.com/portfolio/baltimore/?image_page=7		https://briahammelinteriors.com/portfolio/baltimore/	24	11	108
Bathroom Love Bria Hammel Interiors https://briahammelinteriors.com/2013/07/17/bathroom-love/		https://briahammelinteriors.com/2013/07/17/bathroom-love/	23	17	208
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/	24	8	77
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/	24	8	77
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/	24	8	77
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/	24	8	77
Blog Bria Hammel Interiors https://briahammelinteriors.com/blog/		https://briahammelinteriors.com/blog/	57	7	192
Blog Bria Hammel Interiors https://briahammelinteriors.com/?attachment_id=		https://briahammelinteriors.com/blog/	57	7	192

Content: Duplicate Content

TITLE	↑	CANONICAL URL
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/
Beauty Bria Hammel Interiors https://briahammelinteriors.com/shop/beauty/		https://briahammelinteriors.com/shop/beauty/
Blog Page 36 of 101 Bria Hammel Interiors https://briahammelinteriors.com/blog/page/36/		https://briahammelinteriors.com/blog/page/36/
Blog Page 36 of 101 Bria Hammel Interiors https://briahammelinteriors.com/page/36/?attachment_id		https://briahammelinteriors.com/blog/page/36/
Blog Page 43 of 101 Bria Hammel Interiors https://briahammelinteriors.com/blog/page/43/		https://briahammelinteriors.com/blog/page/43/
Blog Page 43 of 101 Bria Hammel Interiors https://briahammelinteriors.com/page/43/?attachment_id		https://briahammelinteriors.com/blog/page/43/
Blog Page 44 of 101 Bria Hammel Interiors https://briahammelinteriors.com/blog/page/44/		https://briahammelinteriors.com/blog/page/44/
Blog Page 44 of 101 Bria Hammel Interiors https://briahammelinteriors.com/page/44/?attachment_id		https://briahammelinteriors.com/blog/page/44/

TITLE	↑	CANONICAL URL
Blog Page 45 of 101 Bria Hammel Interiors https://bria Hammelinteriors.com/blog/page/45/		https://bria Hammelinteriors.com/blog/page/45/
Blog Page 45 of 101 Bria Hammel Interiors https://bria Hammelinteriors.com/page/45/?attachment_id		https://bria Hammelinteriors.com/blog/page/45/
Fashion Bria Hammel Interiors https://bria Hammelinteriors.com/shop/fashion/		https://bria Hammelinteriors.com/shop/fashion/
Fashion Bria Hammel Interiors https://bria Hammelinteriors.com/shop/fashion/		https://bria Hammelinteriors.com/shop/fashion/
Fashion Bria Hammel Interiors https://bria Hammelinteriors.com/shop/fashion/		https://bria Hammelinteriors.com/shop/fashion/
Fashion Bria Hammel Interiors https://bria Hammelinteriors.com/shop/fashion/		https://bria Hammelinteriors.com/shop/fashion/
Home Décor Bria Hammel Interiors https://bria Hammelinteriors.com/shop/home-decor/		https://bria Hammelinteriors.com/shop/home-decor/
Home Décor Bria Hammel Interiors https://bria Hammelinteriors.com/shop/home-decor/		https://bria Hammelinteriors.com/shop/home-decor/
Home Décor Bria Hammel Interiors https://bria Hammelinteriors.com/shop/home-decor/		https://bria Hammelinteriors.com/shop/home-decor/
Home Décor Bria Hammel Interiors https://bria Hammelinteriors.com/shop/home-decor/		https://bria Hammelinteriors.com/shop/home-decor/

TITLE	↑	CANONICAL URL
Interior Design Archives Page 22 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/22/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/22/
Interior Design Archives Page 22 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/22/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/22/
Interior Design Archives Page 28 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/28/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/28/
Interior Design Archives Page 28 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/28/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/28/
Interior Design Archives Page 29 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/29/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/29/
Interior Design Archives Page 29 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/29/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/29/
Interior Design Archives Page 30 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/30/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/30/
Interior Design Archives Page 30 of 76 Bria Hammel Interiors https://briahammelinteriors.com/category/briahammelinteriordesign/page/30/		https://briahammelinteriors.com/category/briahammelinteriordesign/page/30/
Kids & Baby Bria Hammel Interiors https://briahammelinteriors.com/shop/kids-baby/		https://briahammelinteriors.com/shop/kids-baby/
Kids & Baby Bria Hammel Interiors https://briahammelinteriors.com/shop/kids-baby/		https://briahammelinteriors.com/shop/kids-baby/

Link Issues: External Links Missing Anchor or ALT Text

https://www.pinterest.com/BriaHammel/	Text	No Text
http://www.houzz.com/pro/briahammelinteriors	Text	No Text
https://pinterest.com/pin/create/bookmarklet/?is_video=false&url=https://briahammelinteriors.com/portfolio/scottsdale-house/&media=https%3A%2F%2Fbriahammelinteriors.com%2Fwp-content%2Fuploads%2F2019%2F05%2FScottsdale-Header-Photo.png&description=Bria%20Hammel%20Interiors	Text	No Text
https://pinterest.com/pin/create/bookmarklet/?is_video=false&url=https://briahammelinteriors.com/portfolio/scottsdale-house/&media=https%3A%2F%2Fbriahammelinteriors.com%2Fwp-content%2Fuploads%2F2019%2F05%2F%2C%A9AlyssaRosenheck2017-81.jpg&description=Bria%20Hammel%20Interiors	Text	No Text
https://pinterest.com/pin/create/bookmarklet/?is_video=false&url=https://briahammelinteriors.com/portfolio/scottsdale-house/&media=https%3A%2F%2Fbriahammelinteriors.com%2Fwp-content%2Fuploads%2F2019%2F05%2F%2C%A9AlyssaRosenheck2017-82.jpg&description=Bria%20Hammel%20Interiors	Text	No Text
https://pinterest.com/pin/create/bookmarklet/?is_video=false&url=https://briahammelinteriors.com/portfolio/scottsdale-house/&media=https%3A%2F%2Fbriahammelinteriors.com%2Fwp-content%2Fuploads%2F2019%2F05%2F%2C%A9AlyssaRosenheck2017-55.jpg&description=Bria%20Hammel%20Interiors	Text	No Text
https://pinterest.com/pin/create/bookmarklet/?is_video=false&url=https://briahammelinteriors.com/portfolio/scottsdale-house/&media=https%3A%2F%2Fbriahammelinteriors.com%2Fwp-content%2Fuploads%2F2019%2F05%2F%2C%A9AlyssaRosenheck2017-1.jpg&description=Bria%20Hammel%20Interiors	Text	No Text
URL	TYPE	TEXT
https://www.facebook.com/BriaHammelInteriors/	Text	No Text
https://instagram.com/briahammelinteriors/	Text	No Text
https://www.pinterest.com/BriaHammel/	Text	No Text
http://www.houzz.com/pro/briahammelinteriors	Text	No Text
https://www.facebook.com/BriaHammelInteriors/	Text	No Text
https://instagram.com/briahammelinteriors/	Text	No Text
https://www.pinterest.com/BriaHammel/	Text	No Text
http://www.houzz.com/pro/briahammelinteriors	Text	No Text
https://www.facebook.com/BriaHammelInteriors/	Text	No Text
https://instagram.com/briahammelinteriors/	Text	No Text

Link Issues: Broken Internal Links

URL	TYPE	TEXT	BROKEN
http://www.thetileshop.com	Text	The Tile Shop	Yes
https://brookeandlou.com/products/ella-pillow-in-midnight-blue?_pos=8&_sid=febba8690&_ss=r&variant=13554846433343	Image	No ALT Text	Yes
https://brookeandlou.com/products/ella-pillow-in-midnight-blue?_pos=8&_sid=febba8690&_ss=r&variant=13554846433343	Text	Ella Pillow in Midnight Blue	Yes
https://brookeandlou.com/collections/summer-sale/products/white-and-natural-petite-rectangle-cheese-board?variant=14261693317183	Image	No ALT Text	Yes
https://brookeandlou.com/collections/summer-sale/products/white-and-natural-petite-rectangle-cheese-board?variant=14261693317183	Text	White and Natural Petite Rectangle Cheese Board	Yes
https://brookeandlou.com/collections/summer-sale/products/turkish-striped-hand-towel-lemon?variant=14263799644223	Image	No ALT Text	Yes
https://brookeandlou.com/collections/summer-sale/products/turkish-striped-hand-towel-lemon?variant=14263799644223	Text	Turkish Striped Hand Towel- Lemon	Yes
https://brookeandlou.com/collections/kitchen/products/dolly-napkins-in-soft-green-set-of-6?sscid=51k3_fv6gp&variant=14349684211775	Image	No ALT Text	Yes
https://brookeandlou.com/collections/kitchen/products/dolly-napkins-in-soft-green-set-of-6?sscid=51k3_fv6gp&variant=14349684211775	Text	Dolly Napkins in Soft Green - Set of 6 \$99	Yes
https://brookeandlou.com/products/white-and-natural-petite-rectangle-cheese-board?sscid=51k3_fv8xx&variant=14261693317183	Image	No ALT Text	Yes

URL	TYPE	TEXT	BROKEN
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes

URL	TYPE	TEXT	BROKEN
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/blog/2019/04/16/house-beautiful-feature-middleton-project-pt-1/	Text	read the blog post here	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes
https://briaahammelinteriors.com/in-love-with-lace/	Text	Cancel Reply	Yes

Link Issues: Broken External Links

URL	TYPE	TEXT	BROKEN
https://brookeandlou.com/collections/collected/products/vintage-ocean-waves-art?variant=15408417341503	Image	No ALT Text	Yes
https://brookeandlou.com/collections/collected/products/vintage-ocean-waves-art?variant=15408417341503	Text	Vintage Ocean Waves Art	Yes
https://www.consorthome.com/collections/consort-collection	Text	Their new collection	Yes
https://brookeandlou.com/collections/wall-decor/products/garden-party-art-in-sage?variant=12606912987199	Text	Brooke & Lou's Garden Party art	Yes
https://brookeandlou.com/collections/holiday-entertaining/products/winter-green-paper-runner?variant=13444429643839	Text	Winter Green Paper Runner	Yes
https://brookeandlou.com/collections/pillows-throws/products/georgie-plaid-throw-in-sky-blue-grey?variant=13143782096959	Text	Plaid Throw Blanket	Yes
https://aliceandjames.com/collections/all/products/the-infant-sunsuit-in-lemon-stripe?variant=892410429446	Text	this adorable sunsuit	Yes
https://brookeandlou.com/collections/pillows-throws/products/auggie-pillow-in-crystal-pink?variant=12600298274879	Image	No ALT Text	Yes
https://brookeandlou.com/collections/pillows-throws/products/auggie-pillow-in-crystal-pink?variant=12600298274879	Text	Auggie Pillow in Crystal Pink \$65	Yes
https://brookeandlou.com/products/rosie-glass-beads?variant=12230153011263	Text	Pink Beads	Yes
URL	TYPE	TEXT	BROKEN
http://www.thetileshop.com	Text	The Tile Shop	Yes
https://brookeandlou.com/products/ella-pillow-in-midnight-blue?_pos=8&_sid=febb86908_ss=r&variant=13554846433343	Image	No ALT Text	Yes
https://brookeandlou.com/products/ella-pillow-in-midnight-blue?_pos=8&_sid=febb86908_ss=r&variant=13554846433343	Text	Ella Pillow in Midnight Blue	Yes
https://brookeandlou.com/collections/summer-sale/products/white-and-natural-petite-rectangle-cheese-board?variant=14261693317183	Image	No ALT Text	Yes
https://brookeandlou.com/collections/summer-sale/products/white-and-natural-petite-rectangle-cheese-board?variant=14261693317183	Text	White and Natural Petite Rectangle Cheese Board	Yes
https://brookeandlou.com/collections/summer-sale/products/turkish-striped-hand-towel-lemon?variant=14263799644223	Image	No ALT Text	Yes
https://brookeandlou.com/collections/summer-sale/products/turkish-striped-hand-towel-lemon?variant=14263799644223	Text	Turkish Striped Hand Towel- Lemon	Yes
https://brookeandlou.com/collections/kitchen/products/dolly-napkins-in-soft-green-set-of-6?sscid=51k3_fv6gp&variant=14349684211775	Image	No ALT Text	Yes
https://brookeandlou.com/collections/kitchen/products/dolly-napkins-in-soft-green-set-of-6?sscid=51k3_fv6gp&variant=14349684211775	Text	Dolly Napkins in Soft Green - Set of 6 \$99	Yes
https://brookeandlou.com/products/white-and-natural-petite-rectangle-cheese-board?sscid=51k3_fv8ix&variant=14261693317183	Image	No ALT Text	Yes

URL	TYPE	TEXT	BROKEN
https://brookeandlou.com/products/white-and-natural-petite-rectangle-cheese-board?sscid=51k3_fv8ix&&variant=14261693317183	Text	White and Natural Petite Rectangle Cheese Board \$114	Yes
https://brookeandlou.com/collections/new-arrivals/products/blue-white-picnic-check-paper-table-runner?variant=14252155011135	Text	Blue & White Picnic Check Paper Table Runner	Yes
https://brookeandlou.com/collections/new-arrivals/products/lemonade-plate-set-of-4?variant=14226839404607	Text	Lemon Plate Set	Yes
https://brookeandlou.com/collections/new-arrivals/products/ceramic-berry-container-set-of-4?variant=14263869702207	Text	Ceramic Berry Canister Set	Yes
https://brookeandlou.com/collections/new-arrivals/products/set-of-6-border-stripe-dinner-napkins-sky-blue?variant=14250999709759	Text	Border Stripe Dinner Napkins in Sky Blue	Yes
https://brookeandlou.com/collections/new-arrivals/products/blue-white-picnic-check-paper-table-runner?variant=14252155011135	Text	Blue & White Picnic Check Paper Table Runner	Yes
https://brookeandlou.com/products/pinstripe-napkin-set-of-6?variant=14276853170239	Text	Pinstripe Pistachio Napkins	Yes
https://brookeandlou.com/products/potted-lemon-tree?variant=14277125472319	Text	Faux Lemon Trees	Yes
https://anitayokota.com/holiday-cookie-swap-blog-hop-2018/%20	Text	Oreo Holiday Cookie Ornaments	Yes
http://lolesinmo.com/2018/moroso-redondo-chair.php	Text	Source	Yes

Image Issues: Broken Images

PAGE	FILENAME	ALT TEXT	TITLE TEXT	BROKEN
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-b-atl.xx.fbcdn.net/hphotos-prn2/1184973_10100636776556724_1436939781_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-frc1/1233470_10100636778178474_1191550503_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-ash3/1236751_10100636779605614_409121012_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-b-atl.xx.fbcdn.net/hphotos-ash4/1236407_10100636782839134_1409814352_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-prn2/1240544_10100636783123564_1797963926_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-frc3/1255207_10100636784984834_1989763459_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-b-atl.xx.fbcdn.net/hphotos-ash4/1236628_10100636787759274_148497827_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-ash3/1176338_10100636791531714_1201750891_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://briahammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-ash4/1011621_10100636792534704_1833691332_n.jpg	No Text	No Text	Yes
Awesome retail stores with awesome accents Bria Hammel Interiors https://briahammelinteriors.com/2012/09/26/awesome-retail-stores-with-awesome-accents/	http://ak1.ostkcdn.com/images/products/L11276432.jpg	No Text	No Text	Yes

PAGE	FILENAME	ALT TEXT	TITLE TEXT	ATTRIBUTES BROKEN
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://demandware.edgesuite.net/sits_pod21/dw/image/v2/AAKH_PRD/on/demandware.static/Sites-ethanalle...	No Text	Where To Buy Art Bria Hammel Interiors	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-b-atl.xx.fbcdn.net/hphotos-prn2/1234808_10100636768632604_2055695622_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-prn2/1235963_10100636768892084_1460073939_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-b-atl.xx.fbcdn.net/hphotos-prn2/1185335_10100636769271324_893563865_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-prn2/1185740_10100636769086694_1692577483_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-prn2/1170947_10100636770359144_1343770050_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-prn1/1157561_10100636772145564_1373092071_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-ash3/1174767_10100636773293264_466020537_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-ash3/1238798_10100636773727394_1997862404_n.jpg	No Text	No Text	Yes
A Break From Business Bria Hammel Interiors https://bria-hammelinteriors.com/2013/09/14/a-break-from-business/	https://scontent-a-atl.xx.fbcdn.net/hphotos-frc1/1002638_10100636774361124_976386514_n.jpg	No Text	No Text	Yes
PAGE	FILENAME	ALT TEXT	TITLE TEXT	ATTRIBUTES BROKEN
On your 1st birthday... Bria Hammel Interiors https://bria-hammelinteriors.com/2013/06/08/on-your-1st-birthday/	https://www.facebook.com/ajax/messaging/attachment.php?attach_id=8c16a29db05bf60a4fb4fb91afac7f89&ml...	No Text	No Text	Yes
On your 1st birthday... Bria Hammel Interiors https://bria-hammelinteriors.com/2013/06/08/on-your-1st-birthday/	https://sphotos-a-xx.fbcdn.net/hphotos-ash4/485562_10101373671962339_2108497721_n.jpg	No Text	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	http://cdn.shopify.com/s/files/1/0396/8793/products/Untitled-7-11_b95524de-78a9-4de1-89a5-b74576bdb6...	Bria Hammel Interiors 2016 Holiday Wish List Caitlin Wilson Pillow	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	https://img.dominio.com/serve/5705319cd6df86b412b9fe9f-w1000_h1000.jpg	Bria Hammel Interiors 2016 Holiday Wish List Domino	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	https://cdn.shopify.com/s/files/1/0862/7604/collections/Agenda-ST-01-crop-banner_1024x1024.jpg?v=147...	Bria Hammel Interiors 2016 Holiday Wish List Sugar Paper	No Text	Yes
2016 Holiday Wish List Bria Hammel Interiors https://bria-hammelinteriors.com/2016/11/28/2016-holiday-wish-list/	https://cdn.shopify.com/s/files/1/1410/6106/products/Pink2_1024x1024.jpg?v=1475714351	Bria Hammel Interiors 2016 Holiday Wish List Apple Watch	No Text	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://ab.weimgs.com/weimgs/ab/images/wcm/products/201405/0022/img59c.jpg	No Text	Where To Buy Art Bria Hammel Interiors	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://ab.weimgs.com/weimgs/ab/images/wcm/products/201405/0310/img36c.jpg	No Text	No Text	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://demandware.edgesuite.net/sits_pod21/dw/image/v2/AAKH_PRD/on/demandware.static/Sites-ethanalle...	No Text	Where To Buy Art Bria Hammel Interiors	Yes
{Designer's Secret} Where To Buy Art! Bria Hammel Interiors https://bria-hammelinteriors.com/2014/02/24/designers-secret-where-to-buy-art/	http://demandware.edgesuite.net/sits_pod21/dw/image/v2/AAKH_PRD/on/demandware.static/Sites-ethanalle...	No Text	Where To Buy Art Bria Hammel Interiors	Yes

Desktop Page Speed

Desktop Page Speed Results

SPEED
89

Speed



Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking script resources and 3 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Remove render-blocking JavaScript:

```
https://briaahmmelinteriors.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp
https://briaahmmelinteriors.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1
```

Optimize CSS Delivery of the following:

```
https://briaahmmelinteriors.com/wp-content/cache/autoptimze/css/autoptimze_2fe2e8d034ba1c1174f688ba80aa2b8f.css
https://briaahmmelinteriors.com/wp-content/cache/autoptimze/css/autoptimze_c85b1cebbabfa4a621eab52cb408790a.css
https://fonts.googleapis.com/css?family=Montserrat:400,500
```



Optimize images

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 15KiB (13% reduction).

```
Compressing https://scontent.cdninstagram.com/vp/916b6f452796c5fec0b166f5490e5e3/5E26FECE/t51.2885-15/e15/70433130_143593993560392_2718945356409735995_n.jpg?_nc_ht=scontent.cdninstagram.com could save 15KiB (13% reduction).
```

Mobile Page Speed

Mobile Page Speed Results

SPEED
80

Speed



Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 2 blocking script resources and 3 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Remove render-blocking JavaScript:

```
https://briaahmmelinteriors.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp
https://briaahmmelinteriors.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1
```

Optimize CSS Delivery of the following:

```
https://briaahmmelinteriors.com/wp-content/cache/autoptimze/css/autoptimze_2fe2e8d034ba1c1174f688ba80aa2b8f.css
https://briaahmmelinteriors.com/wp-content/cache/autoptimze/css/autoptimze_c85b1cebbabfa4a621eab52cb408790a.css
https://fonts.googleapis.com/css?family=Montserrat:400,500
```



Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

Leverage browser caching for the following cacheable resources:

```
https://www.googletagmanager.com/gtag/js?id=UA-142671235-1 [15 minutes]
https://www.google-analytics.com/analytics.js [2 hours]
```


Offsite Analysis Data

Competitor Analysis Reports

SEO Metrics

	BRIHAMMELINTERIORS.COM	www.studio-mcgee.com	x	oharainteriors.com
External Backlinks by Majestic	8,134 backlinks	✓ 755,100 backlinks		11,279 backlinks
External Backlinks by Moz	10,926 backlinks	✓ 76,795 backlinks		11,841 backlinks
Citation Flow by Majestic	28 out of 100	24 out of 100		✓ 33 out of 100
Trust Flow by Majestic	✓ 16 out of 100	14 out of 100		12 out of 100
Domain Authority by Moz	39 out of 100	✓ 51 out of 100		37 out of 100

SITE METRICS

	BRIHAMMELINTERIORS.COM	www.studio-mcgee.com	x	oharainteriors.com
Load Time by Site Auditor	0.42 seconds	2.23 seconds		2.06 seconds
Page Speed by Google	✓ 89 overall score	66 overall score		60 overall score
Preparedness by Site Auditor	✓ www Redirect Detected ✓ robots.txt Detected ✗ No Google Analytics Integration Detected ✗ Not Fully Crawlable: 1 disallow rule ✓ No Malware Detected	✓ www Redirect Detected ✓ robots.txt Detected ✓ Google Analytics Integration Detected ✗ Not Fully Crawlable: 26 disallow rules ✓ No Malware Detected		✓ www Redirect Detected ✓ robots.txt Detected ✗ No Google Analytics Integration Detected ✗ Not Fully Crawlable: 8 disallow rules ✓ No Malware Detected
Domain Registration by Site Auditor	966 days until expiration	1,242 days until expiration		498 days until expiration