

# SEO快速诊断

## 整体注意事项

### 域名：

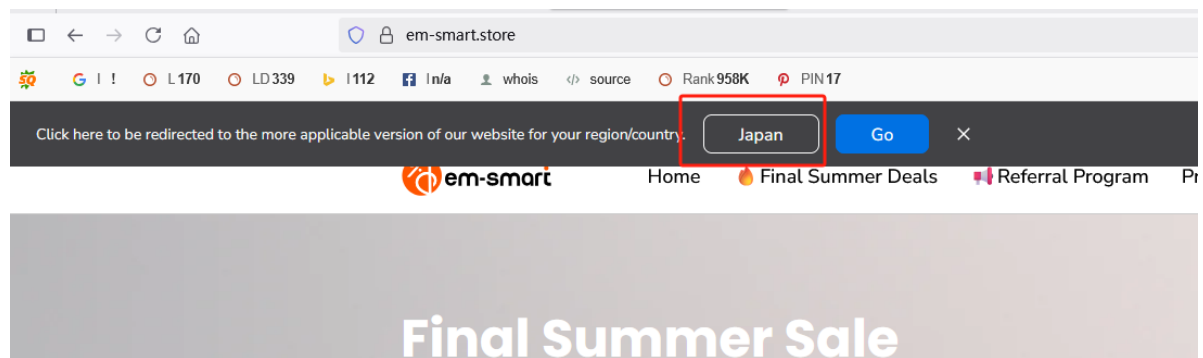
带中划线的域名外观气度不足，基于该域名购买时长不长，可以考虑新买不带中划线的。

域名最好包含品牌词

域名最好包含产品词。

### 网站内容重复：

<https://em-smart.store/>



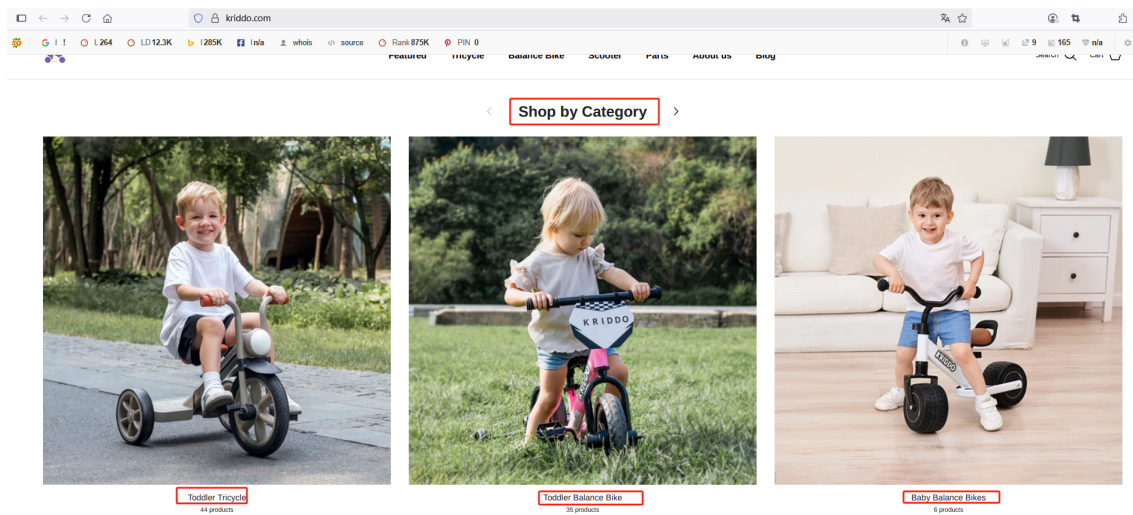
### 目标：

B端业务自然运营要达到2000用户/月，并不容易，除了seo策略完整执行外自身，还需要产品有优势、且有整体宣传。（整体策略宣传的工作范围：<https://www.yanpeizhen.com/myposts/foreign-trade-digital-marketing-support-solution.pdf>）

### 多语言策略。

### 关键词主布局：

- 首页的seo元素包含核心词。
- 把第二层的关键词产品页，在首页持续给与明显位置的入口。例如：



## 页面优化

- 图文分离(重要)

<https://em-smart.com/products/em-smart-nova-1-1r-20w-fiber-laser-engraving-marking-machine-with-rotary?variant=48056501829869>



- heading等seo结构化

少url:

<https://em-smart.com/blogs/user-story>

<https://em-smart.com/blogs/buying-guide>

<https://em-smart.com/pages/reviews>

<https://em-smart.com/blogs/business-ideas>

<https://em-smart.com/pages/about-us>

<https://em-smart.com/pages/resource>

<https://em-smart.com/pages/reseller>

<https://em-smart.com/blogs/blog-center>

<https://em-smart.com/pages/gallery>

<https://em-smart.com/pages/faq>

<https://em-smart.com/pages/machine-comparison>

<https://em-smart.com/pages/craftzone>

<https://em-smart.com/blogs/how-tos>

<https://em-smart.com/pages/community>

<https://em-smart.com/pages/referral-partner-program>

<https://em-smart.com/pages/summer-deals>

<https://em-smart.com/products/em-smart-nova-1-1r-20w-fiber-laser-engraving-marking-machine>

[with-rotary](#)

<https://em-smart.com/blogs/how-tos?page=2>

<https://em-smart.com/pages/mopa30-50-60w>

<https://em-smart.com/pages/be-a-distributor>

<https://em-smart.com/pages/25w-basic2-nova>

<https://em-smart.com/blogs/business-ideas?page=2>

<https://em-smart.com/blogs/blog-center?page=2>

<https://em-smart.com/pages/20w-basic1-one>

<https://em-smart.com/blogs/buying-guide?page=2>

<https://em-smart.com/pages/super30-50w>

<https://em-smart.com/blogs/business-ideas?page=3>

<https://em-smart.com/blogs/how-tos?page=3>

<https://em-smart.com/blogs/blog-center?page=3>

<https://em-smart.com/pages/super-bowl-sale>

<https://em-smart.com/pages/em-smart-dual-laser-engraver-pre-sale>

<https://em-smart.com/blogs/how-tos?page=4>

- schema代码结构化
- 优势细化
- 竞品对比（用与其它产品的方式）
- 视频演示
- FAQ

## 常规技术问题：

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### seo传统element填充

例如缺少description： [https://em-smart.com/collections/all?sort\\_by=best-selling](https://em-smart.com/collections/all?sort_by=best-selling)

<https://em-smart.com/pages/reviews>

<https://em-smart.com/pages/about-us>

<https://em-smart.com/pages/resource>

<https://em-smart.com/pages/reseller>

<https://em-smart.com/pages/gallery>

<https://em-smart.com/collections/all>

<https://em-smart.com/pages/faq>

<https://em-smart.com/collections/new-arrivals>

<https://em-smart.com/pages/craftzone>

<https://em-smart.com/pages/community>

<https://em-smart.com/pages/referral-partner-program>

<https://em-smart.com/pages/summer-deals>

<https://em-smart.com/pages/mopa30-50-60w>

<https://em-smart.com/pages/be-a-distributor>

<https://em-smart.com/pages/25w-basic2-nova>

<https://em-smart.com/pages/20w-basic1-one>

<https://em-smart.com/pages/super30-50w>

<https://em-smart.com/collections/all?page=2>

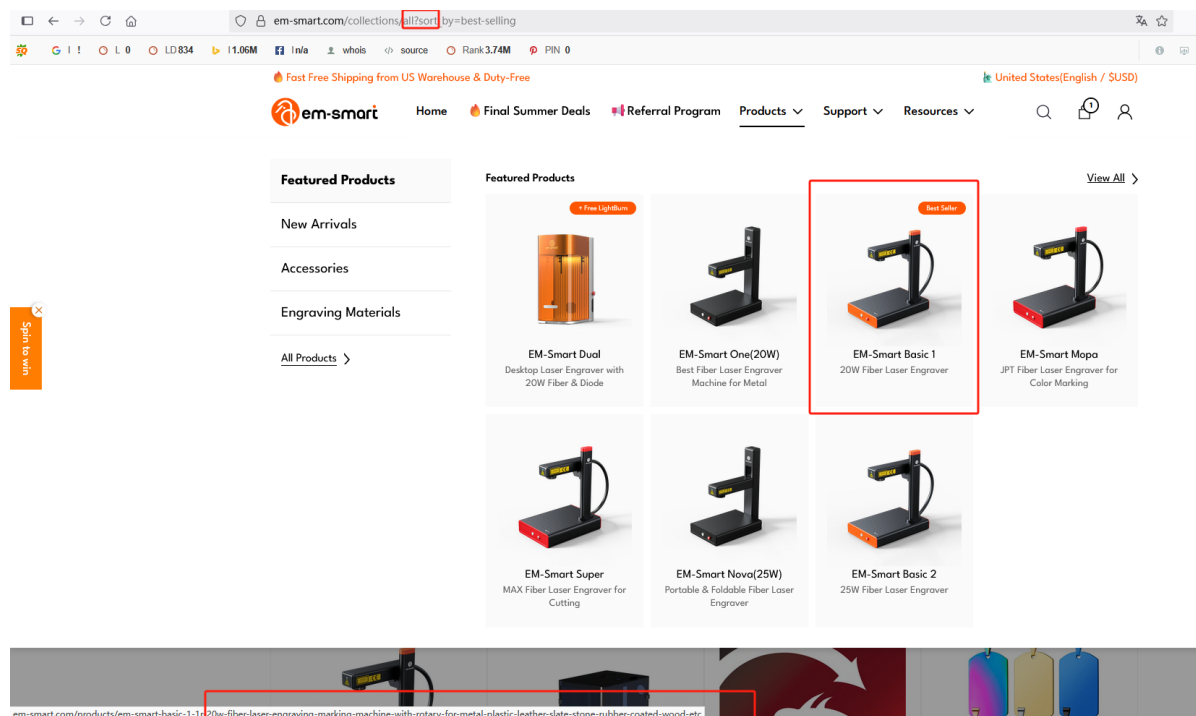
例如缺少标题： <https://em-smart.com/collections/all>

标题未充分利用：

<https://em-smart.com/pages/reviews> 1 Reviews  
<https://em-smart.com/products/walnut-keychain-10pcs> 1 Walnut Keychain (10pcs)  
<https://em-smart.com/pages/privacy-policy-1> 1 Privacy Policy  
<https://em-smart.com/pages/about-us> 1 About Us  
<https://em-smart.com/pages/resource> 1 Downloads  
<https://em-smart.com/pages/reseller> 1 Reseller  
<https://em-smart.com/pages/gallery> 1 gallery  
<https://em-smart.com/collections/all> 1 Products  
<https://em-smart.com/pages/faq> 1 FAQ  
<https://em-smart.com/pages/trouble-shooting> 1 Trouble Shooting  
<https://em-smart.com/collections/new-arrivals> 1 New Arrivals  
<https://em-smart.com/pages/machine-comparison> 1 Machine Comparison  
<https://em-smart.com/pages/terms-of-service> 1 Terms of Service  
<https://em-smart.com/pages/shipping> 1 Shipping & Tracking  
<https://em-smart.com/pages/returns-refund> 1 Returns & Refund  
<https://em-smart.com/pages/contact> 1 Contact Us  
<https://em-smart.com/pages/craftzone> 1 CraftZone  
<https://em-smart.com/products/round-wooden-coasters-10pcs> 1 Round Wooden Coasters (10pcs)  
<https://em-smart.com/pages/payment-methods> 1 Payment Methods  
<https://em-smart.com/products/blank-metal-coasters-10pcs> 1 Blank Metal Coasters (10pcs)  
<https://em-smart.com/pages/community> 1 Community  
<https://em-smart.com/pages/referral-partner-program> 1 Referral partner program

## url注意不要过长:

[https://em-smart.com/collections/all?sort\\_by=best-selling](https://em-smart.com/collections/all?sort_by=best-selling)



## url静态化

最好不要有 问号等，解决方法是进行静态化处理（可以用静态化url的插件）

url和截图同上。

# 复核robots.txt

<https://em-smart.com/robots.txt>

Disallow举例:

<https://em-smart.com/cart>

[https://em-smart.com/collections/all?sort\\_by=best-selling](https://em-smart.com/collections/all?sort_by=best-selling)

<https://em-smart.com/search>

[https://em-smart.com/collections/all?sort\\_by=best-selling&filter.p.m.custom.products\\_type=Accessories](https://em-smart.com/collections/all?sort_by=best-selling&filter.p.m.custom.products_type=Accessories)

[https://em-smart.com/collections/all?sort\\_by=best-selling&filter.p.m.custom.products\\_type=Machines](https://em-smart.com/collections/all?sort_by=best-selling&filter.p.m.custom.products_type=Machines)

<https://em-smart.com/account/login>

[https://em-smart.com/collections/all?sort\\_by=best-selling&filter.p.m.custom.products\\_type=Materials](https://em-smart.com/collections/all?sort_by=best-selling&filter.p.m.custom.products_type=Materials)

<https://em-smart.com/checkouts/internal/preloads.js?locale=en-US>

<https://em-smart.com/policies/shipping-policy>

[https://em-smart.com/collections/new-arrivals?sort\\_by=manual](https://em-smart.com/collections/new-arrivals?sort_by=manual)

<https://em-smart.com/policies/terms-of-service>

<https://em-smart.com/policies/privacy-policy>

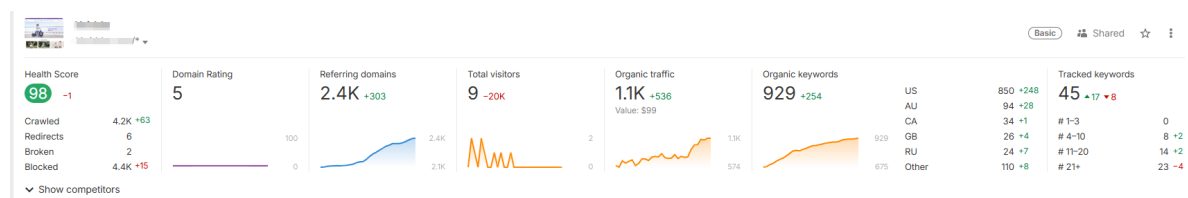
[https://em-smart.com/collections/all?sort\\_by=title-ascending](https://em-smart.com/collections/all?sort_by=title-ascending)

[https://em-smart.com/collections/featured-products?sort\\_by=manual](https://em-smart.com/collections/featured-products?sort_by=manual)

[https://em-smart.com/collections/material?sort\\_by=manual](https://em-smart.com/collections/material?sort_by=manual)

[https://em-smart.com/collections/accessories?sort\\_by=manual](https://em-smart.com/collections/accessories?sort_by=manual)

## 根据GSC和ahrefs面板的反馈进行持续优化



## 注意处理404

<https://em-smart.com/products/em-smart-pc>

<https://em-smart.com/products/em-smart-pro-20w-laser-engraver-machine-with-auto-focus-function>

<https://em-smart.com/collections/em-smart-laser>

<https://em-smart.com/collections/material/products/5pcs-engraving-customized-bracelet-for-men-women>

<https://em-smart.com/collections/material/products/100pcs-blank-metal-business-name-card>

<https://em-smart.com/collections/material/products/20-50pcs-brass-metal-blank-coin>

<https://em-smart.com/blogs/how-tos/how-to-laser-engrave-on-leather-settigs-and-steps-you-need-to-know>

<https://em-smart.com/collections/super>

<https://em-smart.com/collections/mopa>






<https://em-smart.com/blogs/how-tos/turn-old-wood-into-custom-engraved-keepsakes-for-your-home>

<https://em-smart.com/blogs/buying-guide/8-must-have-accessories-for-your-laser-engraver>

<https://em-smart.com/products/100pcs-blank-metal-business-name-card>  
<https://em-smart.com/collections/em-smart-laser%20>

注意301的正确配置流程

关注AI指标

AI citations <sup>i</sup>		
Platform	Citations	Pages
 AI Overview	2 +2	2 +2
 ChatGPT	9 +9	9 +9
 Perplexity	0	0
 Gemini	1 +1	1 +1
 Copilot	5 +5	4 +4

持续的竞品研究和学习

Blog的关键技巧

用懂行业的人来写文章。

外链

万万注意避免低质量链接。

[771771威尼斯\(大全\).Cm-官方网站-Venetian Platformhttps://www.zsyongqing.com/index.php?s=index/category/index&id=152&area=cangzhou](https://www.zsyongqing.com/index.php?s=index/category/index&id=152&area=cangzhou)

[永利娱高ylg060net备用网【澳门】有限公司](#)

<http://www.bjyhhq.com/index.php?s=index/show/index&id=418&area=hubei>

PS:外链建设原则是什么？

规避黑帽手法：

<http://3plasers.com/>

PS:301的原理

附件：

可以授权的GSC和Google Analytics: [excelive.seo@gmail.com](mailto:excelive.seo@gmail.com)

ahrefs

All tools

Dashboard

Brand Radar

AI Content Helper

Site Explorer

Keywords Explorer

Content Explorer

Site Audit

http + https

em-smart.com/

Subdomains

Settings

Looker Studio

Overview

Page inspect

Site structure

Calendar

Opportunities

Backlink profile

Backlinks

Broken backlinks

Referring domains

Anchor

Linking authors

Referring IPs

Organic search

Organic keywords

Top pages

Organic competitors

Paid search

Paid keywords

Paid keywords 3.0

Ads

Paid pages

Paid pages 3.0

Pages

Best by links

Outgoing links

Linked domains

Outgoing anchors

Outgoing links

Broken links

Internal links

Internal links

Most linked pages

Internal anchors

Legacy

Top pages

Overview: em-smart.com/

Desktop Laser Engraving Machine | Fiber & Diode Lasers | EM-Smart

How to use

API

Monthly volume

All locations

Best links: Off

Changes: Last 6 months

AI citations

Platform

Citations

Pages

AI Overview

2 +2

2 +2

ChatGPT

9 +9

9 +9

Perplexity

0

0

Gemini

1 +1

1 +1

Copilot

5 +5

4 +4

Backlink profile

DR

28 +1

AR

6,019,880 +336,797

Backlinks

2.7K -29.3K

All time

141K

UR

13 +6

Ref. domains

104 +57

All time

217

Search

Organic keywords

342 +277

Top 3

6 +2

Organic traffic

183 +28

Value

\$105 +61

Paid keywords

0 -4

Ads

0 -11

Paid traffic

0 -28

Cost

N/A

General

Backlink profile

Organic search

Paid search

Metrics

Competitors

Locations

Years

Last 5 years

Daily

Performance

Referring domains

Domain Rating

URL Rating

Organic traffic

Organic traffic value

Organic pages

Impressions

Paid traffic

Paid traffic cost

Crawled pages

Organic positions

Top entities

Organizations 7

Positions

Traffic

Entity

All entities

EM-Smart

EMSmart

EMP Laser

SmartEm

JPT

Positions

Traffic

Branded vs. non-branded organic traffic

Branded

Non-branded

Organic positions by intent

Informational

Navigational

Commercial

Transactional

Branded

Local

Top organic competitors

US

em-smart.com

target

Domain

Keyword overlap

Common keywords

Share

Competitor's keywords

monportlaser.com

201

5.0%

3,632

thunderlaser.com

175

4.4%

3,574

laserpecker.net

187

3.6%

4,752

gravotech.us

75

3.2%

1,958

lasersafetyindustries.com

31

2.3%

991

Organic pages by traffic

Pages

Total traffic

Percentage

Absolute

Traffic by location

Organic 13

Paid 1

Location

Traffic

Share

Keywords

United States

99 +11

54.7%

324 +65

India

52 -5

28.7%

4 +3

Germany

25 +15

13.8%

5 +2

United Kingdom

2 +2

1.1%

8 +7

Australia

1 +1

0.6%

5 +3

Organic keywords by intent

Intent

Keywords

Traffic

Branded

37 +18

167 +13

Non-branded

305 +259

14 +14

Informational

336 +275

119 +88

Navigational

1 -1

62 -60

Commercial

178 +134

95 +64

Transactional

95 +72

1 +1

Local

0 -2

0

Non-local

342 +279

182 +28

Referring domains

Followed

63

60.8%

Not followed

41

39.4%

Backlinks

Followed

2,615

97.7%

Not followed

61

2.3%

Nofollow

61

2.3%

UGC

0

0%

Sponsored

0

0%

By UR

By DR

10-19

2

<0.1%

20-29

4

0.1%

30-39

3

0.1%

40-49

0

0%

50-59

0

0%

60-69

0

0%

70-79

0

0%

80-89

0

0%

90-100

0

0%

+2,667 (99.7%) more links with UR < 10

Paid keywords with organic positions in top 10 0 US

Percentage Absolute



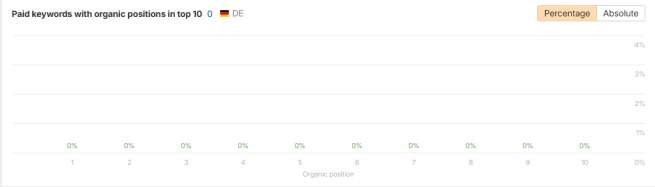
Crawled pages <sup>1</sup> 3,607

HTTP code	Pages
200 OK	2,777 77.0%
3XX Redirect	432 12.0%
404 Not found	394 10.9%
4XX Other client errors	3 <0.1%
5XX Server errors	1 <0.1%









Crawled pages <sup>1</sup> 2,470

HTTP code	Pages
200 OK	2,131 86.3%
3XX Redirect	248 10.0%
404 Not found	85 3.4%
4XX Other client errors	6 0.2%
5XX Server errors	0 0%