

SEO AUDIT CHECKLIST

by



ON-SITE ANALYSIS

Health Check

- Perform a site search ("site:www.yourdomain.com")
- Perform brand searches (product/service name)
- Review the total pages indexed
- Duplicate content review (www vs. non-www, etc)

Usability Review

- Site load time
- Home page layout
- Landing interior pages
→ Keyword focus
- Quality/frequency of CTA

Content Review

- Quality
- Length
- Human or goal-focused
- Ease of read/use

Server Redirect/Response Codes

- 301 302
- 307 404
- 410 500
- 503

Page Structure 1

- Search-friendly URLs
- Complete and relevant Title Tags
- Unique, relevant Meta Descriptions
- Number of links on the page

Page Structure 2

- Review of internal link structure (including anchor text)
- Image names
- Image sizes

COMPETITIVE ANALYSIS

Competitive Site List

- Industry competitors (primary market)
→ List 3-5 leaders of industry and direct competitors
- Niche competitors (secondary market)
→ List 2-3 competitors that specialize in specific areas of your industry

Traffic Analysis

- Moz.com
- Alexa.com

Content Analysis

- Top pages Link building potential
- Quality Types of content
- Frequency Calls to action
- Uniqueness User-generated content

Link Analysis

- Total number of inbound links
- Total number of linking domains
- Link building content
- Quality of links
- Source of link generation

KEYWORD RESEARCH

Creating the keyword list

- Enter website and competitors' sites/pages to Google Keyword tool
 - Service
 - Product
 - Details
 - Features
 - Benefits
- Pull keywords currently driving traffic from analytics

Grade Keywords

- Relevance
- Volume
- Difficulty (organic, paid)
- Estimate cost of traffic

Research Tools

- Moz.com
- Google Analytics
- Webmaster Tools

Find out what is preventing your site from ranking well in the search engines. Learn what requires your immediate attention.

ON-SITE ANALYSIS

Understand why your competitors are out-performing you online. Get a grasp of what you should be doing to catch up.

COMPETITIVE ANALYSIS

Discover where you should start for next-step site improvements. Unleash the potential for a higher ranking in the SERPs.

KEYWORD RESEARCH

SEO AUDIT & REPORTING = \$X,XXX.00

Sign _____

Date _____

ON SITE ANALYSIS

You can't overlook the structure of a website. From header to footer, the search engines are affected by the way you code each element of your website. It's important to have a clear understanding of any glaring weaknesses your current site has. We will perform a complete website usability and readiness analysis, which will outline the current status of organic search engine readiness.

This analysis report will include:

- Usability Review
- evaluate the visual design
- check browser compatibility
- custom 404 page
- Accessibility / Spiderability Review
- view your site as the search engine spiders will
- evaluate any flash, JavaScript and cookies to make sure navigation is flawless
- evaluate the robots.txt file
- evaluate the navigation location
- ensure no JavaScript is within navigation
- evaluate breadcrumbs
- check for frames
- evaluate any flash
- check for any broken links
- Google Health Check
- perform site command searches
- perform brand searches
- URL Review
- evaluate the main and subpage URLs
- ensure no session id's are tagged to URLs
- verify the proper query parameters are limited to 2 or 3
- evaluate the directory depth
- check the page names for best structure (using hyphens not underscores)
- Redirect Review
- server header checks for 302 redirects
- evaluate canonical home page for any URL issues
- Title Tag Review
- evaluate missing/duplicate/long/short title tags
- ensure title tags are unique -- descriptive -- relevant and succinct
- Meta Tag Review
- ensure proper setup of robots.txt
- evaluate and outline meta descriptions for duplicate/long/short
- ensure meta tags are unique -- descriptive -- relevant and succinct



SEARCH ENGINE OPTIMIZATION ON SITE ANALYSIS CONTINUED

- Content / Keyword Review
- evaluate quality of content
- ensure it's human--focused
- evaluate all heading tags (H1/H2/H3...)
- evaluate length of content
- Duplicate Content Review
- ensure no content is duplicated
- evaluate if other websites are stealing copy
- check for any duplicate URLs
- Image Review
- evaluate alt attributes
- evaluate image filenames
- evaluate image directory structure
- Internal Link Review
- evaluate # of links
- evaluate all no--follow pages
- evaluate all anchor text
- evaluate hyperlink formatting
- Geo Location Review
- evaluate contact information is properly addressed throughout website for local directories
- ensure top level domain reflects primary target country(s)
- ensure IP address also reflects geo location of target audience
- Semantic HTML Review
- evaluate file sizes of all pages
- evaluate load times of all pages
- evaluate all html code for W3C validation

The Following steps are included for existing websites that have history:

- evaluate domain age
- evaluate domain expiration date
- Current Benchmarks Report
- report on current status of inbound links
- report on current status of indexed pages
- report on visitor information
- report on PageRank, Domain Authority, and other metrics that determine your overall strengths
- report on SERP performance on major engines (*Google/Yahoo/Bing*)

KEYWORD RESEARCH & RECOMMENDATIONS

Keyword research is the foundation of every Internet marketing campaign. From the content on your site to the links you target, we will always be optimizing your site around a specific set of keywords. In addition to finding what keywords are appropriate for you to target.

Keyword Research Matrix - *comprehensive review of keywords graded by relevance, volume, commerciality, and competition*