Site Audit

Core SEO (FIX)
- Identify & fix technical issues
  - Crawl Site
- Identify & fix layout issues
  - Run Cross Browser check on main pages
  - Look for legacy code/W3C Validation
- Content
  - Scan for duplicate content issues
  - Assess every piece of content and make a decision
  - Check on authorship implementation
  - Check on canonicals implementation
- Site speed analysis
- Audit Google Webmaster Tools and Bing Webmaster Tools
  - Look for reported errors
  - Look for sitemaps
  - Check robots.txt
- Audit Google Analytics
  - Set up correctly
  - Are there filters, if so what should they be
  - Are there goals present/conversion tracking
  - Is Adwords connected correctly?
- SEO Audit Analysis
  - Accessibility
    - Robots.txt
    - XML Sitemap for Search and Images
    - Click depth
    - Flash & JavaScript Navigation
  - Indexability
    - Site:command comparision against WebMasterTools
      - Page Searches without site:
    - Brand Searches – check for sitelinks
    - Search Engine Penalties
      - Make sure the is actually a penalty
      - Identify penalty
      - Fix the penalized behavior
      - Consider requesting reconsideration

- ○ On-page ranking factors
    - ■ URL Structure
    - ■ URL-based duplicate content
    - ■ Content Check
        - ● Duplicate
        - ● Word count (300 words minimum) on each page
        - ● Valuable content to audience – first 2 levels
        - ● Targeted keywords (Auditor)
        - ● Spamming content check
            - ○ Unreadable content
            - ○ Hidden text/content
            - ○ Spammy Links
        - ● Spelling/Grammar
        - ● Can search engines process the content (Flash, JavaScript, images)?
    - ■ Out bound links
    - ■ Other <body> tags
- ○ Off-Page Ranking factors – Link Research Tools
    - ■ Popularity
    - ■ Trustworthiness
    - ■ Backlink Profile
    - ■ Authority
    - ■ Social Engagement
- ○ Competitive Analysis
    - ■ Links
    - ■ Social
    - ■ Paid
    - ■ Video
    - ■ Offline

Supporting Data & Audit Details

SEO Audit

- Errors – Client & server errors (No responses, 4XX, 5XX)
- Redirects – (3XX, permanent or temporary)
- External Links – All followed links and their subsequent status codes
- URI Issues – Non ASCII characters, underscores, uppercase characters, dynamic uris, long over 115 characters
- Duplicate Pages – Hash value / MD5checksums lookup for pages with duplicate content
- Page Title – Missing, duplicate, over 70 characters, same as h1, multiple
- Meta Description – Missing, duplicate, over 156 characters, multiple
- Meta Keywords – Mainly for reference as it's only (barely) used by Yahoo.

- H1 – Missing, duplicate, over 70 characters, multiple

- H2 – Missing, duplicate, over 70 characters, multiple

- Meta Robots – Index, noindex, follow, nofollow, noarchive, nosnippet, noodp, noydir etc

- Meta Refresh – Including target page and time delay

- Canonical link element & canonical HTTP headers

- X-Robots-Tag

- File Size

- Page Depth Level

- Inlinks – All pages linking to a URI

- Outlinks – All pages a URI links out to

- Anchor Text – All link text. Alt text from images with links

- Follow & Nofollow – At link level (true/false)

- Images – All URIs with the image link & all images from a given page. Images over 100kb, missing alt text, alt text over 100 characters

- User-Agent Switcher – Crawl as Googlebot, Bingbot, or Yahoo! Slurp

- Custom Source Code Search – The spider allows you to find anything you want in the source code of a website! Whether that's analytics code, specific text, or code etc. (Please note – This is not a data extraction or scraping feature yet.)

- XML Sitemap Generator – You can create a basic XML sitemap using the SEO spider.