

# Comprehensive 200+ Point SEO Audit

Our technical SEO audits find extensive opportunities for improvement. These opportunities are shared with you in a comprehensive presentation to create a blueprint for change, and then we work alongside you to implement these items. The following is a comprehensive list of what we cover in our technical audits.

## Website Visibility

- Google Indexed Pages
- Google Analytics: Installation
- Organic Visited Pages
- Ratio of Indexed to Visited Pages
- Webmaster Tools: Configured Correctly?
- Webmaster Tools Crawl Analysis
- Robots meta tag blocking content incorrectly
- Organic Traffic Analysis (GWT/GA)
- Indexed Pages Analysis (GWT)
- Google Penalty Analysis

## User Experience

- Site Speed: customer, competitors, speed improvement recommendations
- Security: Google security test
- Security: Third-party test (Sucuri)
- HTML Sitemap; Consumer Facing
- Breadcrumbs: Are they present?
- Switchboard tags: Are they present?
- Desktop to Mobile redirect: pass basic test?
- Session IDs: Does the site require them to function?
- Cookies: Does the site require them to function?
- Pop-ups: Does the site employ pop-ups?
- Splash page: Does the site employ a splash page?
- Entry Action: Is action required before entry
- Search engine incompatibility
- Cross-browser incompatibility
- Shared IP address is causing issues
- Host Country: Site is not hosted in audience country
- HTTP Header issues
- Broken image links
- Click Depth - Site
- Click Depth - Top 20 Pages

## Content

- Site Organization - Information Flow
- Content Originality - Duplicate Content
- Content Length by Page Types
- Content Readability
- Questionable Content
- Most Valuable Content

## SEO Factors

- Site Focus & Keyword Themes
- Mixed home page theme - keyword blurring
- Mixed home secondary pages theme - keyword blurring
- Text contained within images
- Relevant content contained in PDF or other formats
- Homepage link anchor text
- Video transcripts: are they present?

## Redirects

- Site Canonicalization: www and non-www
- Duplicate HTTP/HTTPS versions
- 302 Redirects: Are there any 302 redirects present?
- 301 Redirects: If present, are they correct?
- Meta Refresh: Are any pages using Meta Refresh?
- Page Canonical: Is rel=canonical implemented correctly?
- Page Canonical: Pages with duplicate rel=canonical
- Javascript redirects
- Unnecessary redirects

## Index & Crawlability

- 4XX errors: Do any pages return a 4XX error?
- 5XX errors: Do any pages return a 5XX error?
- 404 Page: Is one created and custom?
- 404 Page: Does it return a 404 status code?
- Robots.txt: Does it exist?
- Robots.txt: Is XML sitemap location included?
- Robots.txt: Is content being incorrectly blocked?
- XML Sitemap: Does it Exist?
- XML Sitemap: Is it in the correct format?
- XML Sitemap: Is it too large?
- XML Sitemap: Are all recommended types present?
- XML Sitemap: Are any content entries missing?
- XML Sitemap: Is any non-index content included?
- XML Sitemap: Are file parameters correct?
- XML Sitemap: Is the sitemap up to date?
- Javascript navigation
- Flash navigation
- Images used for navigation
- Frames: Are frames in use on the site?
- Flash: Is the site constructed, at least in part, in Flash?

## Encoding & Technical Factors

- Mobile Friendly Homepage
- Code Quality: W3C Errors and Warnings
- Page Size: Are web pages too big? (> 256kB)
- CSS: inline/onpage CSS that should be moved
- JavaScript: inline/onpage CSS that should be moved

## URLs

- URL Length: Are any URLs too long?
- URL Structure: Are they SEO friendly
- Dynamic URLs
- Unnecessary Folders in URLs
- Unnecessary Sub-Domains in URLs
- Poor keyword use in URLs (generic text)
- Tracking parameters in URLs
- Session IDs in URLs

## Links

- Broken Links: How many broken outgoing links?
- Excessive Links: Pages with >100 outgoing links
- Backlinks: Number of backlinks to site
- Backlinks: Number of backlinks to competitor sites
- Linking Root Domains: Number of LRD to site
- Linking Root Domains: Number of LRD to competitor sites
- DA: Domain authority of site
- DA: Domain authority of competitor sites
- PA: Page authority of homepage
- PA: Page authority of competitor homepages
- Trust Flow: TF of site
- Trust Flow: TF of competitor sites
- Citation Flow: CF of site
- Citation Flow: CF of competitor sites
- Topical Trust Flow of Site
- Topical Trust Flow of competitor Sites
- Link Velocity - Client
- Link Velocity - Competitors
- Anchor Text Diversity - Client
- Anchor Text Diversity - Competitors
- Best Practice Anchor Text Diversity - Client
- Deep Link Ratio - Client
- Deep Link Ratio - Competitors
- Backlink Target Distribution
- Linking Trend
- Linking Trend - Competitors
- Internal Links: Structure
- Internal Links: Distribution
- Internal Links: Anchor Text

## **On-Page Factors**

- Title Tags: Empty
- Title Tags: Duplicate
- Title Tags: Length
- Title Tags: Same as H1
- Title Tags: Construction and Quality
- Title Tags: Multiple H1s on a page
- META: Empty
- META: Duplicate
- META: Length
- META: Construction and Quality
- Headers: Empty
- Headers: Duplicate
- Headers: Length
- Headers: Construction and Quality
- Schema: Product implementation
- Schema: Local implementation
- Schema: Reviews implementation
- Schema: NAP implementation
- Image alt: Missing
- Image alt: Distribution of alt text

## **Conversion Analysis (if selected)**

- Is conversion tracking configured and correct?
- Are goals configured and accurate?
- Does the site have effective testimonials?
- Does the site have effective badges and certifications?
- Ecommerce: Is HTTPS employed?
- Conversion Form Analysis