

Website Audit Workshop



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Why Website Audits Rock!

- They create a win/win for you and the website owner
- They create goodwill
- They make great options for lead generation
- They provide a path for future SEO, design, and development projects
- They provide talking points which, in turn, sell services
- They can be a paid for service and revenue source
- They give you an opportunity to get a feel for the client and decide if you are the right personality fit for longer engagements



Audits are Used for Many Things

- Lead generation
- Stand-alone projects
- Intros to paid consulting and coaching calls
- The first step in larger one-time SEO projects
- The first step in retainer business
- To drive design and development business



Why You'll Start to Hate Audits

- They are manual and require someone knowledgeable perform the tasks
- They are time-consuming
- You'll see the same issues over and over and over again
- SEO is constantly changing so you'll need to update the audit criteria over time



Website Audit Segments

1. Domain and hosting
2. Website architecture
3. Website usability
4. On-page optimization
5. Off-page optimization
6. Social media



1. Domain and Hosting

Domain Age is Greater Than One Year

The domain age of a website refers to the length of time a domain has been in existence. The older the website, the more legitimate the website looks to search engines like Google and Bing.



1. Domain and Hosting

Domain Expiration Greater Than Two Years

The primary reason for this is because many spam websites are often registered for short periods of time. Most registrars support paying upfront for several years and the cost is relatively low.



1. Domain and Hosting

Public Domain Registration Listing

Private domain name registration (websites that block the owner's contact details from displaying in registration information) is a signal that the website owner does not believe in transparency.

Transparency is something that Google has long preached and believes is core to strong search results and user experience factors.



1. Domain and Hosting

Location of Website Host

Geographical location is important, although it only is applicable to country and not necessary a state or region.

For example, if you're website services US based visitors, you should have your website hosted within the US.



1. Domain and Hosting

Load Time is Optimized

Having a website with a fast page load not only benefits the user, it will help with your overall ranking with search engines.

Performance and the user experience is of top importance to search engines.

In today's environment, you cannot have a slow website and rank well in SEO.



1. Domain and Hosting

SSL is in Place

HTTPS and SSL usage has become increasingly important in SEO.

Google has placed greater emphasis on this requirement and will continue to do so moving forward.

All websites should have an SSL certificate in place and utilize HTTPS URLs.



1. Domain and Hosting

Free from Errors

“A validation check at W3.org showed <insert errors> errors and warnings when the home page and/or page template was reviewed.”

Errors can result for theme creators, website consultants and their tweaks, and end users.

Clean code is good for a website's health, users, and thus SEO.



2. Website Architecture

Content Silos

A content silo is simply a directory structure that organizes your content and makes it easy for search engines and visitors to know where to find like content on your site.



2. Website Architecture

Content Depth

Content depth is required for creating content silos, however, content should not go down too many levels as this makes it difficult on human visitors to access and search engines to crawl and index.

All content should be within three clicks of the home page.



2. Website Architecture

SEO Friendly URL Structure

The industry best practice is to use SEO friendly URL structures, which refer to page names within the URL as opposed to characters or numbers.

Good: www.website.com/pediatric-dentist/

Bad: www.website.com/857?Xkfjsd/



2. Website Architecture

Navigation Display

Menu navigation should be clear and limited to top content.

A good rule of thumb is to have no more than seven items should be displayed in the main (top level) navigation.



2. Website Architecture

Navigation Menu Hierarchy

Showing child pages within the navigation can help both visitors and search engines find content.

The caution here is that menu items should not go more than three levels deep as it quickly becomes overwhelming to human visitors and it degrades SEO value for links.



2. Website Architecture

Breadcrumbs

Breadcrumbs assist users and search engines with navigating the website.

They can be very beneficial to SEO.



2. Website Architecture

Blog Categories

Blog categories assist visitors and search engines in finding like content.

These should not be overused.

A good rule of thumb is no more than 10 total main categories and only one category selected per post.



2. Website Architecture

Blog Tags

Blog categories assist visitors and search engines in finding like content.

These should not be overused.

Tags should only exist if the term is found within many blog posts.



2. Website Architecture

Canonical URL's

Canonicalization refers to individual web pages that can be loaded from multiple URLs. Canonicalization is the process of picking the best URL when there are several choices.

Best practices for canonicalization is to set a preferred URL structure and/or page for search engines.

This can be achieved via your HTML code, a plugin, or via Google Webmaster Tools.



2. Website Architecture

Sitemap.xml

An XML Sitemap file is a technical file that is submitted to search engines such as Google or Bing.

It requires specific mark up and should be segmented by content type, i.e. pages, posts, products, categories, etc.

Submit the highest level sitemap to search engines. Don't submit each level.



2. Website Architecture

Robot.txt

A Robots.txt is typically placed in the root directory of your website and is used to inform search engines whether they can access and crawl specific parts of your site).

This file, which must be named "robots.txt", uses such terms as "allow" or "disallow" for communicating with the search engines.



2. Website Architecture

Mobile Responsive Website

With Google's extended push towards mobile websites and mobile first indexing, a mobile responsive website is a requirement.

Google's preference is one website for both desktop and mobile, as it provides only one set of URLs to digest and rank.

Mobile friendly is a must have for SEO!



2. Website Architecture

Thank You Pages Set to Noindex

Thank you pages should be set to noindex, because they many times contain duplicate content that is of very little value to search engines.



2. Website Architecture

Print Pages

Print only pages typically generate duplicate content and can thus be problematic for SEO. These pages, if used, should be set to noindex.



2. Website Architecture

404 Page

No matter how hard you try, website visitors will occasionally come to a page that doesn't exist.

Having a usable 404 page that guides users back to a working page on your site can greatly improve the user's overall experience.



2. Website Architecture

RSS Feed Available

RSS is an abbreviation for Really Simple Syndication, which is an industry standard for easily delivering content to visitors and other websites.

RSS is commonly used with blogs, news feeds, and other formatted news or other sources of information.



2. Website Architecture

Favicon

A favicon is a 16 x 16 pixel image that is also known as a shortcut icon. Browsers that provide favicon support typically display a page's favicon in the browser's address bar and next to the page's name in a list of bookmarks.

Favicons help provide branding for the website and support ease of use while reviewing bookmarks for a particular website or link.



2. Website Architecture

No Automatic Music or Video

Automatically launching a music file or video will annoy most visitors. This type of design was popular years ago, but modern day users find it distracting.

Use of such practices will produce lower rates of user satisfaction and in turn increase bounce rate levels.



2. Website Architecture

No Frames

Frames segment out content into two separate sections. Frames present a variety of problems including support for older browsers, user navigation, and the search engines ability to crawl the page successfully.

Frames should be avoided if at all possible.



2. Website Architecture

No Flash

Flash is a method of displaying movable or dynamic content. Flash is difficult for search engines to digest and index, as well as utilizes a great deal of bandwidth.

Flash is generally not supported on mobile devices such as the iPhone or iPad. It is also being blocked from Chrome browsers on the desktop.



2. Website Architecture

301 Redirect Loops

301 redirects are a great tool for maintaining SEO and traffic when URLs change. It is important to watch 301 redirects to make sure looping does not occur.

A 301 redirect example is Page A redirects to Page B which then redirects back to Page A.



2. Website Architecture

Structured Data & Schema

Structured Data uses Schema mark up to provide information to search engines.

Such coding only pertains to certain types of content like local businesses, people, events, products, reviews, podcasts, recipes, etc.

Using and validating such data is important in modern SEO.



2. Website Architecture

Google Search Console

All websites should be connected to Google Search Console with an XML sitemap submitted and validated.



2. Website Architecture

Bing Webmaster Tools

All websites should be connected to Bing Webmaster Tools with an XML sitemap submitted and validated.



2. Website Architecture

Google Analytics

Google Analytics is a powerful tool that shows you where people come from, what they do, and when they leave.

Bounce rate (people who leave your website as soon as they arrive) is taken into account in ranking a page for a given search term.

You need to control bounce rate and Google Analytics is a great and free way to monitor it.



2. Website Architecture

Broken External Links

Broken external links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded.



2. Website Architecture

Broken Internal Links

Broken internal links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded.



2. Website Architecture

Mixed HTTP & HTTPS Content

If links on an HTTPS website points to the old HTTP version of website, search engines can become confused as to which version of the page they should rank.



3. Website Usability

Consistent Website Formatting

Consistent formatting refers to a standard template for navigation, headers, text, typography and hyperlinks.

Use this template site wide so users will easily be able to differentiate sections of text and/or hyperlinks from standard text.



3. Website Usability

Content is Free of Spelling and Grammatical Errors

Grammatically correct content and website elements are free of spelling errors, properly edited and written in the authors native language.

Double check all content for errors prior to posting and take the time to run content through spellchecking devices prior to posting. Many bloggers set aside a new post for an hour or day and review again prior to posting.



3. Website Usability

Content is Easy to Read and Digest

Modern websites require a strong focus on ease of use. Shorter paragraphs and bullets with clear sections make it easy to read and digest.



3. Website Usability

Readability Level is Appropriate

This measures the level of education necessary to read and understand the web page content. In most cases, the content should be made to be simple so that a majority of the target audience can understand it.

If a user cannot digest the content, they will not stay on the website.



3. Website Usability

Page Titles Accurately Represent Content

Each website page should have a clear and concise title that effectively communicates the topic of the page's content.

Choose a descriptive title and avoid using default titles or vague titles like "Untitled" or "Page 1".

Avoid deceptive titles that mislead visitors.



3. Website Usability

Contact Information is Available on Every Page

The best websites will have an easy to locate contact page and additional options for contact in either the header or the footer.



3. Website Usability

Website Has a Complete Contact Us Page

The contact page is both informative and easy to use, while also being visually pleasing.



3. Website Usability

Clear Call to Actions Present

A call to action is a phrase that asks a user to take a specific action or that tells a user how to proceed.

These requests should be clearly identified and be comprised on concise text that is actionable.



3. Website Usability

HTML Sitemap for Visitors

A visitor (HTML based) sitemap is a visible list of all the pages for a given domain or website. Search engines sometimes use sitemaps to discover new pages on a domain, while users use a sitemap to browse a hierarchy list of available content.

Sitemaps can include only pages or they can include posts, categories, and tags or authors.



3. Website Usability

Newsletter Subscribe

Newsletters or email based feeds are great options for encouraging return visitors and visitor loyalty.

They provide an easy method for staying top of mind with prospects or clients.



3. Website Usability

Sharing Options for Website Visitors

Having easy to use social sharing icons is particularly important for items such as blog posts, events, and product pages.

These icons make it convenient for users to share content and thus will increase shares and help assist in SEO efforts.

Main blog pages do NOT need sharing icons.



3. Website Usability

Accessibility

Accessibility is an important part of modern SEO. In today's world of SEO, accessibility is required and not optional.

All websites should pass the criteria necessary to meet WCAG 2.0 (Level AA) guidelines.



4. On-Page Optimization

Appropriately Targeted Keywords

Consider the words that a user might search for to locate a web page or post on your website. Anticipating the right keywords and writing your content with these keywords in mind will produce positive results.

A mix of regular keywords and long-tail (longer phrases) will provide the best mix of search traffic and results.



4. On-Page Optimization

Keyword to Page Mapping

With the increasingly competitive nature of organic SEO and website optimization, best practices for keyword selection and implementation is to focus on one keyword per web page.

In cases where the keywords are long-tail keywords or keywords of lesser competitive nature, it is possible to target two similar keywords or phrases on one page.



4. On-Page Optimization

Keyword in Page URL

URLs with keywords that are relevant to your page content will help visitors remember the content better, increase inbound links, and will make the pages rank higher due to the inherent SEO value.



4. On-Page Optimization

Keyword Stuffing Avoided

Google defines "keyword stuffing" as the practice of loading a webpage with keywords in an attempt to manipulate a site's ranking in Google's search results. Such practices create a negative user experience and can harm your site's ranking.

Focus on creating useful, information-rich content that uses keywords appropriately and in context.



4. On-Page Optimization

Meta Descriptions <150 Characters

Meta Descriptions are HTML attributes or tags that provide short explanations of a page's content. If used correctly, search engines will use this text to display preview snippets for a given page in search results.

A good meta description will begin with the page's target keyword or phrase while also providing compelling text that will encourage a searcher to click through to the content.



4. On-Page Optimization

Meta Titles <60 Characters

A meta title tag is the line code or text that describes an online document such as a web page or file. Meta titles should be keyword rich, without appearing as if the writer is keyword stuffing.

The main keyword word or keyword phrase should begin the title and clearly align with the page content and targeted keyword.



4. On-Page Optimization

Meta Keywords Not Used

Years ago meta keywords were used by search engines to rank a given page.

In the US, they are no longer used for SEO except for triggering PPC spam warnings.



4. On-Page Optimization

Meta Descriptions Unique to Each Page

It is important to avoid duplicate meta description tags, as it degrades your page's value in the eyes of search engines.

Google Search Console will provide a list of any duplicates that exist for your website. Because of this, we know this is important to Google and influences SEO and ranking.



4. On-Page Optimization

Meta Titles Unique to Each Page

It is important to avoid duplicate meta title tags, as it degrades your page's value in the eyes of search engines.

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4. On-Page Optimization

Keyword as First Word(s) in H1 Title Tag

H1 tags are like newspaper headlines. They are one of the first things that the search engines read when reviewing your page and they should provide a concise view of what your page is about.

If your H1 tags contain your keywords, then your page could be seen as more relevant.



4. On-Page Optimization

Keyword Use in Non-H1 Headline Tags

Heading and subheading tags are used to represent a structure on the page for users and search engines. There are six sizes of heading tags, beginning with <h2>, which is the most important, and ending with <h6>, which is the least important.

Heading tags should accurately represent the content section, as well as provide keyword support, but should not use the practice of keyword stuffing.



4. On-Page Optimization

Keyword in First 50 Words on Page

When reviewing content and indexing a particular page or post, search engines are believed to place higher emphasis on the first fifty words of content.

It is, therefore, important to include your page or post's targeted keyword in the first fifty words of your paragraph text.



4. On-Page Optimization

Content is of High Quality

High quality content is related to the website's overall keyword focus, is well written, is of substantial length, and provides value or insight to readers.



4. On-Page Optimization

Content is Fresh

A web page is given a “freshness” score based on its inception date and this freshness score can boost ranking for certain search queries.

Websites that add new pages at a higher rate may earn a higher freshness score than sites that add content less frequently.



4. On-Page Optimization

Deep Links Utilized

Deep links refer to the usage of an internal links. An internal link is one that points to another page on the same website. Internal links establish site architecture, ease of navigation for visitors, and for providing search engines with insight on the most important pages within a website.

Internal links should use descriptive, page specific keywords in anchor text that match the target keywords of the destination page.



4. On-Page Optimization

Alt Attributes for Images

The "alt" attribute allows you to specify text for an image so that it can be used in the event an image cannot be viewed. If a user is viewing your website on a device that doesn't support images or is using a screen reader, the text within the alt attribute provide information about the picture.

Utilizing good alt text is beneficial for both the user and search engines.



4. On-Page Optimization

Keyword Use in External Link Anchor Text

External Links are hyperlinks that point to a domain other than the source website that has created the link.

Some SEOs believe that having external links with your keywords that match your page's keyword target is of value and helps overall ranking for the page.



4. On-Page Optimization

Limited or No Duplicate Content

Duplicate content refers to pages or blocks of text that appears on the Internet in more than one place. This can exist within a website or across multiple websites.

Only publish content once on your website, keep consistent URL structures to avoid unintentional duplicates, and do not use or post content already in use on the internet.



4. On-Page Optimization

Page Count is Inline with Competitors

Generally, the more keyword focused pages found on your site by search engines, the better. It offers more opportunities to rank.

This is especially true if you are competing against other websites that have substantially more pages than your website and you want to stay competitive in search.



4. On-Page Optimization

Active Blog on URL

Bloggging is a great way to provide a constant stream of on-site content for your website.

Content should always appear on your blog (or website) before it is posted anywhere else. Businesses that blog at least 20 times per month generate 5X more traffic and 4X more leads than those that only blog a few times per month.



5. Off-Page Optimization

Inbound Links to Domain

An inbound link, or backlink, is simply a link from an external website that points back to your website. The more sites you having linking to your own site, the better.

Having links to your website from authoritative resources on the Internet helps you rank higher in search engines since these links are an indication that your website is trustworthy and contains good content.



5. Off-Page Optimization

Backlink Health

While backlinks are important, they need to be from high quality websites.

It is always beneficial to review a website's backlink health and address any toxic links that may be present.



5. Off-Page Optimization

Inbound Links Point to A Diverse Set of Pages

Inbound links should not come to just your home page. Inbound links should come to a variety of pages and/or blog posts.

This helps support the ranking of those individual pages and posts, as well as demonstrates the value of the overall website.

Inbound links should include keywords when feasible and natural.



5. Off-Page Optimization

Diversity of Link Sources

In simple terms, each link to a page on your site from another site adds to your site's value.

A diversity of inbound links from different URLs is an example of the authority of your website to search engines.

Best practice tactics include link building efforts from a variety of high quality sources that match as close to your industry or website content as possible.



5. Off-Page Optimization

Link Schemes Not Present

A link scheme is use of excessive reciprocal links or excessive link exchanging. Such schemes are commonly acquired through the practice of "Link to me and I'll link to you" type of inquiries.

Links of this nature are designed to manipulate PageRank and are highly discouraged by the search engines.



5. Off-Page Optimization

Keyword Rich Alt Tags in Inbound Links

Anchor text is the clickable text that users will see for a given hyperlink.

The better your anchor text is, the easier it is for users to navigate and for search engines to understand what the page you're linking to is all about.

Anchor text that includes a keyword (where appropriate) is always better than nondescript and generic text such as click here.



5. Off-Page Optimization

Links from Industry Websites

Having links to your website from authoritative resources on the internet helps you rank higher in search engines since these links are an indication that your website is trustworthy and contains good content.

Focus on high quality links from within your industry.



5. Off-Page Optimization

Domain “Mentions”

While inbound links are desired, mentions (non hyperlinked listing) of a URL can also provide weight for ranking and branding.

The exact value of mentions is unknown, but the need for mentions is undisputable.



5. Off-Page Optimization

Social Shares of Individual Content

Social media influences SEO ranking, referral traffic, and overall branding.

It is important to share all SEO focused content on the most popular social networks.



6. Social Media



Facebook Page With Active Posts

A Facebook page (not profile) builds branding and provides a good source on inbound links to your website. It can also alter the search results of a given user if the search engines can associate connected user accounts that have already interacted with these brands.

Facebook pages should include a keyword rich profile, hyperlinks back to your website, and a profile image that matches your logo and brand.

6. Social Media

Facebook Page with Likes > 100

Engagement via social media websites takes effort. The easiest and best way for engagement is to engage with others, ask others for likes and follows, include interactive social icons on your website, include links to social sites on email footers and business cards.

PS: 100 is a bare minimum. Aim higher!



6. Social Media



Twitter Account With Active Tweets

A Twitter account builds branding and provides a good source on inbound links to your website. It can also alter the search results of a given user if the search engines can associate connected user accounts that have already interacted with these brands.

Twitter accounts should include a keyword rich profile that includes hashtags, a hyperlink back to your website, and a profile image that matches your logo and brand.

6. Social Media

Twitter Account With Followers > 500

Engagement via social media websites takes effort. The easiest and best way for engagement is to engage with others, ask others for likes and follows, include interactive social icons on your website, include links to social sites on email footers and business cards.

PS: 500 is a bare minimum. Aim higher!



6. Social Media

LinkedIn Personal Profiles

LinkedIn is the world's largest professional network with over 120 million members and growing rapidly. It is good for overall branding and it is good for building inbound links to your website.

Every business professional should have a personal profile. Personal profiles should include your targeted keywords and hyperlinks back to your website.



6. Social Media

LinkedIn Company Profile

Every company, whether big or small, should have a LinkedIn company profile.

Company profiles should include your targeted keywords, your products and services, hyperlinks back to your website, and a client recommendations specific to your offering.



6. Social Media

Pinterest

Pinterest is a very popular social media website for many types of industries and niches. While it won't apply to all websites, it does help with SEO and it should be part of the marketing mix for any websites or blogs that has a large amount of image usage.



6. Social Media

Instagram

Instagram is a very popular social media website for many types of industries and niches. While it won't apply to all websites, it does help with SEO and it should be part of the marketing mix for any websites or blogs that has a large amount of image usage and that target a younger demographic.



6. Social Media

YouTube

YouTube is the second largest search engine outside of Google. Due to this, it does carry a lot of weight with both traffic and SEO.

Integrating YouTube into a marketing campaign can have significant benefits for many industries and niche markets.



6. Social Media

Google+ and/or Google My Business Page

Companies should have a Google+ business page and they should encourage their key employees to set up personal profiles. Both types of accounts offer great opportunities for inbound link building and influencing search results via connected accounts.

All local businesses should have a Google My Business profile to allow for local, mapped based results.



6. Social Media

Bing Local or Places

More customers are searching Bing to find businesses and services in their local area. Claiming your business listing can help increase your visibility and influence customers to visit your business.

Similar to other local directory websites, to get the most out of your profile remember to use keywords and hyperlinks.





Does Anyone Have Questions?

Don't Be Shy • Raise Your Virtual Hand • Don't Make Me Beg

*Day Two:
Favorite Tools
for Preparing
Website Audits*



Locating the Right Tools

I use a standard set of tools for collecting the data. While most are free, some are paid.

I pay for a few tools because they save me many hours per month in work. For me, it is totally worth it, because the money spent is far less than what I can bill for the time saved.

You need to find your own balance between free and paid tools.



My Favorite Audit Tools

- Ahrefs
- Bing Webmaster Tools
- Dynomapper
- Google Analytics
- Google Search Console
- KW Finder
- MozBar
- Pingdom
- SEMrush
- SpyFu
- WHOIS
- WooRank



Ahrefs

- Backlink lists
- Anchor text
- Top linked content
- Competitive domains
- Competing pages
- Content gaps
- Broken links
- Content explore
- Keyword explore



Bing Webmaster Tools

- XML sitemap submission
- Disavow links
- Connect and verify social sites
- Page traffic
- Top keywords
- Mobile friendly check
- Inbound links
- Crawling information
- Markup validator
- SEO analyzer
- Keyword research



Dynomapper

- Website crawls
- Content inventory and depth
- Content silo reviews
- URL lists
- Sitemap generator
- Accessibility testing



Google Analytics

- Traffic shifts
- Sources of traffic
- Social media traffic sources
- Referral traffic sources
- Bounce rates
- Time on site
- Top pages



Google Search Console

- XML sitemap submission
- Keyword ranking
- Top pages
- Inbound links
- Linked content
- Meta issues
- Mobile issues
- Crawl errors
- Disavow links



KW Finder

- Keyword suggestions
- Keyword volumes
- SERP list
- Difficulty factors
- Competitor links per URL
- Competitor social media activity per URL
- Competitor domain and page authority



MozBar

- Meta title and descriptions
- Headers
- Bolded and italic text
- Alt text
- Canonical links
- On-page highlighter and link data
- Robot.txt file check



SEMrush – Top Tool!

- Keyword ranking
- Top pages
- Adword usage
- Competitor comparisons
- Technical audits – **LOTS AND LOTS OF GOODNESS**
- Backlink audits
- Social media usage
- Brand mentions



SpyFu

- Keyword ranking
- Top pages
- Adword usage
- Competitor comparisons
- Inbound links
- Link opportunities



WHOIS

Displays registration data for websites and blogs.



WooRank

- On-Page
- Mobile friendly
- Technical
- Usability
- White label reports



Other Popular Tools

- BrokenLinkChecker.com
- DeepCrawl
- Google PageSpeed Insights
- Google Structured Data Testing Tool
- Gtmetrix
- Majestic
- MozLocal Search
- Screaming Frog
- Similar Web
- Structured Data Markup Helper
- Wave Accessibility



*Let's go explore a few
of my favorite tools.*





Does Anyone Have Questions?

Don't Be Shy • Raise Your Virtual Hand • Don't Make Me Beg

*Day Three:
Using Website
Audits in Your
Business*



Why Website Audits Rock!

- They create a win/win for you and the website owner
- They create goodwill
- They make great options for lead generation
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Presenting Audit Results to Clients



Presenting Audits to Clients

- There are lots of different ways to collect, present, and report on website audits.
- You need to find one that fits you and your way of processing data.
- My original website audit was based on Word and it was a beautiful template that looked great when delivered to prospects and clients.
- The downside is it was painful to modify and it provided little options for adding comments and notes.



The Template



Audit Item Under Review	Description of Best Practice	Scoring	Comments and/or Suggestions	Data Source	Supporting Documentation
Content Silos	A content silo is simply a directory structure that organizes your content and makes it easy for search engines and visitors to know where to find like content on your site.	Fail		Dynomapper	
Content Depth	Content depth is required for creating content silos, however, content should not go down too many levels as this makes it difficult on human visitors to access and search engines to crawl and index. All content should be within three clicks of the home page.	Pass		Dynomapper	
SEO Friendly URL Structure	A Uniform Resource Locator (URL) is address used to identify a specific page on a website. It contains the site's main domain name plus the name of a specific page or post. Example: www.website.com/contact/. The industry best practice is to use SEO friendly URL structures, which refer to page names within the URL as opposed to characters or numbers.	Pass		Dynomapper	
Navigation Menu Display	Menu navigation should be clear and limited to top content. A good rule of thumb is to have no more than seven items should be displayed in the main (top level) navigation.	Fail		Website	
Navigation Menu Hierarchy	Showing child pages within the navigation can help both visitors and search engines find content. The caution here is that menu items should not go more than three levels deep as it quickly becomes overwhelming to human visitors and it degrades SEO value for links.	Pass		Website	
Breadcrumbs	Breadcrumbs assist users and search engines with navigating the website, therefore, they can be very beneficial to SEO.	Fail		Website	
Blog Categories	Blog categories assist visitors and search engines in finding like content. These should not be overused. A good rule of thumb is no more than 10 total main categories and only one category selected per post.	Pass		Dynomapper	
Blog Tags	Blog categories assist visitors and search engines in finding like content. These should not be overused. Tags should only exist if the term is found within many blog posts.	Fail		Dynomapper and Website Admin	
Canonical URL's	Canonicalization refers to individual web pages that can be loaded from multiple URLs. Canonicalization is the process of picking the best URL when there are several choices. Best practices for canonicalization is to set a preferred URL structure and/or page for search engines. This can be achieved via your HTML code, a plugin, or via Google Webmaster Tools.	Pass		MozBar	
Sitemap.xml	An XML Sitemap file is a technical file that is submitted to search engines such as Google or Bing. It requires specific mark up and should be segmented by content type, i.e. pages, posts, products, categories, etc.	Pass		Google Search Console	
Robots.txt File	A Robots.txt is typically placed in the root directory of your website and is used to inform search engines whether they can access and crawl specific parts of your site). This file, which must be named "robots.txt", uses such terms as "allow" or "disallow" for communicating with the search engines.	Pass		Google Search Console	
Mobile Responsive	With Google's extended push towards mobile websites and mobile first indexing, a mobile responsive website is a requirement. Google's preference is one website for both desktop and mobile, as it provides only one set of URLs to digest and rank.	Pass		Google Search Console	
Thank You Pages Set to Noindex	Thank you pages should be set to noindex, because they many times contain duplicate content that is of very little value to search engines.	Pass		Dynomapper	

Presenting Audits to Clients

- When preparing the audit template for you, I didn't want to subject you to my frustrations.
- I switched up the format and converted my existing Word audit document into an Excel spreadsheet.
- This new simplified format will allow much greater flexibility in how you collect data, what you report, and how you presented this information to clients.



The Website Audit Template

- You'll notice the template has different tabs for different areas of the audit.
- It was in one tab, but this quickly became overwhelming to me and if it was challenging to me, I knew it would be frustrating to you and your client.
- Breaking these audit elements into segments helps make them more manageable and much more digestible.



The Website Audit Template

- Keep in mind that these are my segments and you should modify this audit template to fit you, your brand, and how you think and consume data.
- While you are welcome and engaged to add items, I do caution you on removing items.
- It might feel like a quick move if you don't know what an item is, but don't do it.
- Take the time to learn what each item is and why it is important. This will make you a better SEO consultant.



The Website Audit Template

Audit scoring:

- When I perform audits I score each item with a simple pass or fail. I then color code these to be red or green.
- While I could make the scoring more elaborate, it would degrade the readability and usability for clients.
- KISS (keep it simple stupid) is key. Clients will automatically be overwhelmed so don't make this worse.



The Website Audit Template

Comments and/or Suggestions:

- I have a column for you to add any comments or suggestions that are specific to your client and their website.
- This will allow you to point out particular examples or provide more verbiage that helps your client relate this item to their website or industry.
- The more client-specific information you add, the more credibility you earn with the client.



The Website Audit Template

Comments and/or Suggestions:

- Another benefit of this column is it will help you remember why you scored something as a pass or fail.
- You might have weeks or months go by before the client returns to have you fix these issues. Having some notes will prove very useful.
- This will also be very useful should you be contracted to fix these items for the client. Remember that any fixes are billable events.



The Website Audit Template

Data Source:

- This column is for your reference as you go through your first few audits.
- You can use my source for find an alternate source you like better.
- I generally don't leave this visible for clients, unless they are highly driven by data and will need this additional information.



The Website Audit Template

Supporting Documentation:

- While creating the audit I save PDF reports or take screen shots.
- All data is saved into a specific folder, so I can forward it to the client.
- I use this column to reference the file name, so the client can cross reference the issue to the supporting documentation.
- It's one thing to point out an issue. It's a whole other world to show third-party data to support your claim.



The Website Audit Template

Top Ten Tab:

- Clients will be overwhelmed with this report and they won't know what items to tackle first.
- The summary tab of the top ten issues gives clients a starting point and a short, digestible list to focus on in the short-term.
- This list also gives you a power tool to use in quoting future services.



Now Onto the Next Steps

- Will it be a lead generation tactic that is prominent on your website and used to convert visitors?
- Will it be a paid offering that you present once you speak live with a prospect?
- Or will you offer it as a goodwill gesture to obtain new business?
- The answer to this will vary by business and might change over time. Give yourself time to figure out what is best for you and your business.



What Do You Need?

- Leads
- Quick revenue
- Recurring revenue
- High value projects
- Data to help sell design and development packages
- A reason to check in with older and/or out of touch clients



Lead Generation





Generate Your
FREE Website
SEO Audit
Report Now...



Free SEO Audit

Find out how SEO
friendly your website
is and what you can
do to rank higher

Request Now...



Claim Your Free Website SEO Review Today!

Fill In The Form Below



REQUEST NOW

WANT TO SEE HOW YOUR
WEBSITE IS PERFORMING?

FREE WEBSITE AUDIT

We'll give a comprehensive assessment—
FREE. All you have to do is ask!

Complimentary Website Health Check

Want to see how
well your website
can perform?

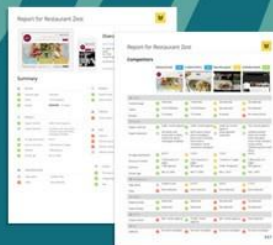


FREE W
& SEO



Auxilium Technology:
Driving Engineering Innovatio and Performance

Get My FREE Site Audit



[WEBSITE AUDIT TOOL]

PERFORMANCE MATTERS.

Is your website matching your
business values?

Request your Audit Now



GET A FREE SITE AUDIT

CLICK HERE NOW

Your website may look
great, but is it performing
to its potential on search
engines, find out now.

Free SEO Report Card

Let UsCity analyze your site for FREE and see
how it ranks versus your competitors.

* required field

Name *

Email address *

Phone Number *

Website *

Address *

Company Name *

State your company provides marketing:

Create my report or view a sample report



What's Your SEO
Score?

Lead Generation: Pros

- Great for filling the sales funnel
- Great for building your SEO skills
- Great for demonstrating your knowledge
- Great for building trust
- Great building authority
- Great for providing goodwill to existing clients
- It "should" drive more SEO business



Lead Generation: Cons

- It will be a **HUGE** time suck.
- And after all the time spent, it still might not result in any new business or additional revenue!



Create a New Service Offering



Service Offering: Pros

- Great addition to existing SEO services
- Can serve as a stand-alone item that fits well with DIY clients who want to execute their own SEO
- Produces extra revenue between \$400 - \$5,000 per client or website audit (some clients have many sites)
- Can provide even additional revenue through add-ons like live walkthroughs or coaching calls



Service Offering: Pros

- Can quickly turn into a secondary project where you fix all the items you just discovered
- It can serve as an annual event – just like that annual trip to the doctor's office
- If the website is large and/or lots of cooks are in the digital kitchen, the audit could generate monthly revenue via a service retainer



Service Offering: Cons

- Full-blown audits take someone with solid SEO knowledge, so you cannot easily delegate the tasks to a third-party or intern
- Things change quickly in SEO and you have to stay up to date with the changes or your audit will be incorrect and lead clients astray
- You may find that you actually hate this process and you'd rather visit the dentist for a root canal



*Part of Larger SEO
and/or Website Projects*



SEO Project Step: Pros

- Adding in an SEO audit can increase a standard SEO project's revenue by 20% or more
- It will help you identify issues you would have otherwise missed
- Will help the client see that SEO is an ongoing process and not a race to the finish
- Will help increase the success rate of SEO projects, because the view is more holistic



SEO Project Step: Cons

- You might find yourself well over budget once the audit is added into the SEO project's proposal
- You might discover a hot mess well after quoting and you're stuck with this mess
- You might find the audit results are well outside of your capabilities to fix



Lessons Learned



Website Audit Lessons Learned

- You are the expert. Remember this and act like it. Own your knowledge and your ability to provide value.
- Know the website size before you provide an audit cost. A small website might take you three hours to audit, but a very large website could take well over a day. Know the website size before you provide a cost and timing estimate.
- Set expectations with your clients early. State the audit will take you a minimum of a week to schedule and perform. This allows you time to do a quality job and it reinforces the true work that goes into this report.

Website Audit Lessons Learned

- Don't sugar coat information. The audit is designed to highlight issues and provide an actionable list of areas of improvement. If you minimize this, you are doing a disservice to your client.
- Invest in some quality tools to help reduce your time. Without the right tools, a six hour audit could morph into a twenty hour audit.
- Report, but don't fix unless contracted and paid to do so. You are not your client's mother, so stop mothering and smothering them!

Website Audit Lessons Learned

- Give examples of issues. This will help your client better grasp the issue and why it matters.
- Create a top ten action list. I like to give the client a top list of items that should be put ahead of all others. This helps clients see what is most important and it gives them a starting point for making change happen.
- Don't sell services. Just state the issue and encourage the client to self-heal. You'll find they can't and they'll return to you and ask for help. It provides an opportunity to build credibility and it makes the ultimate sale of services so much easier.

Website Audit Lessons Learned

- Live report walkthroughs are a billable event. While you can throw an hour of your time into review the report, don't. Deliver it in email and offer to have a paid consulting call to review the details live. Value your time and the client will too.
- Change takes time so expect and articulate this to your client. Your client won't be able to fix everything in a week. Even with lots of help. It will take time so make sure both you and the client are planning for this in your project plan.
- Results take time! Don't let your client push you into a specific timeframe for seeing ranking changes as a result of this audit. Quality SEO is making small changes that over time equate to ranking shifts. You cannot guarantee a move from page ten SERPs to page one SERPs in a month.



Does Anyone Have Questions?

Don't Be Shy • Raise Your Virtual Hand • Don't Make Me Beg

Grab Your Downloads

Website Audit Slides:

diyseocourses.com/wp-content/uploads/2017/12/Audit-Workshop.pdf

Website Audit Template:

diyseocourses.com/wp-content/uploads/2017/11/Website-Audit.xlsx

Resources:

diyseocourses.com/wp-content/uploads/2017/12/Audit-Tools.pdf

diyseocourses.com/wp-content/uploads/2017/12/Ultimate-Site-Audit-With-SEMrush.pdf

Ask Questions:

Join my private Facebook group and get answers. facebook.com/groups/seolaunchpad/