



COMPANY NAME HERE

SEO AUDIT

COMPAY NAME HERE
Findings of initial SEO Audit
September 2, 2018

Intro: Why We're Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

1: Keyword Research and Search Volume

We include this section because it is important to know how people are searching for your services. Each keyword is followed by how many monthly searches are made using that term. The number is how many people are making that search per month, from the specified areas. If we're using a specific city for the search number, we'll indicate that as well. The idea is to know what search terms we should be targeting for maximum impact.

Searching from City or General

Keyword – (Notes here.)

Keyword – (Notes here.)

Keyword – (Notes here.)

Searching from City or General

Keyword – (Notes here.)

Keyword – (Notes here.)

Keyword – (Notes here.)

What I am seeing from these patterns: If people are searching for Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.

Suggestions:

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime.

2: What's Ranking Above You, and What We Can Learn

I'd like to look at a few queries and analyze *why* Google is choosing those results Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime.

What I'd like to focus on here is *searcher intent*. If we see what the pattern is for searcher intent, we can make better decisions about what changes to make to the website and how to market the business online.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime.

Page one for search term "Keyword":

#1: <http://example.com/>

[Searcher intent]: Something

[Notes]: Notes.

#2: <http://example.com/>

[Searcher intent]: Something

[Notes]: Notes.

#3: <http://example.com/>

[Searcher intent]: Something

[Notes]: Notes.

#4: <http://example.com/>

[Searcher intent]: Something
[Notes]: Notes.

#5: <http://example.com/>

[Searcher intent]: Something
[Notes]: Notes.

#6: <http://example.com/>

[Searcher intent]: Something
[Notes]: Notes.

#7: <http://example.com/>

[Searcher intent]: Something
[Notes]: Notes.

#8: <http://example.com/>

[Searcher intent]: Something
[Notes]: Notes.

#9: <http://example.com/>

[Searcher intent]: Something
[Notes]: Notes.

#10: <http://example.com/>

[Searcher intent]: Something
[Notes]: Notes.

Recommendations: Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime.

3: Technical SEO

Google has 1xx pages for your site indexed. No broken backlinks.

HTTPS

- Google has said they prefer HTTPS to HTTP. You have this set up already. Great job!

Sitemaps

- Google states in their Quality Guidelines that sites should have an XML sitemap for site crawlers, and an HTML sitemap for users. You do not have a HTML sitemap page.

Structured Data

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime. This would output info like the company name, address, phone, social accounts, etc. in hidden markup called Schema, which Google uses for the Knowledge Graph (You can see part of the Knowledge Graph when you Google the company name and you see the company info on the right-hand side of the page).

<https://search.google.com/structured-data/testing-tool>

Mobile-Friendly

- Google says your site is mobile-friendly. Nice!

Terms of Service

- Google states in their Quality Guidelines that sites should have Terms of Service and/or Privacy Policy page. This is something you need to add.

Page Speed

- I ran this through Google Page Speed Insights. It looks like your site could do slightly better on speed.
[Page Speed Insights screenshot]

The two things you want to have are a site that loads at least as fast as your competitors, and a fast Time To First Byte. This is the time it takes a browser to start grabbing files from the host to compile and render the page. Your TTFB was xx00ms, which is pretty good!

One thing we might do to speed up the site yada yada yada.

If Modified Since

- This is also part of the Google Quality Guidelines. This is some behind the scenes stuff that happens when their crawlers go to fetch a web page. I can take care of this for you. (Don't feel bad, most sites I audit don't have this).

4: Content Audit

Global

- *Header*: Local phone number should be up top, a clickable link in the header on every page. The drop-down menus link to all the pages that appear to be on the site.
- *Footer*: No links in the footer. Company info (Email, Phone, Address) in the footer, but also links to you most important pages, and any social accounts that you are using.
- *Font*: Legibility.

- *Sidebar (not Home):* Check for calls to action, repeated items, things that should not be there.

Home

- *Home Page:* The home page has enough content that it is ranking for some searches, but here are some things I would look at improving:

1) Things.

2) Things.

3) More things.

About

- Awards, bio, accolades, story
- More.
- Things.

Reviews

- Highlighting reviews Google, Yelp, industry specific.
- More.
- Things.

5: On Page Factors

Meta Titles and Descriptions

- Titles: rewrite?
- Descriptions: rewrite?. We will rewrite those to fit.
- Additional.

Design and user experience

- The main goal of the website is to lorem ipsum.
- Something.

Inner landing pages

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime search query.

On page content

See the Content Audit section.

6: Backlink Profile

Like most of your competitors, your back link profile is fairly modest. A tool I use called *Ahrefs* shows that you have 143 links coming into your site from 43 different websites.

However, if we could identify some topically relevant sites where you could get links back to your site, this should improve your SEO.

For example, Competitor has 1000+ links coming in from 567 different websites.

We would want to look for opportunities on sites that are about yada.

Citations (Name, Address Phone, Website)

Mentions of your company name, address, phone, and website needs to be consistent on all websites. Google looks at places where you are mentioned (Google My Business, Facebook, Yelp, BBB, YP.com, and potentially hundreds of others) to determine where you are located.

If we're linked building for local SEO, sites that provide a website link, or are closely related to contracting or auto repair should be a priority.

When I checked your citation consistency score on a tool is use called *Moz Local*, you scored 60%.

You can see the Moz Local results here:

[link]

Here are the things that concern me the most.

On x y z, your have your business listed as :::

[Screenshot]

The same problem appears on YP.com.

[Screenshot]

These are all data aggregators that push the information about your business: Name, Address, Phone, Website, Hours of Operation, Business Category – to dozens of other sites around the web. Search engines look for consistency in these facts, so getting these to all match everywhere is important in local SEO.

Recommendation:

Building out back links from sites related to TOPIC may help boost you up over some of the other competitors with similar link profiles.

You should also build out and claim any profiles that exist out there that are unmanaged (YP.com, Manta, etc). This will help you build a well-rounded back link profile.

The more closely related the site linking to you to what it is you do, the more it is weighted as a relevant link in Google and other search engines.

7: Google My Business

- Business Name: Looks correct or not.
- Current Category: Category
- Most of your competitors have the main category as *Category*, *Category*, or *Category*
- Photos: I would get more photos under each category in Google My Business: Outside, Interior, Team. You might also consider investing in a Google 360 view. This seems to give a bit of a bump in some cases.
- Address: Looks correct or not.
- Hours of Operation: Listed or not.
- Reviews: 20 to 40 reviews.

Suggestions:

I would encourage you to get more Google reviews from customers. If possible, have them mention the specific model of car that you helped them with. Get more photos up for all the categories in your Google My Business listing. Consider a Google 360 interior shot (you would have to book this, if you are interested, I can point you in the right direction.)

8: Yelp and Other Citation and Review Sites

- **On Yelp**, your three Business Category is *Category*. You might consider *Category*, and *Category* as secondary categories.
- You have ten Yelp reviews, while most of the shops that are on the first page of Yelp for “search” or “search” have between one-million and sixty-million. I would be proactive about getting more. Google also looks at reviews on sites not their own (like Yelp) to determine rankings.

Note: Don't ask them to leave a review while they are on your premises. It will get filtered out, because Yelp track IP addresses. Give them a handout (if they seem like they are happy) with instructions on leaving a review on Google, Yelp, and maybe one other service.

- **Facebook:** You've only got thirty reviews here. Other places like COMPETITOR in CITY have over fifty.
- We should also look at getting reviews from places from other third-party sites whenever possible (YP.com, BBB).

9: User Experience

- Google looks at factors like how long people stay on your site, how many pages they visit, and whether they go back and conduct another search (meaning they didn't find what they were looking for). The goal is to *satisfy the search intent*.

A goal going forward should be to document customer questions, and create site content that answers those questions .

- Design, page loading speed, mobile friendliness all play a part in whether customers trust your brand or stay on your site longer.

We can use Google Analytics to get raw data, so we can measure effectiveness of changes to the site, and the impact over time.

Another tool we can use is CrazyEgg, which is a paid service, that lets us see where people click on pages, where they scroll to, and even records some of the interactions people have with the page. This can help us to make improvements to the site over time, and help identify strengths and weaknesses of each page, and the overall site.

10: Miscellaneous

- You might consider adding a Facebook Pixel to your site. This will allow for retargeting advertising through Facebook and creating custom ad targeting for people who have already been on the website.

- One thing to consider adding is an email list signup. Even if you send out an email newsletter once every couple of weeks, this is a good way to stay in touch with past customers and stay “top of mind” so they recommend you to others. This can also help potential customers make a buying decision when they are ready.

Supplemental: Bullet Point List of Actionable Items