Audit of SEO, performance and accessibility

Mike’s objectives:

* Use spreadsheet template for audit.
* Maximize the odds that website appears on the first page of search engine results when someone searches “freelance web designer Atlanta”.
* Google Lighthouse tool for analyzing speed and performance.
* Website must be accessible to everyone (use recognized standards for screen readers).
* Document all recommendations before optimizing website.

Project instructions:

* Audit the website by identifying SEO and accessibility issues.
* Recommend at least 10 actions to take to improve the website’s accessibility and/or SEO
* Apply your recommendations to the code and submit the full source code of the improved website.
* Provide a before-and-after comparison of the results from Google’s Lighthouse tool.

Deliverables:

* Excel audit report.
* Optimization report pdf:
  + 10 recommended actions, including references.
  + Link to git repo with updated website source code.
  + Before-and-after comparison of the results from Google’s Lighthouse tool, accounting for all the actions taken to optimize the website.

## SEO Recommendations

Find long tail transactional keywords:

* Phrases with at least 100 visitors per month are good opportunities
* Multiply keyword ideas by using AnswerThePublic autocomplete suggestions

Geotag your keywords:

* Mike’s clients are local businesses in Atlanta, so he should probably add a local component to his SEO strategy
* He can create a Google My Business account with his Atlanta address and website URL. Foster positive reviews and manage negative ones.
* He should add a page to his website with some of the following information: street address, telephone number, business hours, map, accessibility info, a description.
* If there is a relevant digital publication in his area, he should send them an email to introduce himself. A local publication that links to his website would be good for SEO.

Install Google Analytics and Google Search Console

Check that searches of the brand name return the website

Check if the website has a primary address (with or without “www”)

Check for duplicate content

Check for indexing or crawling issues

Check if the website is responsive

Check if the Web content meets accessibility standards

Check that the URLs for the website are comprehensible and that they include the subject of the page in question.

Meta tags:

* Title (70 char) and description (180 char) tags indicate the topic of the page to search engines. They also appear in the results. They must include the target keyword and make visitors want to click and read the page.
* Robots tag should be set to “index, follow.” This indicates to search engines that they should index the page (index) and follow links on the page (follow).

Titles:

* Make sure there is one, and only one h1 on the page, and that it contains the keyword.
* Make sure the content is divided into multiple h2 subsections, and that they include the keyword or a synonym.

Image files should not be too big.

Aim for a minimum of 400 words for pages on your website (when it makes sense) and 600 words for your blog posts and news or expert content.