



IE4040

Information Assurance & Auditing

Web Site Auditing Report

B.Sc. (Hons) Degree in Information Technology – Specialization in
Computer Systems and Network Engineering

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Table of Contents

1. Introduction.....	1
2. Purpose of Web Site Audit.....	2
3. Types of Web Site Audit.....	2
4. Usage of Web Site Auditor Tool.....	3
4.1 Create a project for your site in Web Site Auditor	3
4.2 Analyze the Audit Results & Fix Red-Flagged Factors	3
4.2.1 Crawlability & Indexing Issues.....	4
4.2.2 Redirects.....	5
4.2.3 Issues with Images	6
4.2.4 Coding Issues	6
4.2.5 Linking Problems	6
4.3 Generating Reports	7
5. Conclusion	7
6. References.....	8

1. Introduction

In simplest terms, a site audit is a process for evaluating the search engine friendliness of a website in multiple areas. Think of it as a comprehensive evaluation of the site's overall performance.[1]

A site evaluation is based on whether or not website appears on a search engine's results pages (SERPs).

Similar to auditing a business for following all the rules and regulations set out by the government, or auditing a social media channel for performance and strategy, auditing your site must dot every “I” and cross every “T” to determine what issues need to be worked through for the website to rank and rank well.

But website audits can be performed to see if there are areas for improvement within the site as well. This report card, of sorts, helps to identify a site that is clean and easy to operate compared to one that may have issues.

In fact, a site audit is one of the most powerful activities an SEO can undertake to increase the user experience, generate higher search visibility, and more.

A site audit is also one of the most difficult aspects of SEO. First, it's a major undertaking, requiring you to know what to analyze and how to draw conclusions from the data. Secondly, a website audit evaluates every aspect of the site's SEO and the user experience. It looks at content, Technical SEO, links – external and internal links, particularly broken links and more.

2. Purpose of Web Site Audit

There are many reasons to do a website audit, but in most cases SEO and content marketing are the main ones. Website audit made for SEO purposes discovers weak spots of a website's SEO score and helps understand the state of SEO [2].

3. Types of Web Site Audit

We have multiple types of site audits [3]. Some of them are,

- **Website health audits** - analyzing overall health of the website while revealing all issues that require immediate attention.
- **Security audits** - accessing a site for potential vulnerability issues such as high value sites and high-risk verticals.
- **Competitive site audits** - the ability to monitor all gaps and opportunities for website promotion and detect the benefits and drawbacks of competitors.
- **Red flag and recovery audits** - analyzing a website for impending penalties and site metrics when there is an oncoming peril of algorithmic penalties.
- **Conversion optimization audits** - accessing a site for possible technical and onsite conversion problems.
- **Technical SEO audits** - this often involves crawling the entire site, beginning with a review of site content, structure, and adherence to best practices such as web accessibility.

4. Usage of Web Site Auditor Tool

4.1 Create a project for your site in Web Site Auditor

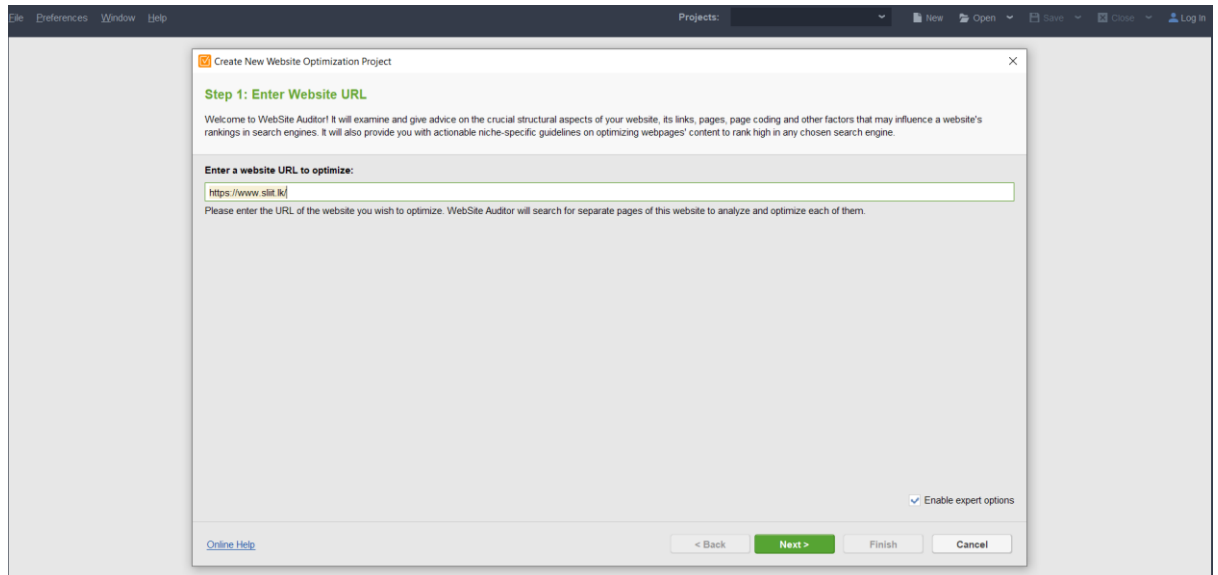


Figure 4.1

Open your WebSite Auditor Tool and 1st you must the web Site URL that you want to audit. It shows in figure 4.1

It will collect all of your pages and resources, including CSS, JavaScript, images, videos, etc.

What's more, it is possible to crawl your site as different bots (Googlebot, Bingbot, Googlebot-Mobile, etc.) This way, you will picture how different crawlers see your pages.

4.2 Analyze the Audit Results & Fix Red-Flagged Factors

Web Site Auditor pulls every issue that can affect your rankings, search engine indexation, and user experience.

The tool lists all problematic pages and provides specific instructions on how to fix each.

Here are the factors the tool helps to analyze as shown in Figure 4.2.1 and 4.2.2

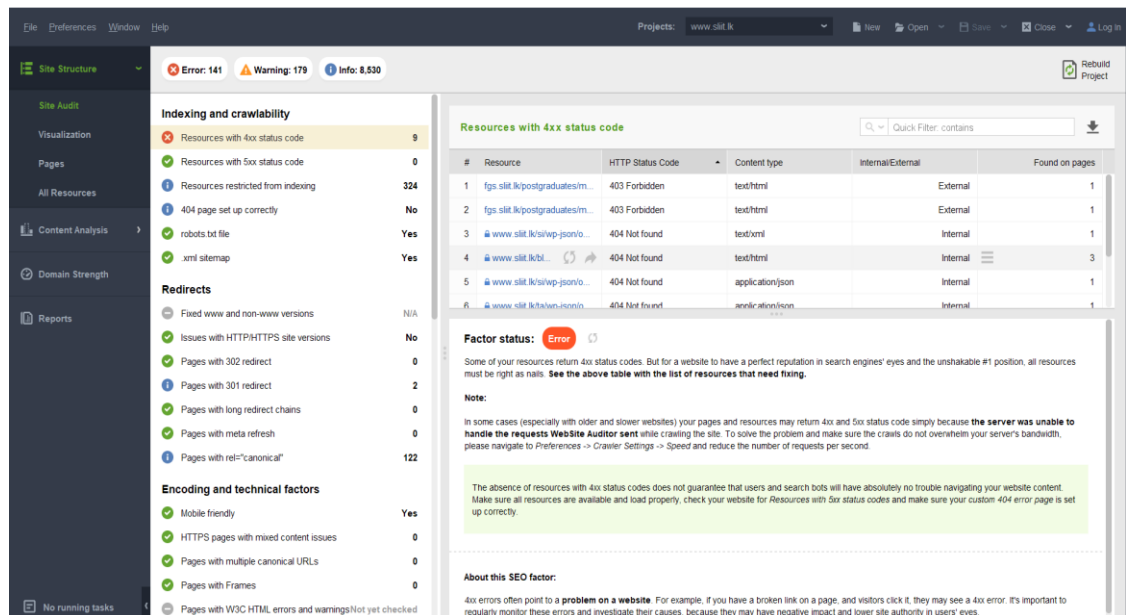


Figure 4.2.1

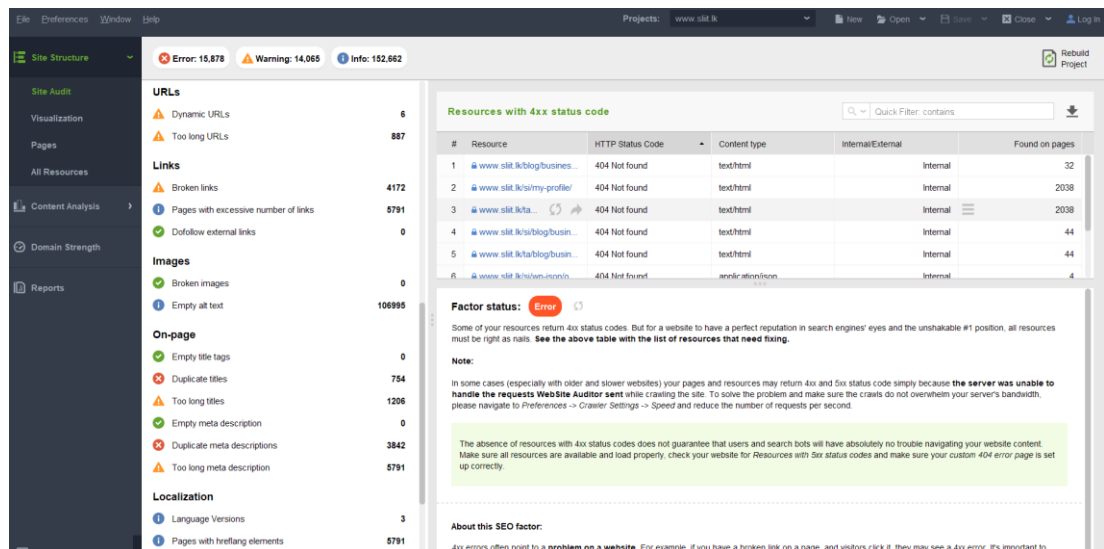


Figure 4.2.2

4.2.1 Crawlability & Indexing Issues

In Here you won't lose any ranking opportunities if you regularly:

- **Check your robots.txt file and edit its instructions.** If you do not have one, the tool will help to create it from scratch.
- **See which pages and resources are blocked from indexing.** This problem can be caused by the robots.txt file, noindex tag in the <head> section, and the X-Robots-Tag in the HTTP header.
- **Check pages with 4xx and 5xx status codes** as well as orphan pages (those that are not linked internally and cannot be found).

4.2.2 Redirects

Redirects should lead visitors to the page you intend them to see.

However, when redirects are applied poorly, it can be a grave SEO issue.

WebSite Auditor is an expert here as well and lets you:

- Check pages with **302 redirects**. They are perfectly legitimate. But it's better to make them 301, if they do not have a temporary status.
- Check pages with **meta refresh**. Spammers usually use it to lead visitors to the pages with non-related content. Search engines do not quite like such practices.
- Make sure there are no issues with **http/https and www/non-www versions** of your site.
- Check for issues with **canonical links** to make sure that your site won't be penalized for duplicate content.

4.2.3 Issues with Images

This tool will easily show you,

- **Broken images** that got deleted, or their file path was misspelled. Such images cannot be displayed which is a serious UX issue.
- **Images with empty alt text.** Search engines are getting much better at reading images. However, images' alt text is a big helping hand for image understanding.

4.2.4 Coding Issues

Issues in your code impact your page's load time.

To fix that, the tool:

- Checks there are **no pages with Frames, W3C errors, or of a big size.**
- Shows how well your site is **optimized for mobile.**
- Searches for **unreadable and dynamic URLs.**

4.2.5 Linking Problems

WebSite Auditor provides full info on such problems by finding,

- Broken links. They point to nonexistent pages, which confuses search engines and disappoints users.
- Pages with an excessive number of links coming from one page. It can be a spam signal for search engines.

4.3 Generating Reports

In Here you can see like all the SEO PowerSuite tools, WebSite Auditor lets its users create comprehensive SEO reports with impressive features.

- Visually rich.
- Look equally good across all devices.
- Have plenty of exporting options.
- White-labeled and fully customizable.
- With automated building and delivery options to clients.

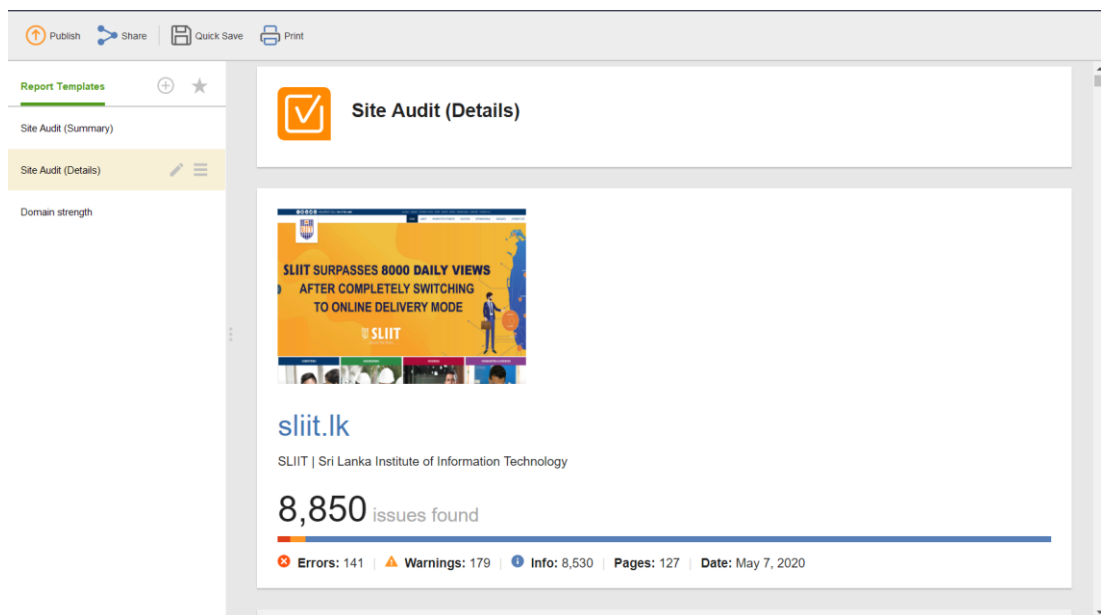


Figure 4.3.1

5. Conclusion

Now you know how much WebSite Auditor can do for your SEO campaign.

6. References

1. <https://www.seoclarity.net/resources/knowledgebase/what-is-a-site-audit>
2. https://en.wikipedia.org/wiki/Website_audit#cite_note-3
3. <https://www.searchenginewatch.com/2014/03/17/seo-website-audits-everything-you-need-to-know/>