

HOW AN **SEO AUDIT** **HELPS**



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CRAWLABILITY ISSUES

**Check if engines
can crawl** your images,
JavaScript, CSS, URLs, canonicals,
hreflangs, XML sitemap, etc.



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INDEXING AND TECHNICAL ISSUES



Look for **unnecessary pages**,
broken links, redirects, duplicate content,
broken images, long/short metatags, no
Index tags, etc.



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PRUNE POOR CONTENT

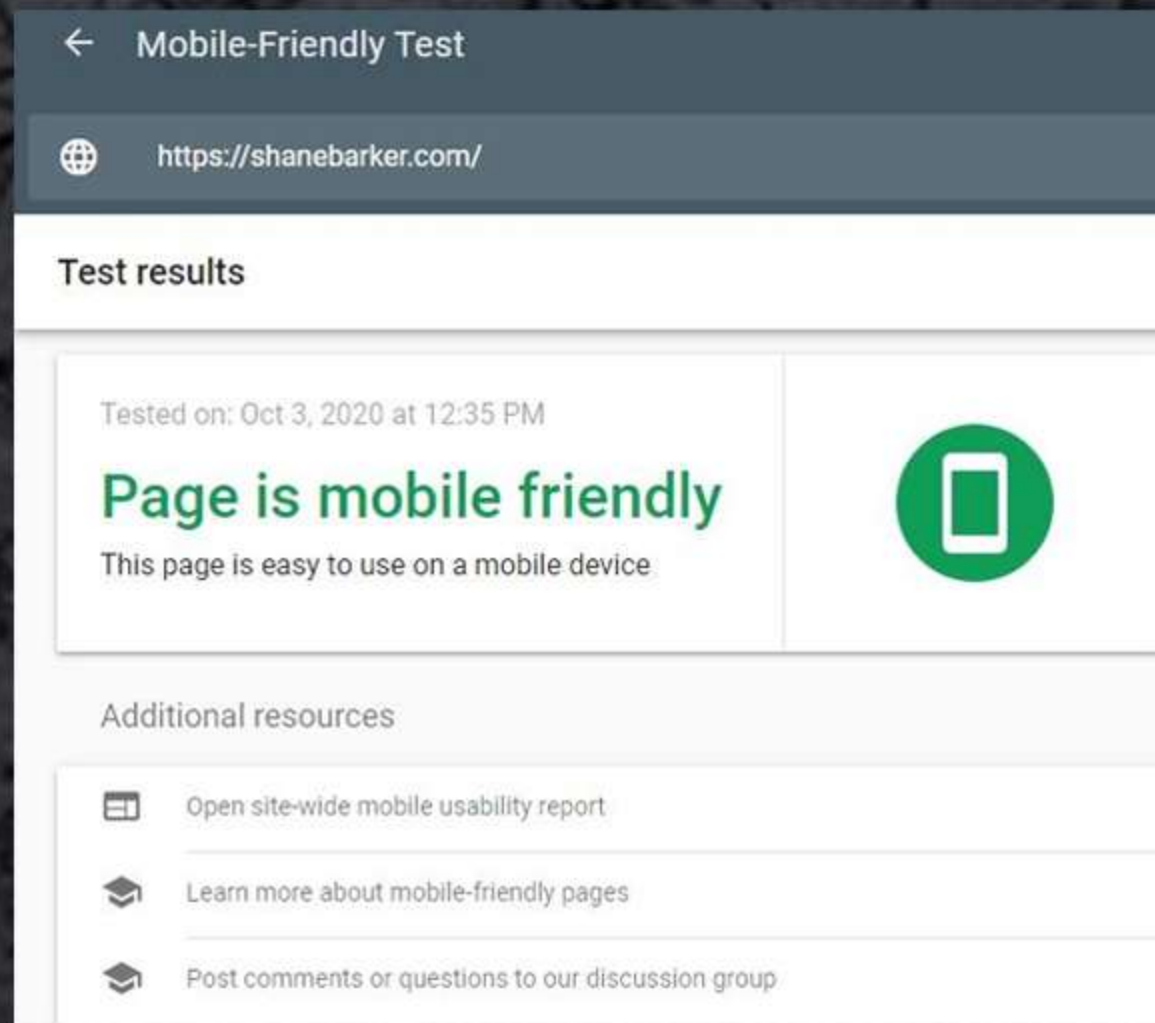


Find and prune pages with low conversion rates, poor authority, few or no quality links, high bounce rates, thin content, duplicate content, etc.



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TEST MOBILE FRIENDLINESS



The screenshot shows the Google Mobile-Friendly Test interface. At the top, there's a back arrow and the title "Mobile-Friendly Test". Below that is the URL "https://shanebarker.com/". The main section is titled "Test results" and contains a green checkmark icon with the text "Page is mobile friendly" and "This page is easy to use on a mobile device". To the right of this text is a green circular icon with a white smartphone symbol. Below the test results is a section titled "Additional resources" with three links: "Open site-wide mobile usability report", "Learn more about mobile-friendly pages", and "Post comments or questions to our discussion group".

← Mobile-Friendly Test

https://shanebarker.com/

Test results

Tested on: Oct 3, 2020 at 12:35 PM

Page is mobile friendly

This page is easy to use on a mobile device

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

Head to

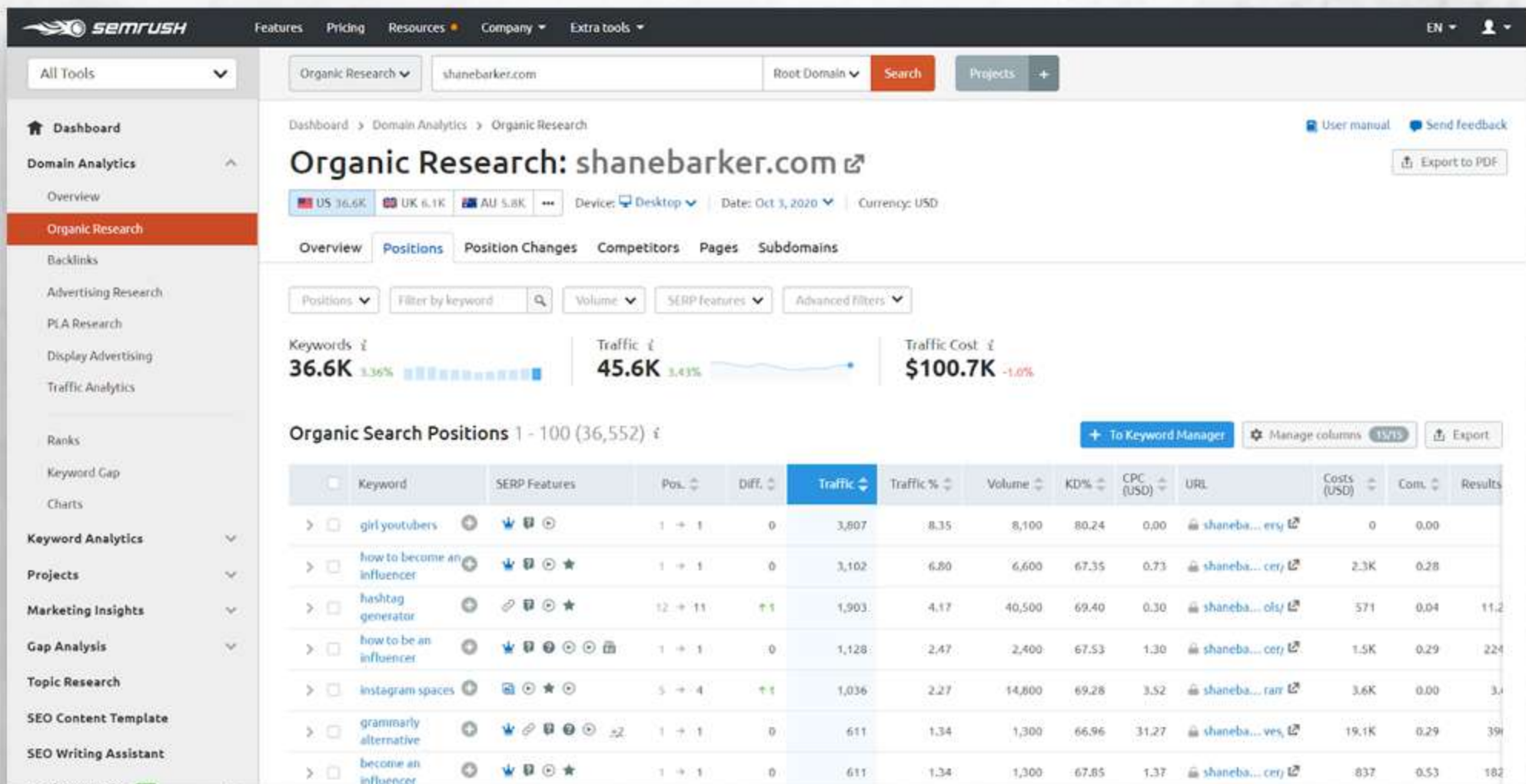
www.search.google.com/test/mobile-friendly

to test your site speed.



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ORGANIC TRAFFIC & KEYWORDS



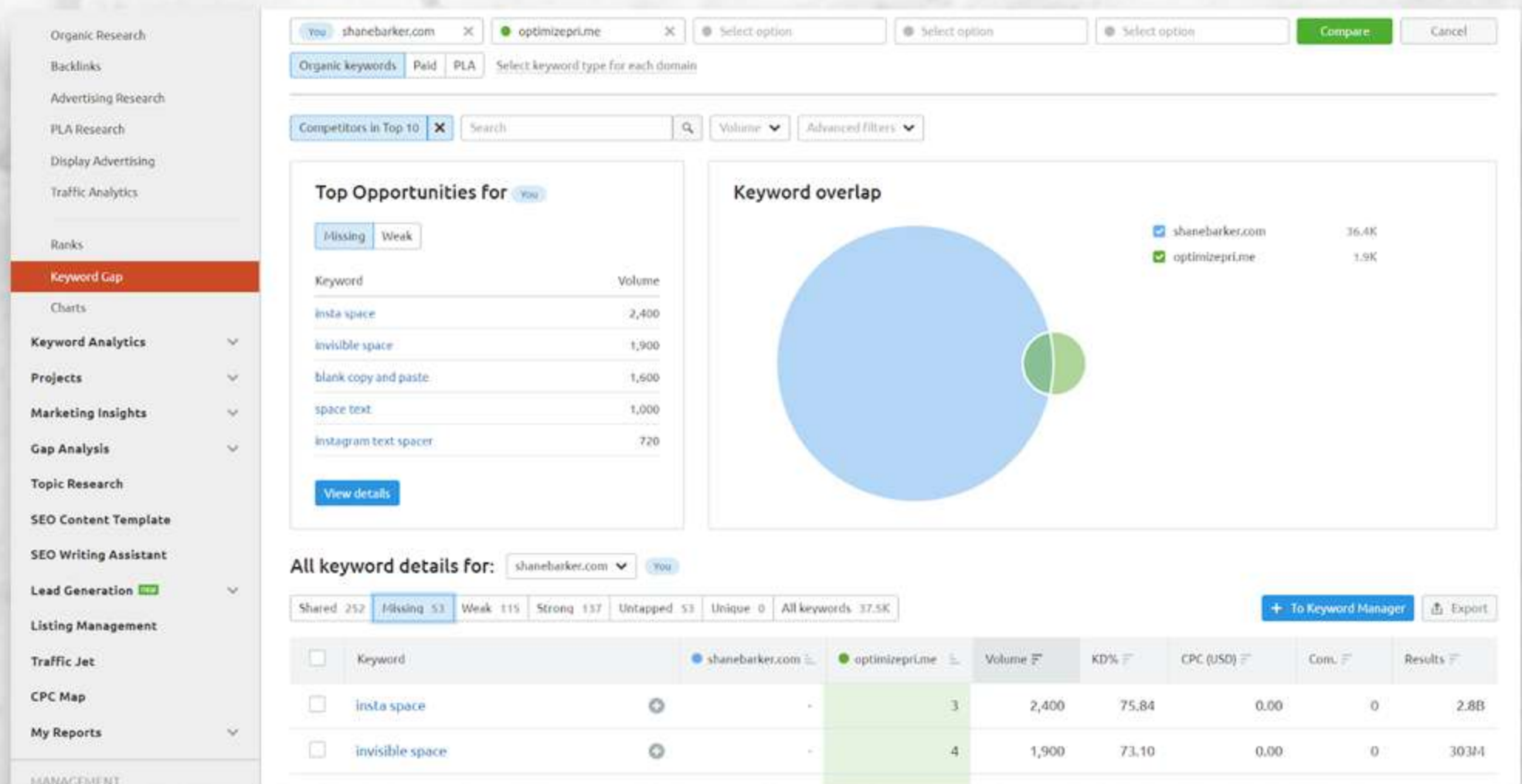
Use **keyword analysis** to find out which keywords **drive traffic** to your site.

Also use it to find keywords with **traffic opportunities**.



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COMPETITOR ANALYSIS



Find out which **keywords competitors rank for** and target, then incorporate them into your content.

Use competitor research to find **backlink opportunities** too.



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BACKLINK AUDIT

The screenshot shows the Semrush Backlink Analytics interface for the domain shanebarker.com. The left sidebar contains navigation links for Dashboard, Domain Analytics, Backlinks, Advertising Research, PLA Research, Display Advertising, Traffic Analytics, Ranks, Keyword Gap, Charts, Keyword Analytics, Projects, Marketing Insights, Gap Analysis, Topic Research, SEO Content Template, SEO Writing Assistant, and Lead Generation. The main content area displays the Backlinks: shanebarker.com report. It includes a breadcrumb trail: Dashboard > Domain Analytics > Backlink Analytics. The report scope is set to Root Domain, and categories include Business & Industrial, Advertising & Marketing, and Marketing. The report shows TLD Distribution and Country distribution. The TLD Distribution table lists .gov (0), .edu (<1%), .com (63%), .net (5%), .org (4%), .co (2%), .in (2%), .uk (2%), .io (1%), and other (20%). The Country distribution table lists United States of America (63%), Germany (7%), United Kingdom (3%), France (2%), and Sweden (2%). The Referring Domains section shows 1 - 100 (4,807) domains. The table lists domains with columns for AS, Root Domain / Category, Backlinks, Country / IP, First Seen, and Last Seen. The first entry is 48, 1, Business & Industrial, 46,842, 149.202.202.199, 12 Jan'20, and 11 d ago. The second entry is 38, 1, 19,388, 23.21.201.178, 3 Oct'17, and 11 d ago.

Dashboard > Domain Analytics > Backlink Analytics

Backlinks: shanebarker.com

Report Scope: Root Domain | Categories: Business & Industrial > Advertising & Marketing > Marketing 9 more

Overview Backlinks Anchors Referring Domains Referring IPs Indexed Pages Competitors More

TLD Distribution

TLD	Domain (N)	TLD	Domain (N)
.gov	0 0	.co	2% 107
.edu	<1% 8	.in	2% 95
.com	63% 3,025	.uk	2% 86
.net	5% 257	.io	1% 67
.org	4% 205	other	20% 957

Country

Country	Domain (N)
United States of America	63% 3,419
Germany	7% 366
United Kingdom	3% 172
France	2% 126
Sweden	2% 103

Referring Domains 1 - 100 (4,807)

☐ New ☐ Lost Category Authority Score Advanced Filters

AS	Root Domain / Category	Backlinks	Country / IP	First Seen	Last Seen
48	1 Business & Industrial 9 more	46,842 view	149.202.202.199	12 Jan'20	11 d ago
38	1	19,388 view	23.21.201.178	3 Oct'17	11 d ago

Find out:

Do any **authoritative sites** link to you?

Are they any bad links you need to disavow?



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TRACK RESULTS



Find out if changes implemented
after an audit helped.

Tracking also enables you to identify
what you should and should not do.



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**GET TO WORK!
AUDIT FOR BETTER
PERFORMANCE.**



**DROP A
COMMENT**

