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.
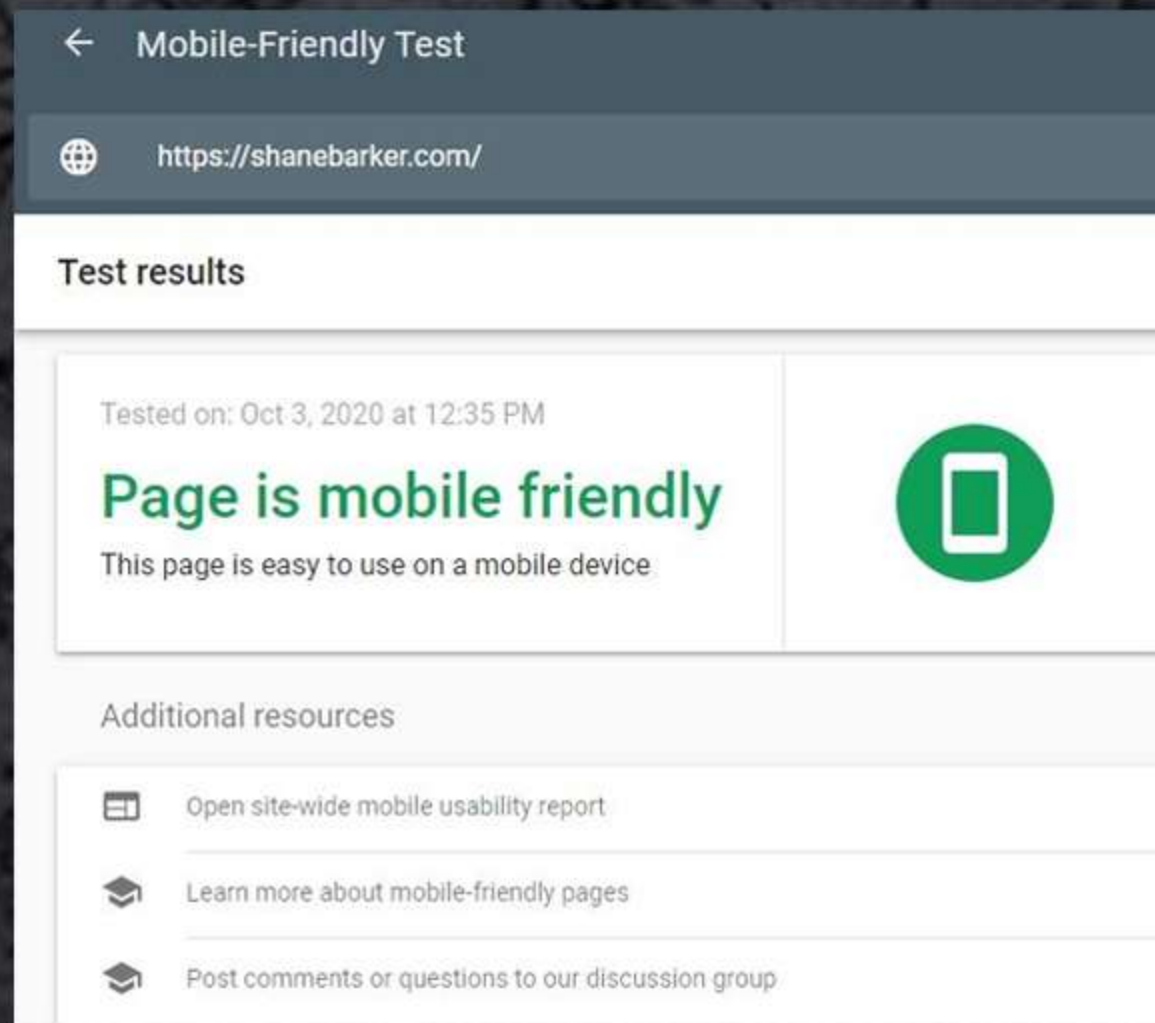
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PRUNE POOR CONTENT

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

← 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

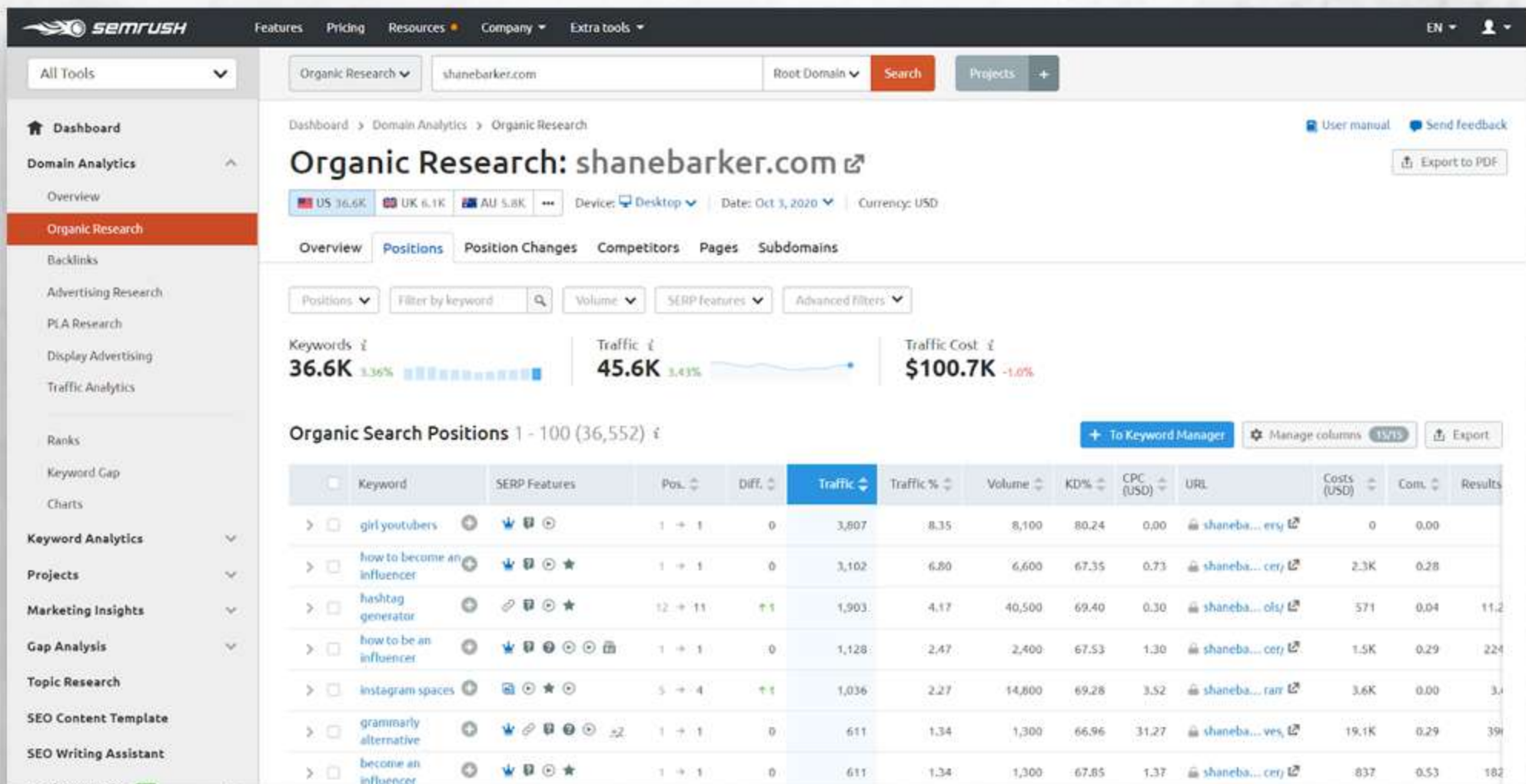☷ Post comments or questions to our discussion group

Head to

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

to test your site speed.

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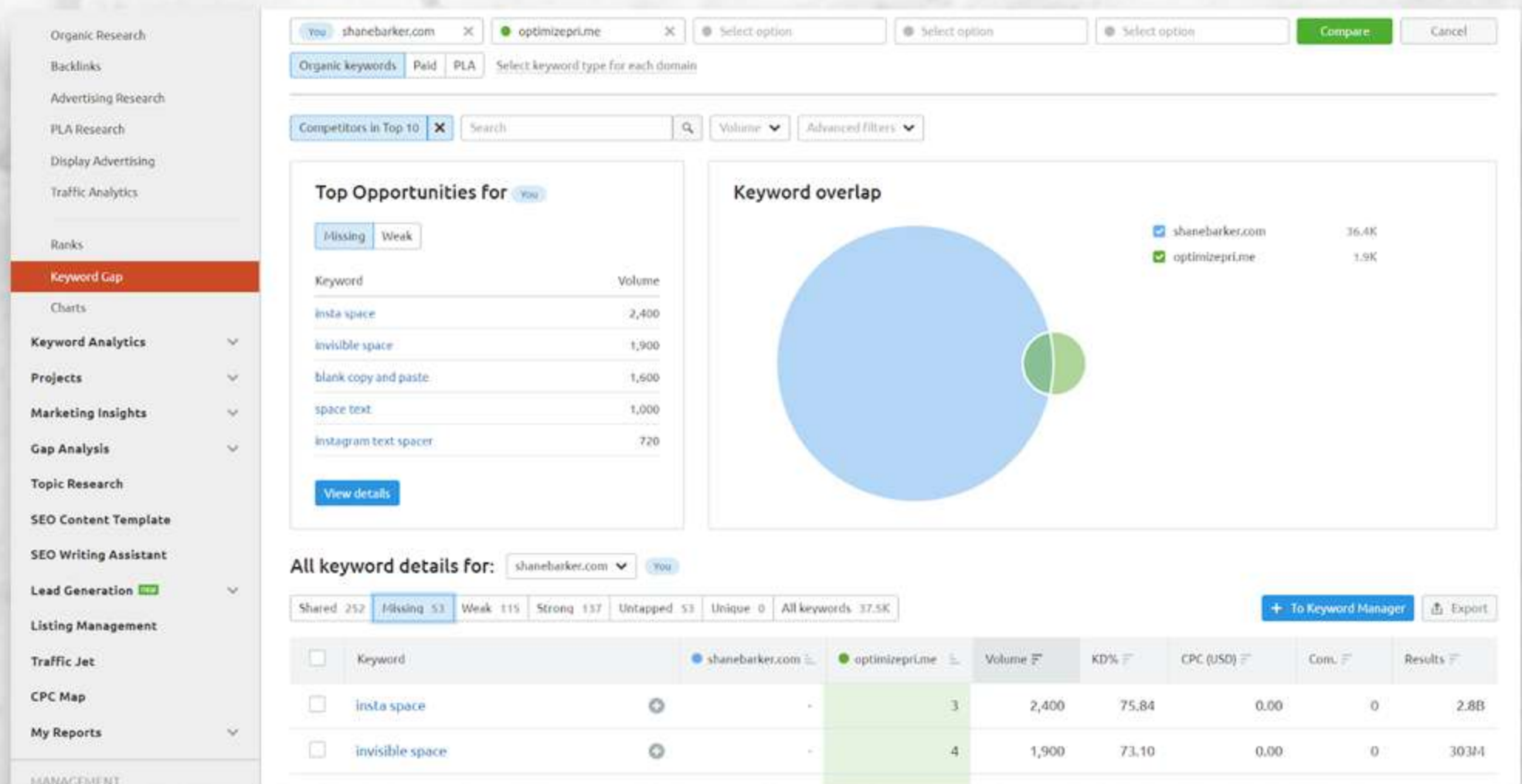@ShaneBarker

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

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