Mastering Strategic SEO Audits

By Alan Bleiweiss
Forensic SEO Consultant

http://AlanBleiweiss.com

@AlanBlewieiss

Mastering Strategic SEO Audits

My Background:

20 Years Internet Consulting
15 Years SEO

petco

Disney INTERACTIVE STUDIOS

NBC UNIVERSAL

Mashable

GSN

UGG australia

beats. by dr. dre.

manta

CHAMBEROFCOMMERCE.com
Your Business...Online

Mastering Strategic SEO Audits

Pre-Audit
- Set Expectations
- Avoid Distractions

Mastering Strategic SEO Audits

Audit Process
- Pull Initial Data
- Evaluate Signals / Relationships
- Step Away From The Keyboard
- Final Conclusions
- Recommendations

Mastering Strategic SEO Audits

Set Expectations - Client / Site Owner
- What does the client expect?
- What are their goals?
- Do they think you're their savior?
- Were they burned in the past?

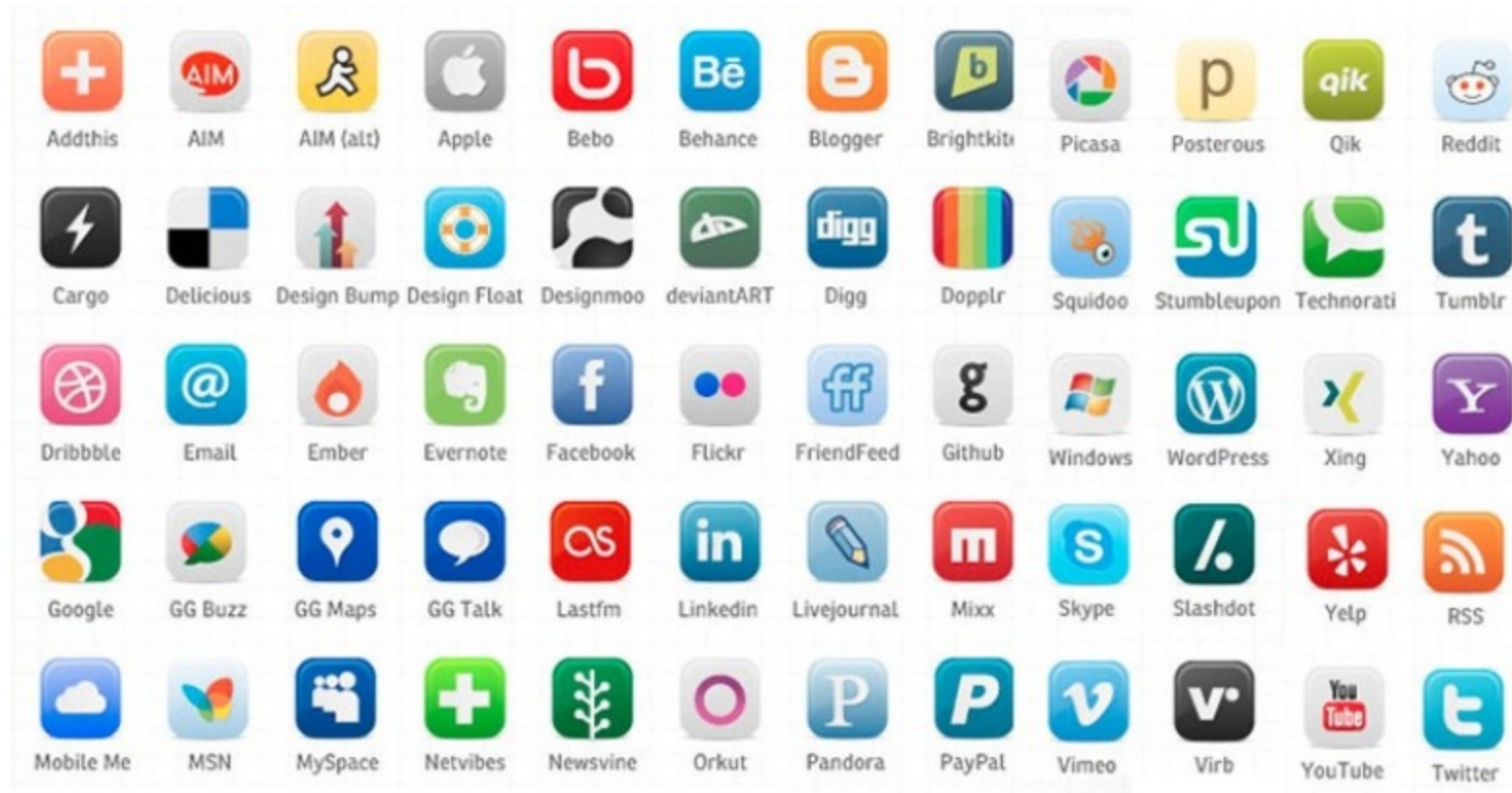# Mastering Strategic SEO Audits

Don't Set Unrealistic Expectations

Unless you want to be this guy

#DS15

@AlanBleiweiss

Mastering Strategic SEO Audits

- ## Avoid Shiny Object Distractions

digitalsummit
PHOENIX

#DS15

@AlanBleiweiss

Mastering Strategic SEO Audits

- Avoid Distractions

Mastering Strategic SEO Audits

- Avoid Distractions

Mastering Strategic SEO Audits

Audit Process
- Pull Initial Data
- Evaluate Signals / Relationships
- Step Away From The Keyboard
- Final Conclusions
- Recommendations
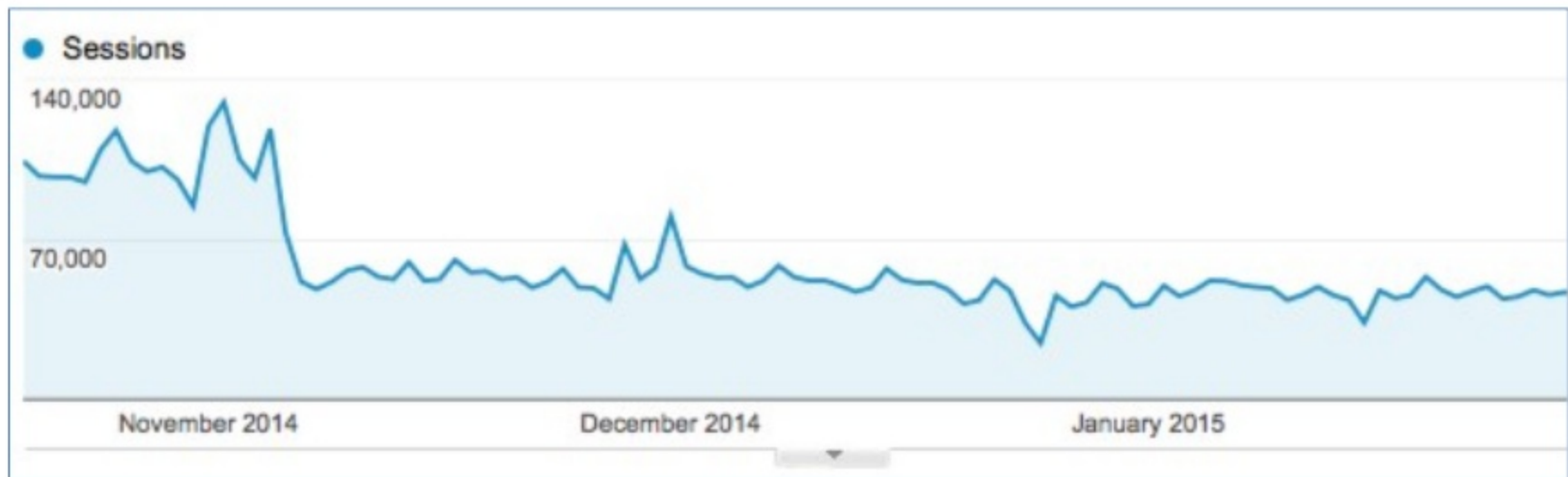
Mastering Strategic SEO Audits

- ## Pull Initial Data

Source / Medium	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	6,212,324 % of Total: 100.00% (6,212,324)	56.72% Avg for View: 56.72% (0.00%)	3,523,367 % of Total: 100.00% (3,523,367)	71.78% Avg for View: 71.78% (0.00%)	3.16 Avg for View: 3.16 (0.00%)	00:01:12 Avg for View: 00:01:12 (0.00%)
1. google / organic	1,835,942 (29.55%)	70.24%	1,289,583 (36.60%)	74.94%	2.40	00:01:05

#DS15

@AlanBleiweiss

Mastering Strategic SEO Audits

- Pull Initial Data

Mastering Strategic SEO Audits

Device Category	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	19,149,315 % of Total: 100.00% (19,149,315)	54.86% Avg for View: 54.83% (0.06%)	10,505,727 % of Total: 100.06% (10,499,415)	38.10% Avg for View: 38.10% (0.00%)	5.90 Avg for View: 5.90 (0.00%)	00:03:51 Avg for View: 00:03:51 (0.00%)
desktop	15,390,335 (80.37%)	55.28%	8,507,262 (80.98%)	33.01%	6.50	00:04:14
mobile	2,872,777 (15.00%)	50.55%	1,452,105 (13.82%)	60.26%	3.19	00:02:04
tablet	886,203 (4.63%)	61.65%	546,360 (5.20%)	54.56%	4.27	00:02:53

digital summit
PHOENIX

#DS15

@AlanBleiweiss

Mastering Strategic SEO Audits

Sessions: **19,149,315**

Sessions via Social Referral:
134,373

Conversions: **22,782,894**

Contributed Social Conversions:
104,274

Last Interaction Social Conversions:
**71,900**
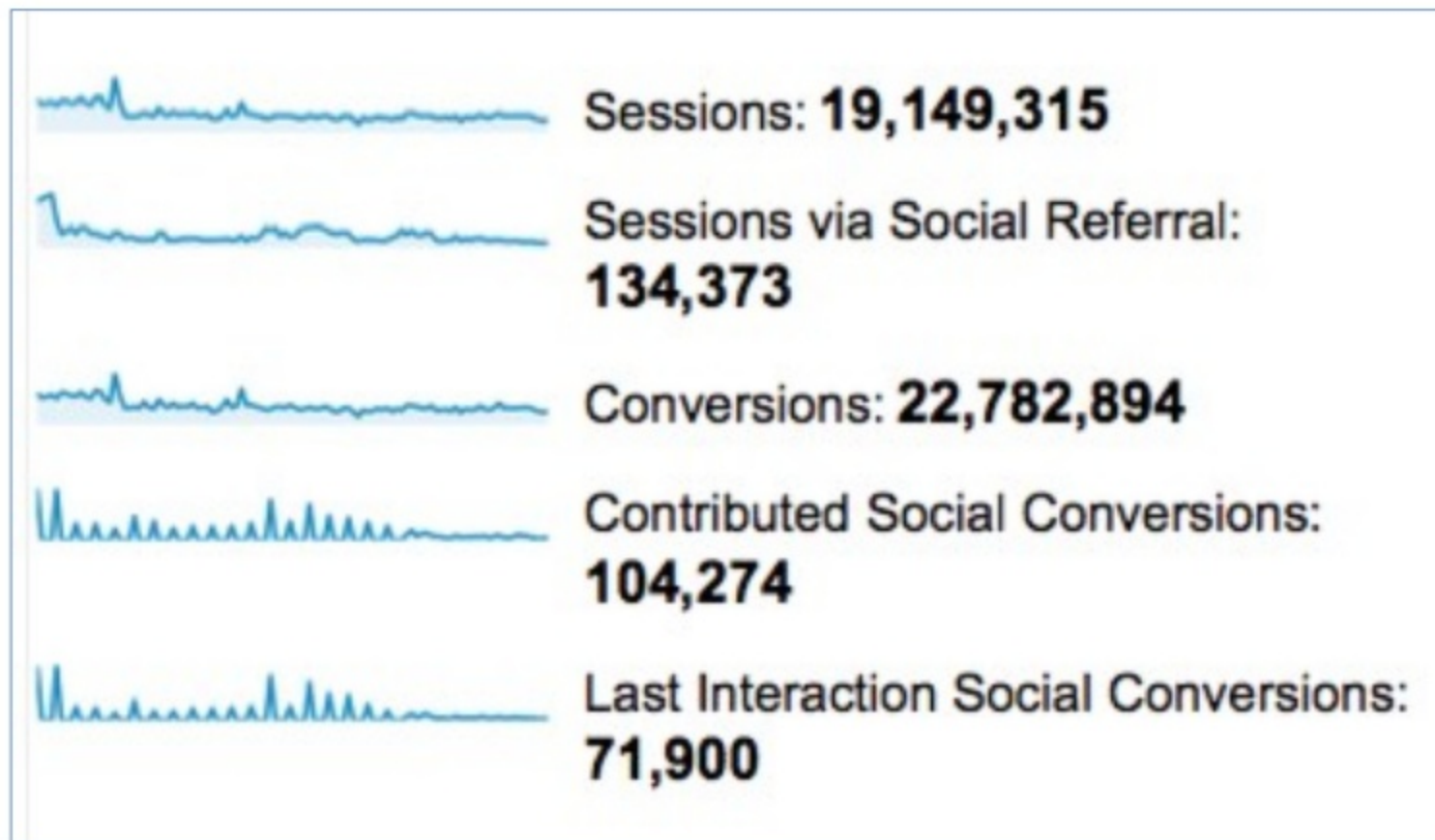
Mastering Strategic SEO Audits

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Direct & Organic Search & Referral: 3.26% (742137)

Channel	% of total conversions
☑ Direct	62.67%
☑ Organic Search	40.12%
☑ Referral	18.49%
☐ Paid Search	5.34%
☐ Social Network	0.48%
☐ Email	0.07%
☐ Display	0.03%
☐ Other Advertising	0.00%
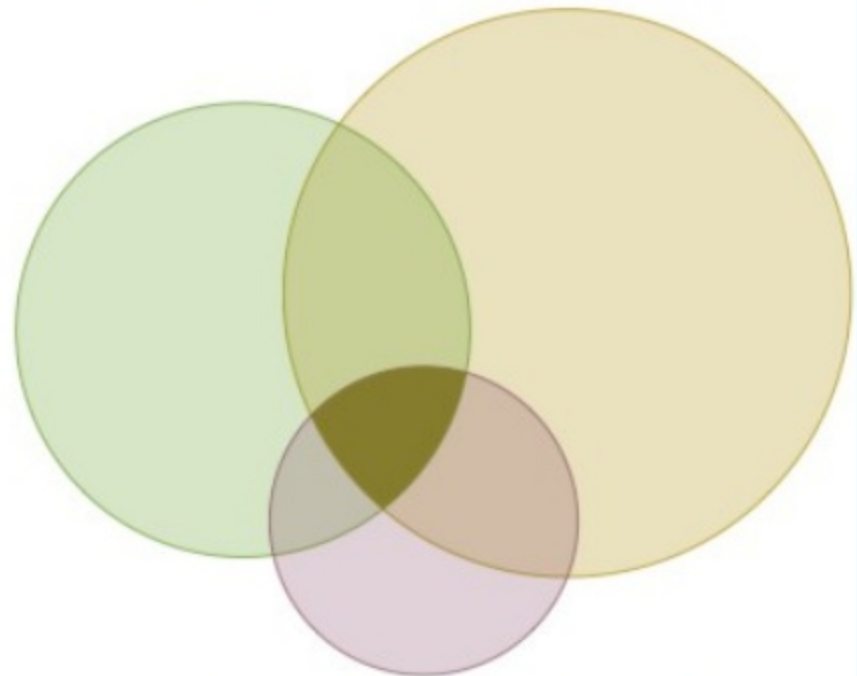
The overlap areas of the circles above are approximations.

Mastering Strategic SEO Audits
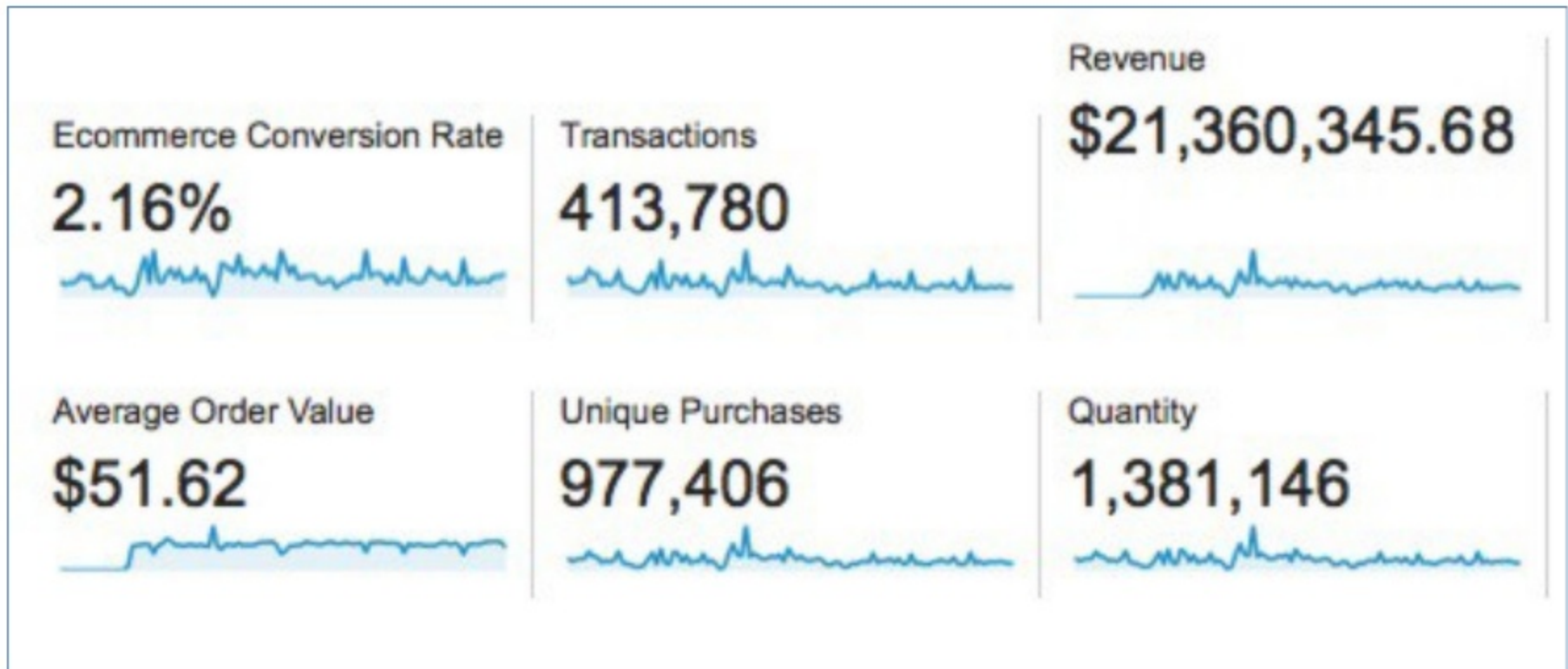
Mastering Strategic SEO Audits

Top Level Page	Google
/	9.71
/category1/	7.55
/category1/subcat1/	7.64
/category3/subcat2/	10.8
/categor1/subcat1/mainpage	5.67

Check Page Processing Times

Most Visited Pages

Mastering Strategic SEO Audits

Top Level Page	Google	URIV	WPT DSL
/	9.71	13.62	16.187
/category1/	7.55	12.92	11.025
/category1/subcat1/	7.64	12.85	12.136
/category3/subcat2/	10.8	14.44	15.950
/categor1/subcat1/mainpage	5.67	12.84	14.188

Compare to URIValet.com 1.5mbps
& WebPageTest.org DSL Emulators

Mastering Strategic SEO Audits

/category1/subcat2/product3	453.44
/category6/subcat5/product4-detailspage	386.76
/2014/11/24/blogpost288	323.64
/video/videocat/video9201	301.37

Don't Just Check "Most Visited" Pages

Remember to sort by average time to look for slowest pages