

SEO Audit {date}

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Executive Summary

[REDACTED]

- [REDACTED] [go](#)
- [REDACTED] [go](#)
- [REDACTED] [go](#)
- [REDACTED] [go](#)
- [REDACTED] [go](#)
- [REDACTED] [go](#)

AUDIT CONTENT

1. Keyword Research

1. keyword list set-up
2. the importance of [REDACTED] related keywords

2. On-page Audit

1. content for traffic
2. internal linking & site structure
3. meta tags and headers
4. images
5. structured data
6. duplicate content and canonicals

3. Technical SEO

1. indexation
2. crawlability
3. page speed & mobile-friendliness

4. Off-page: Backlink Profile

1. overview
2. trend
3. best types of links

5. Competitor Analysis: [REDACTED]

1. backlink profiles
2. content

6. Summary Priority To-Do List

1. low hanging fruit
2. projects

Optional: Google Analytics audit

Keyword research: to understand search potential and compare with the current website keyword targeting.

On-page Audit: to analyse how the website is organised in terms of internal linking, keyword targeting, content and metas.

Technical SEO: regarding indexation, crawlability and overall performance. Please note that since this year, the mobile version is the reference for indexation, over the desktop version.

Off-page (backlinks): backlinks are still a key part in SEO, for Google to understand the website's reputation and authority. Its current key development goes hand in hand with brand building. Here I focus on the number and quality of links and analyze what type of current backlinks are having the most positive impact.

Competitor Analysis: to understand competition and how they handle all on-page & off-page.

1 KEYWORD RESEARCH

1 Keyword list set-up

In order to set up a first draft of keywords I will focus on the keywords most related to [REDACTED].

[REDACTED]

entity +	term +	local (only for high-volume terms)
[REDACTED]	[REDACTED]	[REDACTED]

- Keyword removed from list: if Search volume under 10 per month or very close Keywords (such as plural or close duplicates)
- Sources: Google Ads, Google Analytics, Search Console & SEO Tools

2 The importance of [REDACTED]

Broad

Related

Most related

Keyword	Volume	difficulty			
[REDACTED]	117000	77	>100	>100	>100
	91000	47	>100	>100	>100
	59000	74	>100	>100	>100
	52000	37	>100	>100	>100
	23000	37	>100	11	>100
	20000	75	>100	>100	>100
	20000	40	>100	>100	>100
	15000	20	>100	>100	>100
	14000	27	>100	>100	>100
	11000	40	>100	>100	>100
	8500	12	>100	>100	>100
	8100	56	>100	>100	>100
	6000	31	>100	>100	>100
	6000	45	>100	>100	>100
	5600	37	>100	>100	>100
	5300	61	>100	>100	34
	2800	16	>100	>100	>100
	2700	46	>100	80	100
	2500	20	>100	>100	>100
	2400	24	>100	>100	>100
	2400	62	>100	9	>100
	2100	45	>100	>100	>100
	2100	7	>100	>100	>100
	2000	40	>100	>100	>100
	2000	1	>100	>100	>100
	1700	64	>100	8	>100
	1500	42	>100	>100	>100
	1400	49	>100	>100	>100
	1400	57	>100	>100	>100
	1100	21	>100	>100	>100
	1000	65	>100	9	>100

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Keyword	Volume	difficulty			
	700	0	>100	>100	>100
	600	3	>100	>100	>100
	600	1	>100	>100	>100
	500	17	>100	>100	>100
	500	5	>100	>100	>100
	450	13	>100	>100	>100
	400	12	33	>100	32
	400	6	66	88	>100
	400	2	>100	17	>100
	350	5	26	>100	46
	350	8	45	8	>100
	350	8	>100	>100	>100
	350	28	>100	>100	>100
	300	6	>100	>100	>100
	300	34	>100	1	23
	300	19	>100	>100	6
	300	10	>100	>100	92
	250	12	>100	>100	>100
	200	54	9	6	38
	200	3	56	>100	99
	200	16	>100	>100	>100
	200	54	>100	>100	>100
	200	15	>100	>100	87
	200	17	>100	>100	>100

Still not ranking well for the main keyword

- Despite mostly making emphasis on “ (homepage meta title etc), the only term from this list where on the first page is not a

2 ON PAGE AUDIT

1 Content for traffic

A. Current State

Below is are the most important pages in terms of traffic and their associated main

URL	Top Keyword	Traffic (desc)
		1950
		47
		45
		39
		35
		33
		33
		33
		25
		24
		12
		7
		7
		5
		1.2
		0.32
		0.26

Keyword. Most pages are mostly targeting terms.

Below are the keywords which are providing with the most organic traffic. Interesting to note “

Keyword	position	SV	comments
	7	350	
	8	200	
	5	50	
	2	20	
	15	350	
	22	2000	

Closer look at the homepage:

- [REDACTED]

Keyword used and keyword Density on Homepage

Keyword	occurrences	KW Density	Keyword	occurrences	KW Density
• [REDACTED]	7	3.02%	• [REDACTED]	2	0.86%
• [REDACTED]	4	1.72%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	2	0.86%
• [REDACTED]	3	1.29%	• [REDACTED]	0	0.00%
• [REDACTED]	3	1.29%	• [REDACTED]	0	0.00%
• [REDACTED]	2	0.86%	• [REDACTED]	0	0.00%

State:

- Currently, [REDACTED].
- [REDACTED]

Suggestions for next steps:

- [REDACTED]

B. Content Creation Needed

[REDACTED]

Keyword	Difficulty	Volume	SERP Feature
[REDACTED]	22	80	Featured Snippet
[REDACTED]	19	40	Featured Snippet, Related Questions
[REDACTED]	13	330	Featured Snippet
[REDACTED]	8	40	Featured Snippet
[REDACTED]	3	20	Top stories

[REDACTED]	0	20	Featured Snippet
[REDACTED]	0	70	
[REDACTED]	0	40	Top Stories

Also looking [REDACTED]:

URL	Top Keyword	Volume
[REDACTED]	[REDACTED]	4800
		2900
		2400
		1900
		1700
		1200
		1000
		700
		700
		700

2 Internal linking & site structure

- [REDACTED]
- Some Internal links are redirects

There are also issues with internal links which lead to redirects:

[REDACTED]

3 meta tags and headers

- meta titles

- meta descriptions

- h1

- language attributes

- alternative text for images

4 Images:

Load timings (ms)

Redirect Count: -

Event	When	How long	Sum
Redirect	0	0	0
DNS	3	0	0
Connect	3	0	0
Request	20	309	309
Response	330	309	618
DOM	355	16351	16969
Interactive	1721	0	-
Content loaded	1721	22	-
Load event	16709	29	16998

5 Structured data

6 Duplicate content and canonicals

- Implement canonicals

[REDACTED]

- [REDACTED]

Please note however that:

- [REDACTED]

3 TECHNICAL SEO

1 Indexation: Competitors Listings

[REDACTED]

- Incorrect Signals to Google regarding what the site is about

[REDACTED]

2 Crawlability

- robots

[REDACTED]

- sitemaps

[REDACTED]

- crawl from homepage

[REDACTED]

- 4** / 5** errors

[REDACTED]

3 Pagespeed & mobile-friendliness

[REDACTED]

4 OFF-PAGE: BACKLINK PROFILE

1 Overview

DA (domain authority) ¹				
PA (page authority) ²				
Ref domains of which DA 50+ of which DA 10-				

-

2 Trend

- 8 last 7 days:

- 89 in last 30 days:

¹
²

3 Best types of links

[REDACTED]

A. Sponsoring

B. [REDACTED]

C. Corporate

- [REDACTED]

[REDACTED]

D. [REDACTED] specificity

E. [REDACTED]

F. Market/ Industry

[REDACTED]

5 COMPETITOR ANALYSIS

DA				
Pages				
PA				
Backlinks				
Referring domains of which DA 50+ of which DA 10-				
Organic keywords				
Traffic selected list				
Top 10 selected list				

1 Backlink Profile

2 Content

6 PRIORITY SUMMARY TO-DO LIST

1 Low Hanging Fruit

item	priority	why	comments
	A		
	A		
	A		
	A		
	B		
	B		
	C		
	C		
	A		

2 Projects

item	priority	why	comments
	A		
	A		
	B		
	A		
	B		