DATE	Friday, September 11, 2015
BUSINESS NAME	ACME Explosives
URL	acme.com.au
CONTACT	John Smith Phone: 0438 000 000

Example SEO Audit Report

PROJECT NAME

ACME Explosives SEO Campaign

Dear John Smith,

Please find below the complete audit and summary of findings for acme.com.au. As you know, the purpose of this SEO website audit is to identify potential areas for improvement within your website. If implemented, these improvements are intended to :

- Allow better indexation of your websites pages within the search engines
- Improve search engine positioning and placement
- Improve overall traffic, sales and conversions
- Correct any issues that lower your sites overall performance; including both SEO and usability

Having said that, I have reviewed the main aspects of your site, across a number of common SEO elements. The results are presented in the following manner within this report :

- SEO Element
- Analysis
- Recommendation
- Urgency
- Rating

Once you have been over the report, please get in touch and we will discuss it in more detail. Thank you for choosing to work with me.

Regards,

John Romaine

Director – Works Media SEO

1. ONPAGE CONTENT OPTIMIZATION

KEYWORD TARGETING

The meta keywords tag is a tag which can be used to highlight keywords and keyword phrases which the web page is targeting. Please note that the meta keyword tag is no longer used by the major search engines.

Analysis

acme.com.au still uses the keyword meta tag (eg.)

Recommendation

Given that Google (and most likely other major search engines) no longer use the keyword meta tag, I would remove it site wide. Please see the following article for more information regarding the keyword meta tag. http://googlewebmastercentral.blogspot.com.au/2009/09/google-does-not-use-keywords-meta-tag.html

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

TITLE META TAGS

The title tag is an element which defines the title of the document. Title tags define the actual content of the web page and hold particular importance within the search engines. The title tag is the blue clickable text that is displayed within the search results. It is often recommended that the target keywords be present within the title tags for SEO purposes.

Analysis

- Pagination within the Blog carries unnecessary and somewhat non useful title tags (eg
- There are inconsistencies with branding (eg title tag) Other pages show no branding at all)
- Many pages have excessively long title tags that exceed the recommended limit of 65 characters (eg)
- Many blog entry pages unnecessarily repeat the same (exceeding long) title tags (eg.)
- Some pages contain title tags that are in uppercase instead of the recommended lower case (eg.)
- Many pages (infact a total of 29 reported) share the same title tags (See Webmaster tools > Search Appearance > HTML Improvements > Duplicate title tags

- Many pages have short title tags (less than 30 characters)
- Many pages have non descriptive title tags (eg.)

Recommendation

- Implement a standard page title the entire website. (eg.)
- Many title tags are far too "over optimized". Tighten up relevancy of all title tags. Title tags should reflect the page's subject matter
- Branding should be consistent following the title tags site wide (eg.)
- Remove any information that is not helpful to the search engines
- All pages <u>MUST</u> have unique title tags
- Ensure all title tags are between 30 and 65 characters in length

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

META DESCRIPTION TAGS

The meta tag description tag is an element which provides a description of what the page is about to the search engines. It's a brief overview of the content that lies within the page itself. This tag is important as it is often used within the actual search results beneath the web address. What's particularly important about the description tag is that it can be leveraged in many instances as a call to action.

Analysis

- There are numerous pages with no meta description tags (eg.)
- There are a few meta description tags that are excessively long (longer than the recommended 160 characters)
- Many meta description tags are too short and non descriptive (eg.)

Recommendation

- Add meta description tags to pages that do not have them (see above)
- Reduce the length of meta description tags to no longer than 160 characters across the entire site
- Increase the length of short meta description tags
- Tighten up relevancy of all meta description tags. Description tags should reflect the page's subject matter
- Consider meta description tags a call to action within the serps. Entice users to click through.

- Either manually write unique descriptions per page or consider using the first 150 characters from onpage text as your pages description tags.
- All pages <u>MUST</u> have unique meta description tags

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

HEADER TAGS

Header tags are heading tags in HTML. There are 6 predefined headings, ranging from <H1> to <H6> which tells a visitor and search engines the topic of the web page.

Analysis

- The home page contains an excessively long H1 tag (in excess of the recommended 70 character length)
- There are a large number of duplicate H1 tags (eg.)
- Many pages do not have H1 tags. (eg.)
- Some pages contain quite vague H1 tags

Recommendation

- All pages site wide should have relevant H1 tags
- Long H1 tags should be shortened to no more than 70 characters
- Pages with H1 tags that are vague in nature, should be changed to better reflect the information on the page

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

SUBSTANTIVE & UNIQUE CONTENT

Both the quality and quantity of unique content published onsite are some of the major contributors to the successful ranking of any given website. It is imperative that your content is unique, of high quality and updated regularly.

Analysis

- The majority of content onsite is over optimized, and as a result reads

poorly.

- The site lacks structure in terms of information architecture. Most notably in the form of a well presented "blog".
- There is a substantial amount of content published across the website that is not within a useable framework (and in places is very confusing) This is most likely costing conversions.
- The "news" section contains a large amount of content, which is great, however the impact of this is lost due to a number of reasons (duplicate title tags, incorrect usage of H1 tags, and most notably over optimisation)
- Content is being displayed as "full articles" within the browse view.
- Some content published onsite is thin (lack of images, videos, audio etc)
- Content is over-interlinked in places
- There doesn't appear to be any standards in terms of textual formatting (eg bold, italicised, quotes, etc)
- Content published onsite appears to be unique
- Article lengths vary. Some are good, others too short.

Recommendation

- Reduce over optimization of content site-wide. Do not continue to publish content in this manner.
- All news and updates need to be centralised under one tab (menu option) that reads "blog". (eg.)
- The majority of content onsite will need to either be completely rewritten or removed, as it reads poorly due to over optimization. I would recommend removing most of it.
- All of the content that is being continually published on your Facebook page MUST originate from your own website FIRST. You have fantastic content on there (testimonials etc)
- There needs to be a dramatic restructuring of the website in order to present the information without confusion.
- Present each entry to the blog as a summary view on this page (eg.)
- The blogs summary view page needs to improved dramatically in order to increase user engagement and potentially lower bounce rates
- Add dates to your blog entries. (within the full view) Fresh content is valued highly by the search engines.
- Ensure formatting is standard site wide. Some pages show green subheadings whilst others show black (not a big issue but sitewide standards most definitely help)
- All entries to the blog must have UNIQUE and RELEVANT titles,

descriptions, H1 tags images, written content, photos etc.

- All content needs to be presented in a more visually engaging manner. Images, template examples, videos, photos, testimonials etc.
- Content should be engaging and share worthy
- Content needs to be interlinked, however at present it is over linked. (eg.) This needs to be scaled back, and in places fixed as it is incorrect. (eg. relevant anchor text should point to relevant pages)
- Webmaster tools shows correct terminology (or themed words) for your sites content (eg.)

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

KEYWORD DENSITY

A measure of search engine relevancy based on how prominent keywords appeared within the content of a page. Ideal keyword density for keyword is 1 – 2%. Keyword density assures the content is keyword rich and it increases the content and meta tag relevancy.

Analysis

- Keyword density for home page appears excessively high for the terms "xxx" (10.12%) and "xxx", to a lesser extent (8.05%)
- Keyword density across various site pages appears to be excessively high. (8-10% and higher) Infact it reads unnaturally and needs to be rewritten in most places. Acceptable range is 2-3%
- Keyword density appears over inflated on many pages due to the usage of the meta keyword tag

Recommendation

- Stop using the keyword meta tag. This will be inflating your keyword density enormously
- It appears onsite content is written for search engines rather than humans. Publish content for humans, optimize for search engines.
- Keyword density needs to be reduced site wide

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

IMAGE ALT TEXT

The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. This can be search engine crawlers or text-only web browsers.

Analysis

- Image alt text is over optimized

Recommendation

- Reduce alt text on images to no more than 2 or 3 words. 15 words in an alt text is unnecessary and seen as keyword stuffing

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

RSS FEEDS

An RSS Feed is a web format used to publish current information in real time to other websites. This allows a greater spread of your content and in return, raised awareness of your site, increased traffic and more inbound links.

Analysis

- acme.com.au does have an rss feed

Recommendation

- Due to the over optimization onsite, the RSS feed is also over optimized with an excessive amount of internal links. Reduce internal linking and over optimisation

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

ANALYTICS

Analytics software is a great way to measure the performance of your site. This allows you to capture data such as traffic, conversions, best performing keywords, and more.

Analysis

- Analytics is installed and appears to be working correctly
- There are a number of "bridging" pages redirecting traffic to acme.com.au

Recommendation

- Analytics is installed and appears to be working correctly
- Conversion tracking has been implemented however it doesn't appear to be correct
- There is an enormous shortfall in traffic other than that of search engines (eg social, email, forum etc)
- Bounce rates across all devices is at an acceptable range at 35%
- Campaigns are not being tracked accurately within Google Analytics
- Take a look at how to use annotations. This can be useful in terms of making notations when changes are made to the site.
  http://www.google.com.au/analytics/features/annotations.html

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

2.   URL CONVENTIONS

CANONICAL URL CHECK

The one authoritatively correct URL for a resource. When a resource can be accessed via multiple URLs, a canonical URL should be identified. All alias URLs for a resource should redirect to the canonical URL to enforce its authority.

Analysis

- Canonical urls appear to be in place
- There are numerous duplicate pages causing canonical indexation issues

Recommendation

- For pages such as (eg.) canonical urls should be implemented
- For more information on canonicalization, see http://www.mattcutts.com/blog/seo-advice-url-canonicalization/ and https://support.google.com/webmasters/answer/139394?hl=en

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

DOMAIN NAME (URL)

Your domain name plays an important role in the overall scheme of SEO. Domain age as well as associated attributes (backlinks, age, page rank and authority) are all contributing factors.

Analysis

- The preferred domain is not set within Google Webmaster Tools
- Domain is an aged domain (2 years 6 months)
- Domain is PR3
- Domain authority is 56/100
- Domain accurately reflects subject matter and doesn't contain any potentially confusing characters or misspellings
- Whois lookup data appears to be correct

Recommendation

- Set the preferred domain within Google's Webmaster Tools. I would recommend setting it to acme.com.au

- Set a 301 redirect within your htaccess file and push it to the preferred domain (eg.) This will ensure all link equity is passed to the same destination, and prevent any duplicate issues

- Domain authority seems lower than expected. I would attribute this to be related to low quality links/domains that are pointing to the site, or the issues that exist with the website in its current form.

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

URLS & NAMING CONVENTIONS

As with the actual URL itself, it's important that your sites files and folders carry subject matter relevance. This can be achieved by using carefully chosen keyword rich categories and page names when developing the website.

Analysis

- The following page has a non sensical url (eg.)

- There are a number of pages that use 'category' as the category subdirectory name (eg.)

- There are a large number of pages that hang directly off the root (eg.)

- There are a number of duplicate urls (pages). This is due to both the category and tag feature being used. (eg.)

- You have a large number of pages appearing within Google's index that contain unnecessary "numbers", such as "-2" (eg.) This is due to using both the tag AND category element together

Recommendation

- Ensure search engine friendly urls are used sitewide

- Remove the tag feature and just use categories

- Ensure all pages that hang directly off the root are assigned proper categories

- Change your url structure within your blog to (eg.)

- Implement a complete change across the entire site to include a more logical site structure (url structure)

- o acme.com.au/eg/
- Overall your url structure is very poor and needs extensive work.
- Implement a url rewrite to ensure that every single url is 100% search engine friendly
- Ensure search engine friendly urls are used sitewide
- Assign all blog posts and products to proper categories
- Ensure any pages that hang directly off the root are assigned proper categories
- Set 301 redirects to new urls once rewrites have been completed

Urgency

[urgency level]

Rating

☐ n/a　　　☐ poor　　　☐ satisfactory　　　☐ good　　　☐ excellent

GOOGLE BANNED URL CHECK

This check looks to see if the URL has been banned, or penalised in any way from Google. This can be for a variety of reasons and should be corrected as soon as possible.

Analysis

- acme.com.au does not appear to have been penalized in any way

Recommendation

- Stop over optimizing. This will eventually lead to penalty.
- Avoid low quality online marketing services (eg SEO)
- Increase publishing efforts (eg blog)
- Diversify your traffic sources

Urgency

[urgency level]

Rating

☐ n/a　　　☐ poor　　　☐ satisfactory　　　☐ good　　　☐ excellent

3. SITE ARCHITECTURE

CONTENT HIERARCHY/STRUCTURE

The structure of your site should reflect the table of contents, similar to that of a regular book. With set categories and content assigned within those categories. It is not advisable to have a poor directory structures, especially with most content hanging directly off the root.

Analysis

- The framework of this website is based upon Wordpress.

Recommendation

- No changes to file and folder structure are required

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

INTERNAL ANCHOR TEXT

Internal anchor text is vital to carry link weight onsite. It's important to have all internal links use correct anchor, link and descriptive text on all hyperlinks that point to appropriately named pages of relevance.

Analysis

- There are an excessive number of links within the footer that appear to be targeting certain pages on site.

- The main navigation requires a restructure that is more logical

- There is an excessive amount of internal linking between pages, especially within the news section.

Recommendation

- Overall internal linking is excessive. The vast majority of links need to be removed or corrected.

- Links within the footer need to be "turned down" somewhat. Only include links that help/guide the user.

- Internal linking could be improved dramatically within the websites blog and news section

- Internal linking should be implemented within an FAQ

- Any images used as navigation need to ensure both the file name and

the alt tags are contextually relevant.

- Any form of internal linking should be done in an effort to help humans – not to satisfy algorithms

- Anchor text within any internal links should reflect the destination page

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

NAVIGATION

Navigation is vital not only from a user perspective, but also to ensure the correct indexation of your site. Navigation should be clear, and allow pages to be easily accessible with no more than 2 – 3 clicks.

Analysis

- Navigation is somewhat unorganized

- Navigation is uniform site wide (remains static between pages)

Recommendation

- Always work towards fewer menu options. Fewer options lead to better conversions.

- I would restructure the main navigation and simplify the options to include – home, about, services, packages, faq, blog, and contact. Fewer options are always much better.

- You *could* track user behaviour with Crazy Egg to further determine most profitable layout/navigational structure

- Always work towards fewer, highly focused menu options. Fewer options lead to better conversions

- Guide users with a strong call to action where required, using a sitewide navigational link (enquire, book now, shop, call us etc)

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☒ satisfactory   ☐ good   ☐ excellent

4. CRAWLING, INDEXING & TECHNICAL ISSUES

SITE CRAWLABILITY

The site is checked with a search engine simulator to ensure there are no errors. Proper crawlability ensures all pages are indexed by the major search engines.

Analysis

- Google Webmaster Tools is showing numerous crawl errors

- There are numerous soft 404 page not found errors (eg.)

- XX pages showing as "not found" within Webmaster tools.

- Google Webmaster Tools is displaying crawl rates as high as 1,420ms

- Here is an example of what the user might see when landing on a potentially non existent page. acme.com.au

- Google search displays <u>57 results out of 134</u> before displaying "In order to show you the most relevant results, we have omitted some entries very similar to the 57 already displayed. If you like, you can repeat the search with the omitted results included."

Recommendation

- Create a custom 404 page and provide users with options (rather than just landing them on a "page not found" page. This creates a poor experience for searchers and search engines." More information https://support.google.com/webmasters/answer/181708?hl=en&ctx=tltp and https://support.google.com/webmasters/answer/93641

- You need to eliminate any non essential pages from being crawled and indexed. Set them all to noindex, nofollow

- Stop using the tag option. This is creating far too many additional non essential pages

- Work towards lowering your crawl rate (milliseconds) down to 200-300 average. This should be achieved by doing as suggested above, then reassessing over time

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

SITEMAP

A site map is essential to not only allow accurate and up to date indexation of your site, but it also accommodates page priority, update frequency and the overall sitemap datestamp. It is encouraged to have both a regular onpage

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sitemap, along with an XML sitemap for indexation purposes. (mentioned below)

Analysis

- Onpage sitemap present

Recommendation

- No recommendations at this point

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

XML SITEMAP

Like a generic site map, an XML sitemap is essential for every web site in order to assist with faster indexing and crawling. Your XML sitemap should be updated in conjunction with your regular sitemap and submitted to the search engine's webmaster tools if possible.

Analysis

- XML sitemap is present. It appears there are two small issues (warnings) within Google's Webmaster Tools

Recommendation

- Check warnings, correct and resubmit.

Urgency

[urgency level]

Rating

☐ n/a   ☒ poor   ☒ satisfactory   ☐ good   ☐ excellent

SITE INDEX RATIO

The site index ratio determines exactly how many pages are actually indexed within the search engines, out of the total number of pages of the website itself.

Analysis

- Google is displaying 345 pages as being within the main index
- Total number of pages indexed (Google considers of importance) - 500
- Total pages in supplemental index (Google may disregard)- 145
- Actual site indexation is roughly 35%

Recommendation

- Your site index ratio is good.
- Noindex nofollow any pages that are of no importance
- Remove "tag" pages
- Set the preferred domain
- Ensure all pages are unique and relevant

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

ROBOTS.TXT

The Robot Exclusion Standard, also known as the Robots Exclusion Protocol or robots.txt protocol, is a convention to prevent cooperating web crawlers and other web robots from accessing all or part of a website which is otherwise publicly viewable. Its an essential onsite element and should be designated to the root folder of your website.

Analysis

- Robots.txt file present
- XML sitemap specified within the robots.txt file acme.com.au

Recommendation

- No recommendations

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

SITE SPEED

The speed of which your website loads can have a direct affect on the performance of your optimization efforts. It's important that your website loads quickly because of this.

Analysis

- Site speed within Google Analytics indicates an average page load time (site wide) of 2.7 seconds

- Google has given acme.com.au a page speed score of 57/100 for mobile devices and 80/100 for desktop devices

- Site speed could be improved

Recommendation

- Site speed plays a major role in rankings. Site speed could be improved by enabling caching

- Remove any non essential elements from the website that may be causing slower load times

- Specify image dimensions. Many images lack the "height width" parameters

- Reduce or consolidate calls to javascript files

- Call style sheets before calling javascript to allow faster loading

- Leverage browser caching. Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

RESPONSIVENESS

The way in which your website renders on mobile devices can have a direct affect on the performance of your website. It's important that your website is cross device friendly (works on mobile, tablet etc).

Analysis

- acme.com.au is not responsive and fails the mobility test

- Site needs to be upgraded to accommodate mobile

Recommendation

- Fix website to accommodate mobile
- Implement goal tracking to determine how much business may be being lost as a result of poor user experience on mobile devices

Urgency

[urgency level]

DUPLICATE CONTENT

Many search engines penalize websites that carry duplicate content. This can result in your site dropping in rankings or being removed from the search results completely.

Analysis

- Articles published onsite appear to be unique
- Many urls, due to incorrectly set parameters are being indexed as duplicates
- The preferred domain is not set. This may lead to duplicate issues

Recommendation

- Nofollow, noindex urls that are potential duplicates.
- Set the preferred domain within Google Webmaster Tools and force a 301 redirect to the same domain
- Remove duplicate urls (tags)

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

5.   GOOGLE

CURRENT POSITIONING

The following preliminary audit show your 10 best positioned keywords within Google. Be mindful that this is not an extensive placement report, but more-so to give you an idea of your current standings.

Analysis

- [insert top 10 keywords]

Recommendation

- Sort out your onsite issues first before concerning yourself with rankings.

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

WEBMASTER TOOLS

As part of following a good practice, we encourage our clients to register with Google's webmaster tools. This allows closer auditing, reporting and feedback about the progress of any optimization that is performed. It also assists with the overall process of SEO itself.

Analysis

- Webmaster tools operational

Recommendation

- Sort out issues as mentioned above – in particular set the preferred domain.

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

6. OFFPAGE OPTIMIZATION

INBOUND LINKS

One of the most important measures for a website is its link profile. Having links to your website from authoritative resources on the Internet helps improve your search engine placement. This is mostly because it's become more about the quality of the links, rather than the quantity.

Analysis

- Your link profile isn't "over optimized" and promotes the Favour Perfect brand
- There are a large number of inbound links coming from low quality websites
- It appears that the website has had SEO performed on it at some point
- There has been a large quantity of links lost around July 2014
- Many links will need to be disavowed
- Overall the link profile is poor

Recommendation

- Remove any low quality links where possible
- Disavow any low quality links that you are unable to remove
- Earn links by publishing highly engaging sharable content (video, audio etc)
- List in highly reputable business directories (yellowpages, start local, yahoo business directory, google places for business etc)
- Consider guest blogging on reputable sites and also magazine publications
- Become more active in outreach and networking

Urgency
[urgency level]

Rating

☐ n/a ☐ poor ☐ satisfactory ☐ good ☐ excellent

SOCIAL MEDIASPHERE

With the ever increasing popularity of social media nowadays, it's even more important to tap into these channels as viable sources of traffic. Social media has

the potential to increase your websites exposure and generate more leads to your business. Its also a great way to establish relationships with your customers.

Analysis

- There is a lack of social share widgets across the entire website. In particular within the news section.
- Many pages cannot be shared due to the absence of social widgets
- Google authorship is not setup

Recommendation

- Setup authorship to protect your content
- Give visitors the ability to share your site via social media across your entire site
- Share more content as it is published to your website (eg. Linkedin, Twitter, Google + etc)

Urgency

[urgency level]

Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☐ good   ☐ excellent

7. FINAL RATING

Website SEO Rating

☐ n/a   ☐ poor   ☐ satisfactory   ☒ good   ☐ excellent