

How to do a SEO Audit

List of tools used in the course

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Initial Technical Checks

Documentation on search operators including “site:”

http://www.googleguide.com/advanced_operators_reference.html

Note “site:” works on Bing as well.

HTTP Status Codes

How to check the HTTP status code returned by a URL

<https://httpstatus.io>

Google Mobile Friendly Test

<https://www.google.com/webmasters/tools/mobile-friendly/>

Show Server Headers for a Webpage (SEO Book)

<http://tools.seobook.com/server-header-checker/>

Useful Browser Plugins:

Redirect Path

Mobile-Friendly Checker

Live HTTP Headers

User Agent Switcher

What Search Engines See

Crawler: Screaming Frog

Click on the link below for ScreamingFrog and then in the navigational bar select “SEO Spider” and then “Download”

<https://www.screamingfrog.co.uk/>

SEO Page Browser: Browseo

<http://www.browseo.net/>

W3 Validator

HTML Syntax Check

<http://w3.validator.org>

Facebook Open Graph Debugger

To see if you have your Facebook markup correctly implemented

<https://developers.facebook.com/tools/debut/sharing/>

Traffic and Site Speed

Google Analytics

<https://www.google.com/analytics>

Standalone PageSpeed Insights

<https://developers.google.com/speed/pagespeed/insights/>

Pingdom Website Speed Test

<https://tools.pingdom.com/>

Bonus: Check that Google Analytics is on every page of your site

<http://www.gacheck.com/>

Bonus: Additional Site Speed Tools (GTmetrix also has a WordPress plugin)

<https://gtmetrix.com/>

Google Search Console

Google Search Console

<https://www.google.com/webmasters/tools>

Google Structured Data Testing Tool

<https://search.google.com/structured-data/testing-tool>

Authority Checks

Check Domain Authority: Moz Toolbar

Visit the below link to download and install the Moz Toolbar into your Chrome or Firefox browser

<https://moz.com/tools/seo-toolbar>

Google Keyword Planner

<https://adwords.google.com/KeywordPlanner>

Majestic SEO

<https://majestic.com/>

OpenSiteExplorer

<https://moz.com/researchtools/ose/>

Copyscape

<http://copyscape.com/>