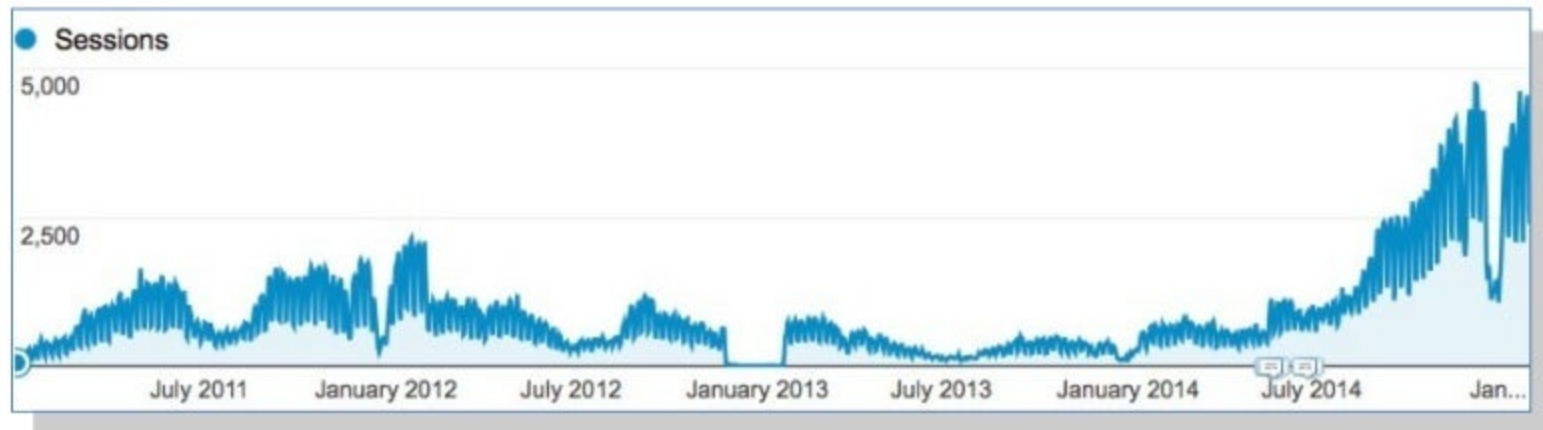


Mastering Strategic SEO Audits



By Alan Bleiweiss
Forensic SEO Consultant

<http://AlanBleiweiss.com>

@AlanBlewieiss



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My Background:

20 Years Internet Consulting
15 Years SEO



digitalsummit
PHOENIX

#DS15

@AlanBleiweiss



Mastering Strategic SEO Audits

Pre-Audit

- Set Expectations
- Avoid Distractions



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Audit Process

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



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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?



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Don't Set Unrealistic Expectations



Unless you want to be this guy



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- Avoid Shiny Object Distractions



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- Avoid Distractions



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- Avoid Distractions



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Audit Process

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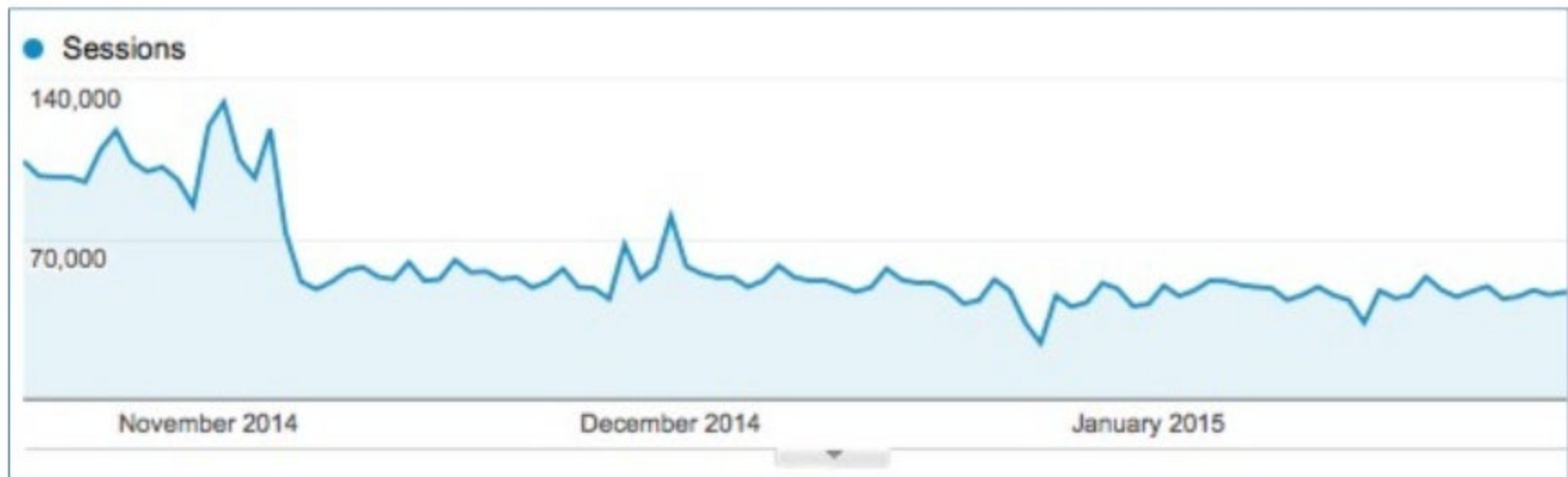
- Pull Initial Data

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



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- Pull Initial Data



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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



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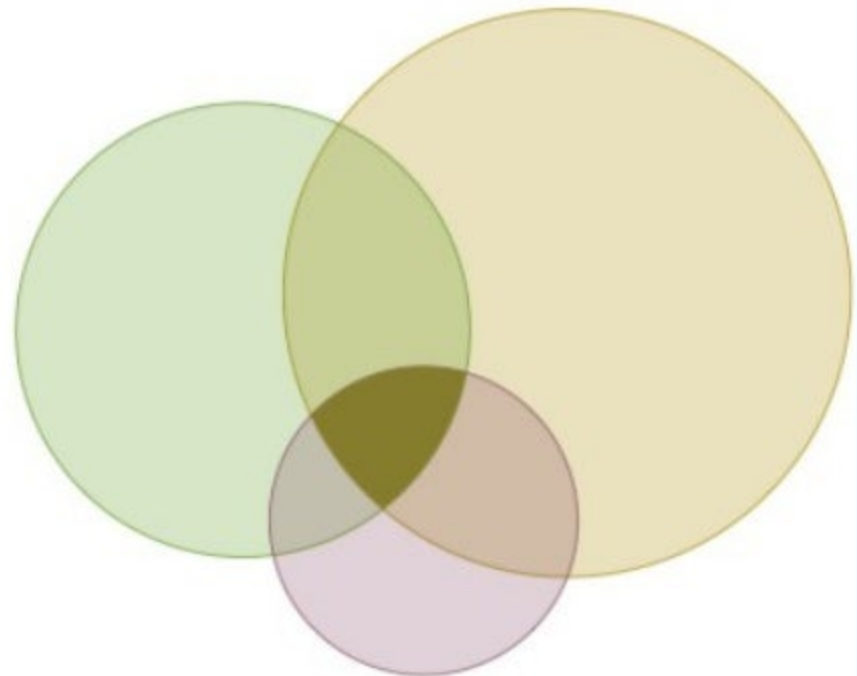
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Multi-Channel Conversion Visualizer

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

Channel	% of total conversions
<input checked="" type="checkbox"/> Direct	62.67%
<input checked="" type="checkbox"/> Organic Search	40.12%
<input checked="" type="checkbox"/> Referral	18.49%
<input type="checkbox"/> Paid Search	5.34%
<input type="checkbox"/> Social Network	0.48%
<input type="checkbox"/> Email	0.07%
<input type="checkbox"/> Display	0.03%
<input type="checkbox"/> Other Advertising	0.00%

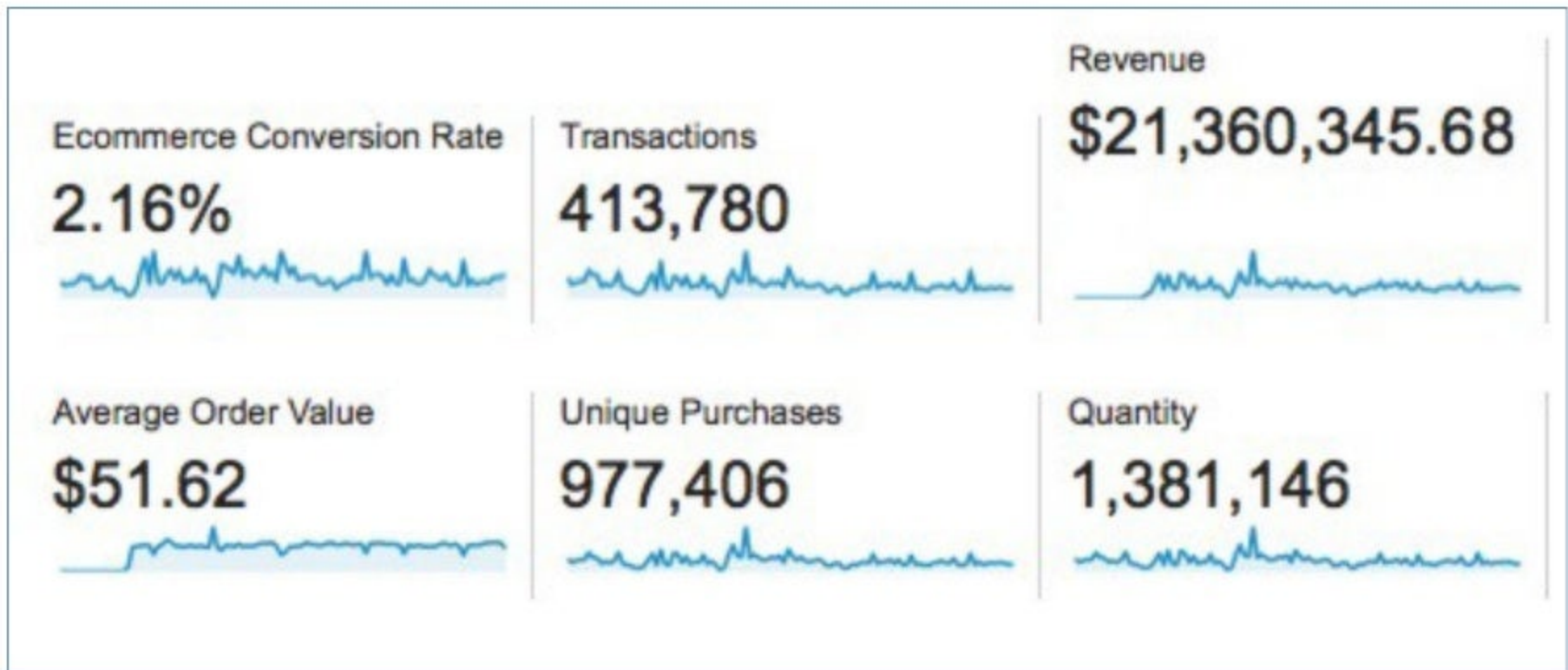
Direct & Organic Search & Referral: 3.26% (742137)



The overlap areas of the circles above are approximations.



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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



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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



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/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



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Gather any other data you think relevant or important for your situation or goals

Parameter	URLs monitored	Crawl	Indexed
rj3	241762	Let Googlebot decide	38,500
runv	241762	Let Googlebot decide	37,000
utm_medium	122431	Let Googlebot decide	5,220
utm_source	117587	Let Googlebot decide	5,220
utm_campaign	121134	Let Googlebot decide	4,460



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Sitemap #	Type	Issue	Description	Issues count
sitemap.xml	Warnings	URLs not accessible	When we tested a sample of the URLs from your Sitemap, we found that some URLs were not accessible to Googlebot due to an HTTP status error. All accessible URLs will still be submitted.	159
sitemap2.xml	Warnings	URLs unreachable	When we tested a sample of the URLs from your Sitemap, we found that some of the URLs were unreachable. Please check your webserver for possible misconfiguration, as these errors may be caused by a server error (such as a 5xx error) or a network error between Googlebot and your server. All reachable URLs will still be submitted.	1732
videositemap.xml	Warnings	URLs timed out	When we tested a sample of the URLs from your Sitemap, we found that some URLs were not accessible to Googlebot due to network timeouts. If this problem persists, please check the network availability of your DNS and web servers. All accessible URLs will still be submitted.	504



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Home			Sample Main Page		
Objects	Qty	Size*	Objects	Qty	Size*
HTML	1	47,025	HTML	1	61,754
CSS	1	216,561	CSS	2	223,373
Scripts	6	566,674	Scripts	14	734,265
XML	0	0	XML	0	0
Images	3	718	Images	6	55,820
CSS Images	37	390,495	CSS Images	30	163,109
Multimedia	0	0	Multimedia	0	0
Other	23	319,000	Other	26	326,692
Total	71	1,540,473	Total	79	1,565,013
Sample Blog Page			Sample Video Page		
Objects	Qty	Size*	Objects	Qty	Size*
HTML	2	83,347	HTML	2	76,595
CSS	3	394,972	CSS	3	394,972
Scripts	12	858,330	Scripts	12	858,330
XML	0	0	XML	0	0
Images	7	228,354	Images	6	110,525
CSS Images	36	305,073	CSS Images	36	304,629
Multimedia	0	0	Multimedia	0	0
Other	27	326,692	Other	27	326,692
Total	87	2,196,768	Total	86	2,071,743



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Structured Markup				
Data Type	Source	Items	Items with Errors	Pages
Blog	Markup: schema.org	135,747	72,441	133,213
Article	Markup: schema.org	130,554	49,222	130,554
hatom	Markup: microformats.org	137	137	137
hentry	Markup: microformats.org	29	29	29
Article	Markup: nik.io	7	0	7
WebSite	Markup: schema.org	4	0	4
ImageObject	Markup: schema.org	1	0	1



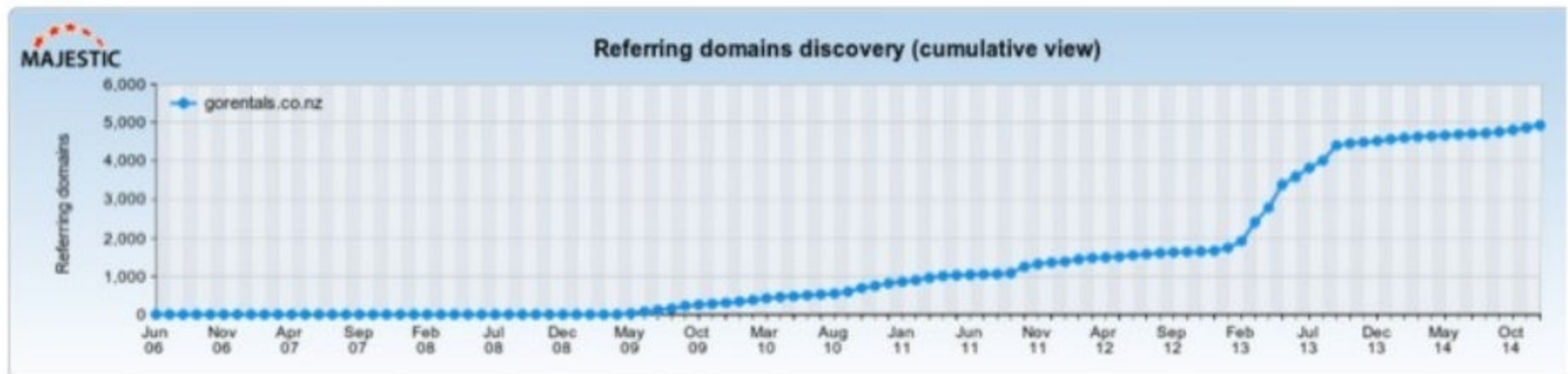
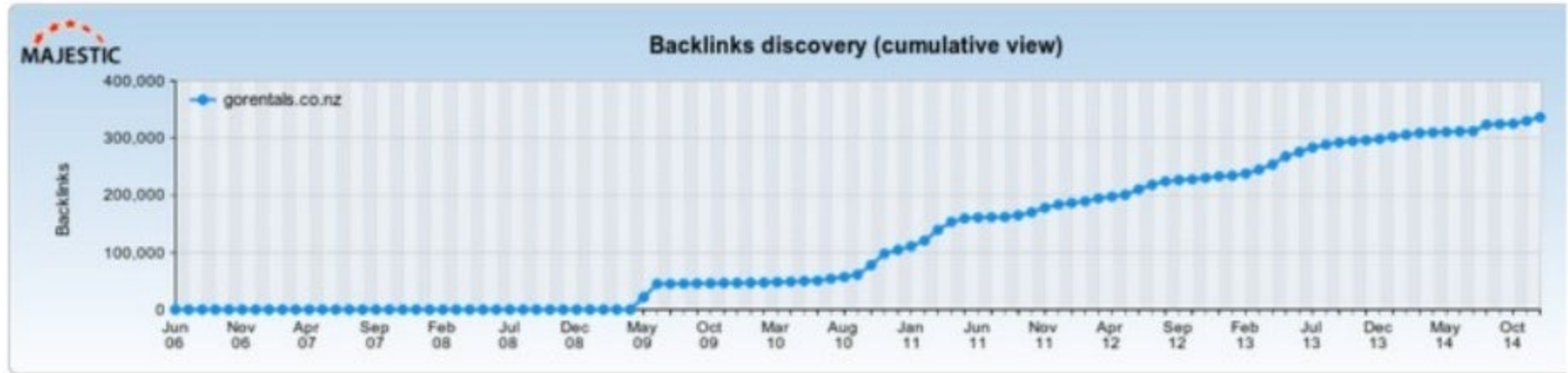
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Meta description	Pages
Duplicate meta descriptions	2,215
Long meta descriptions	21
Short meta descriptions	1,450
Title tag	Pages
Missing title tags	10
Duplicate title tags	621



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TOPICAL TRUST FLOW

34 Recreation / Travel

33 News / Newspapers

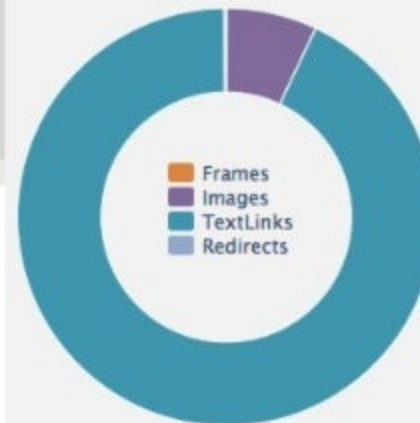
14 Regional / Oceania

13 Sports / Equestrian

13 Reference / Dictionaries

13 Business / Transportation and Logistics

Backlink Breakdown



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Internal Redirects

Internal Dead-Ends

External Redirects

External Dead-Ends

Page Titles

Meta Descriptions

H1 & H2 Headline tags

URL Structure

Oversized (Bloated)

Images / HTML / Files

Robots Directives

Canonical Tags

Much more!



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- Evaluate Signals / Relationships

Site:domain.com / GWT pages indexed

First Byte Time / Time to Download
/ Total Page Process Time

Page Title / URL / breadcrumb / H1 Headline
/ Content main focus / anchors of links to that page



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- Evaluate Signals / Relationships

robots.txt / meta robots / canonical tags / OG:URLs

Page topical focus / section topical focus
/ Site topical focus

Primary topic / shiny objects on page / words at
source level



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- Step Away From The Keyboard



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- Final Conclusions



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- Recommendations



Be Clear

Don't Confuse!



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Avoid Overwhelming Decision Makers



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Unless YOU are the
site owner...

Somebody ELSE will
ultimately decide...

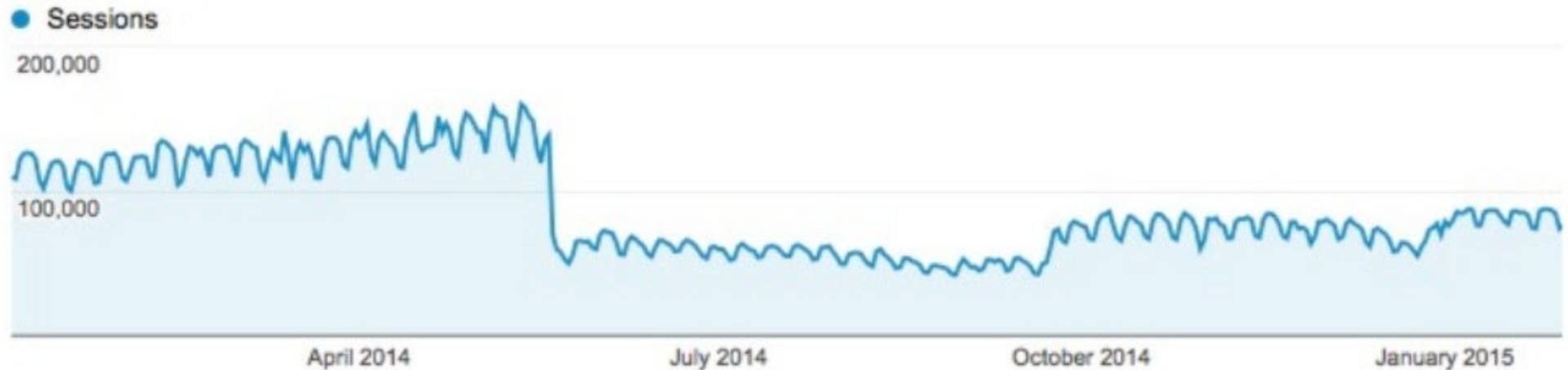
What gets worked on

And what doesn't!



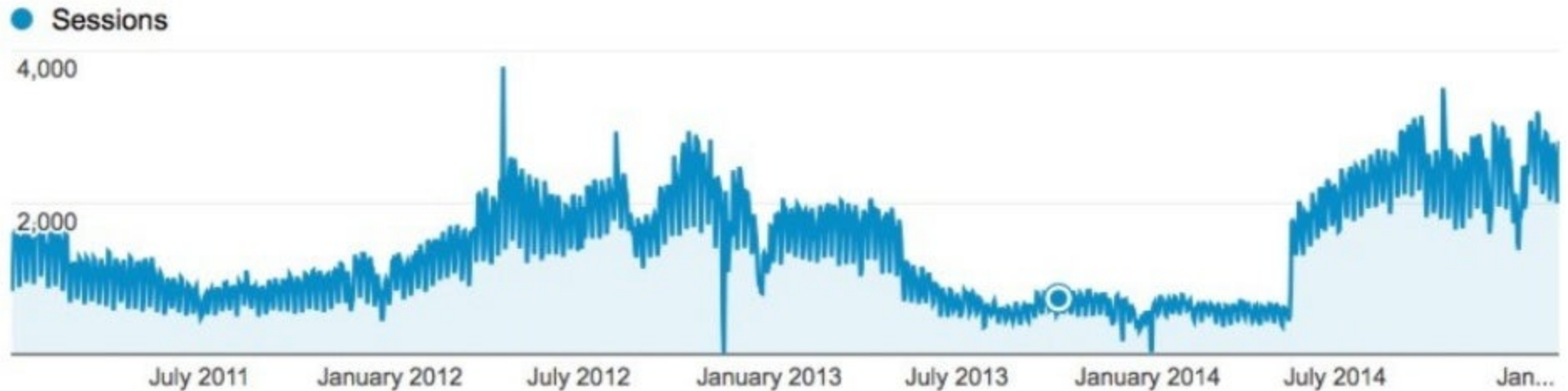
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If only SOME of your recommendations are Implemented...

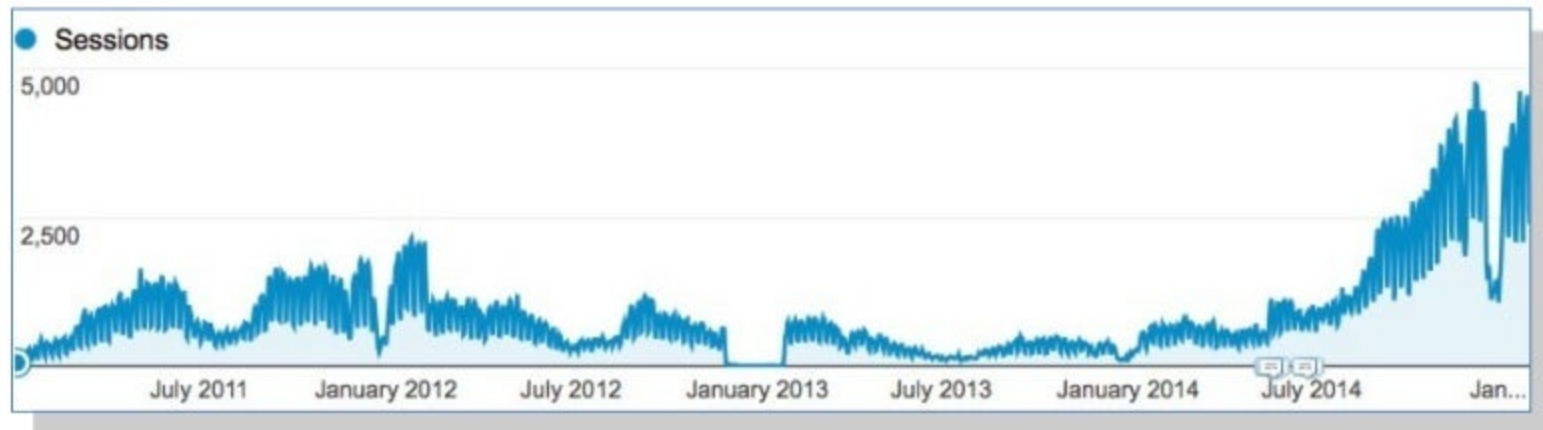


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If EVERYTHING goes well
implementing audit recommendations...



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