{Client Name}

SEO Audit & Recommendations

{date}

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# Project Overview

In this section, provide a brief overview of the audit findings, where the site stands now, and where it could be if all of the recommendations are implemented. This should be a minimum of 50 words.

Throughout this document, be sure to note down your recommended priority level for each item (high, medium, or low)

## Audience Overview

In this document, provide an overview of their target buyer/audience and describe how the SEO recommendations you are making within this document will help the site better attract and appeal to these buyers. (a minimum of 100 words here)

## Competition

Provide an overview of the organic competitors and their individual strengths and weaknesses. Discuss the voice they use, how their content is presented and disseminated online, how their audience interacts with content, etc.

# Technical Review

In this section, outline technical issues discovered and how they negatively impact SEO. If no technical issues were found, describe the general health of the site and how this benefits SEO. Be sure to reference any supporting documents you may have delivered prior to this.

### 404 ERRORS {High Priority}

Provide information about these errors, similar to what you provided in your technical audit.

### 302 Redirects {High Priority}

Provide information about these errors, similar to what you provided in your technical audit.

# Content Recommendations

This will be a large part of your audit. In this area, create a section for each page of the site you analyzed. You will be using document you created previously, such as your keyword map and content analysis notes to complete this section.

List out your findings for the top pages of the site. For this example, you should include 10 existing pages.

## Page Name {Medium Priority}

[www.exampleurl.com/page](http://www.exampleurl.com/page)

**Target Keywords**:

|  |  |  |
| --- | --- | --- |
| **Keyword** | **Volume** | **Current Rank (If Applicable)** |
| Keyword 1 | # | # |
| Keyword 2 | # | # |

**Meta Data Recommendations:**

**Title Tag:** Example

**Meta Description:** Example

**Heading Tags**

Do you recommend any heading tags? If so where? A screenshot highlighting the area of the page you recommend placing or adjusting a heading tag might be useful here.

List any recommendations you have for altering existing title tags.

**Content Analysis**

Discuss the content and provide any recommendations you have for improving the content. For example:

* + Should the content length be adjusted (should this be condensed with another page, should the amount of content be increased?)
  + Does the content sufficiently use keywords?
  + Does the content link to other pages of the site where appropriate?
  + Does the content include additional resources such as images, videos, etc.
  + Does the content include a call to action?
  + Does the content sufficiently address a buyers question or concern that would have brought them to this page?

Remember to provide screenshots where appropriate.

# New Content Recommendations

In this area, describe why you are recommending new content, and then give a high-level overview of the type of content you are recommending in the next section below.

## Page Recommendation {Low Priority}

Do you recommend a specific URL for better SEO?

Target Keywords:

|  |  |
| --- | --- |
| **Keyword** | **Volume** |
| Example keyword 1 | # |
| Example keyword 2 | # |

### Overview of the content you are recommending

Provide an overview of what the content for this page should consist of, or what type of page this is. What potential issues does this new page address?

### Internal Link Recommendations

Should this page link to any other pages of your site? If so, list them here and the preferred anchor text. How long should this content be?

### Meta Data

**Title Tag:** Example

**Meta Description:** Example

### Heading Tags

**Heading 1**: Example heading + any info you have about where this should be placed

**Heading 2**: Example heading + any info you have about where this should be placed

Additional headings:

### Resources

What resources do your recommend including to make this more user-friendly?

### Call to Action

What sort of call to action (or actions) are most appropriate for this page?

# Success Metrics

How will success be measured? Discuss the client goals for this campaign, how your recommendations apply to those goals, and what metrics you recommend tracking to monitor the success of the campaign.

For example:

Goal 1: To increase organic traffic to the blog.

We have provided specific recommendations on improving the blog, such as condensing content where applicable, adding new posts targeted at keywords users are asking around your product, and incorporating calls to action within the posts to spark better user engagement.

Measurement: Incoming organic visits to pages with /blog in the title.