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How to do an SEO Audit

 **GROWTH SKILLS™**



About your instructor

LAVALL CHICHESTER BIO



Lavall Chichester

Lavall Chichester is a growth focused digital marketer who has helped brands make millions of dollars on and off line. He made Ad Age's 2015 40 Under 40 list for turning the search group at Profero into a multi-million dollar business in less than a year. He has 13+ years of developing digital marketing strategies for brands like Apple, Western Union, the NBA, Kaiser Permanente, Vitamin Water and others. Lavall is a second-degree Black Belt, a bare-knuckle Karate Champion and practices Full Contact Digital Marketing for his clients. He is a digital marketing educator who has lectured at NYU, Baruch, Brooklyn College and taught advanced digital strategies to key stakeholders in major brands.

EXPERIENCE

- 2004** Started in digital marketing & founded Footnote Films
- 2012** Built the Local Search Product for LocalVox
- 2015** Turned the Search Group at Profero into a multi-million dollar business in less than a year
- 2015** Made AdAge 40 under 40 list
- 2017** Founded Growth Skills

Agenda

1. Understanding SEO
2. How to do an SEO audit
3. How to do On-page audit
4. How to do a Content audit
5. How to do an Off-page audit
6. How to do a Conversion audit
7. How to display audit findings
8. How to use the SEO Project Manager Sheet



Understanding **Search Engine Optimization**

What you will learn

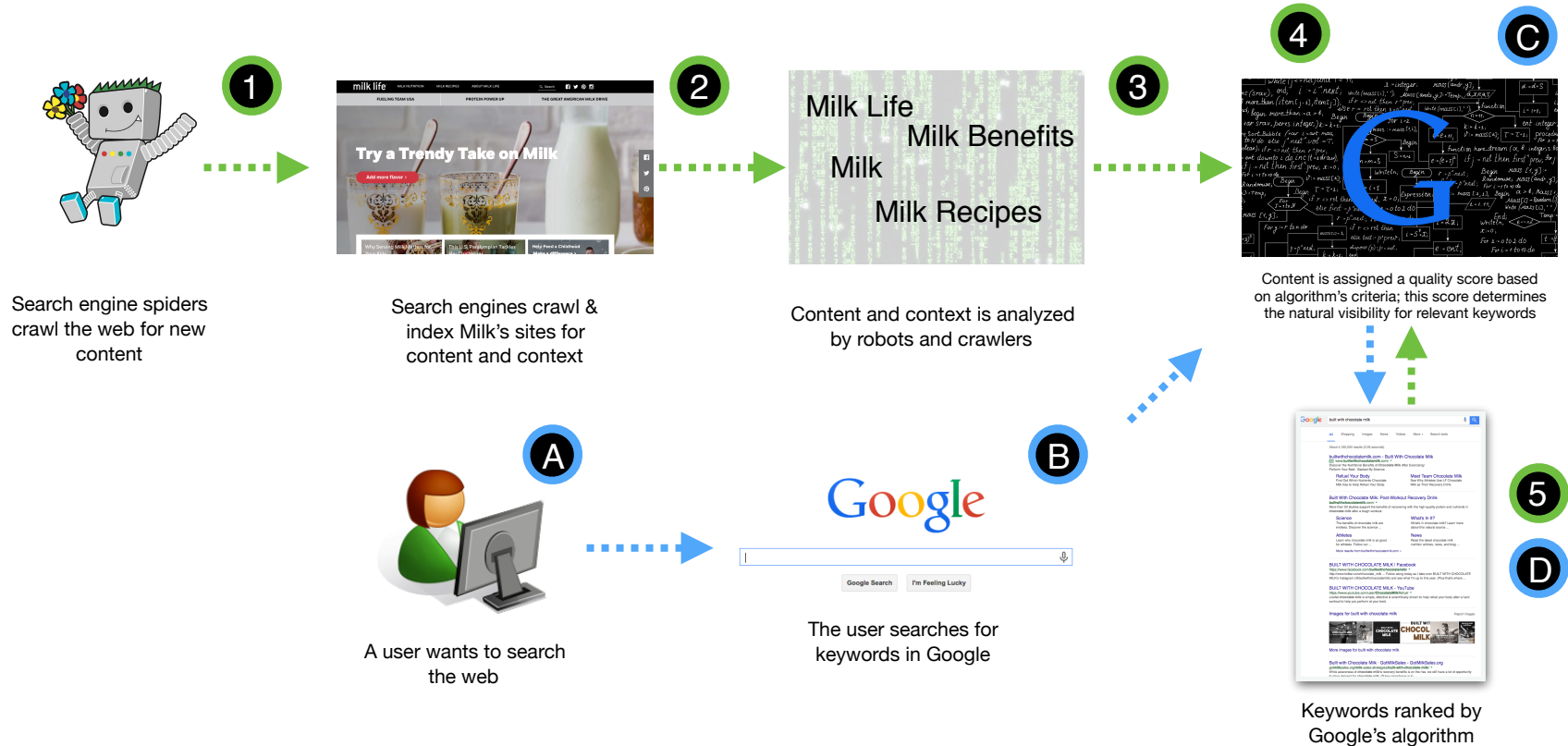


1. Search as a human behavior
2. How search works
3. Things to optimize on a website

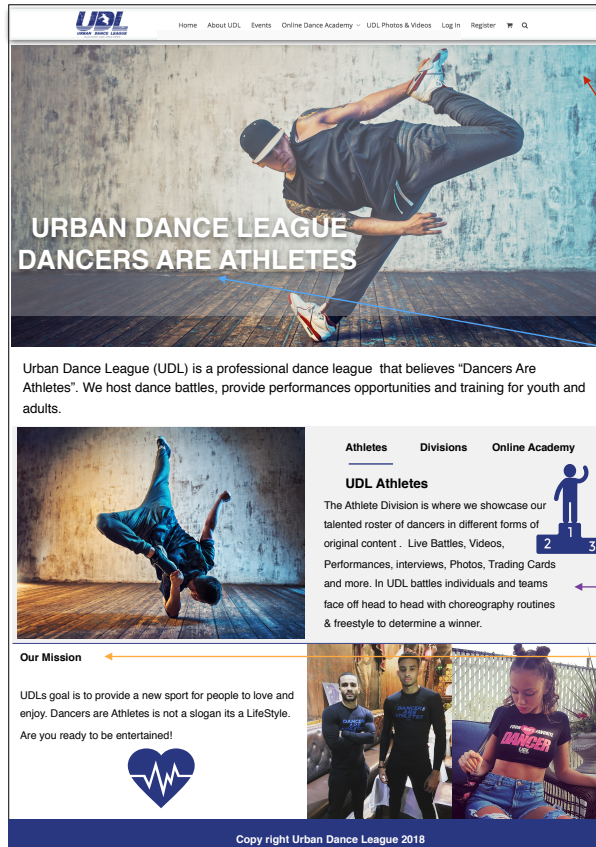
Search is
a human
behavior
that has
continued
to evolve



How search works



Some of the things search engine crawlers look for



<https://urbandanceleague.com/main-keyword>

URL

A site's web address. URLs should include primary keywords

Title Tag

Title tags are used to describe the contents of a page. Tags should be unique to each page and include primary and secondary keywords.

Meta Descriptions: Meta descriptions are in the code and not visible on the page. They must be optimized as well.

Heading (H1) Tag

Describes the subject of the page. An H1 tag should only be used once and include primary keywords

On-Page Content

The body of copy, images, videos, etc. on a page. Content should be unique and relevant to the page topic

Heading (H2-H6) Tags

These tags are used for subheadings and for better overall structure of a page

General SEO is broken into four work flows



General SEO

Keyword Research

Researching search terms that customers are using during their path to purchase

Content

Creating and optimizing high quality content to expand the reach of your website

On-Page

Optimizing things on your website to improve performance.

Off-Page

Working with things that are not on your website to increase performance I.e social media, backlinks

Summary

1. Search as a human behavior
2. Search engine crawlers or spiders crawl webpages
3. Meta title, H1, and page content are a few things to optimize on a website



Understanding **How to use a SEO audit score card**

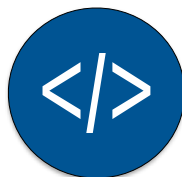
What you will learn

A close-up, low-angle shot of a person's hands typing on a silver laptop keyboard. The laptop is open and sits on a wooden desk. In the background, a window lets in bright, natural light, creating a warm and professional atmosphere. The focus is sharp on the hands and the keyboard, with the background slightly blurred.

1. SEO Scorecard Framework
2. How to do an SEO audit
3. What tools to use for your audit
4. Free and paid audit tools

A basic mini-audit focuses on four areas

On-Page



Optimizing things on your website to improve performance.

Content



Creating and optimizing high quality content to expand the reach of your website

Off-Page



Working with things that are not on your website to increase performance i.e social media, backlinks

Conversions



Check to see that the website is setup to track and increase leads, sales or other types of conversions.

Use a SEO audit scorecard to show optimization percentage

● Bad
 ● Okay
 ● Good

Optimization%	SEO Element	Impact on Ranking	Current State	Change Recommendations	Tools to Use
ON-PAGE 0%	<ul style="list-style-type: none"> •Mobile Friendly •Website Page Speed •Titles & Meta Descriptions •URL Structure •Heading Tag Use 	HIGH HIGH HIGH HIGH HIGH	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Is the website mobile friendly? Is it built responsive? •Does the site load quickly? It should load in half a second. •Does the site have meta titles and descriptions that are optimized? •Does the site have a clean keyword rich URL structure? •Does the site use H1-H3 tags correctly? 	<ul style="list-style-type: none"> •Google Mobile Testing Tool •Google Page Speed Tool •Screaming Frog •Screaming Frog •Screaming Frog
CONTENT 0%	<ul style="list-style-type: none"> •Blog •Video (on-site & YouTube) •On Page Copy (Text & Keywords) •Images •Internal Linking 	HIGH MEDIUM HIGH MEDIUM MEDIUM	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Does the site have a blog with optimized content? •Does the site have videos that are optimized on it? •Does the site have keyword rich page copy? •Are the images named after a target keyword & have keyword alt text? •Does the the site have internal links with keyword rich anchor text? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Manual Check
OFF-PAGE 0%	<ul style="list-style-type: none"> •Social Media Assets on Site •Social Media Engagement •Number of Backlinks •Backlink Quality •Domain Authority 	MEDIUM MEDIUM HIGH HIGH HIGH	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Does the site have social sharing functionality? •Is the content on the site being shared? •Does the site have a lot of backlinks? •Does the site have high quality backlinks from sites with high domain authority? •Does the site have high domain authority? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •SEM RUSH •SEM RUSH •SEM RUSH
CONVERSIONS 0%	<ul style="list-style-type: none"> •Lead Capture Forms •Clear Calls to Action •Steps to Check Out / Sign Up •Comments/Reviews onsite •Conversion Tag 	HIGH HIGH HIGH HIGH HIGH	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Does the the site effectively capture emails or other customer information? •Is there a single clear instruction for the site visitor to do on the page? •Does the site have more than three steps to check out or sign up? •Does the website have great comments and reviews? •Does the website have a conversion tag to track leads or sales? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Google Tag Assistant

Example SEO Scorecard audit filled out

● Bad
 ● Okay
 ● Good

Optimization%	SEO Element	Impact on Ranking	Current State	Change Recommendations	Tools to Use
ON-PAGE 30%	<ul style="list-style-type: none"> •Mobile Friendly •Website Page Speed •Titles & Meta Descriptions •URL Structure •Heading Tag Use 	HIGH HIGH HIGH HIGH HIGH	<div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div>	<ul style="list-style-type: none"> •Is the website mobile friendly? Is it built responsive? •Does the site load quickly? It should load in half a second. •Does the site have meta titles and descriptions that are optimized? •Does the site have a clean keyword rich URL structure? •Does the site use H1-H3 tags correctly? 	<ul style="list-style-type: none"> •Google Mobile Testing Tool •Google Page Speed Tool •Screaming Frog •Screaming Frog •Screaming Frog
CONTENT 20%	<ul style="list-style-type: none"> •Blog •Video (on-site & YouTube) •On Page Copy (Text & Keywords) •Images •Internal Linking 	HIGH MEDIUM HIGH MEDIUM MEDIUM	<div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div>	<ul style="list-style-type: none"> •Does the site have a blog with optimized content? •Does the site have videos that are optimized on it? •Does the site have keyword rich page copy? •Are the images named after a target keyword & have keyword alt text? •Does the the site have internal links with keyword rich anchor text? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Manual Check
OFF-PAGE 40%	<ul style="list-style-type: none"> •Social Media Assets on Site •Social Media Engagement •Number of Backlinks •Backlink Quality •Domain Authority 	MEDIUM MEDIUM HIGH HIGH HIGH	<div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div>	<ul style="list-style-type: none"> •Does the site have social sharing functionality? •Is the content on the site being shared? •Does the site have a lot of backlinks? •Does the site have high quality backlinks from sites with high domain authority? •Does the site have high domain authority? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •SEM RUSH •SEM RUSH •SEM RUSH
CONVERSIONS 50%	<ul style="list-style-type: none"> •Lead Capture Forms •Clear Calls to Action •Steps to Check Out / Sign Up •Comments/Reviews onsite •Conversion Tag 	HIGH HIGH HIGH HIGH HIGH	<div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div> <div> ● ● ● </div>	<ul style="list-style-type: none"> •Does the the site effectively capture emails or other customer information? •Is there a single clear instruction for the site visitor to do on the page? •Does the site have more than three steps to check out or sign up? •Does the website have great comments and reviews? •Does the website have a conversion tag to track leads or sales? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Google Tag Assistant

Point system methodology

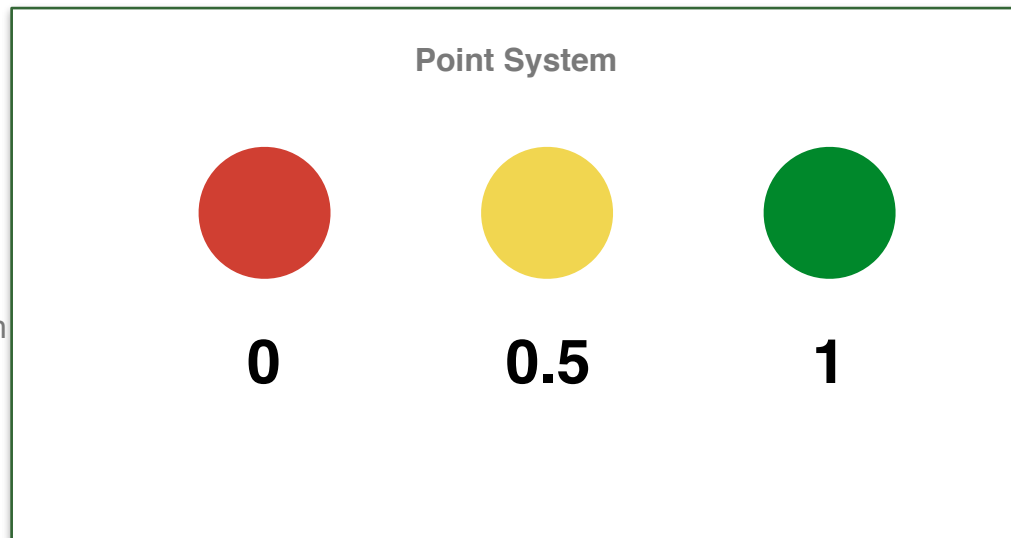
The point system allows you to get an audit percentage that you can improve over time as you fix the issues.

- **Red** is zero points
- **Yellow** is half a point
- **Green** is a full point

The Point Total: You then total the points for each section

Divide: You then divide the total by the number of items in the audit to get the percentage

The Percentage: The percentage is the number you want to improve



In this example:

The Point Total: Is 1.5

Divide: The number of audit items is 5

The Percentage: The percentage is 30%

ON-PAGE 30%	•Mobile Friendly	HIGH	● ● ●	•Is the website mobile friendly? Is it built responsive?
	•Website Page Speed	HIGH	● ● ●	•Does the site load quickly? It should load in half a second.
	•Titles & Meta Descriptions	HIGH	● ● ●	•Does the site have meta titles and descriptions that are optimized?
	•URL Structure	HIGH	● ● ●	•Does the site have a clean keyword rich URL structure?
	•Heading Tag Use	HIGH	● ● ●	•Does the site use H1-H3 tags correctly?

Free SEO Tools

Tools	Usage	Website
SEO Quake	Audit	https://www.seoquake.com/
Screaming Frog	Audit	https://www.screamingfrog.co.uk
Google Keyword Planner	Keyword Research	https://adwords.google.com/home/tools/keyword-planner/
Google Search Console	Audit	https://www.google.com/webmasters/tools/home?hl=en&pli=1
Keywords Every Where	Keyword Research	https://keywordseverywhere.com/
Answer the Public	Keyword Research	http://answerthepublic.com/
Uber Suggest	Keyword Research	https://ubersuggest.io/
Pingdom Tool	Page Speed Testing	https://tools.pingdom.com/
Google Mobile Friendly Tester	Mobile Testing	https://search.google.com/test/mobile-friendly
GTMetrix	Page Speed Testing	https://gtmetrix.com/
Open SEO Stats	Audit	http://pagerank.chrome fans.org/

Paid SEO Tools

Tools	Usage	Price	Website
MOZ	Audit, Keyword Search, Keyword Monitoring, Backlink Analysis	\$99/m	https://moz.com
SEM RUSH	Audit, Keyword Research, Keyword Monitoring, Backlink Analysis	\$99/m	https://www.semrush.com
SEO Monitor	Keyword Research, Keyword Monitoring	\$62/m	https://www.seomonitor.com/
Ahrefs	Keyword Research, Keyword Monitoring, Backlink Analysis	\$99/m	https://ahrefs.com/
Majestic SEO	Keyword Research, Keyword Monitoring, Backlink Analysis	\$79/m	https://majestic.com/
Woo Rank	Audit	\$49/m	https://www.woorank.com/
Bright Edge	Keyword Research, Keyword Monitoring, Backlink Analysis	Custom/Enterprise	https://www.brightedge.com/
Conductor	Keyword Research, Keyword Monitoring, Backlink Analysis	Custom/Enterprise	https://www.conductor.com/
Oz Content	Keyword Research	\$299/m	https://ozcontent.com/

Summary

1. Mini audits are important and just a start to bigger audits
2. Your optimization percentage allows you to make changes and improve it over time
3. Always show recommendations in Issue / Solution format
4. You need the right tools to get the job done



How to **Do an on-page audit**

What you will learn



1. How to do an on-page SEO audit

How to do the on-page portion of the scorecard

● Bad
 ● Okay
 ● Good

Optimization%	SEO Element	Impact on Ranking	Current State	Change Recommendations	Tools to Use
ON-PAGE 0%	<ul style="list-style-type: none"> •Mobile Friendly •Website Page Speed •Titles & Meta Descriptions •URL Structure •Heading Tag Use 	HIGH HIGH HIGH HIGH HIGH	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Is the website mobile friendly? Is it built responsive? •Does the site load quickly? It should load in half a second. •Does the site have meta titles and descriptions that are optimized? •Does the site have a clean keyword rich URL structure? •Does the site use H1-H3 tags correctly? 	<ul style="list-style-type: none"> •Google Mobile Testing Tool •Google Page Speed Tool •Screaming Frog •Screaming Frog •Screaming Frog
CONTENT 0%	<ul style="list-style-type: none"> •Blog •Video (on-site & YouTube) •On Page Copy (Text & Keywords) •Images •Internal Linking 	HIGH MEDIUM HIGH MEDIUM MEDIUM	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Does the site have a blog with optimized content? •Does the site have videos that are optimized on it? •Does the site have keyword rich page copy? •Are the images named after a target keyword & have keyword alt text? •Does the the site have internal links with keyword rich anchor text? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Manual Check
OFF-PAGE 0%	<ul style="list-style-type: none"> •Social Media Assets on Site •Social Media Engagement •Number of Backlinks •Backlink Quality •Domain Authority 	MEDIUM MEDIUM HIGH HIGH HIGH	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Does the site have social sharing functionality? •Is the content on the site being shared? •Does the site have a lot of backlinks? •Does the site have high quality backlinks from sites with high domain authority? •Does the site have high domain authority? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •SEM RUSH •SEM RUSH •SEM RUSH
CONVERSIONS 0%	<ul style="list-style-type: none"> •Lead Capture Forms •Clear Calls to Action •Steps to Check Out / Sign Up •Comments/Reviews onsite •Conversion Tag 	HIGH HIGH HIGH HIGH HIGH	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Does the the site effectively capture emails or other customer information? •Is there a single clear instruction for the site visitor to do on the page? •Does the site have more than three steps to check out or sign up? •Does the website have great comments and reviews? •Does the website have a conversion tag to track leads or sales? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Google Tag Assistant

Summary

1. Websites must be built mobile friendly
2. Responsive design is when websites are built to fit the device type
3. Websites must load quickly to rank well on search engines
4. Meta titles & descriptions, URLs H1 -H3 tags must be optimized and contain a relevant keyword



How to **Do a Content audit**

What you will learn



1. How to do an Content audit

How to do the content portion of the scorecard

● Bad
 ● Okay
 ● Good

Optimization%	SEO Element	Impact on Ranking	Current State	Change Recommendations	Tools to Use
ON-PAGE 0%	<ul style="list-style-type: none"> •Mobile Friendly •Website Page Speed •Titles & Meta Descriptions •URL Structure •Heading Tag Use 	HIGH HIGH HIGH HIGH HIGH	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Is the website mobile friendly? Is it built responsive? •Does the site load quickly? It should load in half a second. •Does the site have meta titles and descriptions that are optimized? •Does the site have a clean keyword rich URL structure? •Does the site use H1-H3 tags correctly? 	<ul style="list-style-type: none"> •Google Mobile Testing Tool •Google Page Speed Tool •Screaming Frog •Screaming Frog •Screaming Frog
CONTENT 0%	<ul style="list-style-type: none"> •Blog •Video (on-site & YouTube) •On Page Copy (Text & Keywords) •Images •Internal Linking 	HIGH MEDIUM HIGH MEDIUM MEDIUM	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Does the site have a blog with optimized content? •Does the site have videos that are optimized on it? •Does the site have keyword rich page copy? •Are the images named after a target keyword & have keyword alt text? •Does the the site have internal links with keyword rich anchor text? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Manual Check
OFF-PAGE 0%	<ul style="list-style-type: none"> •Social Media Assets on Site •Social Media Engagement •Number of Backlinks •Backlink Quality •Domain Authority 	MEDIUM MEDIUM HIGH HIGH HIGH	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Does the site have social sharing functionality? •Is the content on the site being shared? •Does the site have a lot of backlinks? •Does the site have high quality backlinks from sites with high domain authority? •Does the site have high domain authority? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •SEM RUSH •SEM RUSH •SEM RUSH
CONVERSIONS 0%	<ul style="list-style-type: none"> •Lead Capture Forms •Clear Calls to Action •Steps to Check Out / Sign Up •Comments/Reviews onsite •Conversion Tag 	HIGH HIGH HIGH HIGH HIGH	<div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div> <div>● ● ●</div>	<ul style="list-style-type: none"> •Does the the site effectively capture emails or other customer information? •Is there a single clear instruction for the site visitor to do on the page? •Does the site have more than three steps to check out or sign up? •Does the website have great comments and reviews? •Does the website have a conversion tag to track leads or sales? 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Google Tag Assistant

Summary

1. Website needs a blog with optimized content to stay relevant
2. The website should have videos because people learn in different ways
3. Images must be named after the Target keyword and have optimized alt text
4. Internal links are needed to pass traffic and authority from page to page



How to **Do an off-page audit**

What you will learn

A close-up, low-angle shot of a person's hands typing on a silver laptop keyboard. The laptop is open and sits on a wooden desk. In the background, a window lets in bright, natural light, creating a warm and professional atmosphere. The focus is sharp on the hands and the keyboard, with the background slightly blurred.

1. How to do an off-page SEO audit

How to do the off-page portion of the scorecard

● Bad
 ● Okay
 ● Good

Optimization%	SEO Element	Impact on Ranking	Current State	Change Recommendations	Tools to Use
ON-PAGE 0%	•Mobile Friendly	HIGH	● ● ●	•Is the website mobile friendly? Is it built responsive?	•Google Mobile Testing Tool
	•Website Page Speed	HIGH	● ● ●	•Does the site load quickly? It should load in half a second.	•Google Page Speed Tool
	•Titles & Meta Descriptions	HIGH	● ● ●	•Does the site have meta titles and descriptions that are optimized?	•Screaming Frog
	•URL Structure	HIGH	● ● ●	•Does the site have a clean keyword rich URL structure?	•Screaming Frog
	•Heading Tag Use	HIGH	● ● ●	•Does the site use H1-H3 tags correctly?	•Screaming Frog
CONTENT 0%	•Blog	HIGH	● ● ●	•Does the site have a blog with optimized content?	•Manual Check
	•Video (on-site & YouTube)	MEDIUM	● ● ●	•Does the site have videos that are optimized on it?	•Manual Check
	•On Page Copy (Text & Keywords)	HIGH	● ● ●	•Does the site have keyword rich page copy?	•Manual Check
	•Images	MEDIUM	● ● ●	•Are the images named after a target keyword & have keyword alt text?	•Manual Check
	•Internal Linking	MEDIUM	● ● ●	•Does the the site have internal links with keyword rich anchor text?	•Manual Check
OFF-PAGE 0%	•Social Media Assets on Site	MEDIUM	● ● ●	•Does the site have social sharing functionality?	•Manual Check
	•Social Media Engagement	MEDIUM	● ● ●	•Is the content on the site being shared?	•Manual Check
	•Number of Backlinks	HIGH	● ● ●	•Does the site have a lot of backlinks?	•SEM RUSH
	•Backlink Quality	HIGH	● ● ●	•Does the site have high quality backlinks from sites with high domain authority?	•SEM RUSH
	•Domain Authority	HIGH	● ● ●	•Does the site have high domain authority?	•SEM RUSH
CONVERSIONS 0%	•Lead Capture Forms	HIGH	● ● ●	•Does the the site effectively capture emails or other customer information?	•Manual Check
	•Clear Calls to Action	HIGH	● ● ●	•Is there a single clear instruction for the site visitor to do on the page?	•Manual Check
	•Steps to Check Out / Sign Up	HIGH	● ● ●	•Does the site have more than three steps to check out or sign up?	•Manual Check
	•Comments/Reviews onsite	HIGH	● ● ●	•Does the website have great comments and reviews?	•Manual Check
	•Conversion Tag	HIGH	● ● ●	•Does the website have a conversion tag to track leads or sales?	•Google Tag Assistant

Summary

1. The website should be easy to share on social sites
2. High quality backlinks increase domain authority
3. High domain authority helps websites rank for difficult keywords



How to **Do a Conversion audit**

What you will learn



1. How to do a Conversion audit

How to do the conversions portion of the scorecard

● Bad
 ● Okay
 ● Good

Optimization%	SEO Element	Impact on Ranking	Current State	Change Recommendations	Tools to Use
ON-PAGE 0%	<ul style="list-style-type: none"> •Mobile Friendly •Website Page Speed •Titles & Meta Descriptions •URL Structure •Heading Tag Use 	HIGH HIGH HIGH HIGH HIGH		<ul style="list-style-type: none"> •Is the website mobile friendly? Is it built responsive? •Does the site load quickly? It should load in half a second. •Does the site have meta titles and descriptions that are optimized? •Does the site have a clean keyword rich URL structure? •Does the site use H1-H3 tags correctly? 	<ul style="list-style-type: none"> •Google Mobile Testing Tool •Google Page Speed Tool •Screaming Frog •Screaming Frog •Screaming Frog
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Summary

1. The website must have lead capture forms for conversions
2. The website must have clear call to actions
3. The steps to check out should be as short as possible
4. Websites need to be able to track conversions with the correct tags
5. Good comments and reviews lead to sales



How to **Display audit findings**

What you will learn



1. What the final audit should look like
2. How to display your findings

Our final SEO Scorecard

● Bad
 ● Okay
 ● Good

Optimization%	SEO Element	Impact on Ranking	Current State	Change Recommendations	Tools to Use
ON-PAGE 60%	<ul style="list-style-type: none"> •Mobile Friendly •Website Page Speed •Titles & Meta Descriptions •URL Structure •Heading Tag Use 	HIGH HIGH HIGH HIGH HIGH	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Website is mobile friendly and built with responsive design •Site takes 7.4 seconds to load which is bad. Images are to large etc •Meta titles and descriptions are partially optimized. This needs work. •URLs are partially optimized and need to be shorter with keywords in them. •Pages had H1 and H2 tags with the keywords in them. 	<ul style="list-style-type: none"> •Google Mobile Testing Tool •Google Page Speed Tool •Screaming Frog •Screaming Frog •Screaming Frog
CONTENT 50%	<ul style="list-style-type: none"> •Blog •Video (on-site & YouTube) •On Page Copy (Text & Keywords) •Images •Internal Linking 	HIGH MEDIUM HIGH MEDIUM MEDIUM	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Blog needs to be updated and used to target core terms. •They do have video on site and on YouTube but they need to be optimized. •On-page copy is great and does have keywords in them. •Some images are named correctly other are not. This needs to be fixed. •There are very few internal links especially on the service landing page. 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Manual Check
OFF-PAGE 60%	<ul style="list-style-type: none"> •Social Media Assets on Site •Social Media Engagement •Number of Backlinks •Backlink Quality •Domain Authority 	MEDIUM MEDIUM HIGH HIGH HIGH	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Site does not make it easy to share it's content on social media •The site has great reviews and social engagement •The site has a fair amount of backlinks. 3.6k •The site has links from high quality websites and colleges. •The sites domain authority is 35 which is good for a business of its size. 	<ul style="list-style-type: none"> •Manual Check •Manual Check •SEM RUSH •SEM RUSH •SEM RUSH
CONVERSIONS 60%	<ul style="list-style-type: none"> •Lead Capture Forms •Clear Calls to Action •Steps to Check Out / Sign Up •Comments/Reviews onsite •Conversion Tag 	HIGH HIGH HIGH HIGH HIGH	● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	<ul style="list-style-type: none"> •Website does have lead forms on the main page but should have on others. •Site does have call to action on home page but should have on other pages. •It is a simple sign up process which is great. •The site has amazing reviews that are displayed on the site. •The site has a conversion tag but needs unique conversion pages. 	<ul style="list-style-type: none"> •Manual Check •Manual Check •Manual Check •Manual Check •Google Tag Assistant

Display recommendations as Issue and Solution

Issue:

Meta title and descriptions are not optimized. They have no value prop and the description is pulling from the page.

Current

Title should have primary and secondary keywords without appearing keyword-stuffed

weekday boxer brief - MyPakage

<https://usa.mypackage.com/collections/all/boxer-brief?page=2>

Collections. New. Active. Lifestyle. sale. Sale items are final sale. No returns or exchanges - No exceptions. colors. solid color. print. black. camo. size. xxs; xs; s; m; l; xl; xxl; VIEW SIZE CHART. We're sorry, but based on your current filters, there are no products in stock that meet your specific requirements. Please try to ...

Description should not be pulled from on page copy. It should be unique and descriptive of the respective topic and page.

Solution:

Write optimized meta titles and descriptions for every page. They should target a relevant keyword with high search volume.

Recommended

Primary Keywords

Value Proposition

Brand at the end

Boxer Briefs | Soft and Breathable 15% Off | BN3TH

[HTTPS://B3NTH.COM/BOXER-BRIEFS](https://b3nth.com/boxer-briefs)

B3NTH boxer briefs eliminates skin on skin contact preventing the need to adjust during the day. Click here to buy extremely comfortable boxers.

Target keywords in description

Call to action

US
CA

Annual Keyword Search Volume

Boxer briefs	397,200
Boxer briefs	28,000

Summary

1. Audit recommendations should be displayed in Issue/Solution format

2. Meta titles and descriptions are one of the best places to start optimizing



How to **Use SEO Project Management Sheet**

What you will learn

A close-up, low-angle shot of a person's hands typing on a silver laptop keyboard. The laptop is open and sits on a wooden desk. In the background, a window lets in bright, natural light, creating a warm and professional atmosphere. The focus is sharp on the hands and the keyboard, with the background slightly blurred.

1. How to use SEO Client Management sheet

SEO Project Management Sheet


	
SEO PROJECT MANAGEMENT	
TABLE OF CONTENTS	
1	CLIENT INFORMATION
2	SEO PROJECT TIMELINE
3	SEO SCORECARD AUDIT
4	RESEARCH & OPTIMIZATION
5	FULL 301 REDIRECT SHEET
6	MONTHLY SEO REPORT
7	SEO REPORT DATA SOURCES

Table of Contents	Client Information	SEO Project Timeline	SEO Audit	Research & Optimization	301 Redirect Sheet	SEO Report	SEO Report Data	+
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Thank you



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