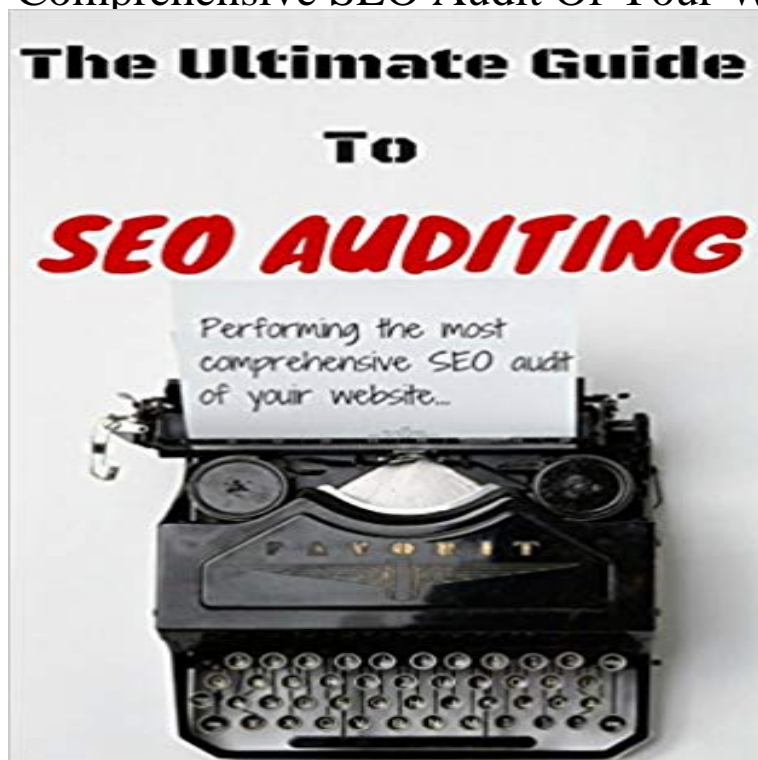


The Ultimate Guide To SEO Auditing: Performing The Most Comprehensive SEO Audit Of Your Website (How We Did It Book 7)



How do you audit a website for SEO bugs and fixes? This 5000+ word report is a comprehensive guide that gives you the complete know-how on performing an SEO audit process. SEO auditing involves a multitude of things and this report takes you through these different processes in different sections. Here is a brief snapshot of the various steps in the SEO audit process: Build a site profile : Know more about the site you are about to audit in terms of its targeting, its current authority, its content strategy, its off-page optimization profile, number of backlinks, web hosting, etc. Website Crawl audit : Assess the website on its crawlability metrics - are the various robot and http headers set up correctly in order for the Google bot to crawl the website correctly? Web Indexing audit : Googlebot crawling your website is only half the battle. The next step is getting the content indexed. If your website has a lot of outdated multimedia elements like Flash, then it becomes difficult for the spider to index your content. In addition to this, the navigational aspect of your website needs to be analyzed as well. On-page content audit : This is a critical step where you try to understand if the website is actually tailored to target the right audience. You also study the content quality, if the images and other non-textual content are tagged and organized correctly, On-page security audit : Is the website susceptible to security attacks. Does the website make use of free themes that are known to inject spammy content through the backend? We teach you how to audit these aspects. Off-page audit: This is yet another critical chapter that deals with the various things like analyzing your websites backlink profile, social media profile, the local listing profile, etc. Of this backlink profile needs to not only look at potential dangers in terms of the websites that are linking to your content, but also check if there are

already penalties levied on your website due to this. Mobile audit : This is the last chapter that deals with handling the mobile aspects of your website. Mobile usability is increasingly becoming an important ranking signal on Google and the ability of a website to be usable on mobile platforms is critical. This chapter deals with this aspect. We also have a small section on competition analysis - which is basically following all the above steps for your major competitors in order to benchmark where your website stands vis-a-vis competition. Towards the end of the document, we have provided you with a comprehensive list of over 30 website tools and software products that can assist SEO consultants with performing the audit process more efficiently and optimally. Not all these tools are meant for all aspects of SEO auditing though. There are some tools that do a great job in just optimizing your website for broken links. There are others that help with analyzing your backlink profile and anchor texts. Some tools are free while others are paid. The point of this list is to provide you with as many tools as possible to help you know the depth of software tools available to help you make your auditing better. If there is some aspect of auditing for which we haven't listed a tool, you only need to Google it up - and you are sure to find numerous tools to help you out.

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Ultimate Guide to Link Building: How to Build Backlinks, Authority and : **Anand Srinivasan: Kindle Store** Jan 1, 2017 If you are looking for how to do an SEO audit in 2017, then we got you covered. Heres what this SEO audit checklist will be covering: There are two times we perform audits: . Technical issues can plague your websites SEO performance. More importantly, Google wants you to write comprehensive, **The Ultimate Guide To SEO Auditing: Performing The Most** The Ultimate Guide To SEO Auditing: Performing The Most Comprehensive SEO Audit Of Your Website (How We Did It Book 7) eBook: Anand Srinivasan: **The Ultimate Guide to Off-Page SEO - Neil Patel** The Ultimate Guide To SEO Auditing: Performing The Most Comprehensive SEO Audit Of Your Website (How We Did It Book 7). 4 March 2015. by Anand **Learning SEO - The Ultimate Resource - Advanced Web Ranking** Off-page SEO simply tells Google what others think about your site. For example, if youve got a lot of valuable links pointing to your pages, search engines will **Performing The Most Comprehensive SEO Audit Of Your Website** Feb 12, 2017 Here are 7 strategic and tactical approaches to SEO audits in 2017. Forensic SEO audit to create high performance selling websites Review all the features of your site and get a comprehensive list with details and . of the best-selling book (Buy On Amazon), The Ultimate Guide To Optimizing Your **How to Do a Content Audit [Updated for 2017] - Moz** There are different tools used to check specific technical aspects of a website. 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this step-by-step guide, and you'll be on your way to becoming an SEO savvy. When it comes to optimizing the most important pages of your website, you. Additionally, if you go after keywords with high competition, it will take a long. your keyword and competitor research, its time to begin auditing your site for