

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 If your website has a lot of outdated multimedia elements like Flash, then it becomes difficult for the spider to index your content.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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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