

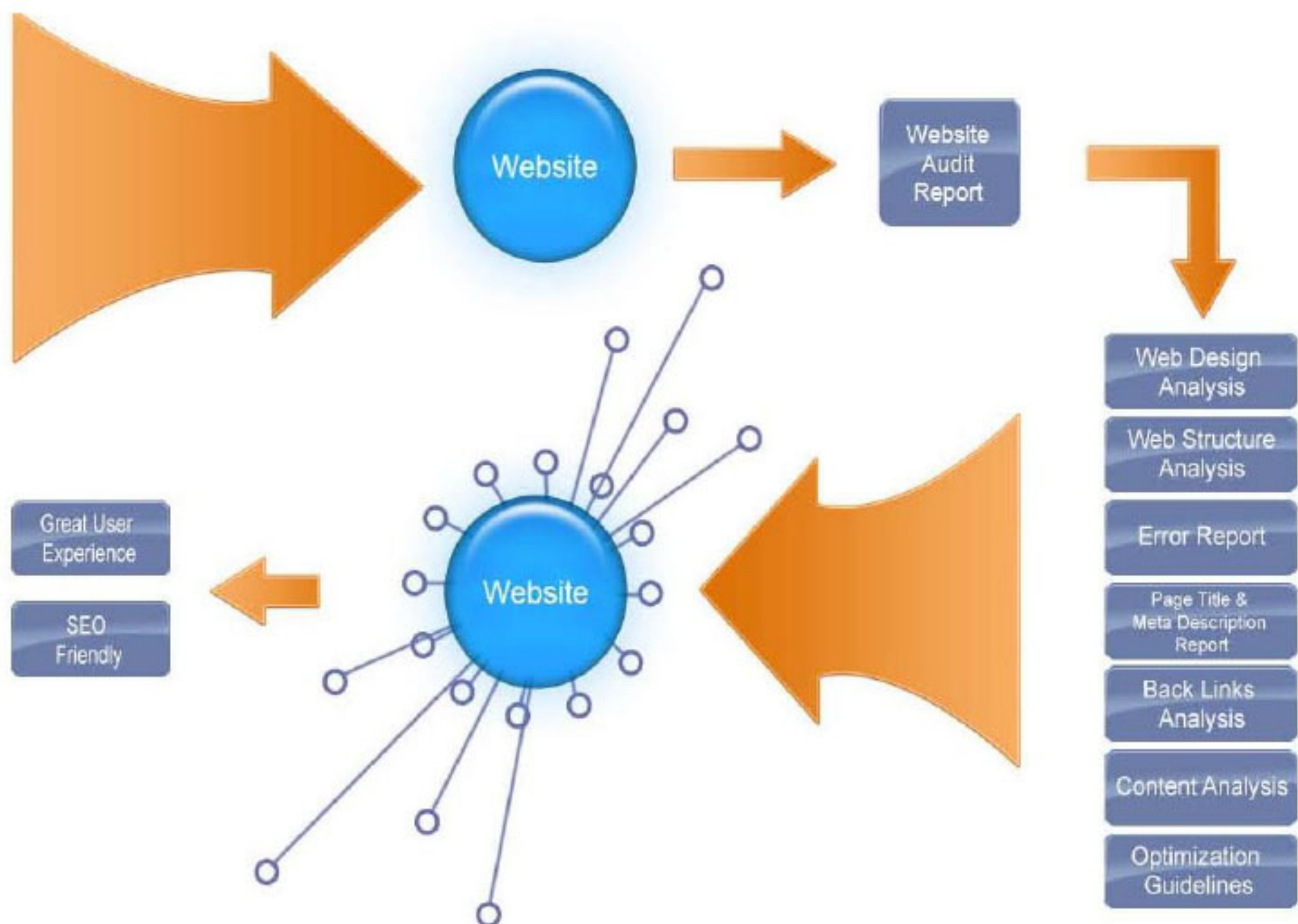


# WEBSITE AUDIT REPORT

*Every website is different and the major search engines like Google, Yahoo and Bing look at your website uniquely. When it comes to understanding your website and how we can customise a marketing campaign for you, we need to understand YOUR website, and particularly what issues your website may have that impact your rankings in the search engines.*

## What is a Website Audit Report?

A Website Audit Report allows you to get a professional health check on your website covering Web Design and Web Structure Analysis, Page and Link Errors, Page Title and Meta Description Issues, Back links Analysis, URL Architecting, Duplicate Content Analysis, In-depth target keyword analysis, and much more! When you want to invest in an online marketing campaign, particularly SEO, it is important to have a deep analysis of your website completed beforehand so we can customise your marketing campaign. Running a long term online marketing campaign is a serious investment and should be well researched early in the process. As with anything of great importance, due diligence with proper research ahead of time will always produce better results in the long term. Additionally, the feedback from our website audit report will allow us to customise your marketing campaign.





# WEBSITE AUDIT REPORT

*Address and fix critical, but often overlooked and ignored website issues to maximise your online marketing and SEO efforts.*

**Sign up now for a Website Audit Report!  
Contact us for Free Consultation.**

## ***Why is a Website Audit Report Necessary?***

A Website Audit gives you the opportunity to discover issues within your website that could profoundly impact the marketing campaign in a negative way. We need to understand the potential issues early on and let you know what they are. Issues found could range from the simplest to the most complex, but would remain unseen by untrained eyes or remain unnoticed by busy business owners. Some issues that a Website Audit addresses are as follows:

### **Keyword Analysis**

Website audit reports are performed to identify issues within your website that could negatively impact its ability to rank well in the search engines. It is of extreme importance that we take into consideration the keyword phrases you are trying to rank for. Do you want your website to show up in the search engine results pages (SERPs) for the keyword phrase "Texas accounting firm", for example?

Before running a website audit report, we need to know what your target keyword phrases are. What search results do you want your website to show up for? Ideally, a website audit report will prepare your website for an SEO marketing campaign. Hence, we prefer to have a finalised list of keyword phrases that you want to rank for. When we have this list, we will further analyse the relationship between these keyword phrases and your website content, as well as dig deeper into the competition level of those keywords.

If there are any issues with the keyword phrases you want to target, we will let you know. This is a vital part of the website audit report because choosing the right keyword phrases to target is essential to creating a successful online marketing campaign.

### **Content Issues - Duplicate and Non-Relevant**

In relation to the search phrases you want to target, does your website have a significant amount of content relevant to the search phrases you want to target? If someone landed on your homepage would they immediately be able to identify that your website is relevant to all the search phrases you want to target? Is all the primary written content on your website unique and not duplicate content from another website? Do you have a lot of non-relevant pages about other products, services, or industries other than the search phrases you want to target on your website? When it comes to analysing your website's content vs. the search phrases you want to target, there is a lot to take into consideration and we will report to you any issues we find in regards to this on the website audit report.



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## Crawl and Indexing Errors

Ever wonder how Google knows about your website? Google has little robots they deploy to go visit your website and they "crawl" your website. Their robots act like a human clicking through to different pages on your website. After their robot is finished crawling your website they "index" certain pages of your website in their database. Only pages indexed in Google will show up when a user does a Google search. Why is this important? Well, if you have a 100-page website and only 5 of your pages are indexed in the Google database, you have a serious problem. What causes pages not to index in Google? The answer could be poor content, duplicate content, broken links on your page, and any other issues preventing the Google robot from crawling particular pages. Our website audit report will analyse and report on such issues.

## Page Error Issues

Do you know if you have broken links on your website? Many times pages or the location of pages within your website are changed, and all of the other pages with links to the "changed" page are not updated, and thus all of the other pages linking to the changed page now have broken links. When judging a website's ease of usability, we always look at the number of links as a good indicator. When users click on a link on your website and are directed to an error page, this can cause the user to leave your website out of frustration and not return. As part of our site audit report we will analyse your broken links and report to you on any issues we find.





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## Back links Analysis

If you know much about SEO, then you know that the number and quality of websites linking to your website has an impact on your rankings within the search engines. As part of our site audit report we will analyse your current back links and let you know if we find any issues other than a lack of back links.

## Website Structure Issues

Most people do not think about the page or URL structure of their website when they build it. When the search engine robots visit your website they want to see a recognisable structure to your website. If you can imagine trying to analyse how all the pages on your website are linked together, it would look like a giant spider web, and the question is ... does the spider web make any sense? By the page and content structure on your website, is it easy to identify what your website is about? Our website audit report will analyse the structure of your website and report on any issues found.

## Design Platform, Navigation and Call to Action

Websites are built based on a certain language, such as HTML, PHP, ASP, etc. Furthermore, websites are often times built on top of entire "systems" that are made up of a particular language. Certain languages, on particular systems could make or break an SEO campaign, therefore it is very important for us to analyse this aspect of your website. In short, if your website does not allow us to make the necessary changes we want to make because of how it is built, then we will have issues. The

navigation and "calls to action" are also important to analyse. Is your navigation user-friendly? Is it easy to find the content you are looking for within your website? Does your website clearly display links to your contact forms, phone number, and other important ways in which the user on your website can interact with you or purchase your services/products? All of these will be analysed and reported on within the site audit report if we find any issues.





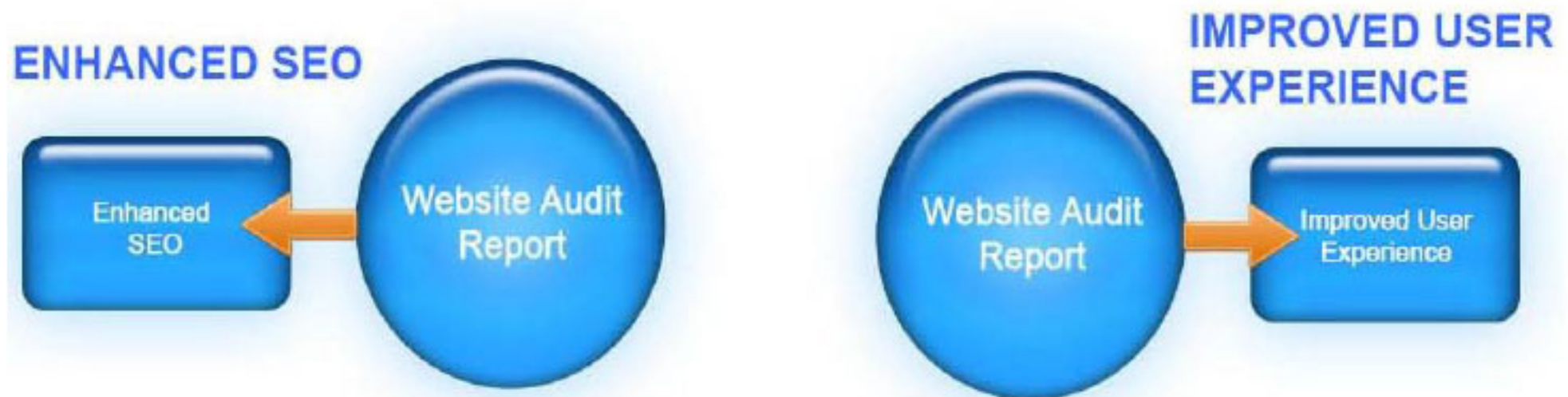
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## The Benefits

*The 3 main benefits if having a Website Audit done for you are:*



Our Website Audit Report will enhance an SEO campaign because it covers the most important search engine ranking factors: website design, structure, crawl-ability, indexing, on-page elements such as page titles, meta description, keyword grouping, as well as content, and off-page elements such as back links. Our Website Audit Report ensures we never walk blindly into an SEO marketing campaign for you and it gives you added trust and security in your SEO campaign knowing we did our research before jumping into an SEO campaign.

Our Website Audit Report will also improve the experience of your audience and customers as it covers in-depth assessment of your page architecture, navigation, content, calls-to-action and more.

## MAXIMISED WEBSITE AND ONLINE MARKETING PERFORMANCE





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## **Why is a Website Audit Report Necessary?**

**MAXIMISED WEBSITE AND ONLINE MARKETING PERFORMANCE**



It is interesting to note that enhanced SEO results in improved visibility, rankings, higher CTR (click through rate) and increased traffic. As more and more visitors have a great user experience, bounce rates will go down, engagement will go up and this will help to increase your rankings within the search engines. The cycle continues improving your overall website performance and online marketing.



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## ***Why is a Website Audit Report Necessary?***

### **GOOGLE ALGORITHM UPDATES**



In addition to being better prepared to run an SEO campaign, getting a website audit will also protect your website from Google's algorithm changes. Google is continuously tweaking their algorithms to provide users with search engine results of ever improving quality and relevance.

Two of their major algorithms are called Panda and Penguin. Panda updates are generally targeted at sites with low quality content and Penguin updates are targeting web spam.

Many website owners, webmasters and SEO service providers who are using low quality and web spam techniques, are constantly slapped, seeing their rankings and traffic go down. Our website audit was modelled to take these search engine updates into consideration, which is why our website audit is so extensive. You can always take the short route and jump immediately into an SEO campaign, without first having a website audit completed, but what if you missed something and as a result, all of your hard work and investment into an SEO campaign all went down the drain because you were not prepared for future search engine updates.

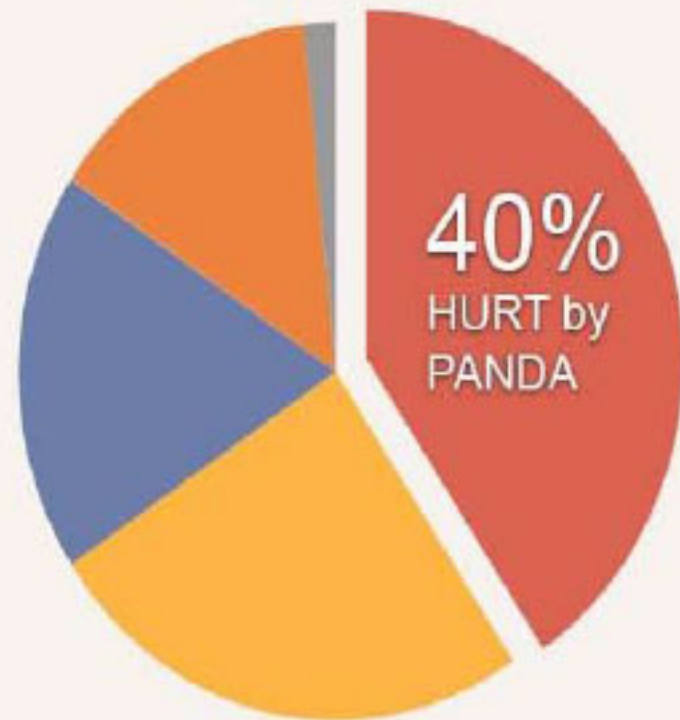


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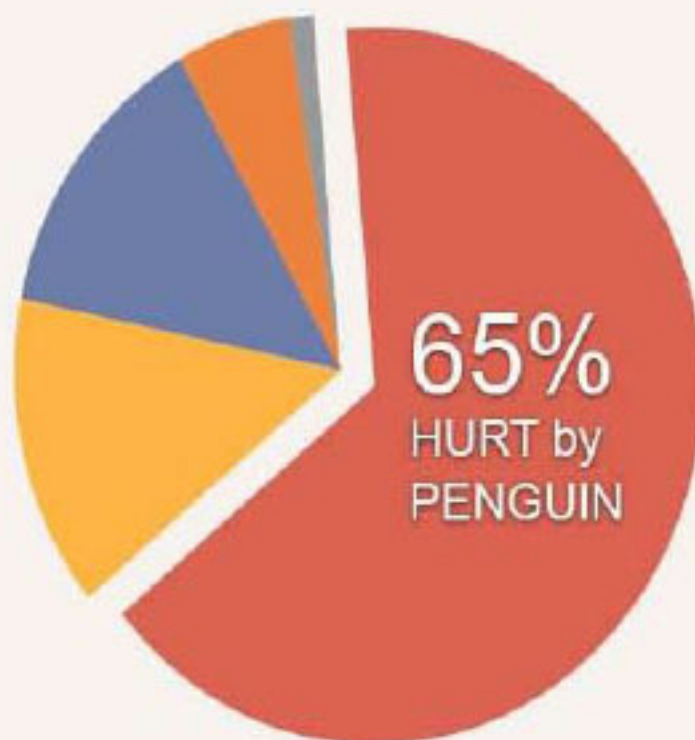
## How many were hit by Panda?



- 40% less Google traffic (negative impact) (128)
- 25% same Google traffic (no impact) (80)
- 18% more Google traffic (positive impact) (56)
- 14% don't know yet (44)
- 1.6% other (5)

Survey made weeks after the first Panda update  
<http://www.seroundtable.com/poll-results-google-update-13102.html>

## How many were hit by Penguin?



- 13.43% more Google traffic (positive impact) (150)
- 14.23% same Google traffic (no impact) (159)
- 65.71% less Google traffic (negative impact) (734)
- 5.55% don't know yet (62)
- 1.07% other (12)

Survey made weeks after the first Penguin update  
<http://www.seroundtable.com/penguin-poll-15207.html>





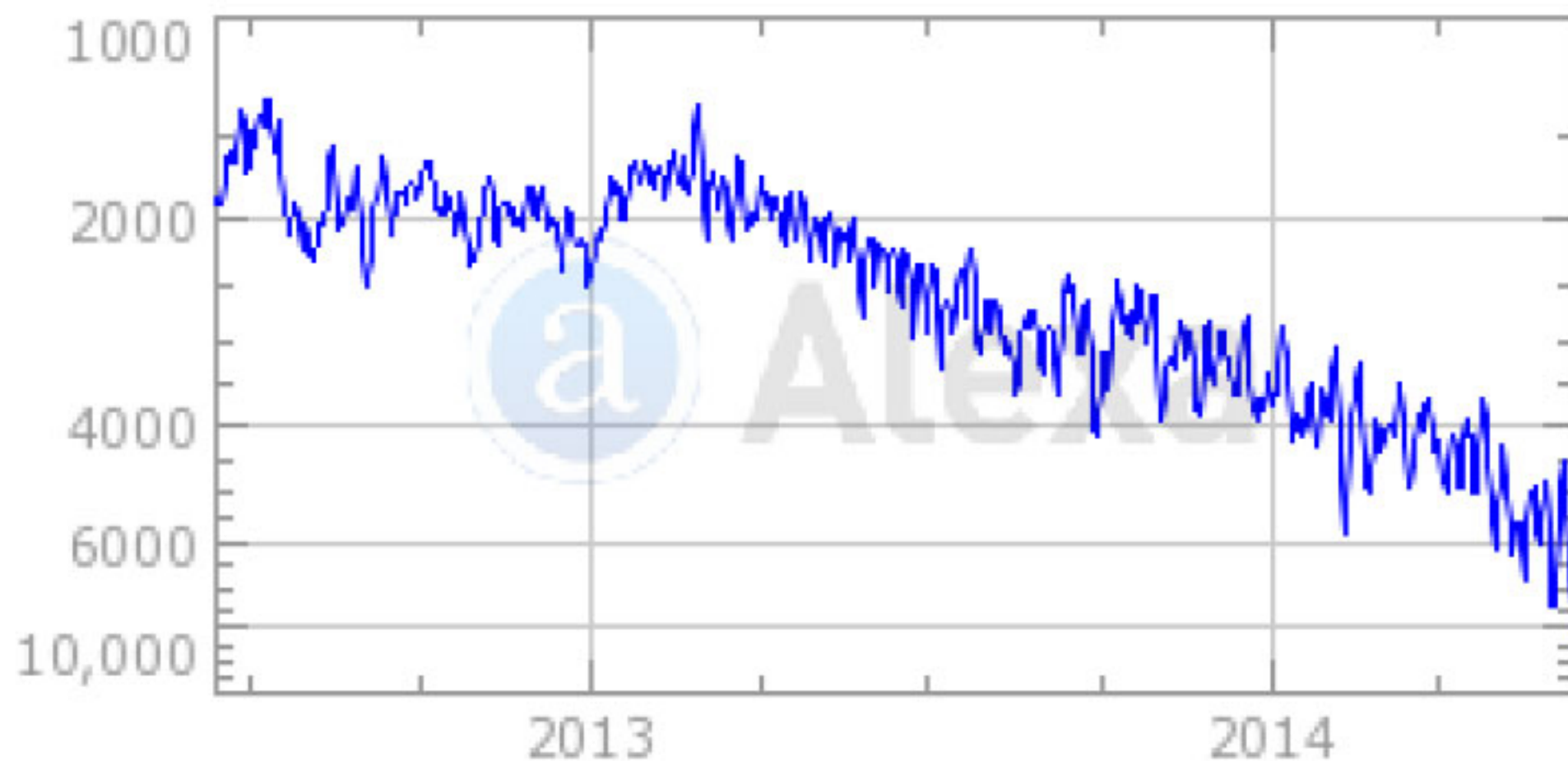
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## **Why is a Website Audit Report Necessary?**

### **GOOGLE ALGORITHM UPDATES**



Here is one example of a site that was badly hit by the Panda and Penguin updates. You will see how this site was affected by looking how its traffic declined from 2012 to 2014.

**Having a Website Audit done for you by a competent service provider like us will help you recover from the negative effects of Panda and Penguin algorithms (if applicable), as well as protect you from future updates. We know this because we have a deep understanding of Google's algorithm principles and updates.**



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## ***What are Your Competitors Doing?***

Your astute competitors are having their websites audited regularly. Their web pages are found on the 1st page of Google, Bing, and Yahoo search results. Those who are not having their websites audited are lost deep in the SERPs – constantly pushed down by competitors.

It is time to level the playing field by getting your own Website Audit Report now, implement our recommendations to be aligned with the major search engines' guidelines in order to ensure a successful SEO marketing campaign. This will bring you head-to-head with your competition on search results and potentially beat them.





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## ***The Future***

Google released the Panda algorithm on February 24, 2011, and has made 26 updates since then. The last confirmed update (known as Panda 4.0) was released on May 20, 2014. Google has confirmed that Panda has been incorporated into Google's indexing process.

Penguin, on the other hand was first released on April 24, 2012 with updates on May 24, October 5 of the same year and on October 4, 2013.

The guys at Google have been rolling out both Panda and Penguin updates one after the other. These are released regularly with new tweaks and stronger focus on certain elements. There may also be new major algorithm updates in the future like Panda and Penguin but are not yet named.



On top of this, Google introduces many other smaller algorithm changes and update these regularly.

All in all, Google makes algorithm changes 500 to 600 times in a year.

<http://moz.com/google-algorithm-change>

**With all these developments, a regular Website Audit done for your website by professionals comes in handy to help keep your website in tip-top shape.**



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## ***In-depth Consultation***



We believe that understanding our customer's needs, objectives and goals are crucial to providing superior Website Audit Reports and so we take the time to know your business, your target market, your competitors, your brand and keep these in mind as we perform a Website Audit for you.

**With an in-depth consultation with you, we make sure that our recommendations will come out in the right context in relation to your business, products, services and brand.**

## ***Why Choose Us?***

Choosing us puts you ahead of the curve. Rather than do a Website Audit by yourself, which will require extensive training, you are better off relying on our methodologies and diagnostics developed through our years of experience and expertise.



**The success of your online marketing and SEO will depend on how strictly you will follow our recommendations.**



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## ***Summary of What We Do***

### **Market Research and Analysis**

We perform manual and software-driven keyword and keyword structuring research, ranking and competition analysis. We identify priority issues and recommend a fix.

### **Web Design Analysis**

We check for possible issues on your website platform and hosting, perform malware checks, analyse your website design, and check for browser compatibility, site loading speed, navigation and content crawl-ability.

### **Website Structure Analysis**

We check for search engine tools such as Google Analytics, Google & Bing Webmaster Tools. We also check for site-maps and URL structure, internal linking and mapping.

### **Error Troubleshooting Report**

We look for broken links and 404 error pages. We also check your Robots.TXT, Robots Meta Tags and indexed pages.

### **Page Title and Meta Description Troubleshooting**

We check for duplicate, missing, and long page titles and meta description as they affect SEO.

### **Backlinks Report**

We check for external links that are pointing to your pages and see if there are issues.

### **Content Analysis and Optimisation Guidelines**

We analyse your content, check for quality and duplication. We also check for keyword grouping, do URL mapping and check for issues on your target URLs and URL architecting. We then provide content instructions to optimise your content.

### **Report Summary and Recommendation**

We then provide you a report summary and provide recommendations line by line with priority tags and pricing to set your expectations.



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## What is the Next Step?

**Send us an email  
or give us a call  
to schedule an  
appointment.**



Engage our services and get the following:

one

Website Audit Report methodology based on thorough research and analysis on current search engine algorithms as well as based on where things are going in the future.

two

In-depth consultation with you to understand your business, products, services, and your marketing goals better.

three

Growth of your network and get more referrals and join other business owners who are enjoying the benefits of successful online marketing due to a sound Website Audit Report.

four

With a successful online marketing campaign coming from a cutting-edge Website Audit Report, you'll get higher rankings, more traffic, and more potential leads and customers.

Given the facts, the best time to get a Website Audit done on your site is now. This is to help you recover or protect your website from huge traffic and revenue losses due to algorithm updates such that of Panda and Penguin or to simply prepare you for a SEO campaign.

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