



SEO AUDIT STUDY MATERIAL



About WMA

Web Marketing Academy (WMA India) is the most preferred highly rated Digital Marketing Training Institute located in 12th Main, Indira Nagar Bangalore, India. We are endorsed by Christ University, Official Partners for IIM Bangalore Digital Marketing Workshop and trusted by the industry.



Our mission

To evangelize Digital Marketing in India and empower the next generation of leaders in digital transformation. We give them skills and expertise to reach the top, matched with the critical thinking and leadership capabilities to stay there.

Apart from regular training, we provide Custom Corporate Digital & Social Media Training Programs consulting, workshops for brands/MNC's, Small Business CEO, CMO,

Why we love what we do

The passion for digital, social media marketing and the need for internet marketing education helped us start Web Marketing Academy. Since 2002, for more than 17 years, our founder & instructors have helped some of the world's leading companies maximize profitability through digital media marketing.



TABLE OF CONTENTS

What is SEO Auditing?	4
Reasons why we do auditing	4
Advantages of auditing	5
How to Audit a Website?	5
SEO Auditing Tools	8
A few issues and how to solve them while auditing a website	12
Page Speed of the website and How to Improve it.	12
Broken Links and How to Fix Them?	13
Structured data and How to Test it	14
Using Structured Data Testing Tool	14
Conclusion	15



What is SEO Auditing?

It refers to evaluating the Search Engine Friendliness of a Website.

SEO Auditing looks at the following:

- Content related issues
- Site Architecture
- Keyword research
- Search visibility
- Number of backlinks
- Usability of the website
- Conversion



Reasons why we do auditing

As you know, search engine algorithms change very frequently. What is working now, may not work after 6 months which is why it is important to perform regular SEO audits to ensure that your website is performing well in the Search engines.

Here are a few reasons why you should do audits:

- To keep up with the algorithm changes.
- To monitor and follow the webmaster guidelines so that your website does not get penalized.

- To track the website errors and recover the lost traffic.
- To remove the outdated content on the website and update the fresh one
- To ensure the title and other metadata is relevant to the website.

Advantages of auditing

- Improves website traffic
- Increases conversions
- Enhances SEO
- Manage insights
- Improves the technical aspects of the website.

How to Audit a Website?

You can audit a website in two ways:

Manual Auditing:

Manually going to each page of the website and analyzing the changes to be made.

Auditing through tools:

Incase of bigger websites, use tools such as Screaming Frog, to perform the audit.



Things to do while auditing:

- Explain the current state of the website (How is it performing? Number of backlinks, Traffic, etc)
- List down the actions to be taken based on the audit.
- Prepare an idea/strategy stating how you will improve the website performance. Also, state other ways to improve traffic.

Elements of Auditing and Things to focus on:

On-site Auditing (Focus on On-page SEO)

- Title and Description
- URL Structure
- Text Formatting (header tags)
- Updated fresh content
- Content length and relevance
- Internal Links (focus on keeping 2-5 per page depending on content length)
- Image Optimisation
- Broken Links (convert them to active ones)
- Keyword research
- Page Speed
- User Friendliness

Off-site Auditing (Focus on Off-Page SEO)

- How many backlinks does my website have?
- Are they good quality backlinks?
- Analyze and take action to increase the DA and PA.

Technical Auditing (Focus on GSC presence, traffic)

Understand this from two perspectives:

- Accessibility (Speed, Usability, XML sitemap, Robots.txt)
- Indexability (Manual Actions or Indexing errors)
 - Does the website have a mobile version?
 - Does it have AMP and if the AMP pages are working?
 - Does it have an XML sitemap submitted to GSC?
 - Does it have structured data?

Social Media presence (Focus on Optimisation on popular SM platforms)

Presence in the most important platforms and whether the content is optimized on:

- LinkedIn
- Facebook
- Pinterest
- Youtube



SEO Auditing Tools

To do the auditing through tools Download and use the following tools:

Screaming Frog:

The Screaming Frog SEO Spider is a website crawler, that allows you to crawl websites' URLs to analyze & audit onsite SEO. You can crawl 500 URLs for free.

- Go to the Screaming Frog website [here](#).

SEO Spider Tool

The **Screaming Frog** SEO Spider is a website crawler, that allows you to crawl websites' URLs to analyse & audit technical & onsite SEO. Download & crawl 500 URLs for free, or buy a licence to remove the crawl limit & access advanced features.

Free Vs Paid

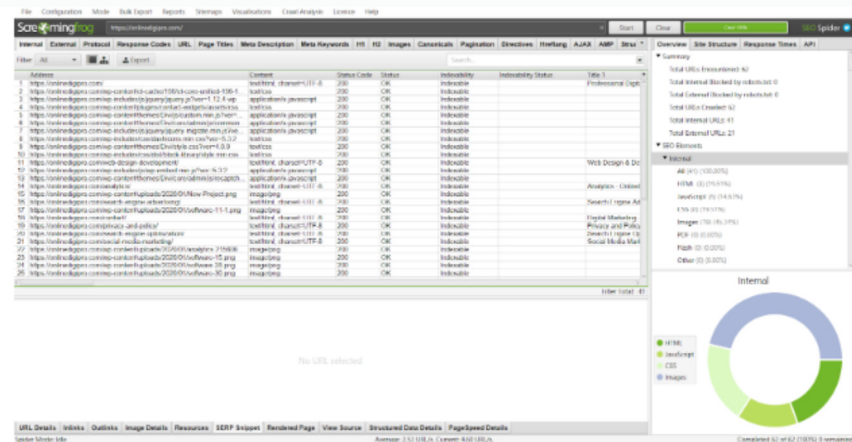
Download

- Click on Download and choose the preferred device.
- After downloading the setup, install this tool on your desktop by choosing the Default option.

What can you do with the SEO Spider Tool?

The SEO Spider is a powerful and flexible site crawler, able to crawl both small and very large websites efficiently, while allowing you to analyse the results in real-time. It gathers key onsite data to allow SEOs to make informed decisions.

- Once installed, the interface will look like this:



When using this interface, focus on the following:

- The URLs that are indexed and understood by Google.
- HTTPS status codes showing Indexability Status
- The page titles, meta description, and URLs
- The number of H1 tags used in a page
- H2-H6 tags
- Internal Inbound links.
- Whether the canonical tags are used appropriately.



Find Broken Links

Crawl a website instantly and find broken links (404s) and server errors. Bulk export the errors and source URLs to fix, or send to a developer.



Analyse Page Titles & Meta Data

Analyse page titles and meta descriptions during a crawl and identify those that are too long, short, missing, or duplicated across your site.



Audit Redirects

Find temporary and permanent redirects, identify redirect chains and loops, or upload a list of URLs to audit in a site migration.

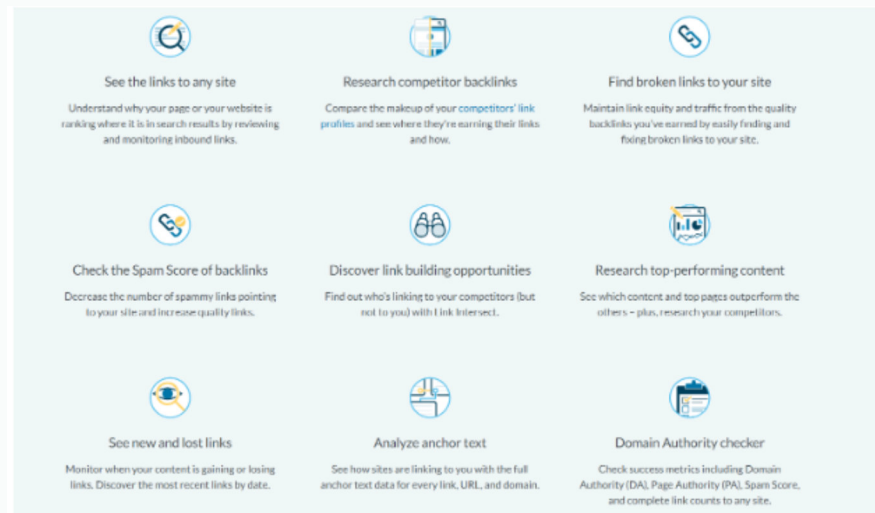


Discover Duplicate Content

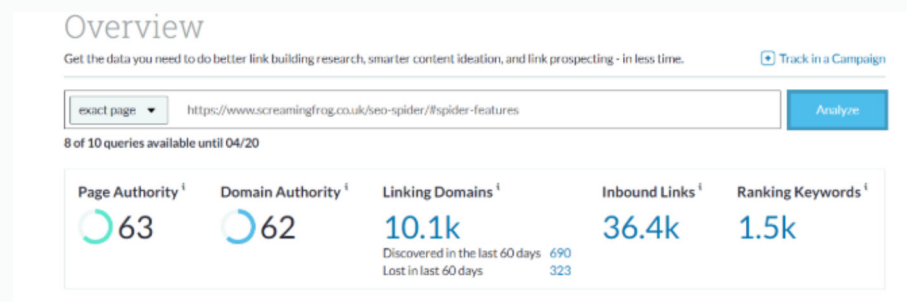
Discover exact duplicate URLs with an md5 algorithmic check, partially duplicated elements such as page titles, descriptions or headings and find low content pages.

Moz Link Explorer

- To use this tool visit [here](#)



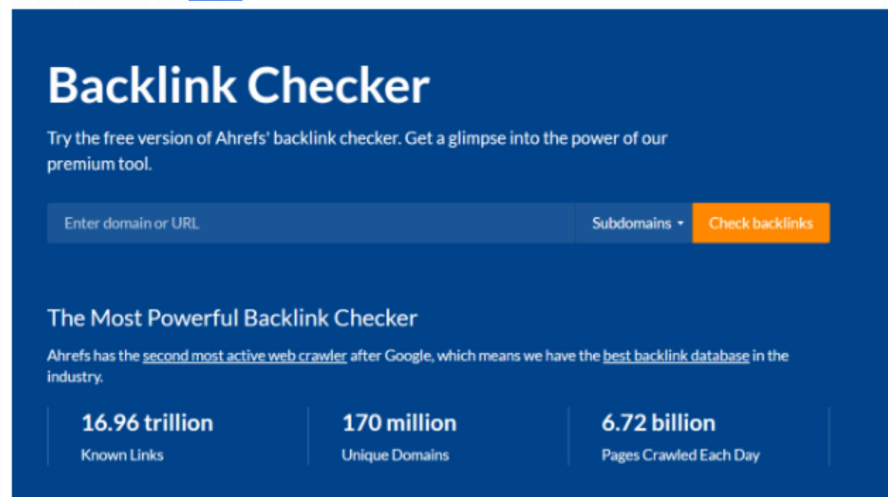
- Add the URL you want to analyze. You can add a Root Domain or an exact page.
- Track how many Linking Domains are giving Inbound links and what is their Page Authority and Domain Authority.



- You can also track what is the Spam Score and the keyword ranking of the websites that give you the backlink.

AHREFS Backlink Checker

- To use this tool visit [here](#).



- On this tool, you can track the following:
 - URL rating:** Measure the quantity and quality of links pointing to a given URL.
 - Domain Rating:** Measure the quantity and quality of links pointing to the entire domain.
 - Ahrefs rank:** Ranking of a domain, relative to all the other domains on the web.
 - Backlinks:** The total number of live backlinks pointing to a URL.
 - Referring page:** Number of pages with a hyperlink, pointing to a given URL. Please note that a page can have multiple links.
 - Referring Domains:** The number of unique domains with a hyperlink pointing to a URL.

A few issues and how to solve them while auditing a website

Page Speed of the website and How to Improve it.

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The loading time of a website is not only a major ranking factor but also very important in terms of user experience. For example, assume a webpage taking more time to load, as a user will you be happy? You will surely look for another site.

Google suggests that your page should not take more than 3 seconds to load. Fast sites make users happy and you should work on taking steps to improve your page speed.

To check for page speed of your website, use PageSpeed Insights and take steps to improve the page speed.

Why does it matter?

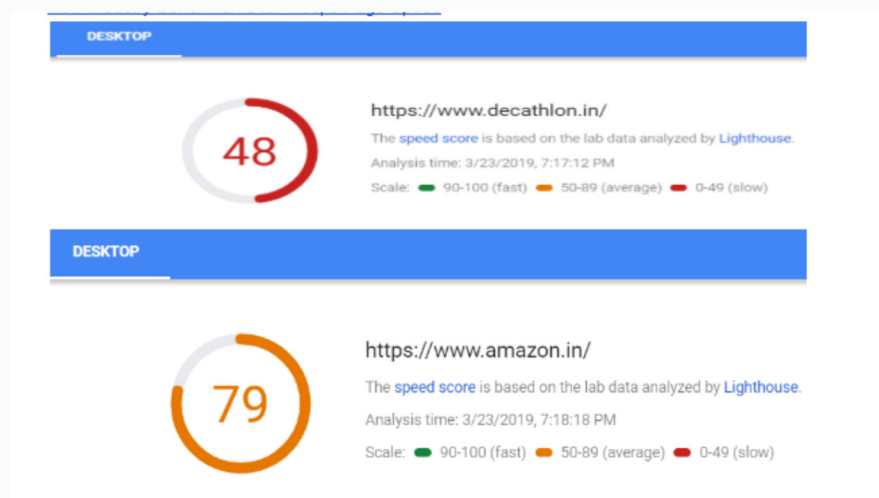
Because if your page takes more time to load, it increases the bounce rate, which means how fast the user will bounce back from your site to another site.

How to Improve Page Speed?

Use minimum animation effects on the important pages of your website. Compress high-resolution images and embed the videos.

For more information about Page Speed refer to the following link:

[New Industry Benchmarks for Mobile Page Speed](#)



Broken Links and How to Fix Them?

When you delete a webpage, place an invalid URL behind the anchor text or don't update the URL with the correct address, you create a Broken Link. These are links that don't work. When users click on a broken link, they are redirected to a page that shows a 404: not found which gives a bad user experience.

How to Fix

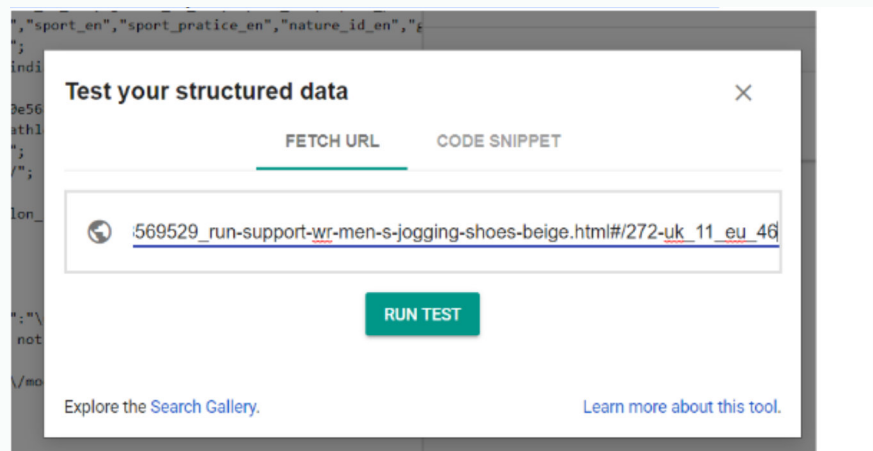
- First, find out the broken links that you have on your website using tools like Ahrefs broken link checker or Chrome extensions which you can find [here](#).
- Then, follow a simple process of replacing these broken links with live links.
- Or you can even remove these links completely from the source. Use the Removals option on GSC to let Google know about these links so that they don't appear on the SERP.

Structured data and How to Test it Using Structured Data Testing Tool

Structured data is coded in a specific format, in this case, Schema.org, written in such a way that search engines understand it. Search engines read the code and use it to display search results in a specific and much richer way which is why it is also called Rich Snippet or Enhanced Search Result. You can easily put this piece of code on your website.

Here's how to test it.

- Go to the Structured data testing tool.
- Add the website that you want to check structured data for in the Fetch URL section:



- You can check the errors, warnings and what types of structured data have been added into the website.

Detected	6 ERRORS	9 WARNINGS	5 ITEMS
Product	0 ERRORS	9 WARNINGS	1 ITEM
Review	3 ERRORS	0 WARNINGS	3 ITEMS
AggregateRating	3 ERRORS	0 WARNINGS	1 ITEM

- This tool will help you understand whether structured data is being understood by google or not. So you can make the changes and update them on the Search Console.

Conclusion

With the help of these tools and also manual auditing, prepare a report and use it for tracking, analyzing and updating the changes.

Always ensure that all the webpages of your website are crawled, indexed and ranked by Google so that you increase the traffic, usability and also enhance the conversions.