



Website Audit

Fix critical, but often overlooked website issues to maximize your online marketing and SEO efforts.



Website Audit Primer
June 2016 Release



Website Audit

Ensure your website is technically robust for SEO!

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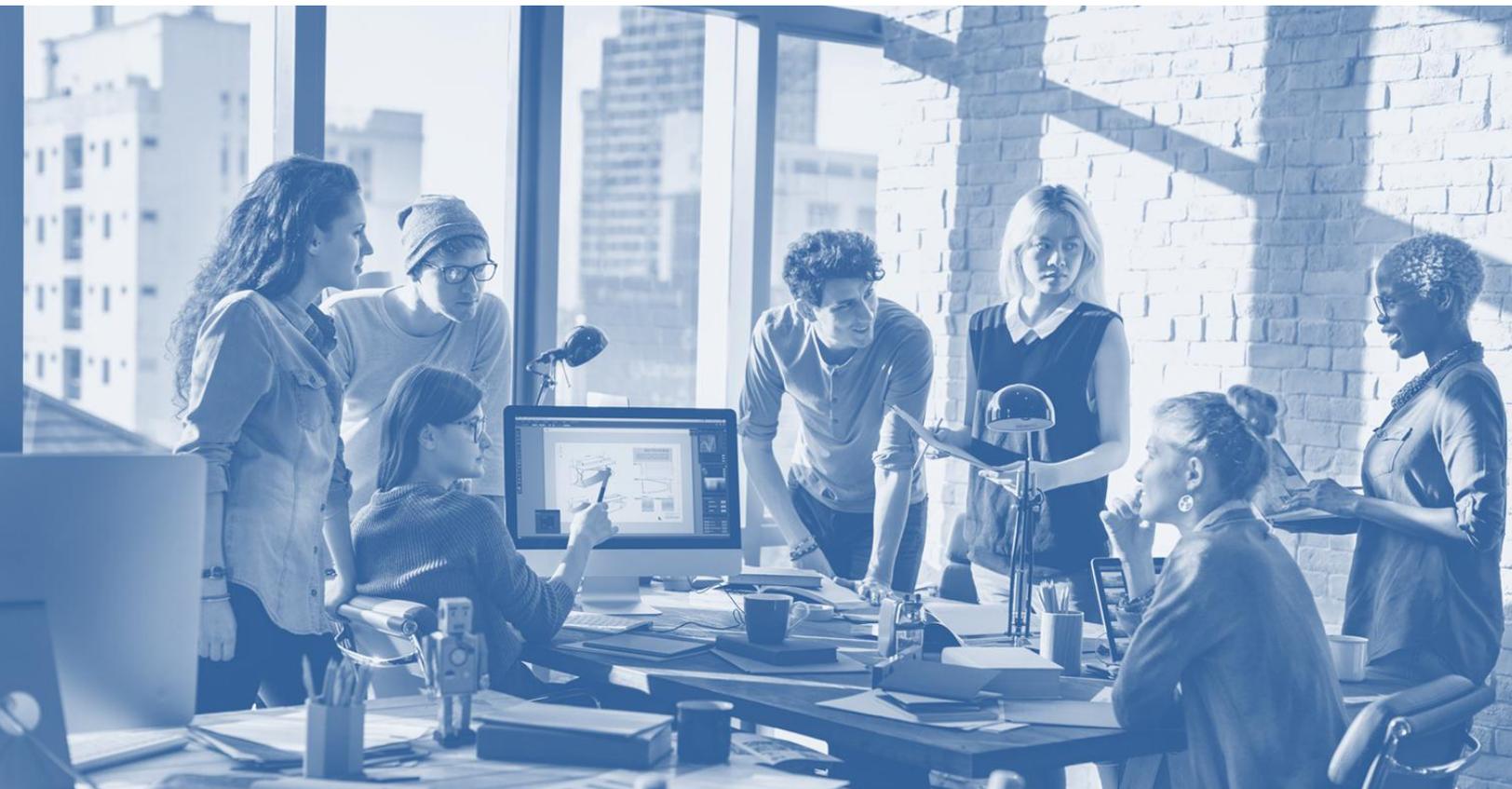
Website Audit

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What is a Website Audit?

A Website Audit allows you to get a professional health check on your website covering Market Research & Analysis, Web Design Analysis, Search Engine Metrics & Site Analysis, Error Troubleshooting Report, Page Title & Meta Tag Troubleshooting Report, Backlinks Report, and Content Analysis & Optimization Guidelines.

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 execute SEO effectively. Running a long-term SEO campaign is a serious investment, and so the fundamentals should be covered right at the very beginning.





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Why is a Website Audit Necessary?

A Website Audit gives you the opportunity to discover issues on your site that could severely impact your marketing campaign. We need to determine outstanding and potential issues on your website early on and get them fixed.

Site issues could range from the simplest to the most complex, and could remain unseen by untrained eyes or remain unnoticed by busy business owners.





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The Benefits

Our Website Audit will boost your SEO campaign because it covers the most important search engine ranking factors, such as keywords, malware check, navigation and content crawlability, sitemaps, URL structure, broken links, page titles, meta descriptions & tags, backlinks, duplicate content, and much more.

Our Website Audit ensures we never walk blindly into an SEO marketing campaign. This report gives you added security and peace of mind knowing we did our research before jumping into an SEO campaign.

SEO Performance





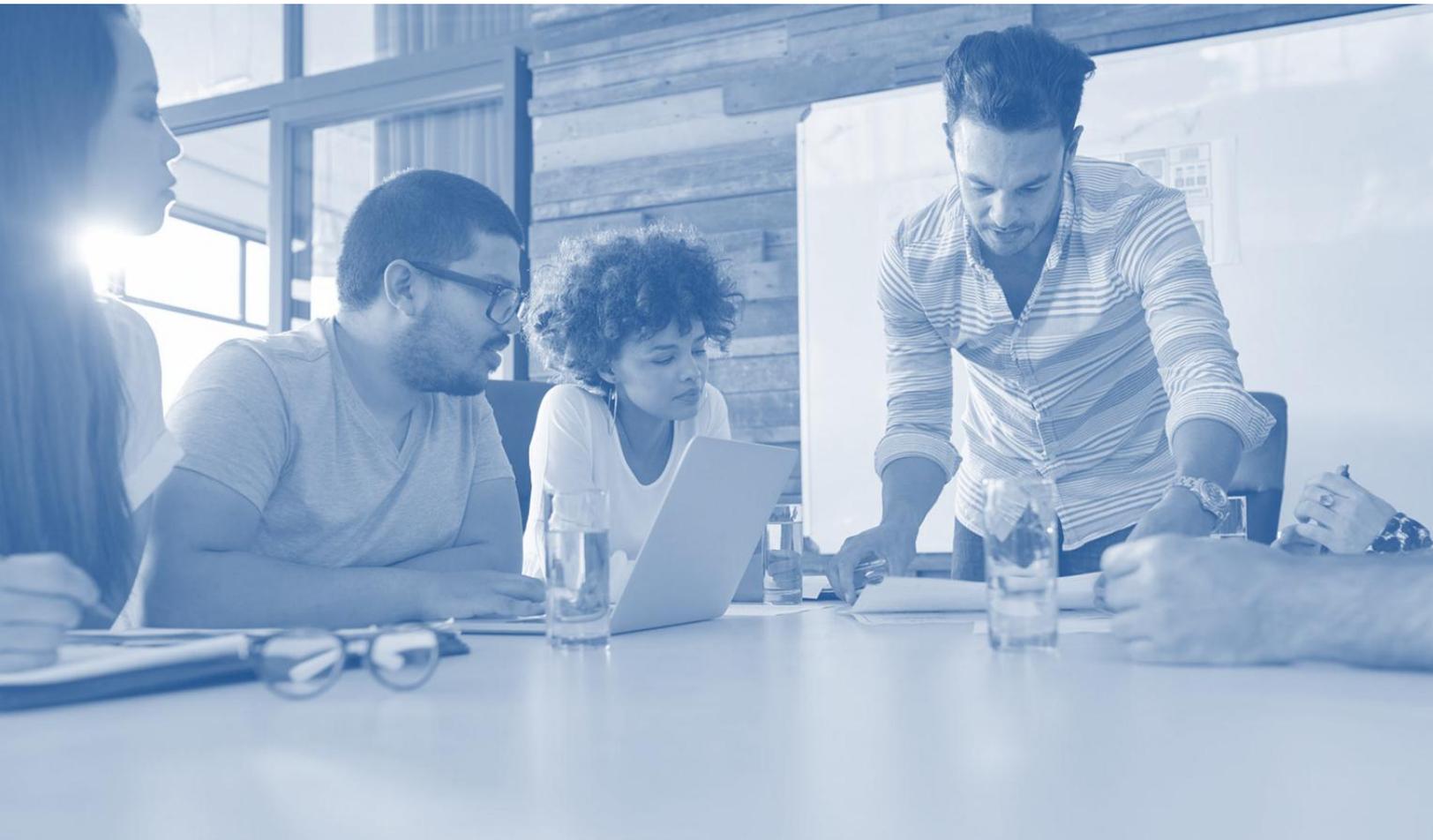
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What are Your Competitors Doing?

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

It is time to level the playing field by getting your Website Audit report now; have our recommendations implemented to ensure SEO alignment with the major search engines. The measures will bring you head-to-head with your competition on search results and will allow you to beat them potentially.





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The Future

Google has been regularly updating and rolling out new algorithms to continue to provide high-quality search results for their users.

The updates result in some highly performing sites on Google dropping off the rankings if they don't meet the quality criteria introduced in the algorithm updates.

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

With all these developments, a periodic Website Audit done for your site by professionals comes in handy to help keep your site and SEO in tip-top shape.





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In-depth Consultation

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

We make sure that our recommendations will come out in the right context about your business, products, and services through an in-depth consultation with you.





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Why Choose Us?

Choosing us puts you ahead of the curve. Rather than do a Website Audit by yourself, which requires extensive training, you will be better off relying on us with our methodologies and expert analyses developed through our years of experience.

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





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What is the Next Step?

Employ our Website Audit service and get the following:

- ✓ **Access to SEO Expertise:** Benefit from our Website Audit methodology based on thorough research and analysis on the current search engine algorithms.
- ✓ **In-depth consultation:** Let's discuss how we can tailor-fit your campaign to suit your marketing goals.
- ✓ **Expanded Network:** Join the league of businesses that have landed the top pages of Google. Increased traffic brings opportunities to growing your connections and getting more referral business.
- ✓ **Competitive Advantage:** a cutting-edge Website Audit Report, you'll get higher rankings, more traffic, and more potential leads and customers.

Send us an email or give us a call to schedule an appointment!

