



Detailed SEO Checklist

This is the Full/Detailed SEO Checklist of
ApplabsCorp.com.



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Basic SEO

Google Analytics

To begin with we check whether Google Analytics is properly installed on your website. What is Google Analytics you ask!

Google Analytics is a web analytics and SEO tool that offers sophisticated data and fundamental analytical capabilities for promoting and optimizing websites.

Google Analytics is regarded as a must-have in any marketer's SEO toolkit due to its capacity to record insightful information about website performance and visitor data.

As it collects multiple customer behavior metrics, Google Analytics is frequently used for optimizing marketing initiatives in addition to SEO.

Google Tag Manager

Then we check whether Google Tag Manager is present on your website.

Google Tag Manager is very helpful as it enables you to deploy and manage marketing tags (code snippets or tracking pixels) on your website (or mobile app) without changing the source code.

Here is a rather basic illustration of how Google Tag Manager functions. Through Google Tag Manager, data from one data source (your website) is shared with a second data source (Google Analytics). GTM comes in particularly handy when you need to manage a lot of tags because all of the code is kept in one location.

Google Search Console

Now that we have checked both Google Analytics and Tag Manager, we check for the presence of one of the most important, if not THE MOST IMPORTANT free tool that Google offers, Google Search Console. How can Google Search Console help your business you ask!

Publishers and search marketing experts can monitor their site's general health and performance in relation to Google Search using Google Search Console.

It provides a summary of indicators relating to user experience and search performance to assist publishers in enhancing their websites and boosting traffic.

Google can also inform via Search Console when it finds security flaws (such as hacking vulnerabilities) or when a manual action penalty has been applied by the search quality team.

Here are some of the most amazing features that you can benefit from Search Console:

- Monitor indexing and crawling.
- Identify and fix errors.
- Overview of search performance.
- Request indexing of updated pages.
- Review internal and external links.

Bing Webmaster Tools

Bing is the second most popular Search Engine on the planet next to Google. That's why we highly recommend using Bing Webmaster Tools. So after checking for Google Tools, we also check whether your website is taking advantage of this incredible tool from Bing(Microsoft).

Bing Webmaster Tools gives website administrators and owners the ability to join their websites to the Bing index crawler to ensure that their sites are accessible through Bing Search.

This tool enables you to monitor your results from the Bing search engine as well as managing and troubleshooting your website's visibility issues on Bing Search.

Ahrefs Webmaster Tools

Similar to Google Search Console and Bing Webmaster Tools, Ahrefs Webmaster Tools is a great tool offered by one of the biggest names in SEO, Ahrefs.

This tool gives in-depth details about SEO metrics such as broken internal and external links, keywords and issues that need to be fixed among others. And the good news is that this tool is absolutely free.

That's why we like to confirm whether your website is using this tool or not. If you are not using this tool, we highly recommend you to start using it as soon as possible.

SEO Plugin

Since this is an SEO audit, checking whether you have an SEO audit totally makes sense. That's why we verify if you have an SEO plugin installed and MOST IMPORTANTLY whether the plugin is well configured so that webmasters get the necessary information and your website contents can be correctly optimized.

We mostly recommend our clients to use the Rank Math SEO plugin OR Yoast SEO plugin.

Website Vsible (Readable)

Here we check whether your website's Search Engine Visibility is turned on because if your website does not have this feature turned on, then Search Engines will NOT be able to index your website and that's really bad for your website's overall health.

Web Design

Since web design is a great part of a website, we make sure to analyze and find all the flaws present in this section. We check if your web design is appealing to users and whether it is intuitive. We also make sure to check the positioning of content blocks and whether your web design has a good overall balance, that is, it is pleasing to the eye without being too overwhelming or underwhelming to the user.

Uptime Robot

Using an uptime robot is very beneficial to a website because maintaining a high uptime ratio enhances the likelihood that you will receive more traffic, sales, and page views by encouraging your website's visitors to stay online for longer periods of time. Some uptime robots also give you notifications when your website goes offline for any reason whatsoever. That's why in our audit we highly recommend using this kind of tool if it is not already present on your website.

Google Analytics & Search Console Setup

No Multiple Tracking Codes [GA]

Having multiple Google Analytics tracking codes on your website can compromise the quality of data that you receive. For instance, there may be irregularities in the amount of traffic or leads in the report. At worst both of the tracking codes can also stop working. That's why we check for and recommend having only one tracking code and using tag manager wherever needed.

Correct URL [GA]

After checking for errors in your tracking code, we verify whether the URL in your Google Analytics account is correct because a slight mistake in the submitted URL can cause errors in the metrics. For instance, if you have an SSL certificate installed and active and you enter a [http] URL instead of [https] then, any metric you get will not be credible.

Online Conversion Tracking [GA]

If you have Google Analytics installed and working, it is very good to have Online Conversion tracking enabled also. The way this works is that whenever someone submits a contact form, this action is saved on Google Analytics. Then, you can understand better which pages are more interesting to the user.

Offline Conversion Tracking [GA]

Similar to Online conversions, we also check for Offline Conversions as your website may also be using conversions such as phone calls, etcetera. Using this you can get an idea when traffic clicks on the call button or other offline conversions on your website. This way you can understand whether your SEO strategy is working OR even if your Ads are working efficiently.

Average Session Duration [GA]

This metric is very useful when you want to check the level of interest or value your website is providing to your traffic. The longer the average session duration the higher quality your traffic and content is. You can also track the number of spams and robots also using this metric because such traffic do not stay more than 10 seconds on websites.

Conversion Rates[GA]

Conversion Rate is the general metric for both Online and Offline Conversions. This metric is a very good way to track whether the percentage of conversions such as phone calls or form submissions your website is getting per the total amount of traffic that visited it.

Bounce Rates

One of the most sensitive data we check when auditing is Bounce Rate. This metric shows us how many people started to browse your website but closed the web page without visiting another page. From this data we can get an idea which page is attracting traffic and encouraging their stay and which page is making them go away.

Goals Setup [GA]

After checking for bounce rates, we now look whether you have set Goals on your Google Analytics account.

You might be asking, what does Goal mean in Google Analytics?! Well, Goals, as the name suggests, is an objective you want to set when someone visits your website. For instance, one of your goals for your website might be **destination (a landing page), event (sale or contact form), duration, OR pages per session**.

CTR Optimization [SC]

Once done with these verifications, we can now move to Google Search Console. Here, the very first thing we check is CTR (Click-Through-Rate). This metric is for the websites that currently are using Ads. It lets us know the amount of clicks we got from Ads divided by the number of impressions.

Pages Have Unique Keywords [SC]

Next, we check if you have unique keywords per page. Having a unique keyword for each page makes your website appear clean, organized and relevant to search engines. In simple words, each page must have unique keywords so as not to confuse search engines. This way when a keyword that is related to a page of yours is entered in the search bar, search engines can pull up your page without any conflict.

Sitemap Submitted [SC]

When auditing, we make sure to check whether an XML sitemap has been submitted to your Google Search Console. We see if the sitemap is frequently updated. This is because the sitemap, as the name suggests, is a map that Google uses to index your website. Without a proper sitemap, Google will find difficulties indexing your website and this will affect your SEO ranking very badly.

Sitemap Errors [SC]

Once we confirm that your website's XML sitemap has been submitted to Google Search Console account, we make sure that there are no errors there. This is because sometimes when submitting XML sitemaps, the person submitting it might enter the wrong URL and that can cause errors in Google Search Console.

Technical SEO

SSL Certificate [https] on Website

Secured Socket Layer (SSL) is a protocol that protects all the data and activities on your website. Having an SSL certificate helps to secure your website from hackers, malware and a lot of malicious actions such as phishing that target your website. Apart from giving your website security, the SSL certificate shows your visitors that it is absolutely secure to browse your website. This increases trust and also contributes to higher a number of leads and sales. Last but not the least, a secured website promotes SEO as Search Engines give websites with SSL certificates priority on rankings. For these multiple reasons, when auditing, we always check for SSL certificates.

BackUp Plugin Installed

Maintaining a good uptime is very good for a website's reputation. By having a BackUp plugin installed, the rate of downtime significantly decreases as you are able to restore your website to the last stable version if anything bad happens. That's why we check if you are using this life saving plugin and whether good backup points are created regularly.

CMS & Plugins Up To Date

During the audit we check whether your website is running the latest version of CMS such as WordPress and latest stable versions of plugins. This is because having updated CMS and plugins helps to increase security and the speed of your website so that it can run as smoothly as possible.

No Unsecured Links on Pages

Having unsecured links on your website can decrease the credibility of your website as well as create a path for malicious codes to infect the website or even for hackers to get illegitimate access to your website both on the frontend and backend among others. We do a thorough check for such links.

Sitemap.xml

The sitemap.xml is one the most important parameters in SEO because it acts as a guide so that search engines can index a website quickly and effectively. Without a sitemap.xml, this risk for unindexed pages increases enormously. That's why we make sure to check if your website has a sitemap and if the latter is well optimized.

Robots.txt

Robots.txt is another important tool that search engines use to crawl a website as the owner wants. Going through robots.txt, search engines get to know which pages must be crawled and which pages the owner does not want to be crawled. We check for the presence of the robots.txt and whether it is optimized correctly.

XML Sitemap Included in Robots.txt

It is a very good practice to include sitemap.xml in the robots.txt. This way even if you have not submitted your sitemap.xml to some search engines, they will still be able to crawl and understand your website's structure. So we verify whether you have included the sitemap.xml in your robot.txt file to make sure that your website's visibility is not compromised.

Website Indexable

Now that we are aware whether sitemap.xml and robots.txt are present and well optimized, we find out using several ways if your website is being indexed without any issues.

Website Crawlable

It is very important for a website to be crawlable. For this purpose we check whether your robots.txt does not prevent any important page from being crawled. Apart from that, we check for crawl warnings from search engines also.

Site Seen by Search Engines (site:)

For the last visibility test we check whether search engines are showing your indexed pages so that we are sure that there's no problems for your website to show up when someone searches for it or when people search for content that relates to the website itself.

Duplicate Website Version Redirection

It is crucial for alternate versions of your website to redirect to your preferred URL. For instance if your preferred URL is https://example.com, you would want http://www.example.com to redirect to https://example.com. With our tools, we check for that also.

Website Loading Speed

A large number of people bounce back from websites as they perceive slow loading websites as suspicious and unprofessional. Sometimes that is really the case. That's why we give you a detailed report about your website loading speed and we also let you know the reasons for the slow loading speeds and how to optimize it.

Host Info & Server Speed

Since it is recommended to host your website with a highly reputed hosting company which offers good server speeds, we verify the hosting provider you are currently using as well as the features it offers and let you know if we find anything wrong.

Logo & Favicon Optimized

The logo and favicon of a website is its visual identity. Your logo must be an image and not text because Google may decide to show the logo in the search results and in order to do so it has to be an image. That's why we check whether your website's logo is in the right size and format. We also check whether the name of your logo has been optimized. For instance, your logo's name should be less than 125 characters.

Image Compression Plugin

It can be highly beneficial to use an image compression plugin because it can help your website load faster as well as give you more storage. That's why we check for the presence of such plugins.

Caching Plugin

We verify whether you are using a caching plugin because by speeding up page loading time, a caching plugin can significantly boost performance. The plugin can create static HTML files for your users to view instead of delivering up dynamic information upon page load. As a result, pages load more quickly and your server isn't overworked.

Page Depth (max 3 clicks)

We make this a priority to check the page depth of your website because users tend to abandon websites that have a page depth of more than 3. That is, when

browsing through your website for information or any kind of products, the user must find it within 3 clicks.

SEO Friendly URLs

An SEO friendly url must be easy to understand and not in gibberish. This way the user knows exactly where he/she is and the latter can navigate more easily. For this reason we check whether your URLs are SEO friendly. Furthermore, in one of the studies we carried out, we found that websites that have SEO Friendly URLs perform much better at Google and have a much higher (CTR) click-through rate compared to those that don't.

Structured Data (Schema Markup)

Since schema markup, also known as structured data, is the language search engines use to read and understand the content on websites, we make sure to verify whether your website is using it so that search engines can easily characterize and categorize the content of your website.

Contact Page Schema Markup

For most businesses, a contact page schema markup can help a lot as it provides users with a single click call to action to contact your business. This can increase the chances of engagement and conversion exponentially. So we check for such schema markups.

About Page Schema Markup

By having an about page schema markup, users can know a lot about your website before even entering your website. This way, the people who decide to browse your website after going through the about page schema markup are more likely to convert into conversions. That is, the traffic visiting your website will be of better quality. That is why we do not miss to check for about page schema markup.

Blog Structured Data (Schema Markup)

If your website has a page for blog articles, we check whether you have a blog page schema markup because this will help you get more traffic. The way this works is that when someone searches for a keyword you are ranking for or the name of your website on a search engine, then the user will see your blog page in the schema markup when your website info shows up.

No Broken & Outbound Links (404)

We check whether your website has broken and outbound links because such links are usually a deadend to the user. For instance, let's say you have a link that is supposed to direct the user to a product or article and that link is broken, the user will instantly lose interest from your whole website and will lose the trust he/she had in your business.

Temporary Redirect Links (302)

Redirect links are good for your website when used correctly. For example when a user clicks on a link that has been moved, instead of giving the user a 404 (Broken Link), the website redirects the click to another useful and related page. Thus the user does not lose interest in the website. However, if too many links are redirected to other undesired pages, then you definitely lose traffic. That is the reason we check for the quality and quantity of your redirect links.

Breadcrumbs

Depending on your website and the page depths, it is often recommended that you use breadcrumbs on your pages so that users can know exactly where they currently are on your website. This prevents the user from getting frustrated and confused. Thus, maintaining a good user experience. So, we make sure to check for breadcrumbs in the audit.

Cloaking/Hidden Content

When a website uses the black hat SEO strategy of cloaking, it presents one URL, page, or piece of content to search engines for ranking considerations while displaying a different version to its actual users.

Cloaking in SEO is a significant violation of Google's webmaster guidelines when done with the intent to deceive crawlers. If caught, a website can be heavily penalized by Google, if not banned entirely. For this purpose, we definitely check whether your website is using such an infamous SEO technique.

No Duplicate Content

Duplicate content, both internal and external are bad for your website. Duplicate content tends to confuse search engines in the task of choosing which content to index. Such content also affects user experience in a negative way as the user may get confused by seeing two versions of the same article and that can increase your bounce rate. Using special tools, we check for such issues.

Canonicals

A canonical tag, also known as rel=canonical, is a brief segment of HTML code that enables search engines to distinguish between the "primary" version of a page and all other pages that are either identical to it or very similar to it.

Websites typically contain at least a few duplicate pages, or pages that display almost the same content but have different URLs. For example, a bakery can have a main page for its cupcakes but have different subsidiary pages for different flavors. Below is a list of possible URLs for different cupcake flavors:

<https://www.example.com/pasteries/cupcakes.html>

<https://www.example.com/pasteries/cupcakes.html?Flavor=Chocolate>

<https://www.example.com/pasteries/cupcakes.html?Flavor=Chocolate&frosting=buttercream>

Now that you have read the paragraph above, it's much likely that you know the importance of having canonicals. For this reason, we always check for canonicals when auditing a website.

Open Graph Data (og)

When sharing links on social media, the Open Graph protocol regulates what content is displayed. Any web page using Open Graph tags becomes a rich object in the social graph. When posting links on social media, for instance, the Open Graph protocol lets you choose which image, title, and description appear.

Social networking networks without Open Graph can pick a picture, title, and description at random.

Some benefits of using Open Graph protocol are to drive traffic to your website, improve page rankings, increase conversions, builds brand reputation and trust, earn quality backlinks , increase engagement, increase social media shares, increase your website's click-through-rate (CTR), help social media platforms understand your content. When auditing, we check for this parameter to know whether your website is benefitting from this awesome tool.

Comments Setting is set to "no follow"

We check whether your comments are set to 'no follow'. The reason for this is that comments on websites are very frequently spamming links. By setting your comment section to 'follow', you are telling search engines to consider those links while ranking your website and that can be really bad for your business if there are spamming links. That's why we advise customers to set comments as 'no follow' so that even if there are bad links on their comment section, that won't affect their website as search engines will not use that data to rank their website.

No Google Penalties

We check for whether your website is being affected by Google penalties. This usually occurs when Google thinks that your website is not compliant with its policies or when your website does not appear to be secured enough. Since this might affect your rankings, it is very important to stay compliant with Google's policies.

Google URL Inspection

Using Google URL inspection tool on Google Search Console is a very good way to understand how Google perceives a website. For instance, we get to know whether Google is having difficulties to index and crawl your website, whether your website is mobile friendly among others. That's why we make sure to inspect your website URL using the Google URL inspection tool.

Hreflang

Google uses the HTML attribute hreflang to specify a webpage's language and geographic targeting. By doing this, webmasters can assist search engines in serving up the appropriate translation of a page in several languages. This way your website gets an international SEO boost. So depending on the nature of your business, we check whether you are using this amazing tool or not.

Website Mobile Friendly

Since a great percentage of internet users are using smartphones and other types of mobile devices to browse the internet, it is very important for websites to be mobile friendly. That's why we check whether your site is mobile friendly according to search engines.

Website NOT Sandboxed

In computing, sandboxing basically means under construction. That is, your website is not accessible to other users and that's obviously very bad for your business. So, we make sure to check whether your website is sandboxed or not.

Thank You Page NOT Indexed

The thank you page of your website should not be indexed and the reason for this is that by indexing that page, anybody would be able to access it, even without purchasing anything. Most of the time the thank you page is used to track conversions. If anyone can access the thank you page, then your conversion tracking will not be credible at all. For this reason we check whether your thank you page is set to no-index.

PDF NOT Indexed

Search engines can crawl PDFs just like they can web pages. However, they typically lack the data present in typical web pages. Although Google can still index them, they don't provide it with all the information it needs to evaluate and rank pages. So we check whether the PDFs present on your website are being indexed or not.

Dates NOT Indexed

We check if your website has enabled dates to be indexed because by doing so, even if you update old content to newer versions, search engines will read it as old.

Authors Tags NOT Indexed

Since author type pages have duplicate material and could hurt the performance of your genuine pages, it's a good idea to "noindex" tag them. So, we check if you have done this on your website.

Post Tags NOT Indexed

Noindexing post tags is a good idea because they are duplicate material and could harm the performance of your actual pages. That's why we check for this parameter.

Product Tags NOT Indexed

We check if your website has indexing enabled for product tags because same as post tags, product tags can also create duplicate issues.

WP Directories NOT Indexed

Since users and intruders should not be able to access your WordPress directories (for safety purposes), such directories should not be indexed. We check this so that your website remains more secure.

Account Pages NOT Indexed

Since account pages are not pages that you would want to be accessed by anyone, it's better for such pages to be set as noindex. So we check for that also.

Media Attachments NOT Indexed

Attachments are typically saved by WordPress in the database as separate posts so that Google can index those pages and increase traffic to them. While this may seem helpful, if you don't know what you're doing, it could be really damaging. The reason for that is that the URL for the attachment pages is typically the same with an additional URL (filename) at the end, so if you write an article on a game, smartphone, or anything else and Google indexes the attachment page, it will cause duplicate content issues. That's why we check for this parameter.

Category Pages NOT Indexed

For most websites, we recommend noindex category pages because they are not your target pages. Thus, it would make no sense if search engines index those pages as users would visit your category pages more than visiting your actual content. Indexing category pages can also create duplicate content issues in many cases. That's why we check whether your website should index category pages and let you know what we think is better for your website.

Drafts NOT Indexed

Drafts and Unpublished posts should not be published for obvious reasons. You wouldn't like search engines to index incomplete articles or even articles that you still have some doubts about. This would greatly affect the credibility of your website/business. That's why we check whether search engines are indexing such pages or not.

Keyword Research

Are Keywords Being Used

Keywords are one of the most important aspects in SEO. The connection between the information you are producing to satisfy a demand and the search terms people employ is made possible by the usage of keywords. The keyword(s) you choose to target will determine what kind of traffic you get when it comes to ranking on search engines. Your goal with ranking on search engines is to drive organic traffic to your site from the search engine result pages (SERPs) so that you get a better conversion rate. For instance, if you run a cake shop/bakery in Whitford, UK, you could want to rank for 'chocolate muffins whitford'. This way you could get customers that want the cake you are selling and that are in that specific place. Thus generating more conversions. For this reason, we make sure to check for the usage of keywords on your website.

Are Keywords Relevant

Keywords relevancy is very important when trying to rank a business or product. For example if you own a bakery that offers 'chiffon cake', and you use the keyword 'chiffon' instead of 'chiffon cake', then search engines can drive traffic searching for chiffon fabric to your website due to confusion. For this purpose, we check whether you are using high quality and relevant keywords or not.

Low-Competition Keywords Being Used

Different keywords have different search volumes. By simple logic, the more a keyword is being searched on a daily basis, the more difficult it is to rank for that keyword. That is why it is very important to make use of low competition keywords so that your website can rank more easily. That's why we check whether your website is using low competition keywords or not.

Using Keywords Used By Competitors

If you want your business to rank better than your competitors, you must make sure that apart from using original keywords, you use keywords that your competitors are already ranking for. For this purpose, apart from checking for that parameter, we also make sure to provide you with a list of keywords that are currently being used by your competitors using premium tools so that you can create content related to those keywords and outrank them.

Keyword Stuffing

Stuffing a page with keywords, such as 'chocolate muffins' is a very old technique used to trick Google, Bing, and other search engines into giving that page a higher rating in search results. However, this technique can affect your SEO performance in a very negative way. The reason for that is if you saturate your content by mentioning a keyword too many times, it will not be user friendly at all and can increase your bounce rate. Similarly, if you stuff your content with keywords too much, no one will want to share your content. Furthermore, keyword stuffing can get your website blacklisted by search engines very easily these days. That's why we make sure to check for this issue when auditing.

On-Page & Content SEO

Proper Logo {Relevance}

Earlier in this list we checked for the technical aspects of your website's/business logo such as format, name and size among others. Since we believe that one of the key visuals via which customers identify your business is your logo, we also make sure to check whether your logo design is relevant to your business and is attractive and catchy. What we mean by that, is that your logo should relate to your business, for instance, the logo of a bakery should be an illustration of a cake instead of the illustration of concrete construction or even a lifeless font that has been used as the logo. The logo should also be unique and catchy so that potential customers could think about that later. Thus, building an interest in your product.

Tag Line

The first words you probably read when you land on a page are the website title and tagline. The tagline and title sum up the website's focus and describe the brand of the company. The tagline goes further in describing the company's activities while the title draws on the brand's identity or what it does. Those two parameters frequently assist the visitor in determining whether they are at the correct area or should return to the search engine and look elsewhere.

As a result, it's critical to create a website title and tagline that smoothly ties your company with your audience. That's why we check for your website's tagline to make sure that your website is descriptive enough at the very first glance.

Call To Action

You'll probably want a user to do something after discovering and reading your material, like reading another blog post, buying something, downloading anything or calling your business among others. Numerous options are available to your users. For this purpose, we strongly recommend having a call to action (CTA) button or link so that this flow appears more natural to the user. That's why we check whether your website has call to action buttons where necessary as well as whether those buttons/ links are well placed and optimized. We also check if your call to action buttons are redirecting to the link/s they are supposed to so as to reduce bounce rate.

HTML Sitemap/Navigation

For websites having more than 5 pages, we recommend for those websites to have an on page html sitemap or an equivalent navigation page that can help visitors to fully understand the structure and the depth of your website. This way the visitors get a better understanding of your website's content, thus, consequently decreasing bounce rate. For this reason, we make sure to check for this parameter.

Optimized Page Titles (H1)

It is widely known that H1s have always played a significant role in SEO ranking and that this role has never diminished. But in addition to boosting rankings, H1 tags also provide a page with more structure so that both users and search engines can read the concise description of a page's content, enhancing the usability and effectiveness of your website. So we make sure to check for this parameter so that your website does not miss out on this aspect of SEO.

Optimized Page Title Tags

The main title of a web page is displayed in Search Engine results, Social Media posts, and browser tabs thanks to a piece of HTML code called a title tag. One of the simplest strategies to raise your Google ranking is to optimize your title tags. The reason for that is when a web page has a well optimized title tag, it helps both Search Engines and potential traffic to get a clear understanding of what the page is about before even entering the website. This way the traffic that chooses to enter your website after reading the title tag is more likely to spend quite some time on your website as well as convert into engagement or sales. Thus, we make it a priority to check for such a helpful parameter. Afterwards, we also make sure to check that your title tags are relevant. That is, they are unique, contain good keywords and are brief.

Page Word Count (Thin Content)

Next, we check for thin content. The more content a page has, the more it ranks higher on Search Engines. However, for this to happen, the content on your website must be relevant. What we mean by this is that the articles and posts on your website must have a good balance of text and images. It is very important that your articles/posts are very easy to understand and have at least a word count of 500 words. The content needs to be very informative and easy to understand and must have illustrations wherever necessary.

Length of URL

According to various studies and sources, we came to a conclusion that shorter URLs tend to rank better than more chunkier ones. So we check for the length of the URLs on your website to make sure that they are optimal. We recommend for your URLs to be below 65 characters.

Categorized URL Structure

It is very important to have a categorized URL structure as it makes your website more organized and very good for SEO. We check your website URLs to make sure that you are using keywords in them and also they are descriptive as well as well organized so that you visitors can clearly understand where they are on the website. An example of a bad URL will be :

`https://www.example.com/index.php?id_wca=470&clcp27sap`

On the other hand below is an example of a good categorized URL:

`https://www.example.com/pasteries/cupcakes.html?Flavor=Chocolate&frosting=buttercream`

Regular Blog Posts

We make sure to check whether you are posting blog content/articles regularly. The reason behind this is that posting good content regularly leads to an increase in website indexing which is obviously good for your business as it shows to search engines and traffic that your website is active. Furthermore, search engines such as Google start to rank such websites higher. Apart from that, regular blog posts keep your visitors engaged, give you the chance to use a greater variety of keywords with your content as well as build brand presence on the internet.

No Uncategorized Pages or Posts

Search Engines like Google and Bing index categories from your website to get a better idea of your website's content and niche. This affects your ranking to a great extent. That's why we check whether your content is categorized or not.

Optimized Meta Description

Whenever we audit a website, we make sure to check for meta descriptions. We check whether you are using meta descriptions as well as whether the length of your meta descriptions are optimal. The reason for that is the meta description of a page or post acts as an organic ad system when people browse for keywords related to your website on search engines. Thus, depending on how compelling your meta description is, your pages can have their click through rate considerably increased if they are using the right technique. Apart from that we also check whether your meta descriptions are too similar in which case they can create duplicate issues.

Long Tail Keywords in H2&H3

Using long tail keywords is very beneficial for your website for the following reasons. Firstly, long tail keywords have a very low competition rate. Therefore, it's very easy to rank for such keywords. Secondly, such keywords have a higher conversion rate because people who reach those keywords are more likely to be searching for the exact phrase or set of keywords. Apart from that, long tail keywords have the ability to personalize your content which in return optimizes your blogging strategy. So we make sure to check for such keywords. Below is an example of such keyword:

"How to bake a chocolate sponge cake?"

Latent Semantic Index Keywords (LSI)

The Latent Semantic Index also known as LSI is a computer application made to learn many different synonyms depending on the situation. It's a strategy that looks for connections between ideas and words in a piece of text using mathematical methods. You can see this when you type a word or phrase on Google. For example when you type the word **Chocolate Muffin** on Google you will see many related keywords pop by themselves such as:

"chocolate muffin recipe"

"chocolate muffin recipe easy"

"chocolate muffin calories"

among others. So we check this parameter to make sure you are making use of this helpful and free tool.

Optimized Image Size

Images play a huge role in ranking your pages. The reason for this is that images interact a lot with your visitors by keeping them engaged with your content while preventing them from getting bored just reading text articles. Furthermore, images help search engines to understand your content better so that you could rank higher.

For all these to happen, your website must have images that load as quickly as possible. In this regard, we check whether your images have an optimal size.

Optimized Image Names

Image names should be optimized as per the page/post they are in. This way search engines such as Google and Bing can get a deeper understanding of the role of that specific image and this can be beneficial for boosting your ranking. So we make sure to check for this parameter.

Image Format

We check whether you are using image formats that are good for SEO so that your images load faster and are well understood by search engines.

Image Description

A good image description can help your content to rank much higher as it lets search engines not only understand the image but also the general topic of that specific page/post. That's why we check for image descriptions when auditing.

Image URL

Since we strongly recommend for page and post URLs to be well optimized using the necessary keywords and length, we also recommend and check whether image URLs are well optimized or not on your website.

Unique Images

It is important for content to stay relevant for good SEO rankings as well as to increase engagement rates. For this reason we make sure to check that you are not using the same images over and over.

Alt Text

Alt text is usually used to describe the appearance or function of an image so that visitors can understand the content of that image if it fails to load. Alt text also helps search engines to understand the context of a specific page more using its image as an anchor. We check for alt text for all the images on your website to know if you are not missing out.

Keywords in 1st Paragraph

The first paragraph of a page or post is the most important because people use this paragraph to decide whether they will continue to read the page/post or not. Search engines also use those keywords to rank your website. So we check for content, especially the first paragraph to ensure that relevant keywords are present.

Optimization for Google Sitelinks

The use of Google sitelinks for your website aids search engines in interpreting and properly displaying your information in search results.

Rich snippets are made possible by schema markup and frequently have higher clickthrough rates than usual search results. This increases website traffic for you. That's why we make sure to check if this parameter is optimized according to Google.

Optimization for Rich Snippets

After checking whether your website is optimized for Google sitelinks, we make sure to check if the website is well optimized for rich snippets also because these two parameters are inter connected.

Text Content to Lead Non-Text Content

This parameter is more simple than its title. For this one we basically check whether you are accompanying your non text content such as images etcetera with text content so that it is more apparent for visitors and search engines to understand your content.

Table Of Content

Having a table of content for each of your posts/articles gives your website numerous advantages. Firstly, a table of content ensures a better user experience. That is, visitors can get an idea of the content before even starting to read it out. Secondly, it helps your website look way more cleaner and organized which is a great plus point for your website's engagement rate. Last but not the least, having a good table of content gives your website the power to use more keywords using important tags such as H2 tags, making the keywords more visible to search engines. For these reasons, we make sure to check for the use of tables of content on your website.

Use of Numbers & Bullet Points

When checking for articles and posts, we make sure to check whether you are making use of numbers and/or bullet points on your web pages because these help visitors to understand and maintain their focus while reading.

The use of numbers and bullets reduces bounce rate considerably as the article/post does not overwhelm the reader. Instead, it gives a better prospect about the length and structure of the article.

Content Relevance

In SEO, a piece of content is considered relevant when it matches the search query or/and covers topics that are related to the search query.

For instance, when a user searches for the words 'cafe near me' and your coffee shop's website pops up in the results showing content such as the different types of coffees you offer as well as the different types of pastries that you sell. This content is considered relevant both to the visitor and to search engines.

On the other hand, if someone searches for 'best toothbrush for sensitive gums' and a detergent website pops up with content like toilet brushes and floor cleaners, that's not relevant at all because despite ranking for the searched phrase, the website is not offering products related to dental hygiene. This type of content is misleading and much disliked by both visitors and search engines and can cause serious damage such as increased bounce rates and deranking.

We check for your content relevance to see if it is okay or not.

Skyscraper Blog Posts

The Skyscraper technique involves finding a relevant piece of content with lots of backlinks, then creating something way better and publishing it on your website while asking those linking to the original piece to link to your improved content instead. This is a very good SEO technique that can divert existing search queries to your website instead of having to build a new search trend. That's why we check whether your website is using such techniques or not.

Internal Links

We check if your website is using internal links because such links are liked by both visitors and search engines. Having internal links on a page can encourage a visitor to click on it and read more than one article on your website. Furthermore, the use of such links can make your website rank higher as search engines really like this technique.

Giving Credit to Other Websites

Giving credit to high authority websites is recommended by Google for better ranking. This way you give your users a good option to learn more about a topic. You position your content as a good source that links out to other good sources. Apart from that you open opportunities to acquire more backlinks. We make sure to check for this parameter to know if your website is missing out on this.

About Us Page

Having an about page on your website is a good plus point for your website. The reason for this is that while most visitors land on your homepage or the page that showed up in the search results, a great majority of them also like to check the about page to find out what services or products your business offers. For that reason we check for this parameter.

Contact Us Page

It is very important for a website to have a contact us page. The reason for this is that it helps your visitors to connect with you directly and gives your website/business more credibility. We check whether you have a contact page, the page can be easily accessed by a user and whether you have a contact form on the page.

Contact Form Functional

Once we have checked for the contact us page, we proceed to test whether your website's contact form is functional or not because many times websites have aesthetically pleasing contact forms but the website owner and developer fail to notice that their contact form does not function properly or even at all.

Thank You Page

We check whether you have a thank you page on your website because this page is more important than most people might think. Websites usually have a thank you page pop up after a desired action has taken place on the website, for instance, a sale. However, this page is more than a thank you. In fact, the thank you page is used to track the percentage conversion for a specific objective. That's why we strongly recommend website owners to have one thank you page for each conversion.

Terms Of Service Page

Having a terms of service on your website helps to maintain a great level of discipline, control as well as enhanced user experience. The way this works is by using this page you can spread awareness about how users can use the website while avoiding conflicts, warnings or being banned. Furthermore, this page lets the user get a deeper understanding of the rules and regulations of the website so that they can get a better experience. That's why we check the 'Terms Of Service' page while auditing.

Privacy Policy Page

We check the privacy policy page on your website because this page not only builds a trust factor in the eyes of visitors but also in the eyes of search engines such as Google. Search engines tend to trust your site more when you have a privacy policy page.

Image Sitemap

We are very selective concerning image sitemaps. What we mean by that is we check for this parameter only if your website needs it. The reason for that is your website only needs an image sitemap if your main content is images or videos. For instance we make sure to check for image sitemaps in a photographer's website because their main content will most likely be images.

Social Media Links

Having social media links on your homepage and in other parts of your website might be more helpful than you think because they help build more trust as visitors can see your brand in active and public. This also lets your brand name grow stronger. Furthermore, having social media links on a website can help grow its social media presence as visitors can navigate from the website to the social media page with the help of only one click. That's why we make sure to check for this parameter.

Header & Footer Links Work

Two of the most important parts of a website are the header and footer. The reason for this is that these parts are the main navigation points of a website. Whenever a visitor needs help to find a specific page such as the contact page or wants to explore the website in detail, the latter will definitely go to the header or footer of your website. For this reason we make sure to check whether all the links in the header and footer are functional and relevant to ensure a good user experience.

Single H1 Tag Per Page,Post & Article

The H1 tag is used for main headers on each page of a website. It is very important for each page to have a header in the H1 tag. However, this doesn't mean that a page must have more than one H1 tag. In fact this can affect your page rankings as it will confuse search engines about your content. So we make sure to check for this.

No Duplicate Title Tags

We talked about title tags earlier. In case you have forgotten, here's a description of that element. The title of a web page is specified by the HTML element known as a title tag. Within the search snippet on a search engine results page, the title tag of a page is shown (SERP). It serves as the search result's clickable headline and is crucial for user experience, SEO, and social sharing. An accurate and comprehensive summary of a page's content should be included in the title tag of a web page. As we explained earlier, it's very important to have an optimized title tag. However duplicate title tags can harm your SEO by confusing potential visitors as well as search engines. That's why we make sure to check whether each of your pages have unique title tags so as to avoid any SEO conflicts which can lead to deranking.

No Duplicate Meta Description

Same as H1 tags and title tags, the meta description of a page is very important as it gives potential visitors a good description of that specific page. However it is also important for each page to have a unique meta description to avoid conflicts with your website SEO as well as search engines. We check whether each page of your website has unique meta descriptions so as to avoid deranking.

No Truncated Meta Description

We check for truncated meta descriptions to make sure that your webpages are at the optimal length. The reason for that is having truncated meta descriptions prevent potential visitors from understanding the content of your page. This way, instead of entering your website they might just scroll down the SERP and visit another website with a well presented meta description.

No Keyword Cannibalization

If you have multiple blog posts or articles on your website that can rank for the same Google search term, this is known as keyword cannibalization. Either because you optimized them for the same keyphrase or because the topics they cover are too similar. When posts or articles are optimized for related search terms, their chances of ranking are reduced. For any query term, Google typically displays no more than 1 or 2 results from the same domain. If your domain has a lot of authority, you might earn 3. So to avoid such issues we check for this parameter while auditing.

No Orphaned Pages

Orphan pages are those on your website that have no links pointing to them from any other pages or parts of your site. This means that without knowing the direct URL, a person cannot view the page. Additionally, search engine crawlers cannot follow these pages from another page, therefore search engines barely index them. Your pages must be connected to other pages in order for crawlers to find them. Imagine it as a real spider's web that a spider would crawl on. The spider will find it difficult to go from one area to another if any of it is broken. We check if your website has such pages that need to be linked to other pages so that they can be more visible to traffic and search engines.

No Meta Keywords

Meta keywords are meta tags you can employ to teach search engines more about the content of a page. They are hidden from view by visitors and can be discovered in the HTML source code of a webpage. However this technique has been depreciated a decade back. For this reason we check whether you are still using this technique or not.

Brand Reputation On Google

We check for any negative reviews or feedback about your website/business on Google because your reputation on Google is something that influences your ranking to a high extent. If there are issues with your reputation on Google, we suggest what you can do to improve that.

Google E.A.T Compliant

E.A.T is a concept in Google's Search Quality Guidelines. E-A-T stands for Expertise, Authority, and Trustworthiness. In short, Google assesses the quality of those pages based on these three factors. Where that website appears in search engine results pages depends on its quality. So we make sure to check for this parameter to know if your website is compliant or not.

Easy to Edit

We check whether your website and pages are easy to edit because it is very important that you are able to edit your website as fast as possible for frequent tasks such as blogging among others.

NAP (Name Address Phone)

We check for this parameter mostly for businesses that want to rank locally. Businesses that offer services and/or products that need interaction over the phone or personally must have the necessary contact information such as Name, Address and Phone number among others.

Using ChatBot

In this era of the internet, a business that has a website above all must be prepared for interaction with potential clients or existing ones at any time of the day. For this reason we strongly recommend websites to have a good ChatBot that can give and take the necessary information from visitors so that you can reach out to those people when you have time. So we check that also.

Off-Page & Backlinks

Backlinks

The first parameter we check on this section is whether your website is using backlinks or not. Backlinks are mentions from other websites typically in the same or in a related field as your business. Those mentions link directly to your website or specific pages to your website. Those websites usually link to your website when you have amazing content which they might want to show to their visitors. If done correctly this helps your website to gain high quality traffic very fast. Furthermore, if the backlinks you are using are of high quality your website can benefit from other outcomes such as improved SEO, increased rankings, more visibility from search engines, increased credibility, brand awareness and higher domain authority among others.

No PBN (Private Blog Network)

Backlinks from PBN are usually inexpensive and might even be helpful in some cases. However, most PBNs out there link to your website by publishing services that you do not offer and that's very bad for your SEO. Some PBNs are also blacklisted by search engines like Google and having your links on such directories might get your website penalties from search engines as they think that you are using illegitimate ways to improve rankings from those backlinks. We make sure to check whether your website is using such backlinks.

No Bad Links

For this parameter we check whether your website is getting backlinks from sources like spammy discussion forum and blog comment links, links from sites unrelated to your industry, paid links that offer no value to readers and spammy links that are usually disguised as pornographic content or pharmaceutical scams among others.

Link Intersection with Competitors

Finding the links your competitors share and then obtaining them sums up the link intersect strategy. Using this strategy you can save time by searching for new sources for backlinking. Furthermore you can get the same level of advantage your competitors are getting. Using premium tools, we check whether you are acquiring links that your competitors are benefitting from.

No Lost Links (Backlinks)

Good backlinks are indispensable for the health of your website's SEO. So we make sure to check and let you know the backlinks that you have lost so that you can decide whether you want to let those go or earn those backlinks again.

Permalinked Mentions (Backlinks)

When your website gets mentions that are not permalinked (backlinked) to your website, this might not be that good for your website. Some of the reasons for that are as follows. Most people forget to search for brand names that they see on websites if the mentions are not backlinked. Apart from that, mentions that are not linked to your website can keep your website away from getting ranking advantages. That is, when a website gets good backlinks, search engines rank that website higher as they assume that your website is providing good value to visitors. However when your website is getting mentions that are not backlinked you miss out these golden opportunities to rank higher. That's why we make sure to check for mentions that are not backlinked so that you can get those done.

Guest Posts (Backlinks)

Depending on your niche/industry we check whether your business is doing guest posting and whether it is good for your business or not. We find out the quality of your guest posts as well as if they are beneficial for your website or causing issues.

Google My Business (Local)

The use of Google My Business is extremely important for local businesses as it helps business owners to provide important details such as phone number, email and physical address among others. Some benefits of using this tool is increased visibility, enhanced interaction such as comments, feedback, questions and answers among others. Apart from that if your business is providing value to clients, Google makes sure that it is ranked up as well as gets a wider audience.

Google My Business Correct Info (Local)

Once we have checked the presence of your Google My Business account we make sure to cross check to see whether the information on the platform is correct and up to date. The reason for this is when you have incorrect information on such a good platform, people can start having doubts on the credibility of your business.

Google My Business Images (Local)

It is very important to upload relevant images of your business if you are using Google My Business. For instance, a bakery will post pictures of their cakes and of their achievements along with a front picture of their bakery which can easily be identified and has important factors such as the business's logo in it. So we check whether your Google My Business has these relevant pictures so that people feel confident contacting the business.

Review Response {GMB}

To help Google continue ranking your Google My Business page and to make visitors aware that your business is operational, it is important for you to reply to reviews. We check if that's the case with your business so that you can benefit from Google's algorithm.

Citations

Citations are an online reference to a business that features the business' name, address, and phone number (NAP). There are many platforms apart from Google My Business that do offer this service. Some examples are Bing Places, Yelp, Apple Maps, LinkedIn and Facebook among others. We check if your business is correctly listed and we also suggest citations you are missing out.

Google Possum

The unsubstantiated well but upgrade known as "Possum" seems to have the biggest influence on Google's local pack and local finder results. Local SEOs have been left to speculate about the likely update's aim and actual effects because Google hasn't acknowledged it.

Being hit by possum is not the best thing that can happen to your rankings. We check for signs that you have been hit by possum and if yes we recommend the amendments that you can make to improve the situation.

Newsletter

Depending on your business's niche/industry, offering subscriptions to regular newsletters can help your business communicate more with potential clients and existing ones as well as collect emails and other useful information.. So we check if you are offering this feature on your website.

Social Media Accounts

Although social media does not directly affect SEO rankings, the links you share on social media sites help your brand get more exposure. The use of social media accounts for your business can help strengthen your brand recognition and reputation as well as help you interact more with your audience. If the content on your social media accounts are good, this can also boost the amount of organic traffic you receive because social media platforms tend to show posts that seem to give readers value more than others. We check whether you are using social media accounts, whether your posts are relevant and interesting. Apart from that we also check whether you are posting regularly and responding to comments and queries.

Content Promotion (Social Media)

This is a very effective form of advertisement to attract new customers, build brand loyalty, drive leads and many more. The way this works is, content is created and posted on social media platforms, then the social media platform is paid a sum of money that is set up by the business owner (you), then your content is promoted/advertised as an ad. Since this method is very reliable and cost effective we check whether you are taking advantage of this tool or not.

MailChimp Setup (Integration)

The main reason we check for this parameter is to know whether you are using Email marketing to promote your business and interact with potential buyers and at what level you are using it. When someone is using a tool like MailChimp Integration regularly on their website, this shows that they are committed to this technique. This technique has a lot of advantages such as you don't have to worry about adspace, it helps to retain customers, it tailors content to your target audience, keep your customers informed about updates and deals, helps improve your brand recognition, drive traffic to your website, improve sales, helps to conduct surveys, is cost effective and reaches many devices.

Additional Reports

Website Crawl

While checking for the parameters we talked about previously, we also prepare reports about those parameters. The 'Website Crawl' is an example of such reports. It is a report that contains many important details that can help you in improving your SEO. For instance, it gives statistics about your website's pages, their status codes, their indexability, page title details, meta description details and word count for each page among other parameters.

Analytics

If your website already has Google Analytics set up and working we provide a report about Engagement of the pages that are getting visits. You will get information such as the number of users, engagement time and conversions among others.

Queries

If your website already has Google Search Console set up and working we provide you with a report that lets you know the number of clicks and impressions your keywords are getting. This way you can get a better understanding about how your keywords are working.

Pages

If your website already has Google Search Console set up and working we provide you with a report about clicks and impressions for pages that are getting traffic so that you can get an idea what are you doing well that is helping to generate traffic on those pages. This way you can use the same techniques on pages that are not getting enough impressions and clicks.

Topic (Keywords)

For this parameter we offer **two** reports. Firstly, give you a report about the keywords you are already ranking for. This report contains details like the percentage of traffic for each keyword, the position you rank for each keyword and the cost per click of that keyword if you want to run ads for it among others. Secondly, we do extensive keyword research with the help of premium tools to provide you with keywords with great ranking potentials and low keyword difficulties.

URLs (Competitors Keywords)

Using premium tools we extract helpful information about your best ranking competitors, one being their keywords. Then, we provide you with the report.

Backlinks Comparison with Competitors

As we explained earlier, backlinks are essential for your brand/website to grow and be recognized. That's why we provide you with a report about your competitors' backlinks so that you can try to earn those backlinks in case you are not using them.

Loading Speed

We provide you with a 'Loading Speed' report which we extract from a free but helpful tool so that you can understand exactly the different loading speed for different parts of your website so that you can work on areas that need to be improved.

Duplicate Content Report

A duplicate content report from a premium tool is provided to you as an evidence for our duplicate content audit so that you can cross check and even use that data to improve content affected by duplicate issues.

Action Plan

At the very end of the SEO Audit, we create an action plan so that you get to know what should be done to improve your SEO weak spots as well as what steps need to be taken to reverse negative SEO and implement good SEO practices on your website.

Things We Need From You

CMS (Wordpress, SquareSpace ect) Admin Access

It is essential to have access to your website's admin panel for us to carry out the SEO Audit but Do NOT Worry at all. You DON'T need to share your personal credentials with us. There is a way to give Web Agencies and SEO Agencies access to your website admin.

Below are the tutorials for some CMS from trusted companies in the SEO industry. Choose the one you are currently using to learn how to give us admin access:

- [WordPress](#)

Google Analytics Account Access (if any)

To proceed to our audit, we would also need to access your Google Account. For this one also you DO NOT need to give us your personal credentials. However, you must give us access as **Editor** so that we can get access to all the required information we need to proceed to our audit.

Below is the link to a tutorial on how to give access to new users and administrators etc by Google:

[How To Grant Access To Your Analytics Account Safely](#)

Google Search Console Account Access (if any)

Similar to Analytics, Google Search Console also needs to be accessed so that the SEO audit can be done. So we need to have access to your website's Search Console. You DO NOT need to give us your personal credentials. However, we need to access your Search Console account by a way that is approved by Google. **That is, you need to give us access by following the instructions in the link below which is from Google itself:**

[How To Grant Access To Your Search Console Account Safely](#)

Google Tag Manager Account Access (if any)

Same as Analytics and Search Console, to perform an SEO audit accurately, we need access to your Google Tag Manager account and just like Analytics and Search Console you DON'T have to provide us with your personal credentials. **You can just grant us access to the Tag Manager account by following the instructions in the link below which is from Google:**

[How To Grant Access To Your Tag Manager Account Safely](#)

Bing Webmaster Tools Account Access (if any)

As we have mentioned in this document before, Bing Webmaster Tools is a very helpful free service offered by Microsoft so that you can add your website/s to the Bing index crawler, see your site's performance in Bing and a lot more. So if you have an active Bing Webmaster account for your website, it would be very helpful that you grant us access to that account so that we can get the details (both good and bad) according to Bing to make the audit more precise. You DO NOT need to give us your personal credentials for this.

To grant you access you can follow the instructions in this link below which is from Bing:

[How To Grant Access To Your Bing Webmasters Account Safely](#)