

Site Audit: Improve the SEO of Your Website.

WEBSITE AUDIT

What is an SEO website audit?

SEO audit of a site is a detailed analysis of a site for technical errors and a check for correlation between official and unofficial requirements of search engines. This analysis will allow you to perform a set of measures to eliminate all kinds of project errors that prevent its successful promotion on the Internet.

SEO audit is the first and necessary stage before the start of a comprehensive promotion. This is the starting point for all project work. Regardless of whether the site has been promoted before or if it is a very young resource, an audit should be carried out before starting any promotion work.



When you need a Website Audit

1. The site is under construction or recently launched

In most cases, web developers, when creating a new site, do not worry at all about the correct implementation of all the necessary SEO components.

The main thing for them is to make the site in accordance with the visual concept of the designers and the necessary functionality. But what's the point of making a beautiful, fast, convenient, and, as a rule, expensive site, if users simply cannot find it on the web without competent SEO?

Therefore, before accepting work from developers (and ideally even before the site creation stage), you should conduct an SEO audit and take into account all the factors necessary for promotion in the site. Only after that start full-fledged work on its promotion.

2. The site was promoted in an SEO company, but significant results were not achieved. In this case, you should also start with a comprehensive SEO audit of the project. We do not know the level of professionalism of previous contractors, their experience in website promotion and results. Therefore, you should check the site for errors, perhaps important factors affecting the output to the TOP of search engines were not taken into account.

Area Analysis

In addition to a detailed study of the site itself, you should additionally analyse business topics and study competitor sites. This will help to determine the strengths and weaknesses of your project, to form a further development strategy.

External site audit

This part of the audit includes the analysis of such indicators as the current link mass of the site, the history of accumulating links, the quality of donors, analysis of the anchor list and other external factors.

The likelihood of a site falling under search engine sanctions or avoiding these sanctions depends on how well the link building strategy was implemented. Therefore, it is very important to assess the current situation and form a plan for further action.

Internal site audit

This includes factors such as:

- site structure (headings, categories, sections);
- indexation indicators;
- meta-data;
- content (relevance, uniqueness, structuredness);
- service files and folders;
- other factors.

Each of these parameters has a different effect on the ranking of the site in the SERP, so it is important that each of the listed items is optimized for the latest requirements of search engines.

Contact Us if you need your website audit.