

SEO AUDIT SERVICES

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Report Summary

A comprehensive SEO Audit is designed to provide a complete snapshot of the state of health of a given website to ensure that the customer can build a solid foundation for future online marketing efforts, maximize return on investment and improve natural search rankings. An SEO-Audit report covers a broad spectrum of a variety of different aspects, such as technical state of health of the website, search algorithms, internal optimization, link building structure, as well as a variety of behavioural factors.

The actual report is comprised out of six distinct areas being covered, which are scrutinized and assessed in the report. General requirements to complete the audit are described in the "Product Descriptions" section of this document. This section also provides a detailed checklist on required items to be submitted prior to initiating an SEO Audit (search engine analytics accounts, hosting access, and other statistic information).

It is important to acknowledge that a completed SEO Audit does not serve as a Technical Assignment/RFP that may be distributed to contractors or any other relevant parties, but should rather serve as a starting point to outline all of the pertinent information about the website's key aspects that is usually provided to website designers, content managers, webmasters and other technical experts.

The key purpose of SEO Audits is to prepare a comprehensive report that covers virtually all of the aspects that are hindering or preventing the website from accurate ranking on the world's leading search engines, as well as provide detailed recommendations on how to remedy these problems. The website also gets benchmarked against selected competitors for a range of important SEO factors to help gauge the website's competitive position.

Introduction & Best Practices

Key Areas Covered:



Technical Audit

This audit is engineered to provide the customer with detailed analysis covering the main technical problems & errors within the website, such as responsiveness & stability of the website hosting, presence of malicious code on the pages, server redirect settings, broken links etc. The report also provides comprehensive recommendations on remedying identified errors, as well as step-by-step diagrams and instruction graphs. In the event that the problems that we have identified are pretty straight forward and easy to resolve, we will furnish basic instructions on how to resolve these issues and provide external sources that already have instructions on resolving these types of errors. However, if a given problem is too complex, we will make every effort to prepare a detailed resolution guide specifically designed to tackle that specific issue.



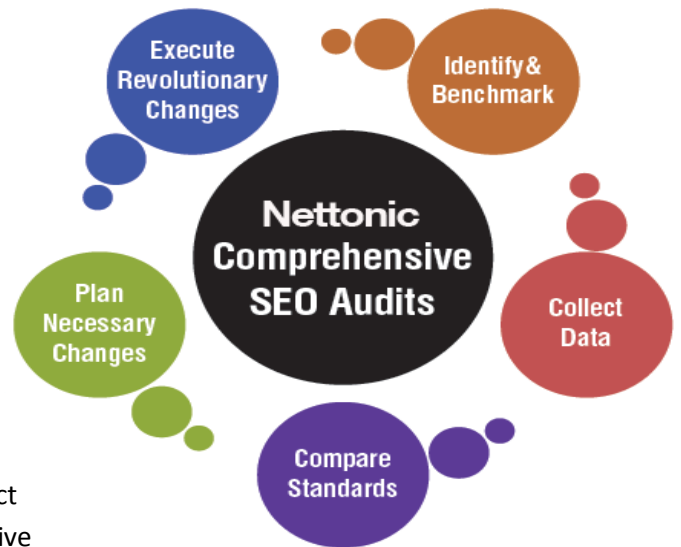
Search Algorithm Audit

Within this audit we pay special attention to identifying problems related to website's indexation in the world's leading search engines, as well as checking on whether the website complies with Google/Bing/Yahoo technical requirements. We also gather all of the statistical information about the website. The most important part of this audit is to make sure that the website is registering correctly in search engine's statistical and analytical spiders. In the event when these issues have been identified, we will rectify them accordingly, as well as register the website if necessary.



Site Architecture Audit

This audit is designed to identify problems with the website's structure. These problems may hinder or completely prevent the search engine's spiders to distinguish the website's content through its structure, which may result in the spiders not being able to correctly index the website. Within this audit we cover all of the website's main aspects: the main menu, linking blocks (end-to-end, static and dynamic) that make up the website's structure. Within this audit we also emphasize on reviewing websites of several different competitors that may rank higher, while scrutinizing their entire website structure compared to the audited website's structure.





Text Optimisation Audit

This audit will identify all errors within the website that relate to optimization errors of the webpages. This optimization consists of correctly balanced distribution of keywords within the text content of the website, h1-h7 headers, meta-tags, attributes and other elements within the website. This information is weighed against analysis of competitor websites from the same subject area that rank higher than the website being audited. The actual audit is carried out based on the types of webpages as opposed to each single page within a given website. Various other important sections of the website, such as the "Contacts", "About us", "Buy now" pages are analysed as well.



Link Building Structure Audit

The purpose of this audit is to discover problems related to the link building structure within the website. External linking mass is analysed based on two distinct groups ("natural" and "selling" links) in comparison with competitor websites that rank significantly higher. This audit will also cover additional analysis of various linking campaigns on different link exchange resources gauging their effectiveness. Additionally, we will include custom-tailored recommendations to accomplish a successful link building strategy that will be comprised of a variety of different pointers, such as required frequency rate for purchasing links, price analysis, weightage metrics and etc.



Audit of Commercially Important Factors

This audit will extensively emphasize on a variety of commercially important factors such as the overall quality of navigating through the entire website, usability aspects, as well as analysis of the website's responsiveness speed and availability. This report will also provide detailed recommendations on correcting all of the website's major problems & errors along with thorough instructions on how to keep the website's content up-to-date and relevant to the client's business / subject area. We will unequivocally pay special attention to all of the website's behavioural factors and analyse them with a maximum level of scrutiny.

Product Offerings

SEO Audit Services are comprised of four different products depending on requirements: Express, Light, Standard and Ultimate. These products are tailored to ensure we can accommodate the needs of just about any customer whether it's a small business or an enterprise-scale corporation.

Deliverables & Pricing	Express	Light	Standard	Ultimate
	£1,000	£1,500	£2,500	£3,500
Report Pages	10	20	30	100+
Keywords	10	20	30	100
Additional report page/keywords	£100	£150	£200	TBA
Website page type analysis	1	3	5	10
Case study/comprehensive assessment	1	1	1	2
Delivery Timeframes	7 Business Days	14 Business Days	21 Business Days	21 Business Days

Technical Audit

	Express	Light	Standard	Ultimate
1. General recommendations	✓	✓	✓	✓
2. Server responsiveness check	✓	✓	✓	✓
3. Robots.txt check	✓	✓	✓	✓
4. .htaccess check	✓	✓	✓	✓
5. sitemap.xml check	✓	✓	✓	✓
6. Functionality of links check		✓	✓	✓
7. Check for HTML errors		✓	✓	✓
8. Check for CSS errors			✓	✓
9. Check for JavaScript errors			✓	✓
10. Check for malicious code				✓
11. Check for cross-browser compatibility				✓
12. Check for page loading speed				✓
13. Check DNS information				✓
14. Check WHOIS Information				✓

Search Algorithm Audit

	Express	Light	Standard	Ultimate
1. General recommendations	✓	✓	✓	✓
2. Search engine indexing check	✓	✓	✓	✓
3. Checking for existing affiliates and Mirrors	✓	✓	✓	✓
4. Checking quality of text content	✓	✓	✓	✓
5. Checking primary indicators for search engine compatibility		✓	✓	✓
6. Checking for Google Analytics information or equivalent			✓	✓
7. Checking for SPAM				✓
8. Checking for elements that may violate search engine's terms & policy				✓
9. Checking for registration in search engine's database				✓
10. Checking for regional dependency				✓

Site Architecture Audit

	Express	Light	Standard	Ultimate
1. General recommendations	✓	✓	✓	✓
2. Checking websites structure	✓	✓	✓	✓
3. Checking link building mass		✓	✓	✓
4. Preparing Semantic Keyword Research			✓	✓
5. Checking website's structure in consistency with keywords and key phrases			✓	✓
6. Checking for subject area's relevance with website's architecture				✓

Text Optimisation Audit

	Express	Light	Standard	Ultimate
1. General recommendations	✓	✓	✓	✓
2. Checking for title optimisation	✓	✓	✓	✓
3. Checking for h1 header optimisation	✓	✓	✓	✓
4. Checking for text optimisation	✓	✓	✓	✓
5. Checking for description optimisation		✓	✓	✓
6. Checking for keyword optimisation		✓	✓	✓
7. Checking for headers h2-h6 optimisation			✓	✓
8. Analysing additional tags			✓	✓
9. Analysing different types of entries				✓
10. Checking for text structure				✓
11. Checking for weightage metrics				✓

Link Building Structure Audit

	Express	Light	Standard	Ultimate
1. General recommendations	✓	✓	✓	✓
2. Checking for internal links		✓	✓	✓
3. Checking for external link building mass		✓	✓	✓
4. Checking for quality of link exchange campaigns			✓	✓
5. Develop comprehensive linking				✓

Audit of Commercially Vital Factors

	Express	Light	Standard	Ultimate
1. General recommendations	✓	✓	✓	✓
2. Analysing behavioural factors		✓	✓	✓
3. Checking for up-to-date information		✓	✓	✓
4. Checking contact information			✓	✓
5. Checking for quality of products/services/solutions being sold			✓	✓
6. Assessing information security from a visitor's standpoint				✓
7. Checking quality of snippets				✓

SEO AUDIT CHECKLIST



Technical Audit

1. Website Structure.

- 1.1. General recommendations.
- 1.2. Checking server responsiveness:
 - Checking responsiveness of non-existing websites;
 - Checking responsiveness of existing websites.
- 1.3. Checking robots.txt:
 - Checking for correctness of directory records within the file;
 - Checking for technical website indexing violations (sections);
 - Checking for technical website doubles indexing violations;
 - Checking for URL mask indexing violations;
 - Checking for consistency of records of different blocks and compatibility with different robots;
 - Checking for primary mirror accuracy.
- 1.4. Checking .htaccess:
 - Checking «www» redirects;
 - Checking «/» redirects;
 - Checking «301» redirects;
 - Checking «404» redirects;
 - Checking for malicious code.
- 1.5. Checking correctness of the website's sitemap (sitemap.xml).
- 1.6. Checking for functionality of all links within the website's structure (identifying "broken" links).
- 1.7. Checking for HTML errors:
 - General analysis of HTML code;
 - HTML code validation check.
- 1.8. Checking for CSS errors:
 - General analysis of CSS;
 - CSS code validation check.
- 1.9. Checking for JavaScript errors:
 - General analysis of JavaScript code;
 - Checking JavaScript code workload.
- 1.10. Checking the website for malicious code:
 - Checking the website for presence of shells;
 - Checking the website for presence of blocks of link exchange sources;
 - Checking for hosting information security (hosting, up-to-date version);
 - Checking for CMS information security (version, 3rd party modules).
- 1.11. Checking for cross-browser compatibility.
- 1.12. Checking for website's loading speed and responsiveness.
- 1.13. Checking for DNS information.
- 1.14. Checking for WHOIS domain information.



2. Audit Completeness Requirements.

2.1 Each section includes detailed information covering all identified and discovered problems and inaccuracies within the website.

2.2. Each section includes comprehensive feedback and details recommendations on remedying all identified and discovered problems.

3. Supplementary Requirements.

3.1. Website access (address, login and port information) through FTP.

Search Algorithm Audit

1. Audit Structure.

1.1. General Recommendations.

1.2. Checking website's indexation:

- Checking for website's indexing in Google, Yahoo and Bing (primary and supplemental search query results);
- Checking for doubled search query results within Google, Yahoo and Bing;
- Analysing the difference between the total quantities of indexed webpages.

1.3. Checking for existence of affiliated websites and mirrors:

- Checking WHOIS e-mail information for consistency;
- Checking WHOIS phone contact information for consistency;
- Checking WHOIS company name information for consistency;
- Checking contacts within the website's structure;
- Checking affiliate database;
- Checking for additional website mirrors.

1.4. Checking the overall quality of text content within the website:

- Checking for content uniqueness;
- Checking for grammatical and punctuation errors within the content;
- Checking for linguistic consistency and correctness.

1.5. Checking primary website indicators:

- Checking website's age;
- Checking website's PageRank;
- Checking PR of the main webpage;
- Checking PR of internal pages in the website;
- Checking for regional dependency in Google;
- Tailoring comprehensive cross-tabulation competitive performance evaluation charts.

1.6. Checking for correct installation and settings of analytics counters:

- Checking for correct installation of Google Analytics;
- Checking for correct installation of Liveinternet;
- Checking for correct installation of Openstat;
- General analysis of main statistic information.

1.7. Checking for SPAM:

- Checking for text SPAM within the website;
- Checking for link-related SPAM («SEO-links»).

1.8. Checking for compatibility with world's leading search engine's terms & conditions:

- Checking for automated redirects to external websites;
- Checking for hidden elements containing text or links;
- Checking for existence of different deceiving content for robots and visitors («cloaking»);
- Checking for existence of aggressive advertisement (popups, pop under's, click under's).

1.9. Checking for registration consistency:

- Checking for webmaster console records within Google;
- Analysing identified errors within Google Analytics settings.

1.10. Checking for optimization of all secondary domains (regional).

2. Audit Completeness Requirements.

2.1. Each section includes detailed information covering all identified and discovered problems and inaccuracies within the website.

2.2. Each section includes comprehensive feedback and details recommendations on remedying all identified and discovered problems.

3. Supplementary Requirements.

3.1. Access to Google administrator webmaster console

3.2. Access (login and password) to Google Analytics, Live internet and etc.

Site Architecture Audit

1. Audit Structure.

1.1. General recommendations.

1.2. Check of entire website structure:

- Identifying overall pages of the website («Contacts», «Buy Now», «About Us»);
- Identifying all main linking websites (sections);
- Identifying product description webpages («solutions/services»);
- Checking for consistency and hierarchy of URL structure;
- Checking for URL correctness.

1.3. Checking linking structure:

- Checking for accuracy of the main menu;
- Checking for accuracy of the navigation menu (catalogue);
- Checking for accuracy of navigation tracking («bread crumbs»);
- Checking for correctness of the websites sitemap for users.

1.4. Preparing Semantic Keyword Research:

- Identifying primary subject areas;
- Identifying optimization keywords and key phrases;
- Creating a list of keywords for each subject area (current visibility).
- Creating a comprehensive list of keywords for each subject area (anticipated/desired visibility).

1.5. Checking the website's structure in consistency with keyword research:

- Checking for all required levels within the website's structure («depth»);
- Checking for the required number of needed websites within the website structure («surface»);
- Checking for specialization correctness of keywords relevant to optimization («dispersion»);
- Checking for complexness of pages relevant to the keyword research («relevance»).

1.6. Checking the entire website's architecture for relevance to the given subject area/business subject area:

- Checking for existence of required number of webpages (in comparison with TOP-10);
- Checking for existence of required information blocks (in comparison with TOP-10);
- Checking for required functionality (in comparison with TOP-10);
- Checking for additional content (in comparison with TOP-10).

2. Audit Completeness Requirements.

2.1. Each section includes detailed information covering all identified and discovered problems and inaccuracies within the website.

2.2. Each section includes comprehensive feedback and details recommendations on remedying all identified and discovered problems.

2.3. Keyword Research structure along with the website's structure are audited in a form of multilevel lists, graphs and diagrams.

3. Supplementary Requirements.

3.1. List of keywords and key phrases for optimization.

Text Optimisation Audit

1. Audit Structure.

- 1.1. General recommendations.
- 1.2. Checking for title optimization:
 - Checking for title optimization on the main page;
 - Checking for title optimization on all adjacent webpages;
 - Checking for title optimization on all main interlinking pages;
 - Checking for title optimization on all key “selling” sections of the website.
- 1.3. Checking for h1 header optimization:
 - Checking for h1 header optimization on the main page;
 - Checking for h1 header optimization on all adjacent webpages;
 - Checking for h1 header optimization on all main interlinking pages;
 - Checking for h1 header optimization on all key “selling” sections of the website.
- 1.4. Checking for text optimization:
 - Checking for text optimization on the main page;
 - Checking for text optimization on all adjacent webpages;
 - Checking for text optimization on all main interlinking pages;
 - Checking for text optimization on all key “selling” sections of the website.
- 1.5. Checking for optimization of “description”:
 - Checking for optimization of “description” on the main page;
 - Checking for optimization of “description” on all adjacent webpages;
 - Checking for optimization of “description” on all main interlinking pages;
 - Checking for optimization of “description” on all key “selling” sections of the website.
- 1.6. Checking keywords optimization:
 - Checking keywords optimization on the main page;
 - Checking keywords optimization on all adjacent webpages;
 - Checking keywords optimization on all main interlinking pages;
 - Checking keywords optimization on all key “selling” sections of the website.
- 1.7. Checking for h2-h6 header optimization:
 - Checking for h2-h6 header optimization on the main page;
 - Checking for h2-h6 header optimization on all adjacent webpages;
 - Checking for h2-h6 header optimization on all main interlinking webpages;
 - Checking for h2-h6 header optimization on all key “selling” sections of the website.
- 1.8. Analysing additional HTML tags:
 - Checking for tag entries: strong, b and etc.;
 - Analysing entry attributes: alt, title and etc.;
 - Analysing list entries;
 - Analysing table & chart entries;
 - Analysing noindex tags.
- 1.9. Analysing the entire volume of text content:
 - Analysing direct exact entries;
 - Analysing indirect exact entries;
 - Analysing direct wordform entries;
 - Analysing indirect wordform entries.
- 1.10. Checking text structure:
 - Checking the entire text structure on the main page;
 - Checking the entire text structure on all adjacent webpages;
 - Checking the entire text structure on all main interlinking webpages;
 - Checking the entire text structure on all key “selling” sections of the website.
- 1.11. Checking for weightage metrics:
 - Checking for weightage metrics on the main page;
 - Checking for weightage metrics on all adjacent webpages;
 - Checking for weightage metrics on all main interlinking webpages;
 - Checking for weightage metrics on all key “selling” sections of the website.

2. Audit Completeness Requirements.

- 2.1. Each section includes detailed information covering all identified and discovered problems and inaccuracies within the website.
- 2.2. Each section includes comprehensive feedback and details recommendations on remedying all identified and discovered problems.

- 2.3. The actual number of case studies on each website type depends on the type of the audit selected.
2.4. The actual number of website types being assessed and reviewed depends on the type of audit selected.

3. Supplementary Requirements.

- 3.1. List of keywords and key phrases for optimization.

Link Building Structure Audit

1. Audit Structure.

- 1.1. General recommendations.
1.2. Checking internal interlinking:
- Checking weightage metrics of the main webpage;
 - Checking weightage metrics of the navigation menu;
 - Checking weightage metrics (“bread crumbs”);
 - Checking weightage metrics of horizontal interlinking;
 - Checking weightage metrics of vertical interlinking;
 - Checking weightage metrics of additional end-to-end linking blocks;
 - Checking weightage metrics for additional end-to-end linking blocks;
 - Checking anchoring of internal interlinking on consistency with keyword research.
- 1.3. Checking external linking mass:
- Identifying linking mass of the website;
 - Checking anchoring of link building mass on consistency with keyword research;
 - Analysing anchoring of linking mass;
 - Analysing reciprocal link building sources of the entire linking mass.
 - Competitive link building mass analysis against key competitor websites.
- 1.4. Checking for correctness and accuracy of linking exchange campaigns:
- Identifying linking mass on link exchange sources;
 - Checking anchoring of link building mass on link exchange sources on consistency with keyword research;
 - Analysing anchoring of link building mass on link exchange sources;
 - Analysing reciprocal link building sources of the entire linking mass on link exchange sources.
- 1.5. Preparing strategy link building campaign:
- Preparing recommendations for internal interlinking of the entire website;
 - Preparing recommendations for nurturing natural link building mass;
 - Preparing recommendations for nurturing continuous link building mass;
 - Preparing recommendations for nurturing purchasing link building mass.

2. Audit Completeness Requirements.

- 2.1. Each section includes detailed information covering all identified and discovered problems and inaccuracies within the website.
2.2. Each section includes comprehensive feedback and details recommendations on remedying all identified and discovered problems.
2.3. Recommendations for internal interlinking are furnished in a form of comprehensive graphs and charts.
2.4. Recommendations for nurturing link building mass are furnished in a form of charts and graphs.

3. Supplementary Requirements.

- 3.1. Access (login and password) to Google webmaster console.
3.2. Guest access (login and password) to link exchange sources.

Audi of Commercially Important Factors

1. Audit Structure.

- 1.1. General recommendations.
1.2. Analysing behavioural factors of the entire website:
- Analysing rejection percentages for the website;
 - Analysing visibility penetration for the entire website;
 - Analysing average time spent browsing through the website;

- Comprehensive usability recommendations.
- 1.3. Checking information for up-to-date consistency:
 - Checking for existence of news and other frequently updated information within the website;
 - Checking for existence of promotions and other relevant frequent marketing content;
 - Checking for existence of any additional (valuable) information.
- 1.4. Checking for company contact information:
 - Checking for accuracy and completeness of company phone numbers;
 - Checking for accuracy and completeness of company addresses;
 - Checking for accuracy and completeness of corporate contact e-mail addresses;
 - Checking for accuracy and completeness of social network contacts (Facebook, Twitter, LinkedIn, etc.);
 - Checking for existence of live help/live chat;
 - Checking for accuracy and completeness of feedback forms;
 - Checking for relevant company feedback on 3rd party sources.
- 1.5. Checking for the overall quality of services, solutions and products offered within the scope of the entire website:
 - Checking for accuracy of product/solutions/services names;
 - Checking for accuracy and completeness of product descriptions;
 - Checking for accuracy and completeness of interactive/graphical product deceptions;
 - Checking for product/solutions/services characteristics;
 - Checking for product/solutions/services prices and accuracy.
- 1.6. Information security assessment from a visitor's standpoint:
 - Checking for available payment processing options;
 - Checking for security in transactions.

2. Audit Completeness Requirements.

- 2.1. Each section includes detailed information covering all identified and discovered problems and inaccuracies within the website.
- 2.2. Each section includes comprehensive feedback and details recommendations on remedying all identified and discovered problems.
- 2.3. This audit does not serve as replacement of a professional Usability Audit.

3. Supplementary Requirements.

- 3.1. Access (login and password) to Google webmaster console.
- 3.2. Access (login and password) to Google Analytics, Live internet and etc.