SNS COLLEGE OF TECHNOLOGY
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Department of Computer Science and Engineering

19CSO404 – Fundamentals of Digital Marketing

Website Audit

➢ SEO process begins with an audit for a reality check ,so that we know where we stand.

➢ There are many free resources available on the internet for doing an overall audit, such as **seositecheckup.com, smallseotools.com etc.**

➢ They give the **score out of 100** which offers a quick and easily understandable assessment of site performance on SEO.

➢ The target should be to get a score **above 80.**

➢ Here are a few key areas to consider when doing a technical SEO audit:

➢ **Page Speed:**

➢ Page speed is also huge when doing an SEO audit, so it's important to test and benchmark your page load time.

➢ A fast site speed promotes a positive user experience, whereas a slow one will result in higher bounce rates in our age of limited attention spans!

➢ This is far from ideal if your website is one of your primary channels for conversion.

MAIN ELEMENTS OF SEO

Key word position:

➢ For important keywords , what is the position of a website in SERP?

http://smallseotools.com/keyword-position is an excellent free resource for finding out keyword position.

Sitemap:

➢ A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them.

➢ Search engines like Google read this file to crawl your site more efficiently.
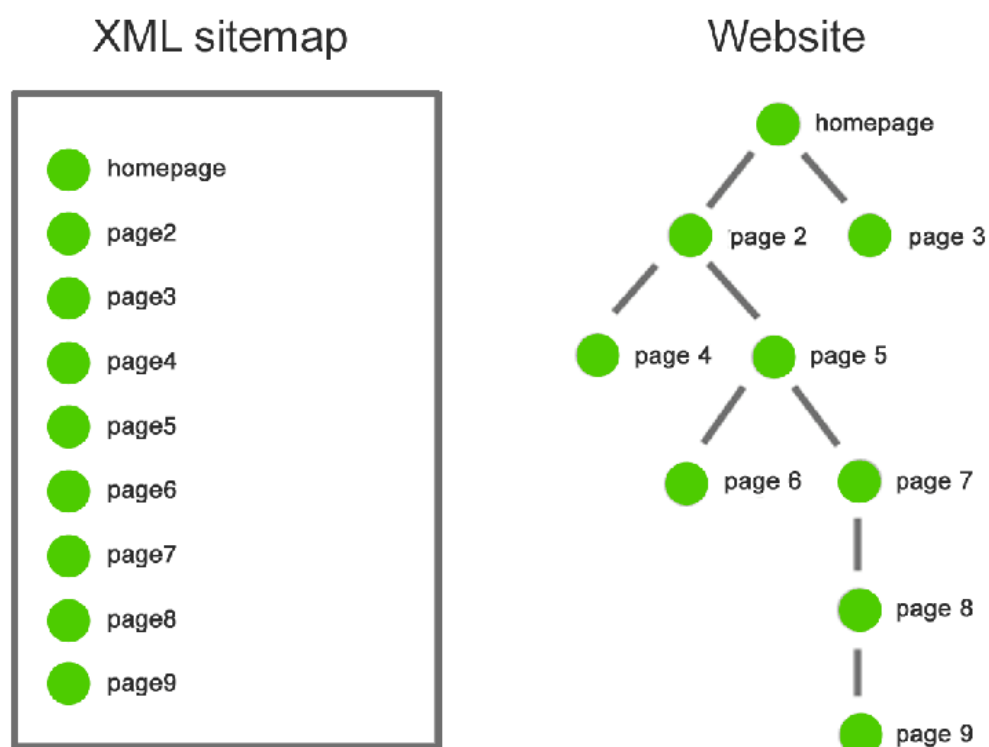
Browser, operating system, devices compatibility:

➥ Important to check , if the website is compatible with different browsers, operating systems and screen sizes.

➥ It is possible that website functions very well on chrome but not on internet explorer or vice versa.

Backlink checker:

➥ A backlink is **when one website links to another with an anchor text**.

➥ An example of a backlink is any article you find that links to another source or website.

```
<div class="col-12 col-lg-6">
    <a href="https://linkgraph.io/white-label-link-building/" data-wpel-link="internal">White Label Link Building</a>
</div>
```

Domain authority:

➨ Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages (SERPs).

➨ Domain Authority scores range from one to 100, with higher scores corresponding to greater likelihood of ranking.

Keyword cloud:

➨ The Keyword Cloud is a visual representation of keywords used on your website.

➨ This will show you which words are frequently used in the content of your webpage.

➨ Keywords having higher density are presented in larger fonts and displayed in alphabetic order.

Speed audit:

➨ Page speed is one of the important factors that Google uses when ranking websites.

➨ It can have a huge impact on SEO of your website. According to Google's benchmarks, a good web page should have the following:

- Average speed index should not exceed three seconds
- Average page weight should not be more than 500kb
- Average request count should not exceed 50
- Average time for the first byte should not exceed 1.5 seconds
- [Google has even come out and said](#) that content is a SUPER important part of succeeding with SEO.
- Specifically, they confirmed that "content" is one of Google's top 3 [ranking factors](#)
- Content should be fresh, unique, original and should add value to the target audience
- Offering quality content not only attracts visitors but also attracts other websites to link to your site.
- plagiarism