

# HOW A WEBSITE SEO AUDIT WILL HELP YOUR BUSINESS



## Is your website working hard for your business?

Websites are increasingly customers' first port of call when they are seeking information on a company or its products, even if they don't intend to actually purchase online. Websites are also most businesses' primary shop-window.

Research suggests that if a customer has a poor experience on your website, not only are they less likely to purchase from you online, but it would also affect their likelihood of doing business with you. They will make a judgement on your brand as a whole based upon their poor experience and are also likely to tell their friends about it.\*



Very often I find that websites are developed and launched without Search Engine Optimisation being factored in or taken into account, and often without the correct usability, structure and information for customer's needs even considered.

These important factors have two disadvantages to your business. Firstly, potential customers can't find the information they need quickly, or worse, what you offer, which means that they abandon your website and go elsewhere onto a competitor's site.

\* The Marketer, August 2007

Secondly, search engines will not pick up your website easily, if at all, and you will lose out to competitors who not only have a stronger and more intelligent website than yours, they also have a higher visibility in their search rankings for potential leads and customers.

## Can you afford to miss out on search rankings?

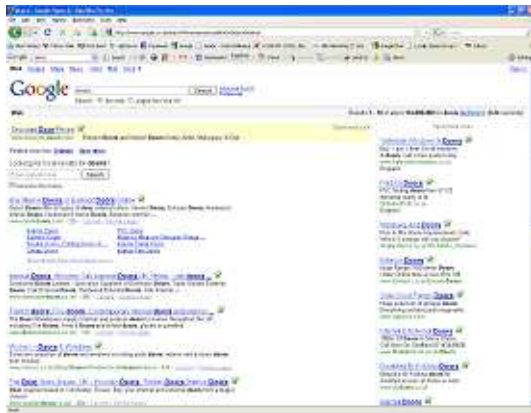
Search is an always-on medium, and customers are searching 24 hours a day, 365 days a year for products, services and information. So if you're not listed or ranked, your website's return on investment will be minimal. **84% of searchers never reach Page 3** of the search engine results. One study discovered that the **top 3 Google results get 79% of all clicks**, and the nearer your site is to the number one position, the greater the chance that website visitors will **convert to actual sales** and you will stand out from the crowd.



## Achieving SEO Results

Searchers also associate a high-ranking position with a high quality brand. This means that a better quality, intelligent website will help to convert visitors, and this is why I take an integrated approach to web design and website optimisation for the search engines, as one cannot work in isolation of the other.

Your search engine rankings will benefit when your website does a better job of presenting the information that your customers are seeking, therefore, your website will need to be intelligent to give your search engine rankings the best possible opportunity. Your website also has to present the right and relevant information that your customers require in order to decide whether to contact you or purchase from you.



As an experienced SEO and Digital Media Consultant, I can perform a website SEO audit on your website to help your site rank higher in all the major search engines, drive more quality visitors and increase sales, leads and enquiries for your business.

### What is an Website SEO Audit?

This is the first and most important step to evaluate your website's effectiveness and to maximise its ranking potential.

An SEO website audit evaluates how search engine friendly your site is, and identifies barriers and disadvantages for SEO take-up of your website. From this audit, I can also identify SEO errors and make recommendations that will help to improve your search engine rankings, website exposure, visibility and reach against your competitors.

There are two main aspects to SEO: having keywords you expect users to search for on your pages (on-page SEO) and links from other sites to your site (off-page SEO). I research both aspects to ensure you have a complete audit report and provide recommendations for further changes, enhancements and additions whether it is directly for your website or its content.

There are two main SEO site diagnostics tools that I use:

### Barriers to Search Engine Ranking - Onpage SEO

Here I will conduct a thorough and full analysis of the following aspects of your website:

#### Domain Issues

- Redirects and canonical domain issues – Is the domain set up for the best rankings?
- Duplicate content – is there a duplicate content issue on the site that hinders ranking?
- Indexing issues – are your site's pages included in the search engines' results?

#### Site Structure

Is the site structured in the most effective way? Is it intuitive for customers to use, is it maximising your website presence and driving leads? Website possible internal duplicate content issues analysis. Internal power evaluation; finding the most powerful and weakest pages.



### **Keywords**

Are the correct keywords chosen?  
Keywords that searchers are using.

### **Headings**

Are heading being used to the best ability?

### **Titles**

Are titles being fully utilised? Are they correct titles?

### **Content**

Is the copy helpful to ranking and clear to your customers?

### **Navigation**

Is the navigation spiderable and does it aid ranking? Is it intuitive to your customers?

### **Internal Link Profile**

Are links being utilised within the site?

### **Outbound Links**

Are the links from your site to other sites causing a problem?



### **Other Content**

Suggested additional content to enhance your rankings and customer satisfaction potential.



### **Barriers to Search Engine Ranking - Offpage SEO**

Here I will conduct a thorough and full analysis of the following aspects of your online presence and environment from your website:

#### **Competition**

A profile of main online competitors and details of the reasons why their sites rank well compared to yours.

#### **Inbound Links**

The nature of the inbound link profile – how many links does your site have and a measure of the quality of the links.

#### **Rankings**

Where your site ranks for the main keyword phrases.

#### **Get In Touch...**

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