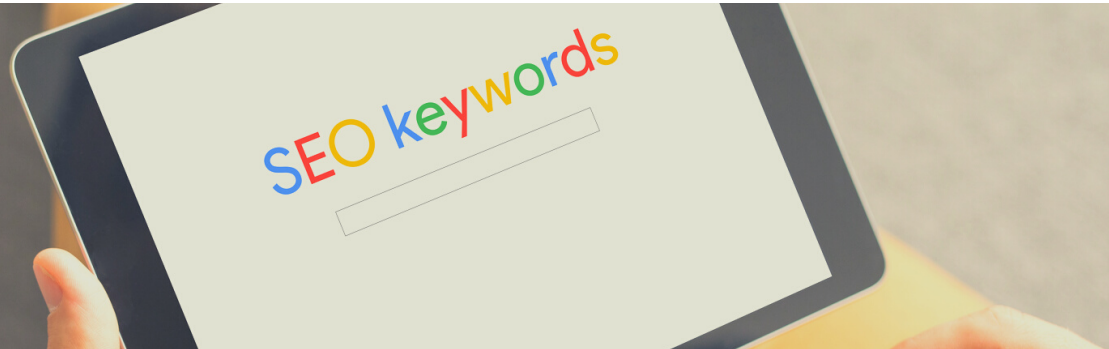


New SEO Audit

FOR SMALL BUSINESSES



SEO can be complex, which is why we have created a new SEO audit system that gives actionable items in simple terms. Broken down into a Foundations SEO Audit for clients without a web developer and Advanced SEO Audit for clients who use a web developer, this is a large departure from our previous audit system – so here is what you need to know:

SEO Foundations

- Content and links
- No web developer needed
- We recommend that everyone utilizes this audit

Module I: Content & Keywords

- Keywords and content are the foundation of a website's ranking potential - and SEO is all about ranking high! Thin content or keywords will overshadow all other SEO attempts. This module teaches you where to put keywords and shows current keywords. Keywords for competition can be given if competitor URLs are provided.

Module II: Linking & Authority

- Linking and authority are two ways to prove your website is legitimate and able to be trusted. This module teaches about internal linking, external linking, backlinks, and authority. Authority for competition can be given if competitor URLs are provided.

Technical SEO

- Must have finished SEO foundations to request this report
- Business uses web developer

Module III: Advanced SEO

- Technical SEO is difficult to fix unless you have experience in website coding or you use a web developer. This module includes sitemap, indexability, Google Analytics, redirects, page speed, mobile friendliness, photo and video.

Module IV: Local & Branding

- Local SEO is important for 'local' businesses that rely on their area, in-person sales, or in-person services. This module includes Google My Business, reviews, citations, web design, and user experience.

Social Media Audit

- We recommend that everyone utilizes this audit
- Social media is important to reach your clients and show Google you are active. This module includes social media recommendation, platforms, and activity.

