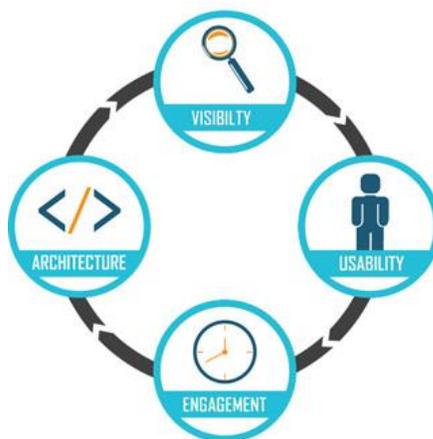# Website Audit Report

Report For: [Sample Report]

Website: [www.samplereport.com]

Report Includes:

1. Website Backlink Audit and All Bad Links Report
2. Website Page Speed Analysis and Recommendations
3. On Page Optimization
4. HTML/CSS Code Validation
5. Website Broken Links
6. Outbound Link Profile
7. Mobile Website
8. Compiled List of Recommended Changes

On Page SEO Checklist:

Proper use of Meta and Alt Tags.	✘
Use Robots tag where necessary.	✔
Website Page Speed Optimization.	✘
HTML and CSS Code W3C compliant.	✘
URL's Search engine friendly: should include important terms and keywords.	✘
Website Content: Should have rich and authoritative content.	✘
Avoid Flash Menu's.	✔
Broken Links.	✔
NoFollow less authoritative outbound links.	✔
Check usage of Redirects (301s and 302s).	✔
Sitemap	✔
Avoid Frames inside HTML.	✔
Rich Snippets and Microformats where possible.	✘
Use Internal Anchor Texts to target important keywords.	✘
Use of H1 and H2 Tag.	✘
Usage of Breadcrumbs.	✔
Custom 404 Page.	✘
Social Media Pages Integrated.	✘
Google Authorship tag implemented.	✔
Blog Implemented.	✘

| Responsive Web Design. | ✘ |
| Keyword Optimization in Content | ✘ |

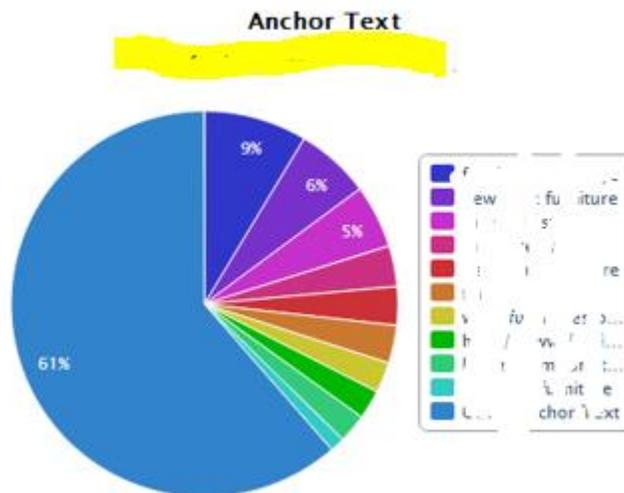# Website Audit Report: sample.com

Website Bad Links Report:

We reviewed your domain sample.com and performed our low quality and unnatural backlinks audit. We discovered that you have about [1772] referring domains pointing to your website that would be considered spammy or of poor quality by search engines.
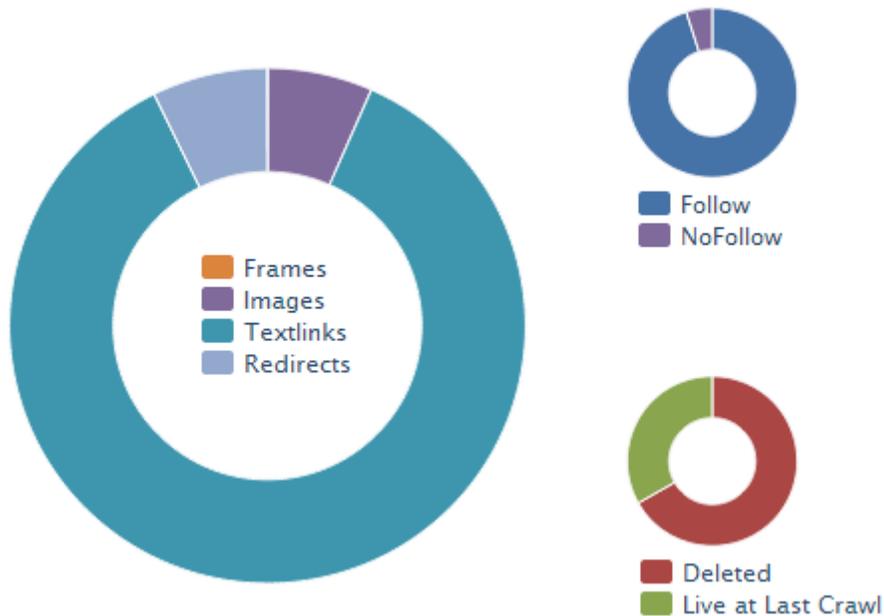
The number of bad back links referring from these domains is over [35800] and we strongly suggest getting them removed so that they don't harm your website rankings. Please find this excel report attached.

Domain Information

External Backlinks	Referring Domains	Referring IPs	Referring Subnets
228,403	5,260	3,035	2,261

Anchor Text

Backlink Breakdown

Frames
Images
Textlinks
Redirects

Follow
NoFollow

Deleted
Live at Last Crawl

The steps we would recommend are:

1. Get a hold of the contact numbers for the web developers of the domains listed in this report.

2. Once you are in contact with them ask them to remove the areas where they are linking to your website.

3. Be sure to set up a follow up schedule to continue to contact them as removing links to your website will not be their first priority and they may need to be reminded or even persuaded to help you take this corrective action.

Following these steps you will need to:
Create a Google Disavow file (txt format) and include all links that are still present. Once the document is prepared you will need to upload it to Google Webmaster Control console.

You can also get in touch with us and we can help you get the links removed.

We also attached complete **anchor text report** in excel file and most linked pages report.

Please note that these links are bound to increase once we get started on removing your backlinks as we would be gathering more data and make a more extensive research.

Website Page Speed Analysis and Performance:

Page Speed is another area that can hold you back from ranking well in search engines. Speed plays an important role in "user experience" which is evaluated as part of Google's Algorithm. We analyzed your website speed performance using different metrics and determined that your website has slow page load time and there is good scope of improvement.

With our speed test on Google Official Page speed tool we noticed that your website score is **[71/100]** for desktop and **[55/100]** for mobile.
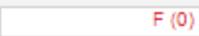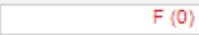

We would suggest the following action:

1. Enable Compression of the Content: Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.
2. Browser Caching: Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from the local disk rather than over the network.
3. Eliminate Render Blocking Javascript: This causes a delay in rendering your page. Some other suggested steps: Minify Javascript, Optimize Images and Minify CSS.

Fully Loaded		
Time	Requests	Bytes In
11.396s	69	675 KB
2.197s	7	12 KB

Domain: [http://sample.com]

During our test with some of the leading website page speed tools it took us about [11.3] seconds to load your website page from US with DSL connection. If you work over our recommended steps you can increase your Google score to around 84/100 and take your loading time down to about 5 seconds.

RECOMMENDATION	GRADE		TYPE	PRIORITY
Add Expires headers	F (0)	↓	Server	High
Make fewer HTTP requests	F (25)	↓	Content	High
Use a Content Delivery Network (CDN)	F (0)	↓	Server	Medium
Use cookie-free domains	F (0)	↓	Cookie	Low
Configure entity tags (ETags)	F (0)	↓	Server	Low
Compress components with gzip	C (78)	↑	Server	High
Minify JavaScript and CSS	C (70)	↕	CSS/JS	Medium
Avoid URL redirects	C (70)	↓	Content	Medium
Reduce DNS lookups	C (70)	↕	Content	Low

All these actions would require technical know-how, and if required we can work and do the required changes for your website.

We have attached individual elements page loading time speed data in a separate pdf file.

On Page Optimization:
We performed analysis of your Website Content, Meta tags and Pages Structure, Social Signals and Google Plus Co-citation.

1. **Website Content:** The content on your website has been analyzed. We noticed that the content is custom written and relevant.
   However, you have not implemented inbound anchor text in a way to point to important pages of your website. This is important, as it help Search engines learn and rank better your important product/services pages and assign additional authority.

   Also some of your website pages have relatively thin content and considering your industry we really believe nice authoritative content can really give a boost to your website ranking.

We would recommend that you hire a content writer and recreate the content for the pages that have thin content. We also attached an excel all-pages-data.xls file which you can use as a reference.

We can also prepare exclusive content for your website, please follow up with us if you interested.

2. **Meta Tags, URL's and Pages Structure:** Meta tags is an important metric for organic ranking as they help search engine bots learn and understand your website and it's pages.

Meta tags i.e Title tag, description, alt tags, keywords tag are not properly implemented on your website. Meta title tag exceeds the recommended 70 characters length on most occasions; also it is duplicate on many of your website pages and is also keyword stuffed.
Meta description tag is although within 150-180 characters on all pages, we feel that it can be better targeted and optimized to be more relevant to the pages and important keywords can be included in the beginning of description tag.

Breadcrumbs are correctly used on your website. They are basically a kind of secondary navigation and are on top of the page.
They are good for two things:
1. They allow your users to easily navigate your site.
2. They allow search engines to determine the structure of your site more easily.

Excellent Breadcrumbs resources: http://www.smashingmagazine.com/2009/03/17/breadcrumbs-in-web-design-examples-and-best-practices-2/

The website does have a search engine friendly xml sitemap . The sitemap is important as that notifies search engines like Google, Bing, etc about content changes/freshness of content on your website and help those pages get indexed faster.

The 404 page on your website is not implemented. It is important for better user experience and can be implemented quite easily.

The urls of your website are also not search engine friendly. We would also recommend that you strip the extension of each url (.htm) base to make them clutter free so that additional keywords can be included.

H1 tags are used on all your website subpages, however H2 tag is not properly implemented and it has exactly same keyword for all pages "Sample.com", they are an integral part of website structure and important keywords can be wrapped in it to increase ranking and relevancy of a page.

3. **Social Signals and Google Plus Co-citation:** Social Signals are considered to be an important factor affecting page ranking. The website sample.com has no Facebook and Google+ social media pages integrated to the website.

   They are considered fairly important and you can also use them by showing reviews on your Google search results with the help of social media pages and structured data which is sure to increase conversion rates.

   Although, there are significant social media mentions for your website sample.com, we believe that considering your niche you can target better in social media channels specially after creating a social media profiles.

SocioMeter
Tweets:	24
Facebook Likes:	251
Google Plus:	275
StumbleUpon:	26
Delicious:	0
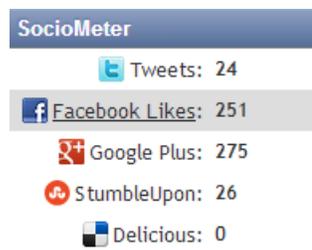
We would recommend that you put in your efforts towards social media marketing as they can provide decent sales/leads.

We noticed that you set up Google Cocitation for your website, it is somewhat disputed whether it has any advantage in terms of Organic ranking or not but it definitely increases Search engine conversion rates and gets higher CTR rate.

We would recommend that you invest more time in creating and bringing attention to your social media pages. They positively affect search engine visibility, and increase your online exposure. We can help generate social pages and attract followers to your social accounts and in its turn start building your brand.

Website Broken Links:

We analyzed your website and found that there is **no broken links on your website**

HTML/CSS Code Validation using W3C:

W3C validation not only functions as a code debugging tool to check for coding errors, it also makes sure that websites are formatted using international and professional W3C standards. The validation process involves checking the HTML, XHTML, and CSS code used in web pages to make sure they are well-formatted and well-structured. A validated website reflects the technical quality of all pages of the website. Aside from reflecting a professional designed and structured website, there are also many other reasons why your website should undergo web page validation including:

1. Improved User Experience
2. Browser Friendliness and Accessibility
3. Multiple Device Accessibility
4. Easy Coding and Maintenance
5. Search Engine Optimization
6. Quality Measurement

During our testing we found that your website's main pages have **[78 Errors] and [94 warnings]** as per official w3 validator site.
http://validator.w3.org/check?uri=sample.com&charset=%28detect+automatically%29&doctype=Inline&group=0

Errors found while checking this document as XHTML 1.0 Strict!	
Result:	78 Errors, 94 warning(s)
Address :	
Encoding :	iso-8859-1 (detect automatically)
Doctype :	XHTML 1.0 Strict (detect automatically)
Root Element:	html
Root Namespace:	http://www.w3.org/1999/xhtml

We would recommend that you make necessary changes so that it offers more uniform experience for users.

Here are more reasons why w3c validation is required for a website:
http://www.avangate.com/community/resources/article/seo-html-validation.htm

We can help and make necessary changes on your website to make sure it passes W3C standards.

Outbound Links Profile:

We analyzed outbound links (the links that point to other websites inside your own) on all of your website pages and found that there are no outbound links on your website (except links to google fonts url and chat support urls).

We would recommend that you link out to high authority websites in your niche wherever possible as we have seen that in long term it helps website gain authority and rank better.

Mobile / Tablet Specific Website

You have proper website that works great on desktops, but the website is not optimized for mobile devices. This can lead to bad experience to a lot of your website visitors (considering today mobile visitors can account for up to 50% of all traffic).

A responsive or professional custom developed mobile website would certainly give a boost to user engagement and increase conversion rates.

There are two options that we would suggest:

1. You can create a mobile specific website and then that would open up whenever the server detects that a request is received from mobile website. It can have a link like m.sample.com

2. Alternatively, you can transform your current website code and make it all responsive so that the link would remain the same sample.com but it would transform according to mobile/tablet screen size.

Recommended Website Changes:

1. Remove Unnatural and low quality Backlinks that are attached in excel spreadsheet.
2. Optimize and Reduce Page Loading Time of your Website by following our suggested steps.
3. Setup 404 error page, Make URLs optimized and search engine friendly.
4. Build and Optimize Meta Tags.
5. Create inbound anchor texts.
6. Obtain High Quality Backlinks pointing to your website through Guest Posts and Press Releases.
7. Make your CSS/HTML code Search Engine friendly by fixing the errors in w3c validator.
8. Setup Mobile Responsive Website.

We can help you fix all the above, let uk know if you are interested.

Here are important actions we would recommend:
Red = Most Important
Blue = Important
Green = Optional

1. Optimize Page Speed
2. Setup and Optimize Meta Tags
3. Make website urls search engine friendly
4. Setup 404 page
5. Build Content for the website
6. Setup Social Media Pages and Promote them
7. Make your website w3c compatible
8. Setup H1 and H2 Tags
9. Build Backlinks
10. Create Inbound Anchor Text

Our SEO Proposal

We strategized SEO plan that can help your website rank well with important keywords (terms) and thus help your service reach larger targeted audience.

If you subscribe to our SEO Proposal we would be working on additional website changes in addition to above mentioned.

We see that you run **Sample Business** and hence it's important to target your website with related terms/keywords so that you can get high quality targeted traffic that would convert.

Most of the keywords that we need to target your website are location focussed and although the competition is high, we are confident that we would be able to achieve high ranking with our process listed below.

Note: We also created a list of important keywords that you can target to significantly improve your website traffic. The file has been attached and is with the name "important-keywords.xlsx".

We would work to bring your website in the **Top 1 – Top 10 Search results** for these keywords which combined can bring in much targeted unique visitors per day if we get our desired top 10 ranking.

In our SEO Efforts we would be focussing on the following things:

1. Keyword Research
2. Website Structure / Architecture
3. On Page Optimization
4. Off Page Optimization
5. High Quality Link Building
6. Content Development / Marketing
7. Press Release Submissions
8. Guest Posting
9. Social Media
10. Customized Strategies

Our Process:

We would be focussing on driving traffic to your website from Search Engines, mainly Google through organic ranking however we would also include Social Media promotion and Guest Posting to give your site the much needed boost and to increase the authority of your website.

1. Increasing Organic Ranking and Traffic (via Search Engines)

We analyzed and collected all your keywords data (through our proprietary tools) to see what keywords drive the maximum traffic to your site.
We noticed that currently you have no important keyword that ranks your website in as many as first 5 pages of Google and hence you have almost nonexistent organic traffic.

We would focus on increasing the ranking of your website by improving the On Page Optimization, Off Page Optimization, Backlinks Building, Structure of the site, Meta Tags, etc.
We would also be focusing our efforts on Content Marketing and Copywriting services for your website.

Successful marketing copywriting is very important! It educates your customers and presents information in user friendly format to build trust in your brand and sell your products and services.

The content is written in a way that inspires your customers to take action.

We would also be extracting data of your competitors and focus on getting high ranking for your website with those keywords.

2. Increasing Social Activity and helping you Drive more Leads through Social Media:

We would help you to grow the size of your social media by promoting your social pages and including your best posts with sponsored advertising on Facebook, YouTube, Twitter and LinkedIn.

We would help you build an audience to increase the impact of your social accounts, increase online interaction with your brand and get more qualified leads from Social Media.

Social media can help in:

- Building strong brand awareness & support.
- Increasing word-of-mouth recommendations and referrals.
- Extending direct marketing campaigns.
- Making first-hand connections with your customer's friends, their contacts and extended networks.
- Generating leads.

Social Media can help getting targeted traffic; it can be targeted to people who actually have interest in your products and services and thus getting descent conversion rate.

We feel that social media can work as a very important medium for your business and it can help getting quality leads.

We would be posting about **10 Social Media** Postings / Updates / Announcements / Deals a month

3. Website Exposure and Traffic through Guest Posting, Press Release Submissions and Sponsored Advertising

We would also help you promote your services and important announcements through Press Release writing and distribution service.

Press releases can help you generate buzz about your website almost instantly. We have partnered with some of leading internet blogs that can help create your website awareness among new and much larger demographic / market.

We would manage all your PPC campaigns and keep you updated accordingly.

One Such major Sponsored Advertising medium: Google AdWords, it is a CPC model this would work as per your budget although we would manage the ads for you.

You can expect:
- 5 High Quality PR4+ Guest Posts a month which will also help you increase your Organic Ranking.
- 2 On-site blog posts of 500+ words
- 2 Press Releases on Websites with High Exposure.
- 10 Social Media Postings / Updates / Announcements / Deals a month

Reports:

We would be sending reports of the work done every 30 days. In the reports we would describe the work that was done along with the effect that it has had on your

website/ranking/traffic. We would also be tracking the search engine positions of your important keywords.

Pricing
This would be a monthly subscription based service.

The price for the service would be:

1. One Time Setup Cost: $X
2. Recurring Charges per month: $X
3. Social Media Advertising: $X
4. PPC Advertising: $X

Payment Terms:
Setup Cost would be required to be paid in advance.
Monthly charges would be required to be paid in advance, every month.

Next Action / Our Requirements
On your approval we would take the complete list of keywords (and other specific instructions if any)
We would also need the **ftp and cms details (if any)** of your website.