



# LAST LAUGH CREATIVE

CREATIVE DESIGN · CREATIVE DEVELOPMENT · CREATIVE MARKETING

WHAT HAS YOUR WEBSITE DONE FOR YOU LATELY?

LASTLAUGHCREATIVE.COM

510.470.3627

TOM@LASTLAUGHCREATIVE.COM

## Complimentary SEO Audit April/May 2020

### Measurement

- *Google My Business* - See Citations
- *Google Analytics* - analyze Audience, Acquisition Conversions, *if applicable*
- *Google Search Console* - find site errors, drill down for queries, site reach etc. *if applicable*
- *Domain Authority, Page Authority, Trust Flow, Citation Flow* - see descriptions below; use as benchmarks for site improvement
- *Rankings* - Monitor keywords; suggest alternatives based on site intent
- *Backlinks* - quality and quantity of external sites linking to site

### On-page

- *Page titles* - each page unique with 60 characters or less using primary keyword(s) for that page as focus
- *Meta descriptions (for SERPS)* - not a ranking factor for SEO but each page's meta description should be unique and compelling to get a searcher to visit the site
- *Meta keywords* - no longer used and should be removed
- *Keyword research & analysis* - detailed and ongoing to find relevant search terms (including user intent through latent semantic indexing); **see also Site architecture, Content Management, Competitor Analysis**
- *Optimize existing content* - including, but not limited to, H1, H2, H3 tags (headings, sub-headings etc.); each page must be clearly focused on one main idea
- *Images* - optimize image size, if possible; make sure all have proper alt tags etc.
- *Domain Authority* - subjective score by Moz.com as an overall indicator as to how the Internet views the site (0-100 rating)
- *Page Authority* - score by Moz.com as to how the Internet views a particular page (0-100)
- *Structured data* - use if applicable (micro data or JSON/LD); especially valuable for local SEO, restaurants, or sites selling products
- *Internal linking* - properly structured linking between posts and pages on similar topics

### Backlinks

- *Citation Flow* - quantity of backlinks as measured by MajesticSEO (0-100 score)
- *Trust Flow* - quality of backlinks as measured by MajesticSEO (0-100 score)
- *Toxic links* - identify and disavow toxic links per Google's guidelines
- *Monitor* - broken links, anchor text
- *Backlinks* - make sure all applicable associations, organizations, schools etc. link to website; add Citations as applicable
- Use **Competitor Analysis** for other linking opportunities

## User Experience

- *Site architecture* - site should be logically organized both from a keyword and usability standpoint
- *Site errors* - 404 errors (“page not found”), incorrect 301 re-directions etc.
- *Duplicate content* - do pages have identical, or nearly identical, content?
- *Overview of HTML factors* - missing, incorrect or duplicate title tags, meta descriptions; image optimization, alt tags etc.
- *Web page speed test* - how long to first byte, complete load; analyze bottlenecks
- *Mobile* - mobile friendly? AMP enabled?
- *Secure site* - https enabled?
- *Web accessibility*: meets WCAG Level A conformance at minimum

## Citations

- *Google My Business* - make sure GMB is claimed, verified and 100% correct as to Name, Address, Phone (NAP), Proper use of Categories, Reviews etc. Setting GMB as a “brand SERP”
- *Data Aggregators* - check that site is submitted to the four main aggregators, making sure NAP is correct & uniform
- *Local directories* - is site listed in local directories?
- *Reviews* - are client reviews available? Suggestions for getting reviews

## Social Media

- Integration with social media
- Is content shareable?
- Help with content ideas (sites, services etc.)

## Content Management

- *XML sitemaps* - submitted to Google Analytics?
- *Email marketing* - strategize campaigns
- *Content marketing* - formulate strategy, suggestions for finding trends, content topics

## Competitor Analysis

- Analysis of competitor keywords, backlinks & marketing campaigns if applicable
- Finding other competitors for analysis

## INVESTMENT:

- *Initial audit, report & recommendations*: **\$0.00**
  - *Implementation of recommendations*: **Negotiable**
  - *Ongoing monthly analysis, reports (9 month commitment)*: **Negotiable**