

14/10/2022

Technical Site Audit

##Client Website

##Client logo

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This document runs through a “Site Health Checklist”, and identifies the key on-site issues for Client Website. It also suggests solutions to these problems, and methods to improve on-site relevance towards search engine algorithms.

Site Health Checklist for SEO

Page Titles, Headings and Metadata

Checkpoint	Pass/Fail?	Comments	Actions
Does ##Client Website have unique page titles for the majority of pages?	Pass	Unique page titles offer one of the most effective means to classify a page, and are highly weighted across the major search engines.	N/A
Are ##Client Website page titles sufficiently keyword focused?	Partial	Whilst page titles are contextual and descriptive, Matt Raynes’s keyword research and mapping process will identify improvements that will aid in increasing search engine rankings and traffic.	Matt Raynes to review page titles based on keyword research and provide updated page titles.
Are headings presented using relevant heading tags (<h1>, <h2>, <h3>).	Fail	Correctly coded headings help break up and theme significant areas of content, and help search engine algorithms determine relevance.	Matt Raynes to review headings on all pages. Minimal header tags used throughout, h1s are effective but no complementary tags to enforce page targets.
Does the heading structure make use of commonly searched-for keywords?	Fail	Whilst stuffing titles with keywords is not recommended, it is nonetheless optimal to incorporate common search terms into page headings.	Matt Raynes to review heading tags based on keyword research and provide updates where necessary. H1s are headers but lack supportive content and lower value headers.
Unique Meta “Description” data?	Fail	Meta Descriptions are useful for converting Search Engine users into customers.	Matt Raynes to provide meta-descriptions across all pages.

URL Checkpoints

Checkpoint	Pass/Fail?	Comments	Actions
Do broken links return a 404 code?	Pass	It is SEO best-practice to ensure that server headers output a 404 "not found" code.	N/A
302 redirects	Fail	302 redirects are not Google crawlers friendly and block flow of page authority to other pages internally and also remove benefit of authority passed from the externally linking domains.	Matt Raynes to review 302s currently redirecting URLs
URL canonicalisation with WWW vs. non-WWW?	Pass	All non-WWW URLs should redirect to their WWW counterpart. This will prevent the indexation of pages through two separate URLs. It will also prevent content being tagged by a search engine as "duplicate" (in which case content filters may be applied).	N/A
URL canonicalisation with and without trailing slashes?	Pass	URLs with and without trailing slashes are still treated as different URLs. It's important to redirect the URL with a trailing slash in instances such as these.	N/A
URL canonicalisation with variations of directory "/" and "/index.aspx" etc.?	Fail	URLs can resolve as: Search Engines can automatically recognise and filter such differences but there is the possibility of a dilution of authority between pages.	The index version is present on home page. Redirect this to correct version.
http:// and https:// versions of ##Client Website getting indexed?	Fail	Search engines can consider http:// and https:// as different websites, and both versions can be indexed, which wastes server resources and can create duplicate content issues.	https page versions are present and duping existing non-http versions.

Site Structure Checkpoints

Checkpoint	Pass/Fail?	Comments	Actions
HTML Sitemap?	Fail	HTML Sitemaps can improve crawl rates and the speed at which a website can be indexed by the search engines.	Matt Raynes to supply HTML sitemap for ##Client Website
XML Sitemap?	Pass	XML Sitemaps can improve crawl rates and the speed at which a website can be indexed by the search engines, and can help prevent canonicalisation issues.	N/A
Robots.txt	Pass	Robots.txt file on a website helps search engine crawlers to identify specified files or directories which aren't to be crawled.	N/A
Consistent use of ALT text for images?	Pass	ALT text is the alternative text defined in code for an image, and using this for all images helps with usability and theming by search engine algorithms.	N/A
Consistent navigation structure?	Partial	Inconsistent navigation can be confusing to users, and makes it more difficult for page segmentation algorithms to distinguish between navigational and content-based elements.	Navigation is all TLD with no hub focused areas. Matt Raynes to supply new site structure.
Does ##Client Website use breadcrumb navigation?	Fail	Breadcrumb navigation is a line of text and links that defines a page's location in the site hierarchy. This is a strong usability asset, and also has an SEO benefit by communicating this hierarchy to search engines via anchor text.	N/A

Page speed	Fail	Page load times are important to Google from the user experience point. Extremely slow page load times can cause indexation issues and Google crawlers may abandon the page.	Matt Raynes to review and fix all page load issues.
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Content Checkpoints

Checkpoint	Pass/Fail?	Comments	Actions
Content is HTML-based?	Pass	Content delivered via images, flash and even JavaScript rollovers present indexing problems to search engines.	N/A
Are common search terms incorporated into the main content?	Partial	It is important to include keywords mentioned in page titles and headings into the main content, but this can be done moderately with an emphasis on readability.	Content is present and crawlable across all pages. Matt Raynes to advise on best solutions to improve content ratios and relevancy.
In-content Website links are HTML-based and contextual?	Fail	Cross-linking between pages will improve a search engine's ability to crawl and index your page. Cross-linking will also distribute relevance between pages.	Lack of content across the blog and limited page numbers mean internal linking is not prevalent and being used appropriately.
No duplicate content across pages?	Pass	Duplicate content can result in pages being filtered from a search engine's index. No mirror sites have been discovered but social and directory sites have been discovered that duplicate areas of the website.	Pages are unique however the above page duplication issues will need addressing to ensure no duplicated content areas are being picked-up and causing detriment to website performance.