



SEO Site Audit Guide

1. Site Checklist (Google Doc)

Every client has a tab called 'Site Audit' in their client doc (clientdomain.com).

Please use that Google Drive Doc as Checklist.

All results and info need to be posted into the Google Doc of the client site or into a new tab for the site.

Please add as much helpful information as possible since the client will receive the information to review and improve if needed.

- A. If you have access to the site, try to fix the errors you find.
- B. **IMPORTANT:** if you make any changes to the site **ALWAYS** test if the site is still displaying and running the way it is supposed to. If not revert the changes just made!!!
- C. If this task list is missing any info or if there is an easier way to test for certain results, please update this document

2. Checking if all tools are installed on site:

Google Analytics

Google Webmaster

Google Authorship

Contributor Link to G+ Account

Bing Webmaster

CTM Code Installed

- A. Check Source Code of page for each of these.
- B. Sometimes Webmaster Tools is verified via Google Analytics and/or Google Tag Manager. Check Google Account / Tag Manager Account.
- C. Use <http://www.google.com/webmasters/tools/richsnippets> to check for Google Authorship and Contributor Link.

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3. Site Load Speed

Use webpagetest.org to do a SiteLoad Speed Test

- A. get the Ranking (top right A to F grades)
- B. copy and paste all detail info for each grade lower than A (i.e. all JPG URLs that need better compression, etc..)

4. Site coding and Errors / Sitemap

Use Webmaster Tools, W3c Validator (<http://validator.w3.org>) and Tools like Xenu (<http://home.snafu.de/tilman/xenulink.html>) and Linkchecker (<http://wummel.github.io/linkchecker/>) to check for coding errors, broken links and other errors.

- A. Xenu gives a full report HTML file it should be saved and upload or the content should be copied and pasted into the Google Doc
- B. All coding errors need to be copied and pasted into the Google doc of the site
- C. check if HTML and XML sitemap exist and are complete
- D. check if a robots.txt file exists and if configured correctly, same goes for robots meta tag (webmaster tools can be used for this)

5. Malware Check

Do a simple malware check on sitecheck.sucuri.net

- A. write down the errors if any in the Google Doc

6. Duplicate content, Thin Content, H1s and Meta Tags

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Checking a site for duplicate content involves several steps and can be different from site to site due to the content.

- A. Duplicate and missing meta and title tags can be found easily with Xenu by sorting the pages after title or meta tag.
- B. Often Duplicate content exists due to bad Url structuring and permalinks, (i.e. domain.com/page1 and domain.com/page1/ are both reachable but have the same content. domain.com/page1 should redirect to domain.com/page1/
- C. check url structer for permalinks (pretty urls) and if site is reachable via www. and without www. - one should always redirect to the other, so there is no duplicate content.
- D. dc. Thin content pages can best be found by just going through the site manually and get urls of all pages that have almost no content.
- E. H1 duplicate and missing are checked manually (if you have any tool please use it, could not find and so far)
- F. Indexed vs actual content - Webmaster Tools gives a number of indexed pages, please check that number and check the number of th pages that actually exist on the page (use XENU, LinkChecker or any other tool that helps)

7. Citation and certain pages

This needs to be done manually

- A. check if footer has the full address and contact details on every page (citation)
- B. check if contact page has the full address and contact details plus a Google Maps map
- C. check if privacy policy and terms exist
- D. check if Marketing Assurance Program (MAP) is installed (or domain installed on MAP) and if Google API is working

8. Install hcard

Hcard is basically the contact information added to your website in a very perticular code format. Check the site's main page and contact page if an hcard is installed. (simply search for vcard in the source).

If there's no hcard you would need to add this at least to the contact page of each website.

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To create a hcard just go to: <http://microformats.org/code/hcard/creator>

Once you have the code make sure to remove the reference to the tool: '`<p style="font-size:smaller;">This hCard created with the hCard creator.</p>`'

Then use that code and add it to the contact page of the site. You might have to adjust the CSS as well to make it look pretty.

For more information on hcard and how to use it you can checkout:

<http://microformats.org/wiki/hcard-authoring>

<http://microformats.org/wiki/hcard>

<http://en.wikipedia.org/wiki/HCard>

9. Create a Spyderfix report

Go to <http://12w.spyderfix.com/> (user: chris / pass: password) and enter the site information. Then create the spyderfix report of the site which can take up to 4 minutes.

It runs a site code check and an optimization review based on keywords and citations.

Download the report and upload it to enfusen.com/site-audits/CLIENTSITE.COM/spyder.htm

Give that url to the client in the google doc so it can be reviewed.

10. Checking for Spam Comments

For a Wordpress site this can be done using Akismet. Make sure this is activated and has a valid API key. You can use the key from [Enfusen.com](http://enfusen.com); one key works for multiple sites.

If the client does not have a Wordpress site comments must be reviewed manually. If spam comments are found copy and paste them into the Google doc for the client to remove.

Fixing common server issues

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A couple of the things that are tested can only be fixed by making changes to the server. Here is a list with info on how to fix them.

1. Progressive compression on JPGs

This is a method that displays the images quicker to the user. JPGs will be compressed in multiple instances. The JPGs need to be resaved with the option 'progressive' turned on. This will ensure a better loading time and user experience.

This can be done with Photoshop, ImageReady or a free imagetool like IrfanView.

2. Changing compression of JPG files to be better

JPGs need to be compressed better. The more compressed a JPG is, the better the loading time. However the quality of the image will be reduced. The compression range goes from 0 to 100 (100 being no compression) A value of 50 is often enough to have a really good compression and still a good quality for the web.

This will increase loading time of the site. It can be done with Photoshop, ImageReady or a free imagetool like IrfanView.

3. Leverage browser caching

This is a way to cache files better and therefore increase loading time. It needs to be turned on by editing the server configuration.

More info can be found on:

<https://developers.google.com/speed/docs/best-practices/caching>

<http://fortheloveofseo.com/blog/performance/leverage-browser-caching-how-to-add-expires-headers/>

<http://www.feedthebot.com/pagespeed/leverage-browser-caching.html>

Applying the changes only takes a few minutes.

4. Turn on GZIP compression

GZIP compression is a way to compress files by the server before they are being sent to the user to be displayed in their browser. This will increase loading time of all websites on the server a lot.

More information on GZIP compression and how to enable it can be found at:

<https://developers.google.com/speed/articles/gzip>

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<http://betterexplained.com/articles/how-to-optimize-your-site-with-gzip-compression/>

<http://gtmetrix.com/enable-gzip-compression.html>

5. Enable Keep Alive

Keep Alive is an option that should be turned on in your apache (server) config to increase pages speed. It basically allows a visitor to grab more than just one file at a time. Therefore loading speed increases a lot.

It can be set in an htaccess file but should be turned on in the httpd config for the whole server.

More information on Keep Alive and how to enable it can be found at:

<http://www.feedthebot.com/pagespeed/keep-alive.html>

<http://www.smartsoftwarebits.com/qaa/46-misc/85-howto-set-keepalive-in-apache-httpd>

6. First Byte Time

The First Byte Time of a website is the time a connection needs until the first set of data is actually being sent to the user. So this includes the from redirects to the time that the server needs to gather the data of the request and prepare it to send to the user.

This relies a lot on your DNS settings and your server's filesystem.

Make sure your server is running the latest kernel and filesystem. Also make sure to checkout the redirection from the www. version of your site to the version without www of your site.

It should be below 1 sec. If it is above 1-2 sec. this needs some looking into the server setup.

In general, time to first byte is dependent on:

DNS Lookup: Definition: Find the IP address of the domain Improve: more numerous/distributed/responsive DNS servers

Connection time: Definition: Open a socket to the server, negotiate the connection Improve: typical value should be around 'ping' time - a round trip is usually necessary

Waiting: Definition: initial processing required before first byte can be sent Improve: This is where your improvement should be - it will be most significant for dynamic content.

An additional consideration comes from:

Processing (after first byte): Definition: Sum of waiting + complete transfer of content Improve: if the transfer time is significantly longer than what would be expected to download the quantity of data

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received, further processing is occurring, and may be optimized (e.g. the page is flushing content as it is available)

For Wordpress sites (and other database driven sites) it often helps a lot to use an onsite cache. For wordpress we suggest 'Wordpress Tiniest Super Cache'.

An onsite cache basically helps to cut down server access by creating a cached HTML version of the site only. Database requests are no longer needed and therefore the first byte time is being reduced.

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