



# How to run an easy SEO Audit

# Quick Overview

- **SEO Audit ?**
- **How To Run it (in 4 categories)**
  - **Technical**
  - **Keywords**
  - **Content**
  - **Links**

# Speaker Presentation



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- Affiliation
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# Company Presentation



## UniK SEO

Created in 2016  
based in PT & UK

## Full Service SEO Agency

- Mainstream  
(Tourism, Travel, Restaurant, Medical, e-Commerce, Finance, Health, etc.)
- iGaming
- Crypto
- Adult
- Google Certified Agency
  - Shopping
  - Mobile
  - Search



# What is an SEO Audit?

*“An **SEO Audit** is the analysis of your website based on factors that are important to the **search engines** in terms of organic search results.*

*It dives into the **technical** infrastructure, **on-page** and **off-page** elements to in order to determine issues, opportunities, and recommended fixes.”*



# What is an SEO Audit?



# 1) Technical

*“**Technical SEO** refers to the process of optimizing your website for the **crawling** and **indexing** phase.*

*With technical SEO, you can help search engines access, crawl, understand and index your website without any problems.”*

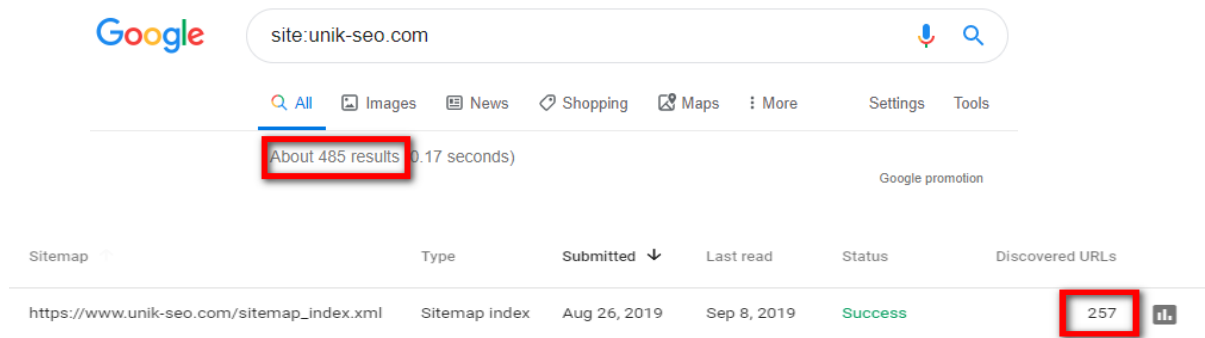


# 1) Technical

## Website Indexability

### Check how Google is indexing your website

- Robots.txt
- Sitemap Vs. "site:rootdomain.com"



The screenshot shows a Google search for 'site:unik-seo.com'. The search bar contains the query, and the results show 'About 485 results (0.17 seconds)'. Below the search bar, there are navigation links for 'All', 'Images', 'News', 'Shopping', 'Maps', 'More', 'Settings', and 'Tools'. A table of sitemaps is displayed below the search results, with the following columns: Sitemap, Type, Submitted, Last read, Status, and Discovered URLs. The table contains one entry for 'https://www.unik-seo.com/sitemap\_index.xml' with a status of 'Success' and 257 discovered URLs.

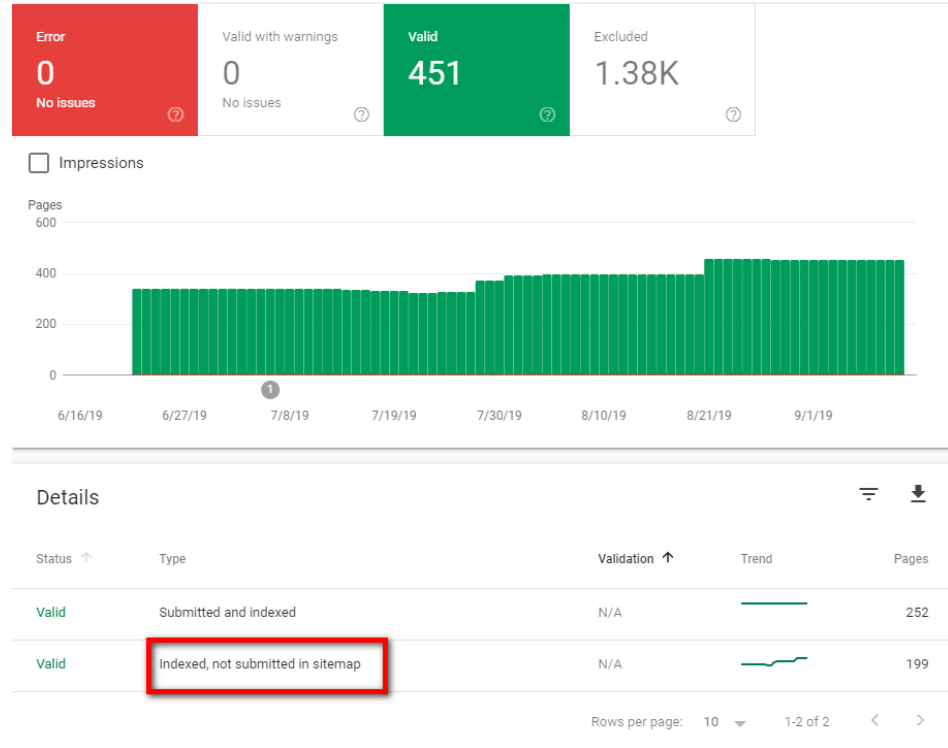
Sitemap	Type	Submitted	Last read	Status	Discovered URLs
<a href="https://www.unik-seo.com/sitemap_index.xml">https://www.unik-seo.com/sitemap_index.xml</a>	Sitemap index	Aug 26, 2019	Sep 8, 2019	Success	257



# 1) Technical

## Website Indexability



### Check why !



# 1) Technical

## Website Indexability

## Fix it

Examples <sup>?</sup>	 
URL	↓ Last crawled
<a href="https://dev.unik-seo.com/">https://dev.unik-seo.com/</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/pt/contactos/">https://dev.unik-seo.com/pt/contactos/</a>	Sep 9, 2019
<a href="https://www.unik-seo.com/wp-content/uploads/2019/03/Link-Building-Strategies.pdf">https://www.unik-seo.com/wp-content/uploads/2019/03/Link-Building-Strategies.pdf</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/fr/contacts/">https://dev.unik-seo.com/fr/contacts/</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/pt/novo-2/">https://dev.unik-seo.com/pt/novo-2/</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/boabao/">https://dev.unik-seo.com/boabao/</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/pt/recuperacao-penalizacao-google/">https://dev.unik-seo.com/pt/recuperacao-penalizacao-google/</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/pt/online-curriculo/">https://dev.unik-seo.com/pt/online-curriculo/</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/google-penalty-recovery/">https://dev.unik-seo.com/google-penalty-recovery/</a>	Sep 9, 2019
<a href="https://dev.unik-seo.com/dental-seo/">https://dev.unik-seo.com/dental-seo/</a>	Sep 9, 2019

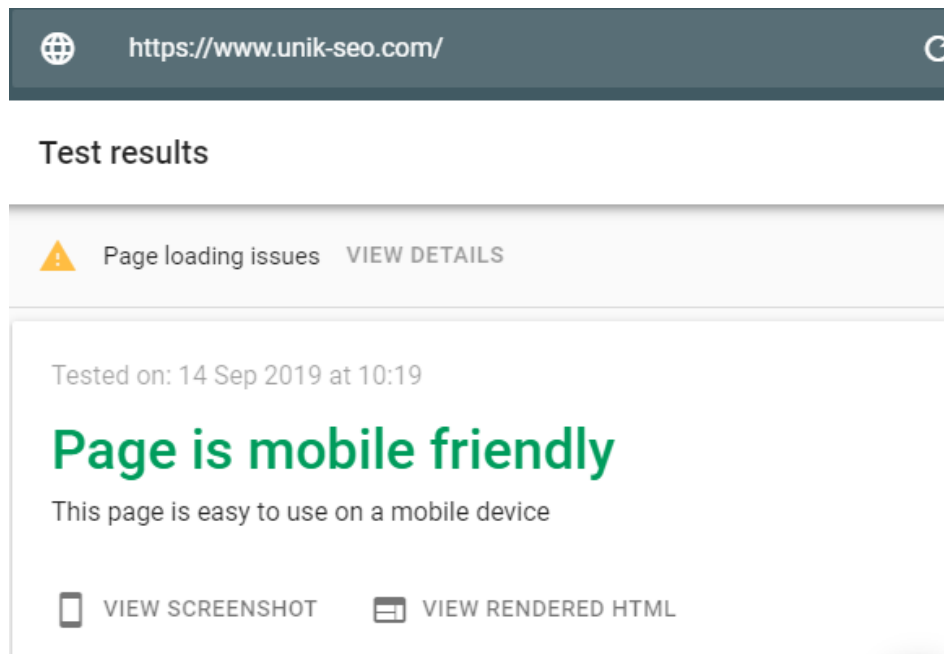


# 1) Technical

## Mobile friendliness

## Easy to Test

- Google Mobile-Friendly Test



The screenshot shows the Google Mobile-Friendly Test interface. At the top, the URL <https://www.unik-seo.com/> is displayed in a dark browser bar. Below this, the heading "Test results" is visible. A warning icon (a yellow triangle with an exclamation mark) is followed by the text "Page loading issues" and a link "VIEW DETAILS". The main result area is a white box with a light border. It contains the text "Tested on: 14 Sep 2019 at 10:19" followed by the large green heading "Page is mobile friendly". Below this, it says "This page is easy to use on a mobile device". At the bottom of the white box, there are two links: "VIEW SCREENSHOT" with a mobile phone icon and "VIEW RENDERED HTML" with a document icon.



# 1) Technical

## SSL Certificate (HTTPS)

## Easy to Test


- SSL Shopper (<https://www.sslshopper.com>)
- SSL Labs (<https://www.ssllabs.com>)
- ImmuniWeb (<https://www.immuniweb.com>)
- DigiCert (<https://www.digicert.com>)

### Summary of unik-seo.com:443 (HTTPS) SSL Security Test

unik-seo.com was tested 1 time during the last 12 months.

Your final score



Date/Time: Today, 11:26 CEST  
Source IP: 209.58.128.115:443   
Type: HTTPS



Refresh test



Download report

# 1) Technical

## SSL Certificate (HTTPS)

## Reminder

- HTTP & HTTPS are 2 similar versions of your website
- Same goes for WWW

`http://yoursite.com`

`https://yoursite.com`

`http://www.yoursite.com`

`https://www.yoursite.com`



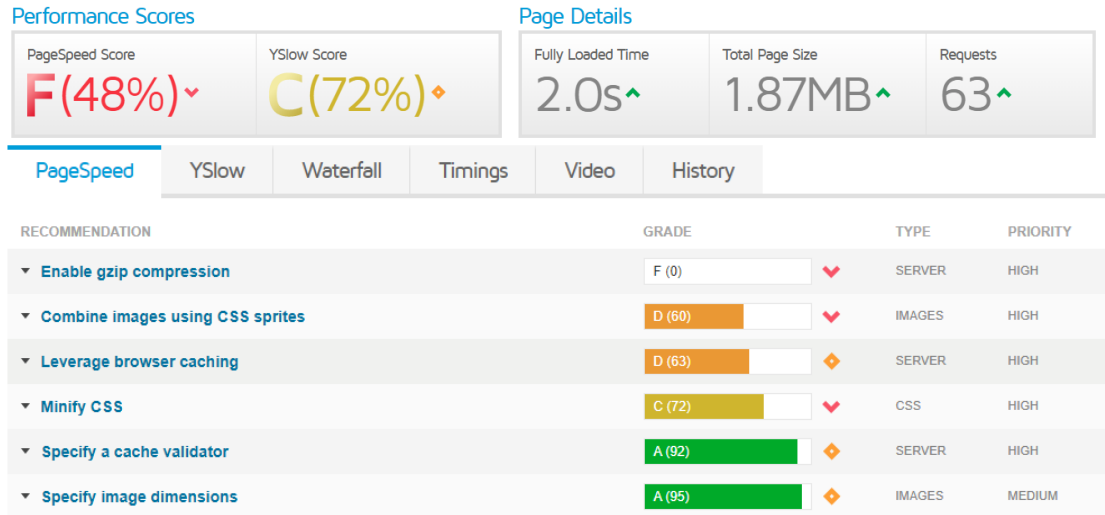
`https://yoursite.com`

# 1) Technical

## Loading speed

## Confirmed Ranking Factor

- Google PageSpeed Insights
- GTMetricx (<https://gtmetrix.com>)
- WebPageTest (<https://www.webpagetest.org/>)



Test multiple pages (not just the home page)



# 1) Technical

## Loading speed

### Some improvements

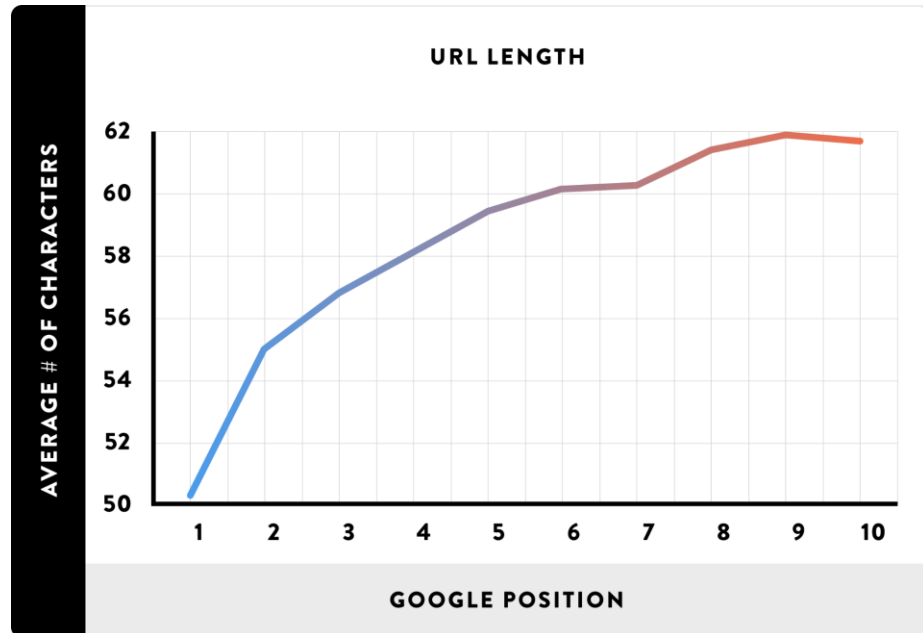
- Use a CDN (Cloudflare gives you 1 domain for free)
- Use Browser caching
- Minify JS & CSS
- Use lazy loading (especially if infinite scrolling)
- Implement pre-rendering (for JS dynamic content)
- Optimize images (vector, compress, scaled, metadata)
- Avoid redirection chains (301 redirects)

# 1) Technical

## URL Length

## Improve

Existing correlation (not causality) between URL length and rankings. The Shorter, the Better!





# 1) Technical

## Multilingual websites

### HREFLANG Tags

- Helps Search Engine figure out the different versions/languages of your website
- Helps Search Engine presenting the right page to its users
- Can add a “x-default”
- Not the same as canonical

```
<link rel="alternate" hreflang="en" href="https://www.unik-seo.com/adult-seo/" />  
<link rel="alternate" hreflang="pt" href="https://www.unik-seo.com/pt/seo-adulto/" />  
<link rel="alternate" hreflang="fr" href="https://www.unik-seo.com/fr/referencement-adulte/" />  
<link rel="alternate" hreflang="es" href="https://www.unik-seo.com/es/adult-seo/" />
```



# 1) Technical



## Summary & take out

- Helps your site get found & indexed
- Save & optimize your “crawl budget”
- Helps to rank higher
- Makes the rest of the audit easier
- Is the base for an healthy website

## Free SEO Audit / Crawling Tools

NEILPATEL

Screeamingfrog

 SEOptimer

 woorank

## 2) Keywords

*“Your **SEO keywords** are the keywords and phrases in your web content that make it possible for people to **find your site** via search engines.”*

## 2) Keywords

# Research

## How to

- Use your head / common sense as how users would look for your products or services
- Free KW Discovery Tools : Ubersuggest, AnswerThePublic, Google KW Planner
- Check your competition
- How, Why, What, Where, Who, When
- Long Tail and Premium
- Focus on user intend



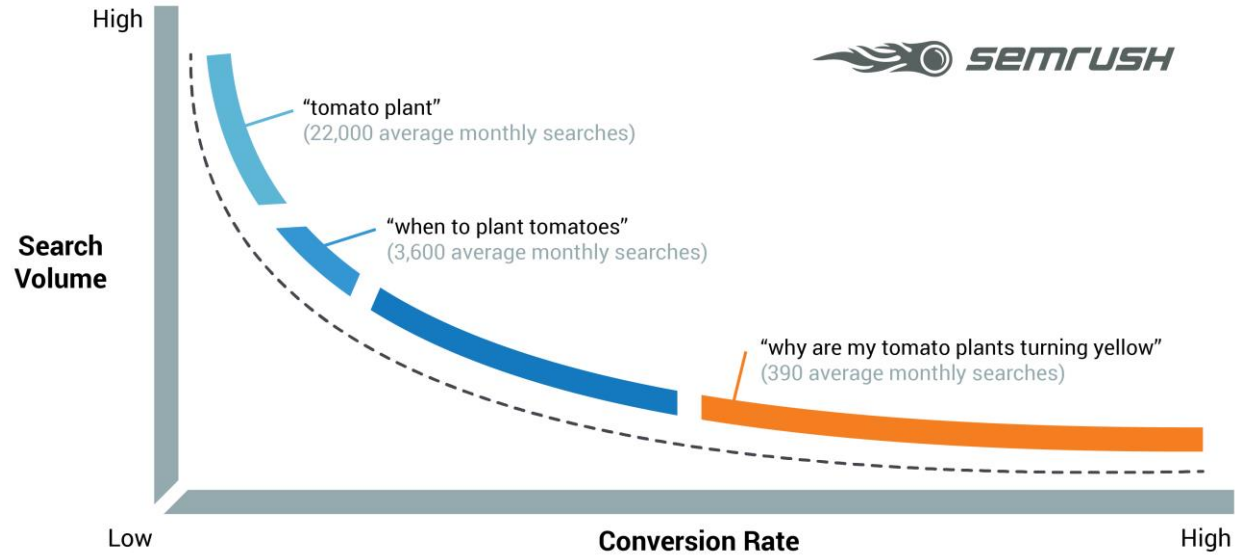
Don't forget new format such as Voice



## 2) Keywords

Decide

Remember...



## 2) Keywords

# Optimize

## Where

- Meta Data
- Titles & sub-titles
- ALT text images & videos
- Internal linking anchor text
- Editorial Content
- URLs
- Create pages answering the questions of your users

## 2) Keywords



## Summary & take out

- Research is Key
- Know your audience
- Do your On-Page
- Think about new format

# 3) Content

*“**Content SEO** refers to creating content that helps your web pages to rank high in the search engines.*

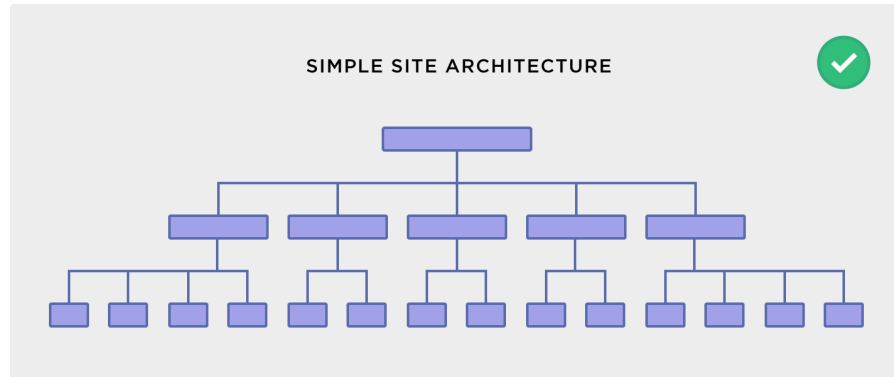
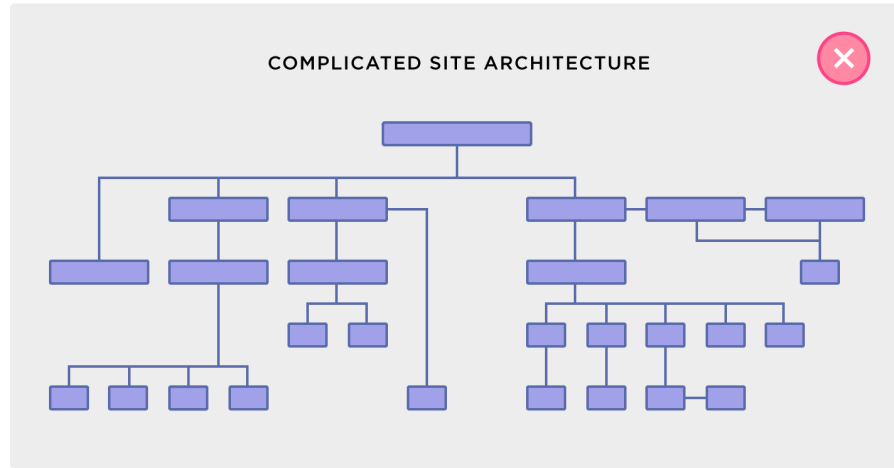
*Content SEO is important because search engines, read your website, so the words you use on it determine whether or not you will rank in their results pages.”*



# 3) Content

## Website architecture

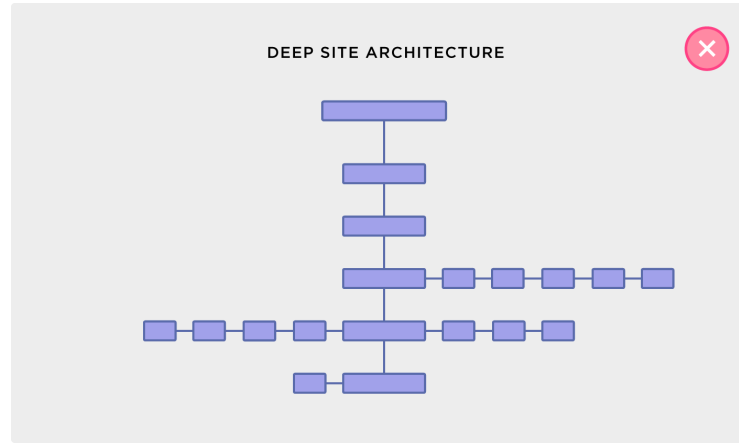
### Organized



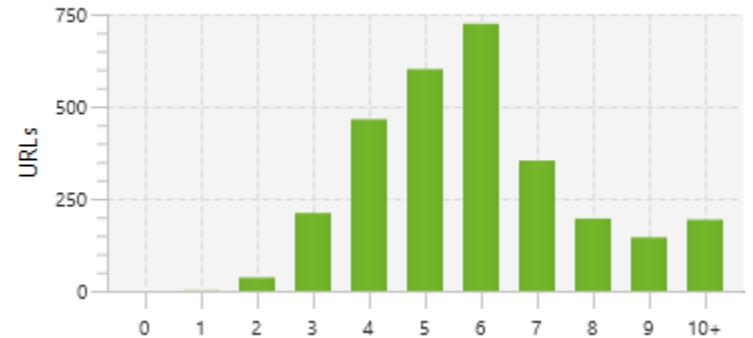
# 3) Content

## Website architecture

# Depth



Crawl Depth



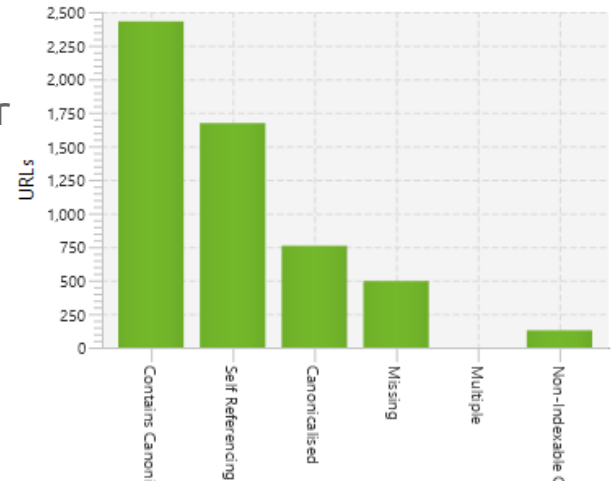
# 3) Content

## Duplicated content

### Canonicals

```
<link rel="canonical" href="https://www.unik-seo.com/" />
```

- Avoid duplicated content
- Helps search engines understand which pages to index and rank
- Use Crawler to find potential errors
- Check code source
- Implement on all your website pages



# 3) Content

## Paginated content

### What to do

- “Nothing” (Google says)
- rel=“prev” & rel=“next” are no longer supported
- No need to add in the sitemap
- No need to take them out
- Each page should be self canonicalized



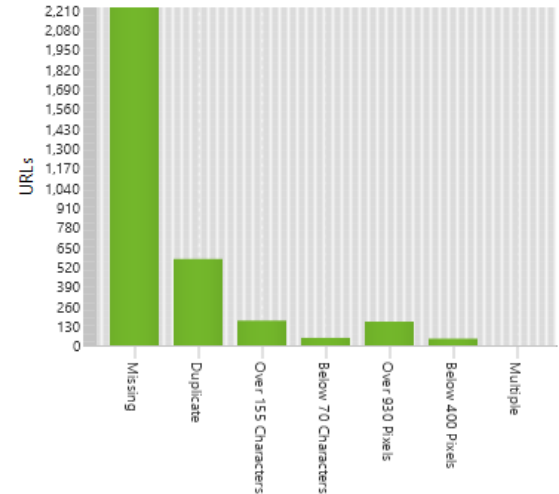
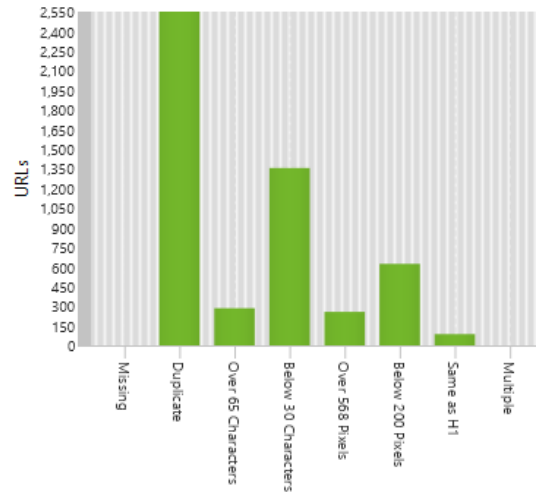
- Don't canonicalize everything to the page 1
- Don't “noindex” any paginated content

# 3) Content

## Meta Data

### Uniqueness

- Write unique Title & Description for every page
- Make them KW rich (based on KW research)
- Keep them short
- CTR focused
- Identify duplicate, missing, too long/short

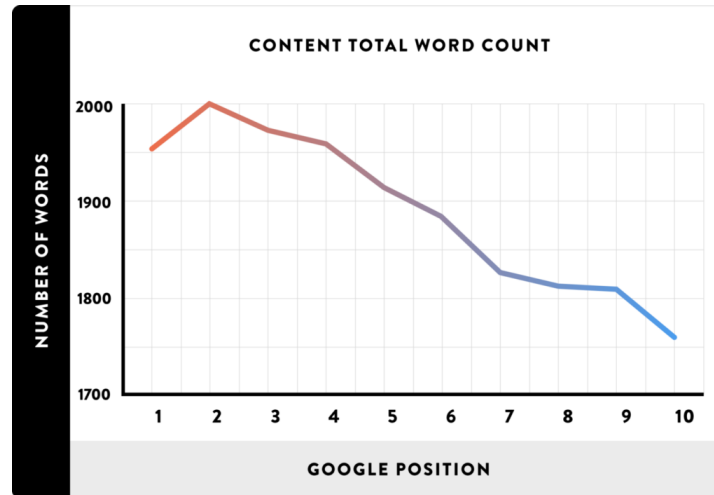


# 3) Content

## Contextual & Copywriting

### How to

- Original ideas
- Unique content / design
- Long content (correlation with rankings)
- SEO optimized (KW, sub-header, internal linking, etc.)
- Lots of visuals & videos

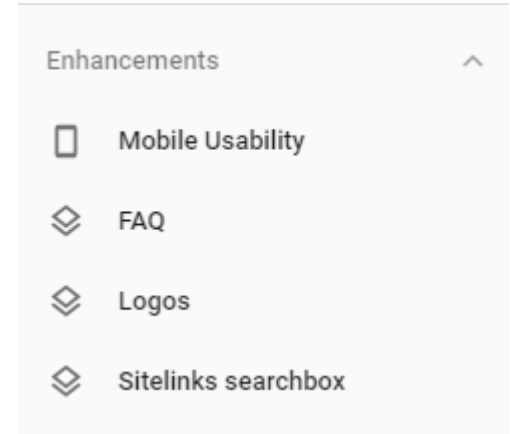
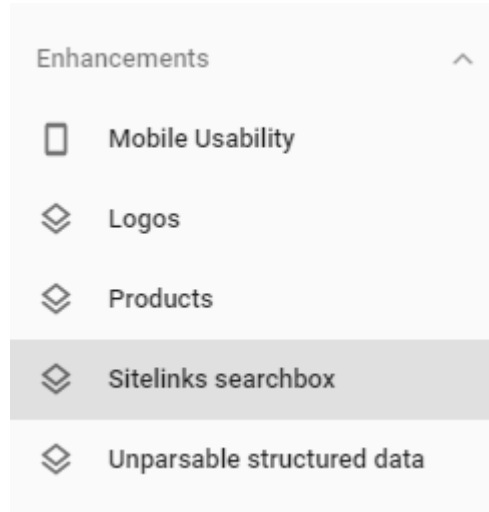


# 3) Content

## Structured Data

### Check

- Google Search Console



# 3) Content

## Structured Data

### Improve

- Implement the basics
- Create Content for existing (**new**) markup
  - FAQ
  - HowTo
  - Q&A
- Always validate your code
- Check URL from competition to understand what are they already doing (or not)



# 3) Content

## Structured Data

- Get featured

**PEOPLE ALSO ASK**

What is the best dating site for serious relationships? ▾

Which dating sites actually work? ▾

Which dating site has the best results? ▾

Is it worth paying for match? ▾

*Feedback*

# Results

 <https://www.toptenreviews.com> › ... 

## Best Dating Sites and Apps 2019 | Top Ten Reviews

We've tested and ranked more than a dozen dating sites and



apps to help you find your perfect match.



Not appearing for adult content websites



# 3) Content



## Summary & take out

- Focus in specific keywords for each page
- Find duplicated content
- Create unique content
- Optimize content for easy reading & SEO
- Internal linking & structure are important
- Consider Structured Data

## 4) Links

*“**Internal links** are links that go from one page on a domain to a different page on the same domain. They are commonly used in main navigation.”*

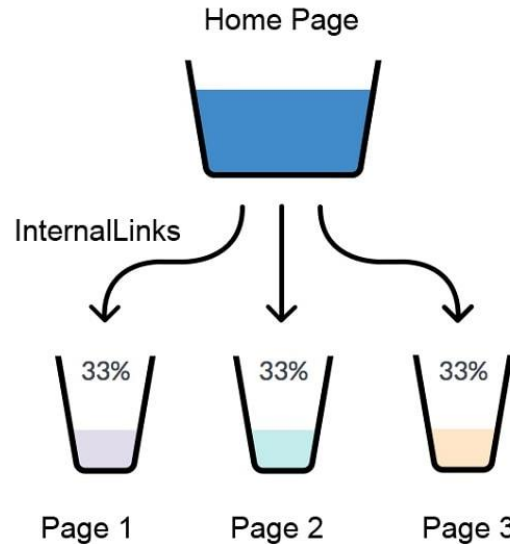
*“**Backlinks** are incoming links to a webpage. When a webpage links to any other page.”*

# 4) Links

## Internal

### Important

- Passing Link Juice / PageRank
- Not Penalizing



 Sitebulb

# 4) Links

## Check URL Errors & Broken Links

### Use Webmaster Tools

- Google Search Console, Yandex Webmaster, Bing Webmaster
- Crawl Website (ScreamingFrog)
- Chrome Extension (Check My Links)

Status	Type
Error	Submitted URL has crawl issue
Error	Submitted URL marked 'noindex'
Error	Submitted URL not found (404)
Error	Server error (5xx)

#### ▼ Response Codes

- All (10803) (100.00%)
- Blocked by Robots.txt (316) (2.93%)
- Blocked Resource (0) (0.00%)
- No Response (2729) (25.26%)
- Success (2xx) (3635) (33.65%)
- Redirection (3xx) (3890) (36.01%)
- Redirection (JavaScript) (0) (0.00%)
- Redirection (Meta Refresh) (0) (0.00%)
- Client Error (4xx) (84) (0.78%)
- Server Error (5xx) (149) (1.38%)

## 4) Links

# Backlinks

## Compare

- Google Search Console (to check your own)
- Use online SEO Tools
- Check your competition
- Priority to **Quality** over **Quantity**
- KPIs: DA, TF, Organic traffic, Social Share



NEILPATEL



# Summary



- Technical
- Keywords
- Content
- Links



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**Thank you!**