

**Wiser IT**  
consulting

**Example SEO Audit**

# SEO AUDIT & PROPOSAL

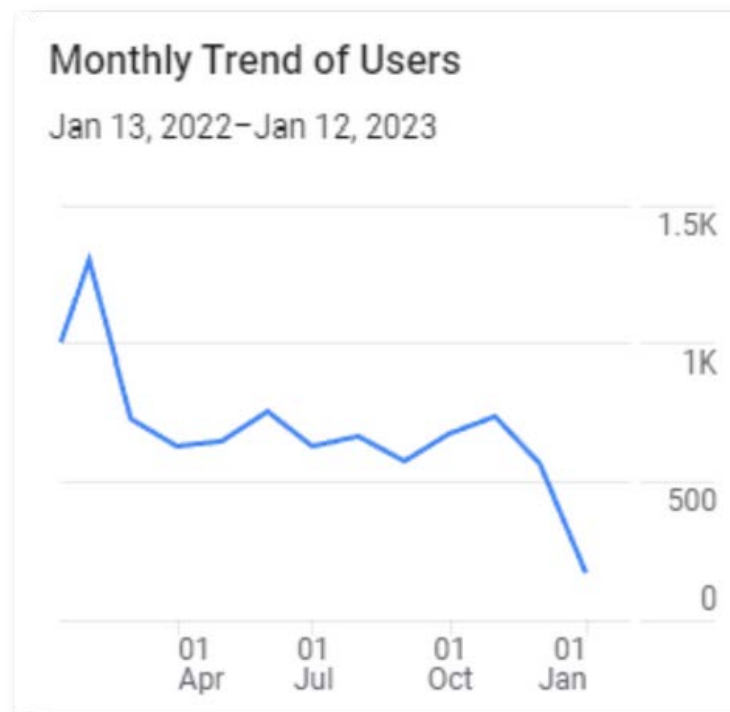
EXAMPLE-CO.COM



# SEO AUDIT

# Baseline stats

- SEO health score: 66/100
- Organic monthly traffic 750, no paid ads
- Organic Keywords 615
- Backlinks 756
- Domain Authority 21



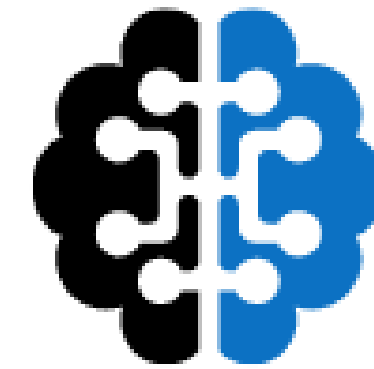
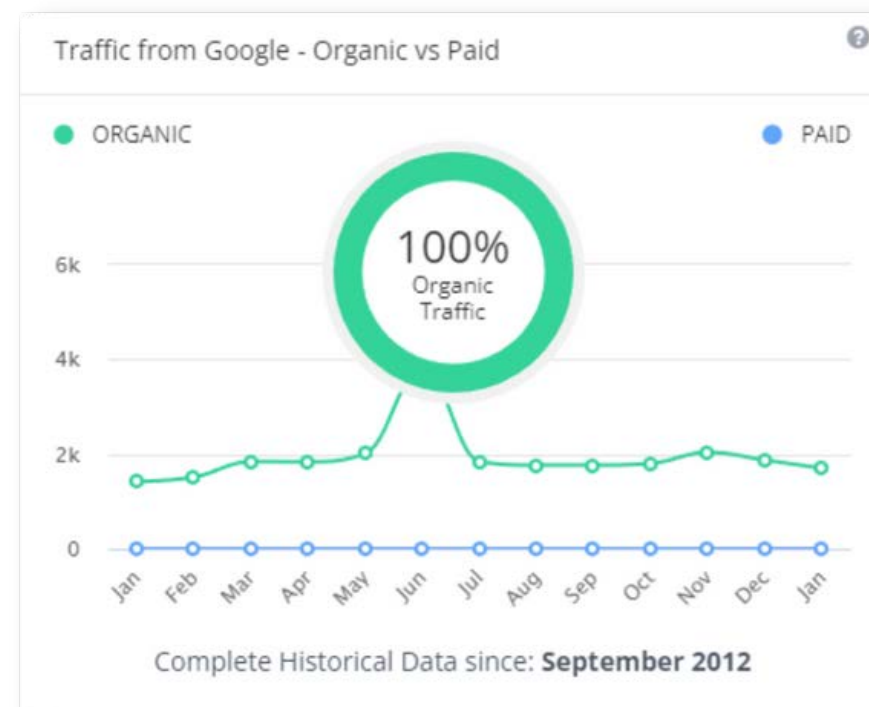
Example SEO Audit

# SEO AUDIT

# Competition

- SEO health score: 68
- Organic monthly traffic 2,583, no paid ads
- Organic Keywords 7,289
- Backlinks 19,226
- Domain Authority 38

**RIVAL  
COMPANY**



**Wiser IT**  
consulting

**Example SEO Audit**

# SEO AUDIT

## What's good

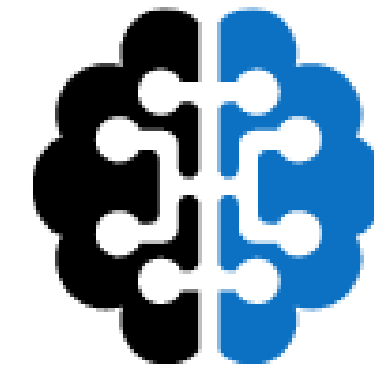
- Site is secure (SSL)
- The site is responsive/mobile friendly
- Pages in Google: 79 (but 212 not indexed)
- The domain spam score is 1% which is low
- Desktop page load time 1.4 secs LCP
- robots.txt found
- All pages have a Title tag
- No pages with a duplicate page title tag
- No pages with duplicate meta descriptions
- All Meta Descriptions are of suitable length

EXAMPLE-CO.COM



Example SEO Audit

# SEO AUDIT



**Wiser IT**  
consulting

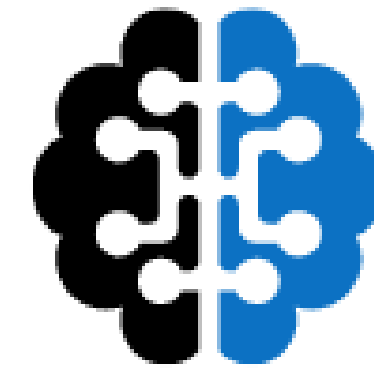
## What's Critical

Example SEO Audit

- No **XML sitemap** found
- **Keywords** for the business need to be defined & agreed
- **Home page** is not keyword optimised
- Pages in **Bing**/Yahoo: unknown but none showing, no Bing webmaster account
- 5 pages without an **H1 heading**
- 4 pages have duplicate **H1 headings**
- Unsure if **Bing** webmasters account was created & **XML sitemap** submitted
- 51 pages with **broken links** (links to 404 pages either onsite or offsite)
- 2 very **large gif images** are found on the blog
- **Google my business** listing not optimised for keywords
- No **local citations** seen online vs competition

# SEO AUDIT

## Next To Fix



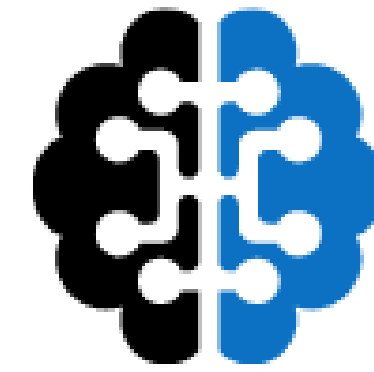
**Wiser IT**  
consulting

**Example SEO Audit**

- No pages or content optimised for main services offered (ie. keywords are wrong)
- No blog categories were used (only Blog and Uncategorized)
- Images are not optimised for primary keywords (ALT & Title tags wrong/missing)
- Limited internal linking to main service pages
- Mobile page load time ~7 secs (LCP – should ideally be 2.5secs or faster)
- 15 pages have a low word count
- 29 Titles are too short (shorter than 50 chars)
- 18 Titles are too long (longer than 60 chars)
- Tags are often not used, and not keyword friendly
- 5 pages with URL formatted poorly for SEO (longer than 60 chars)

# SEO AUDIT

# Action Plan



**Wiser IT**  
consulting

*Example SEO Audit*

**Fix the critical issues**

**Fix the less critical issues**

**Build keywords into the fabric of the website**

**Build good backlinks into the website content**

# SEO AUDIT Proposal



Example SEO Audit

CONSTANT MONITORING &  
REPORTING EXAMPLE CO.LTD

Fix the critical issues

Fix the less critical issues

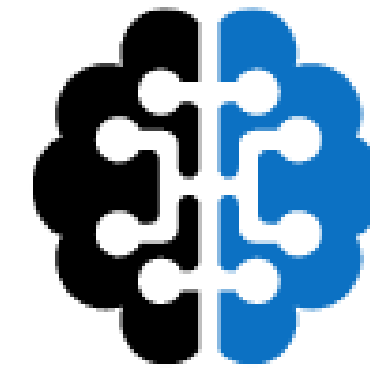
Build keywords into the fabric of the website

Build good backlinks into the website content

EXAMPLE-CO.COM



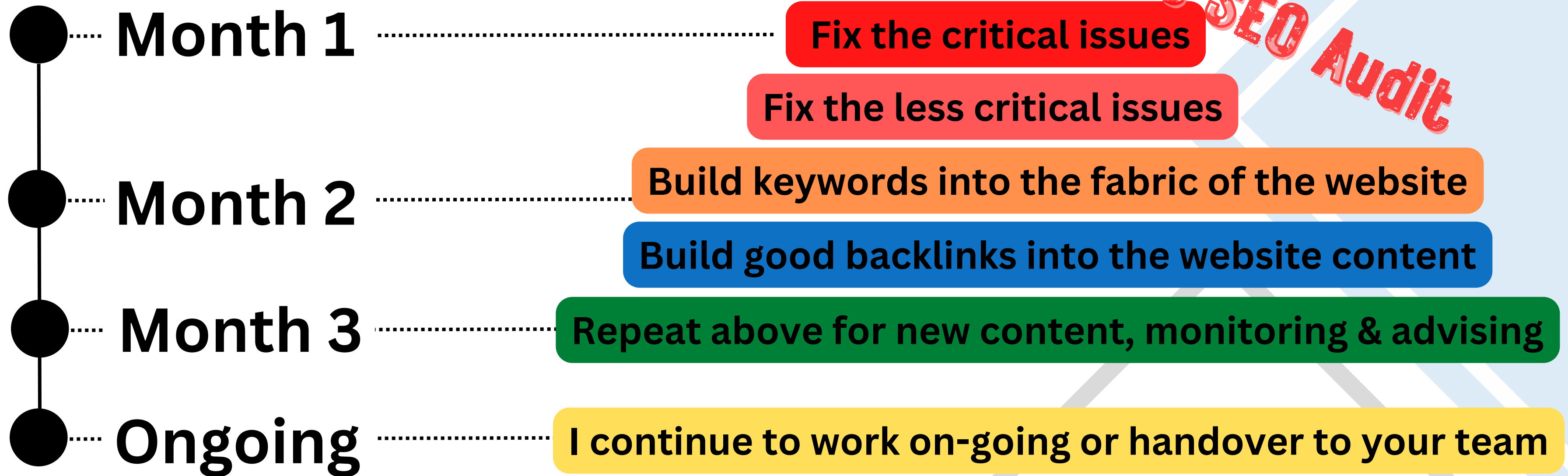
# SEO AUDIT

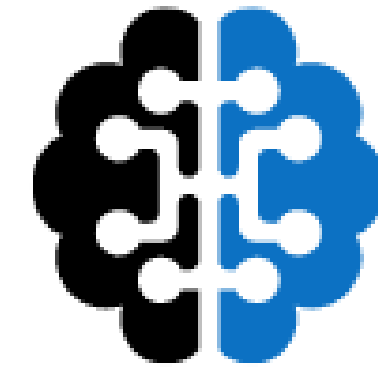


**Wiser IT**  
consulting

# Time To Deliver

*Example SEO Audit*





**Wiser IT**  
consulting

**CONTACT US TODAY**

**TO BOOK YOUR SEO AUDIT**

**WISERIT.CO.UK**