
SEO Audit for Your Website

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Digital Marketing Specialist

SEO serves many masters.

- A good specialist will answer to the needs of Google.
- A better specialist will understand and align the needs of the business.
- A great specialist will do all of this while keeping the customer at the heart of all their decision making and optimisation efforts.





1. SEO MOT

Before embarking on any analysis or optimisation it's vital you check good foundations are in place to work from.

→ **Site speed**

Check the site is working as expected and loading quickly for customers.

→ **Mobile-friendliness**

Ensure customers receive the same experience on their chosen device.

→ **Crawl errors**

Any 404 or circular 301 redirects can be quickly identified and fixed..



SSL certification

Security is paramount. You should also include a step to make sure the required certificates are in place and that your site is secure for users. .



2. SEO DSF

Additionally, before work commences, it's important to take stock of the current situation and agree what good looks like. This can be documented in a Digital Success Framework.

→ **Domain authority (DA)**

Review current DA. Compare against competitors. Identify high PA pages. Review contributing factors like backlinks and referring domains.

→ **SERPs**

Review existing ranking terms to ensure aligned to business. Review positions in search results and intent.



3. Keywords

Targeting the right keywords is an exact science. What phrases do your target customers use? Does this align with your brand language and search strategy?

→ **Ranking terms**

What do you rank for and is this aligned? Any low hanging fruit?

→ **User intent**

How are users finding your site?

→ **Long-tail keywords**

What content opportunities can be seized by serving to long-tail?



4. On-page SEO

With the basics covered and strategic direction established focus can now shift to the detailed information held within the site itself. Content and structure.

→ **META data**

What key terms are included in headers, tags, and headings?

→ **Content quality**

Does content fulfill and align with E-E-A-T principles? What's missing?

→ **IA and internal links**

Is the site structure helpful to users?



5. Off-page SEO

Other sites offer significant opportunity to increase domain authority by linking to content and referencing your brand.

→ **FLA**

What sites link in and what value do they offer? Any damaging ones?

→ **Backlink opportunities**

What links are missing from the backlink profile?

→ **Domain authority**

What is the sited DA compared to competitors and what's the target?



6. UX

User experience and SEO have never been so aligned. Finding your site in search is only half of the battle. Sites also need to meet user needs to rank long-term.

→ **Core web vitals**

Loading performance, interactivity, and visual stability all contribute to rank.

→ **Accessibility**

A priority for your target audience.

→ **Delivering results**

What sessions is your site equip to end?
What answers are offered?

Recommendations and next steps

1. Conduct an MOT. Check under the hood and do a technical audit.
2. Establish your goals...
 - a. Who do you want to target?
 - b. What's the ambition?
 - c. What do you want to rank for?
3. Audit the site for on-page and off-page optimisation opportunities.
4. Review session data to understand how users are interacting.
5. Build a prioritised plan of attack to address immediately actionable items.
6. Build a monthly schedule of SEO actions and continuous improvements
7. Build a reporting dashboard to communicate change back to the business.



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