

# Website Audit :

Is your website being held back by **hidden issues**?



# What is a “Website Audit” ?

A “**website audit**” helps determine your site health and what your site may need in order to improve search engine optimization and rankings, as well as user-friendliness and conversions.



A website audit includes *(but is not limited to)*

- Web design analysis
- Site architecture analysis
- Site accessibility
- Error reports
- Backlinks analysis
- Titles & Meta analysis
- Keyword analysis
- Content analysis & optimization
- ...and much more!

# Why do a Website Audit?

Website audits help **identify possible issues** that may be having a negative impact on your search engine rankings or site visitor experience.

On the other hand, a website audit can also help identify previously unexplored or overlooked areas where improvements can be made and possibly give your website a boost!

Overall, a website audit's main purpose is to help you determine what you can do to make your website both more **search engine friendly** AND **user-friendly**.

They benefit each other.

# Why do a Website Audit?

Ensure your site is **SEARCH ENGINE friendly**.

- Make sure search engines can find you.
- Make sure crawl bots can see and crawl relevant information
- Enhance your content so search engines know what your site is about
- Help improve your rankings and visibility

Ensure your site is **USER friendly**.

- Improve your site visitors' experience
- Make sure your site visitors find what they're looking for in a timely manner
- Increase confidence/trust in your brand and ability to cater to customers' online needs
- Help increase engagement and conversions, and lower your bounce rate



# Why do a Website Audit?

Because search engines algorithms (especially **Google**) are constantly changing and evolving.

- Discover issues you weren't even aware of
- Form a strategy for improving your site's performance and set priorities
- Don't fall victim to outdated or blackhat SEO techniques that search engines will frown upon
- Prepare and protect for Google algorithm changes
  - **Google Panda**
  - **Google Penguin**
- If you were negatively impacted, we can help you recover.



# Parts of a “Website Audit”

In the industry, the terms “Website Audit”, “SEO Audit”, “Tech SEO Audit”, etc. are often used interchangeably and the definition and function varies from company to company.

At GNP, we split a website audit into 2 parts, each with a different focus...

## The Tech Audit



## The SEO Audit



# The Tech Audit

The **tech audit** checks your website's status with search engines and if there are any serious issues with your site structure, accessibility, coding, performance, backend, etc. that might be causing crawl bot and/or user setbacks. Most of the tech audit spans elements across the entire site - performance analysis is done on a page by page basis.

The tech audit includes *(but is not limited to)*

- Site design & architecture analysis
- Site accessibility analysis
- Error reports
- Backlinks analysis
- Server analysis
- Page performance analysis (Speed, Responsivity, Etc.)
- Domain health analysis
- Etc....

# The SEO Audit

The **SEO audit** (search engine optimization) checks your on-site content, tags, images etc. to ensure you're making best use of your keywords, as well as off-site elements such as inbound links traffic and anchor text. Most of the SEO audit is done on a page-by-page basis.

The SEO audit includes *(but is not limited to)*

- Page titles analysis
- Page description analysis
- Heading tag analysis
- Page content analysis
- Image use analysis
- Content optimization options
- Inbound links
- Etc....