

Website Audit & Review for :

Website Name

Customer Name :

Customer Name



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*This report is based on the answers you gave in the questionnaire. It is designed primarily for small to medium sized **WordPress websites** with a blog. Home Page to target brand name, service pages and the blog to target service variations and geographical locations. A Contact Page to generate leads.*

For example;

Home Page : exampledecorating.com

*Service Pages : exampledecorating.com/interior-decorating/
exampledecorating.com/exterior-decorating/*

*Blog : exampledecorating.com/blog/staircase-painting-dublin/
exampledecorating.com/blog/house-exterior-painting-galway/*

Website Overview

- Why does this website exist? (i.e. what is it hoping to accomplish? what does success mean?)
- Who cares? (i.e. who are the people using and getting value from the products/services/information?)
- What motivates, inspires and interests your audience? (this is critical, because great content and great inbound marketing stems from interesting the audience, not just giving them the task that will make your business succeed)
- What's are your concerns?

Your Top 10 Pages

These are your top performing pages based on average search ranking. These are the pages we will analyse in greater detail over the coming pages.

The score is a total calculated from analysis of 5 criteria; Page Content, Design, Conversion, SEO, Social Media. Each receives a max. score of 5 for a total of 25.

Average Rank	Page URL	Score
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Starting with the lowest scores, what follows is a deep analysis of each page including a breakdown of the scores above. Your pages score in each criteria will be highlighted. Work through the pages in this order, making improvements to each critier.

(Pages that do not have any text are given a zero score because it's very difficult for them to rank in a Google Search. The page may have some positive aspects but it must have text in order for us to complete the audit correctly.)

When you have completed the process, re-score each page until every page has a score of 25.

Remember, these are not the only things that affect your search ranking. There are other players in the game. Your competition must be analysed in order the create a full picture of your online visibility. A basic review of your competition is included later in this report.

Competitor Analysis

Based on your top performing pages and keywords, what follows are your main competitors within your industries online space. This may not reflect who you believe to be your local competitors. These are your rivals for space on the **Search Engine Results Page** for your target keywords (or what we believe your target keywords should be).

For the purposes of this analysis we do not class directories (Golden Pages, Yelp) or review sites (Checkatrade). They can take up a lot of space on the results pages but in our experience these can be easily outranked by a well optimized website. Trying to analyze these sites from a competitive point of view is a waste of time.

	Home Page URL
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Recommendations

Overall Structure & Navigation

Analysis

Recommendations

Lead Generation & Contact Page

Social Media Review

Facebook

Twitter

Other

Overview & General Recommendations

We have added a draft blog post to the posts list of your website (or updated and optimized an existing post). Use this as a template for future posts.