

SEO Audits Done Right


10 Point Checklist

Bill Hartzler

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“Look for high level issues that might lead you down a
path of tell tale signs when auditing a website.”**

BILL HARTZLER

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Regularly conduct SEO audits regardless of the website's size. Audits are the first step in SEO client engagement.
- Get to know my client's goals before I start optimizing their website. This will give me a clear idea of what SEO procedures to prioritize.
- Write down specific goals before auditing my own site. Order priorities from most to least important to set up a detailed timeline.
- Utilize tools like [Google Analytics](#) to analyze data and reports. I can also use [Bing Webmaster Tools](#) to compare results.
- Run data through a set of crawlers to get more extensive information. Resources include [OnCrawl](#), [DeepCrawl](#) and [Screaming Frog](#).
- Use [Siteliner](#) to find duplicate content on my website. Duplicate content is a big no-no in SEO.
- Look for companies who copy my content with the help of [Blasty](#) and [Copyscape](#). Copyright infringement is illegal and can hinder my own site's SEO.
- Check the site's page speed and make sure every page loads fast enough for visitors. Use tools like [PageSpeed Insights](#), [GTmetrix](#) and [WebPagetest](#).
- Redirect as many internal pages to the homepage as possible. The homepage is the most important page of a website.
- Utilize heat maps like [Crazy Egg](#) or [Hotjar](#) to determine which part of a webpage has the most activity. I can strategize content and CTA buttons based on this data.