

# Essential Tools for Uncovering SEO Issues

## 10 Point Checklist

**Rebecca Berbel**

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**



**"An SEO audit doesn't just produce surface information.  
It's information that gives a more in-depth look at your  
site and what you can do to improve your SEO."**

**REBECCA BERBEL**

# 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.**

- Ensure my website gets crawled and indexed correctly. That gives it a better chance of getting ranked on Google. Include having a crawl budget in my digital marketing strategy to implement and maintain tactics to make sites appear on search results.
- Site structure is one of the top priorities in an SEO strategy. Structuring a website properly can help Google determine its most important pages.
- Spread valuable internal links on the website. Doing so will help show search engine crawlers the value of a site based on its content.
- Don't overlook the log file analysis in your SEO strategy. It is an essential part of an SEO audit. A log file analysis tells how visitors or other programs interact with a site.
- Avoid "keyword cannibalization." It's the process of having multiple pages on one topic. Doing so will eat away at the traffic when it could've been one long post that contains all the crucial information.
- Be consistent with my niche. Make sure Google doesn't get confused about my site so it can crawl my site more effectively.
- Update the XML sitemaps regularly. A good XML sitemap serves as a guide for Google to the critical pages of the website.
- Take advantage of the tools made available by Google. Reco - Search Console
- Be particular about my page speed. A slow loading site can increase bounce rates. Check whether there are large images that take forever to load.
- Subscribe to Oncrawl's one-month free trial for Marketing Speak listeners. Send their support team an email to qualify for the offer.