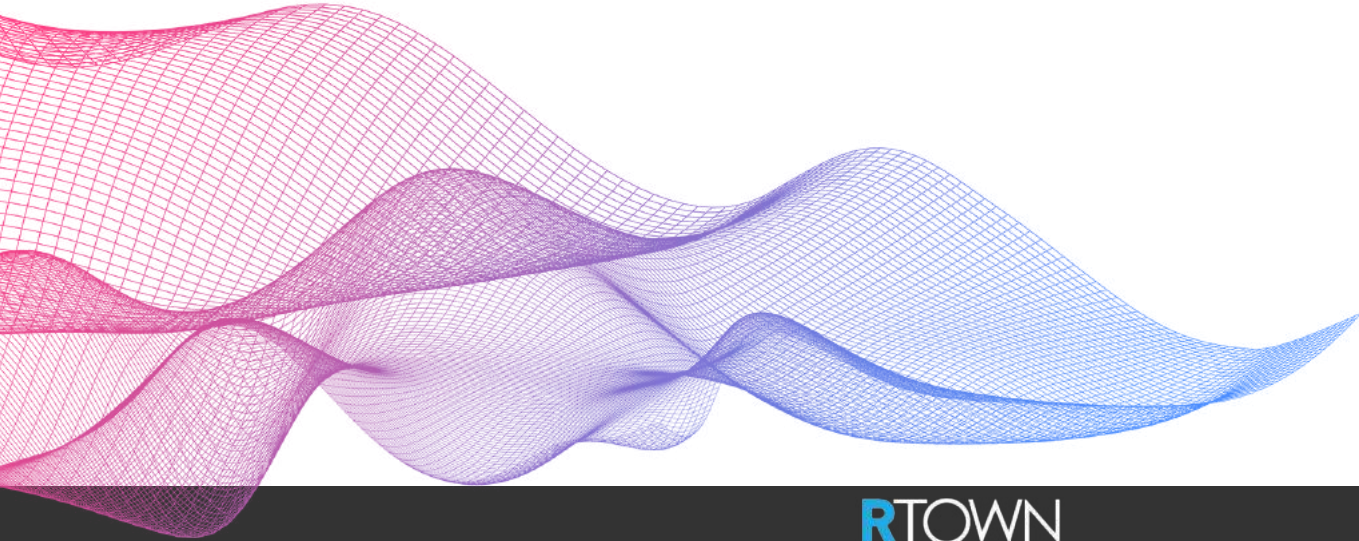


Technical SEO Foundations

SEO AUDIT REPORT CARD | TECHNICAL SEO AUDIT & FIXES



- 1 — Welcome & Introductions
- 2 — Why is Technical SEO Important?
- 3 — 30 Point SEO Inspection Report
- 4 - Content
- 5 - Architecture
- 6 - Indexing
- 7 - Backlink Analysis
- 8 - Tracking
- 9 - Appearance & Usability

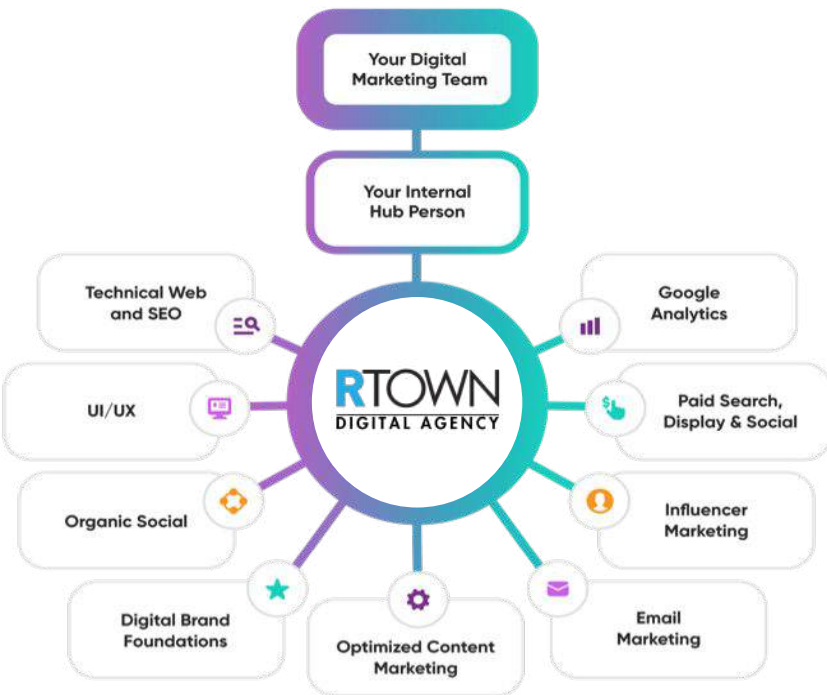
ABC Company wishes to increase its discoverability in Organic Search in Google and other search engines. In other words, rank higher in Google for keywords its target audience is searching on.

RTOWN Digital Agency can help. We have been doing SEO since the beginning of SEO time. We have the experience and knowledge required to help ABC Company.

RTOWN will invest 20 hours of time into ABC Company's website and business.

We will execute our 30 Point SEO Technical Audit and leave no stone unturned.

ABC Company will be confident their website is technically solid for Google's search engine robots and spiders.

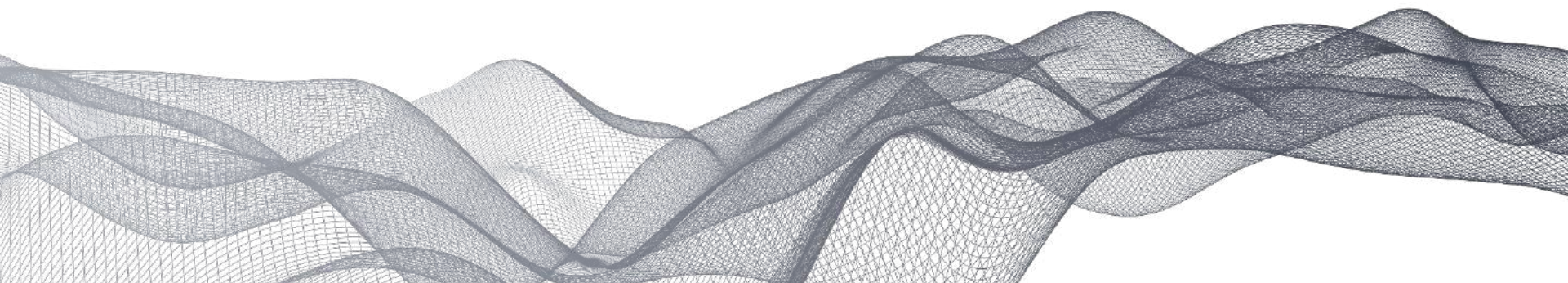


RTOWN is full-service digital marketing agency with clients and employees Canada wide.

We focus first on understanding your business goals then we deliver a custom digital marketing strategy, and execution, to support your goals.

Our core values are: Lean In, Be Transparent, Uncover A Better Way, Never Go Dark.

Why Is Technical SEO Important?



*“No website can stand without a strong backbone.
And that backbone is technical SEO.”*

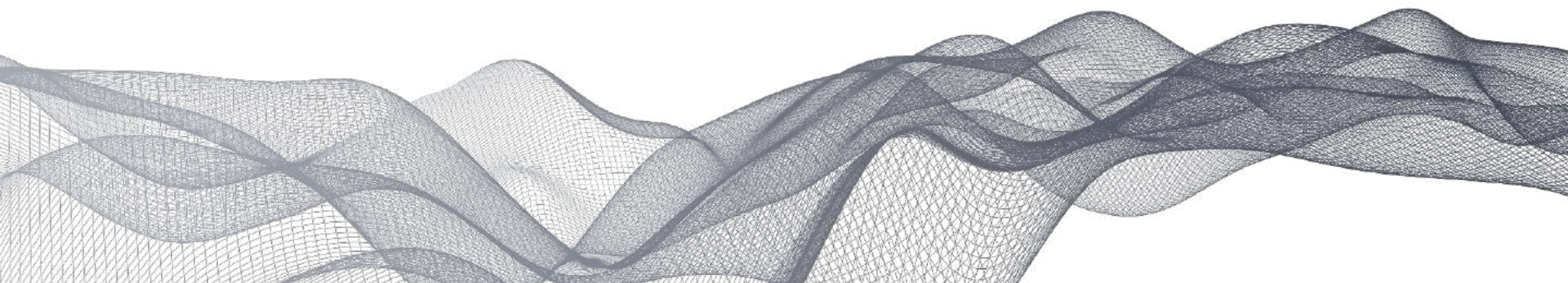
— Neil Patel



Technical SEO can make or break your website's performance.

It ensures your website is easy to navigate and is free of any technical issues that may prevent it from being understood and ranked by search engines.

30 Point SEO Inspection Report

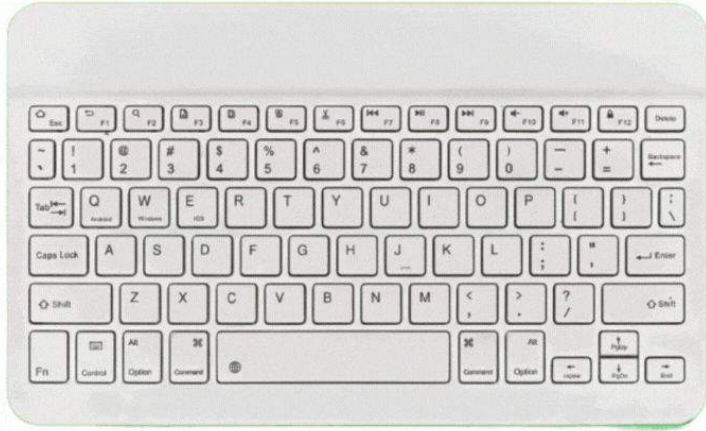


	Element	Weak	Fair	Good
CONTENT	Keyword Focus			
	URL Structure			
	Page Titles			
	Meta Descriptions			
	Meta Keyword Tags			
	Heading Tags			
	Content			
ARCHITECTURE	Image Names and ALTs			
	Internal Linking and Anchor Text			
	SIL0 Structure			
INDEXING	Page Exclusions			
	Page Inclusions			
	URL Redirects			
	Duplicate Content			
	Broken Links			
	Page Load Speed			
BACKLINK ANALYSIS	Inbound Links			
	Linking Root Domains			
	Authority & Trust			
TRACKING	Google Analytics			
	Google Search Console			
	Call to Action			
APPEARANCE AND USABILITY	Video on Home Page			
	Clear Message of Services/Product			
	Intuitive Navigation/Breadcrumbs			
	Responsive			
	Overall Appearance			

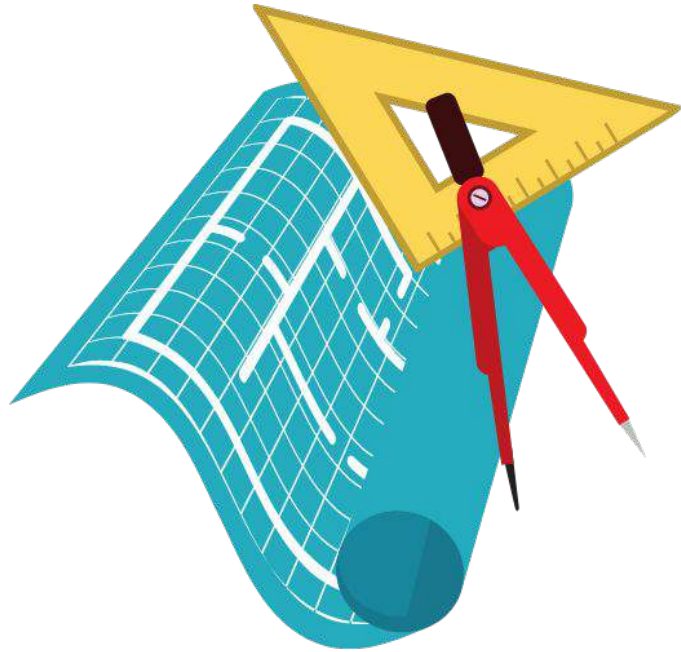
Your 30 Point SEO Inspection will identify which areas of your website need to be improved.

It is broken down into 6 sections:

1. Content
2. Architecture
3. Indexing
4. Backlink Analysis
5. Tracking
6. Appearance & Usability



1. The Content portion of the audit checks:
 - If the site is utilizing keywords fully
 - Has proper URL structure
 - Optimized Page Titles
 - Optimized Meta Descriptions
 - Has properly formatted H1 tags
 - No low content pages (less than 300 words)
 - Has optimized File Names & Alt Tags on images



2. Architecture checks for proper:

- Internal Linking
(from one page to another within the site)
- Anchor Text
(the copy you use to create a hyperlink)
- Silo Structure
(how your content is organized)



3. Indexing reviews your:

- Page Exclusions
(pages you don't want indexed by Google)
- Page Inclusions
(pages you do want indexed by Google)
- URL Redirects
- Duplicate Content
(unique content, or canonical links used)
- Broken Links
- Page Load Speed



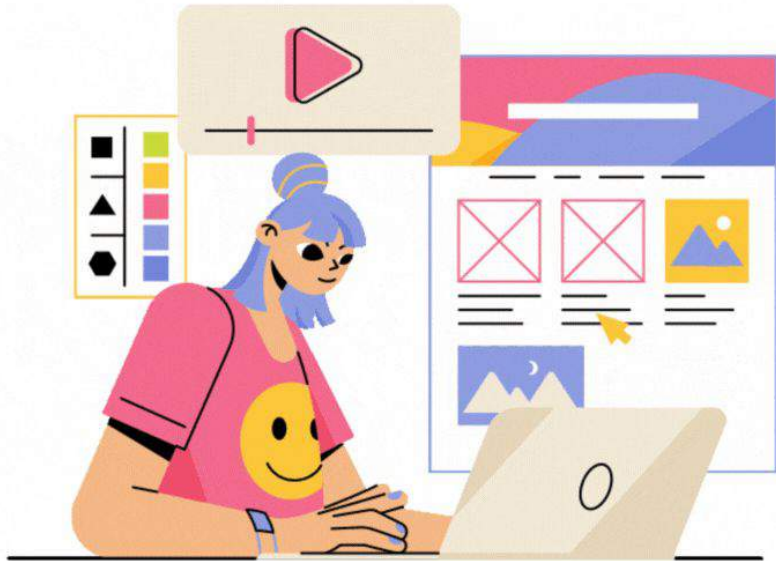
4. Backlink Analysis reviews your:

- Inbound Links
(other websites linking to you)
- Linking Root Domains
(how many links per external site)
- Authority & Trust
(how reputable those links are)



5. Tracking reviews your website's:

- Google Analytics
(properly set up and recording data)
- Google Search Console
(properly set up and linked to Analytics)



6. Appearance and Usability reviews your:

- Calls to Action
- Video on Home Page
- Clear Messaging of Services/Product
- Intuitive Navigation & Breadcrumbs
- Responsiveness
- Overall Appearance & UX



SEO is a range of strategies that all work together to increase your company's digital presence to attract qualified visitors.

Your Technical SEO Foundations report will highlight those elements that aren't as easily identified and rank them in order of importance so you know which to tackle first.

