

WHAT YOU NEED TO KNOW ABOUT SEO AUDITS





SEO SERVICES

SEO, or Search Engine Optimization, is all about throwing the right query into Google and hoping your content is good enough to have your listing appear at the top of the search results. Right? Think again.

This is where a great SEO audit comes in. Since you've downloaded this guide, you probably already know about the [basics of SEO](#): Keyword research and targeting, proper website structure, [delightful and valuable content](#), on-page optimization using titles, URLs, Meta descriptions, and all that other good stuff.

Great. But that's not enough.

SEO involves so much more than bidding for the right keywords and keeping up with monotonous blog posting – it's a methodology with numerous ideas that work together to bring your page to the top of the proverbial search podium.



PHILADELPHIA'S TOP SEO SERVICE PROVIDER

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SEO AUDITS

Consistently reaching the top of the Search Engine Results Page (SERP) is not easy. If it were, we'd be out of a job. That's why, as an [award-winning agency specializing in SEO auditing](#), we make sure your valuable time and efforts don't get lost in an ever-growing realm of online competition. This guide will provide an understanding of the entire SEO auditing process for businesses like yours.

SEO AUDITS: WHAT YOU NEED TO KNOW ABOUT THE AUDIT YOU'LL (ACTUALLY) LOVE

An Ideal SEO Audit should answer these key questions:



What is the product or service you provide that solves a searcher's problem?

What is the unique value proposition for your product or service?

Who will help influence others to love your product or service?



What is your process for converting visitors into customers?



What do you do that makes Google and other search engines notice?



MAKE SEO AUDITS A PRIORITY: IT'S LIKE INSURANCE FOR YOUR WEBSITE

Even the best websites can fall victim to missed errors that can hurt your SEO. These can be anything from duplicate content, dated keywords, low engagement metrics, and lots of other easy-to-miss factors that Google carefully scrutinizes.

Philadelphia [SEO Services from Key Metrics](#) utilize a personalized, in-depth SEO audit strategy to catch and fix these errors to keep you at the top. **Common SEO Errors include:**

1

CRAWLING & INDEXING

Duplicate content or pages with not enough content (also called 'thin pages') are search engine red flags.

2

MISUSE OF KEYWORDS

Long gone are the days of being able to get away with stuffing keywords into every sentence of your blog or web copy. Google knows what's good.

3

IGNORING CODE

A lot of folks, especially if they're unfamiliar with HTML, might not even think about checking for meta, alt, and title tags that contain their keyword. Even proper heading tags play a role, so there's a lot of missed potential there for something that can be easily corrected by someone who knows what to look for. (Psst! Key Medium LOVES great indexing!)

4

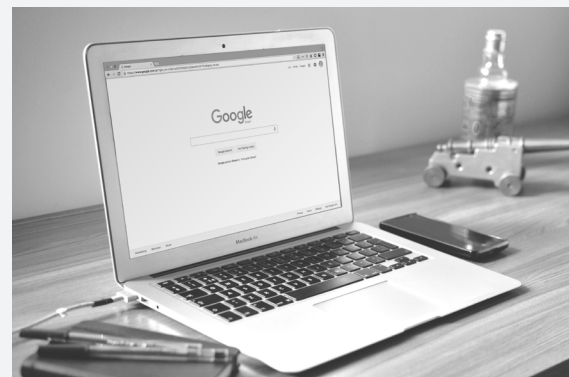
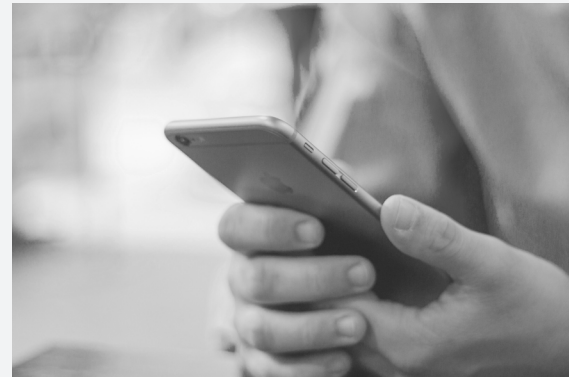
JUST 'MEH' LINKS

Think quality over quantity when it comes to your links – that means the anchor text that goes with them. Vye for linking to websites that have solid reputations or a vast following. Websites ending in .org or .gov are usually very reputable and have a long history in the internet world.

5

NOT MOBILE FRIENDLY

With over half the world equipped with a smart device, you're missing the ball if your site is not mobile compatible.



KEY MEDIUM: YOUR PHILADELPHIA SEO SERVICE PROVIDER

Key Medium can conduct a thorough technical website and SEO audit and walk you through recommendations to develop an action plan customized to your business goals, needs, and budget.

SEO Audits are what keep your content fresh and your links from stagnating. Audits are crucial for ensuring the unique value of your product or service is helping to solve your client's current problems, (hopefully turning them from visitors into customers), while bringing and keeping your efforts at the top of search engine results. Let's break down the process.

ANALYZE YOUR SITE'S SEO FOR FREE

>> ANALYZE <<

Keeping your pages in check can be tedious, but luckily knowing what needs to be improved is a fast and free process thanks to RunningSEO, a free SEO analyzer that scans your site and provides improvement recommendations in seconds. Run your professional-grade SEO audit for free.

KEY MEDIUM'S CAREFULLY-CRAFTED SEO AUDIT STRUCTURE WILL DETAIL:

THE ISSUE

Bad user experience, not mobile-friendly, no structured data, no internal linking, duplicate meta titles and descriptions, and has non-optimized content

THE SUGGESTED IMPROVEMENT

Updating & optimizing content, improving site structure, & navigation. This includes technical advice on website development, (SSL, hosting, redirects, error pages, use of JavaScript).

AN ESTIMATE OF THE OVERALL INVESTMENT

This includes details about the time, energy or money for us to implement the improvements, as well as for Google Search, searchers, and customers to recognize the improvements.

ESTIMATED POSITIVE BUSINESS IMPACT

The impact may be a ranking improvement that leads to more conversions, or a backend change that cleans up the site and helps your brand be more agile in the future.

A PLAN ON HOW TO ITERATE AND IMPROVE THE IMPLEMENTATION

How to experiment and fail fast should results not meet expectations.

**OUR SEO SERVICES
INCREASED ORGANIC
SEARCH TRAFFIC FOR A
PHILADELPHIA GROUP OF
SCHOOLS BY 75%.**