#### Background

1. List up to 5 target Keywords

2. List 2 or 3 Competitors

3. Quick and Dirty – may have to give your credit card to get a free trial

* Bright Local
* SEM Rush
* Hubspot
* MySiteAuditor
* WebSEO Analytics

4. Run your website and your competitors through one or more of these free audit tools

* Ahrefs – www.ahrefs.com
* Bright Local – www.brightlocal.com
* Google Mobile Friendly - www.google.com/webmasters/tools/mobile-friendly/
* iSpionage – ispionage.com
* Majestic – www.majesticseo.com
* MOZ Local – moz.com/local/search
* Open Site Explorer – www.opensiteexplorer.com
* OptimizeMySite - optimizemysite.com
* Pingdom - tools.pingdom.com/fpt
* SEM Rush – www.semrush.com
* Advanced Tool
  + Screaming Frog – www.screamingfrog.com and download the app to your computer

#### Messaging And Conversion

* Can the customer find their key issues or problems in the content on the home (and/or landing) page?
* Can the customer see what their desired solution on the home page?
* Can the customer see what the company’s solution is and can they tell why its better?
* Is there proof or testimonials to support the company’s claim on the home page?
* Are there one or more Offers or Calls-To-Action on the home page?
* Is there video on the home page?
* Can the visitor easily call the company directly?
* Is there a form or a button which leads to a form to capture leads from the home page?

#### Website Performance

* What is the value of your website’s organic traffic? (SEM Rush)
* How much do you spend roughly on PPC per month? (SEM Rush)
* What keyword terms do you currently rank for? (SEM Rush)
* What is the load speed of your website and how does it compare to other sites in general? (Pingdom)
* Is your site mobile friendly according to Google? (Google Mobile Friendly Tool)
* What is your website’s Domain Authority? (Open Site Explorer)
* What is your website’s Moz Rank? (Open Site Explorer)
* How many pages is your site indexed for? (Google “site:www.yourdomain.com”)

#### Website Audit

* Is Google Webmaster Tools set up? Does it show any errors? Is there an XML sitemap submitted?
* Do you have Google Analytics loaded on your site?
* Do you have unique or duplicate Title Tags?
* Do you have unique Meta Descriptions?
* Do you have a blog? Do you post to it at least once per week?
* Do you have a robots.txt file?
* How many followers do you have on Facebook? Twitter? LinkedIn?

#### Offsite Audit

* How many links Does Your Website Have to It? (Majestic.com, Ahrefs.com)
* How many domains link to your website? (Majestic.com, Ahrefs.com)
* What are the anchor text terms that have the most links to your site? (Majestic.com, Ahrefs.com)
* Do any non-branded anchor text keywords have a percentage greater than 4%?
* If you are a local business, how many local citations do you have and are they consistent?

#### Competitive Comparison

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name** | **SEO** | **SEO$** | **PPC** | **PPC$** | **Moz** | **Pages** | **Links** | **Fb** | **Tw** |
| Source | SEMRu | SEMRu | iSpio | iSpio | DA | Google | Ahrefs | MOZ | MOZ |
| You |  |  |  |  |  |  |  |  |  |
| **Comp A** |  |  |  |  |  |  |  |  |  |
| **Comp B** |  |  |  |  |  |  |  |  |  |
| **Comp C** |  |  |  |  |  |  |  |  |  |
| **Comp D** |  |  |  |  |  |  |  |  |  |

* **Site Value** – value of organic search. Find on SEM Rush or iSpionage
* **PPC Spend** – estimated spend on Google Adwords. Find on SEM Rush or iSpionage
* **Pages Indexed** – number of pages indexed by Google. Google “site:www.yourdomain.com” and see how many results there are.
* **Domain Authority** – Domain authority is a measure of the power of a domain name and is one of many search engine ranking factors. Domain authority is based on three factors: Age, Popularity, and Size. Find on Open Site Explorer
* **Moz Rank** – MozRank represents a link popularity score. It reflects the importance of any given web page on the Internet. Pages earn MozRank by the number and quality of other pages that link to them. The higher the quality of the incoming links, the higher the MozRank. Find on Open Site Explorer
* **Links** – the number of backlinks to a website. Find on SEM Rush or Majestic SEO
* **Fb** – the number of likes for the company page on Facebook. Go to the Facebook page in question and see how many likes there are.
* **Tw** – The number of followers on the company’s page on Twitter. Go to the Twitter page in question and see how many followers there are.
* **Speed** – the load speed of the company’s website.