

# DO-IT-YOURSELF TECHNICAL AUDIT

THIS QUICK & DIRTY TECHNICAL AUDIT CAN  
HELP YOU IDENTIFY ISSUES ON YOUR SITE

## START

CHECK THE INDEX  
How's it look?

Looks good!

Something's not quite right...

**GOOGLE ANALYTICS** all set up?

Yes!

I think so...

Double check these essentials:

1. Tracking code is on every page and event tracking is set up.
2. There's only 1 instance of a given Google Analytics property on a page.
3. Onsite searches are tracked.
4. Internal IP addresses are excluded.

Review your disallowed pages in robots.txt to ensure all important pages get added to the list. You can also disallow pages at the page level using the "noindex" tag in HTML pages or the HTTP header.

And connected to  
**GOOGLE  
SEARCH  
CONSOLE?**



You know it!

Not yet... :(

Are you  
mobile-friendly?

We could be a little closer...

Best buds!

How are those  
internal links?

Great, thanks for asking!

It's time for some housekeeping...

It's time to put down the proverbial flip phone. Head over to Google's mobile-friendly test tool and give it a whirl - your mobile website will soon be the "default" version of your site, as far as Google is concerned. You'll need to check your analytics to find out if the majority of your traffic really comes from mobile and plan accordingly. Mobile sites need regular technical SEO audits, just like their desktop counterparts.

This one gets you under the hood of the search side of your site, and it facilitates communication between you and Google. You want to get your hands on the info here - it's good stuff!

What about on-page  
**CONTENT?**

Exceptionally healthy!

It's a little skinny...

Time to start bulking! Get some solid content on your site. You need more real stuff than ads, and enough words on the page for people and search engines to know what it's about - that's usually a few hundred words.

Take a look at your  
**SITEMAP.**

It's looking lovely!

Yikes!

Are you up to speed?

How did my dust taste?

Slow and not-so-steady...

Darn tootin' it is!

Is your **CRAWL BUDGET** optimized?

Here's 4 things that can help:

1. Remove duplicate pages.
2. Prevent pages without SEO value from being indexed.
3. Grow your backlinks.
4. Repair broken links.

Are you  
international?

Mr. Worldwide, yo...

Domestic, locals only!

Are resources on your  
site like CSS &  
JavaScript indexed?

Sure are!

That would be a no...

Looks matter. Google needs to see how your site is intended to look to properly index and rank it. Get these resources added to help the crawlers see your site for what it really is.

Another quick 4 things to check:

1. Are the currencies correct for the target country?
2. Is the URL structure in the native language?
3. International versions of sites in the same language can cause duplicate content issues - be sure to update the content so it's unique to each version of the site.
4. Did you enable geo-targeting in GSC?

Quick tip: Images can be a big issue here.

Page speed is more important than ever with mobile users and it's another major ranking factor. Check out the recommendations Google's PageSpeed insights tool has for your site to get things moving. If you want to go a little further, try out the GTmetrix tool for a real-time speed analysis, tracking, and competitor analytics.

Get like Ptolemy and keep your sitemap updated, clean, and short for effective crawls. Make sure it's listed in robots.txt and has been submitted to GSC.

### HOW TO CHECK THE INDEX?

Try searching site:domain.com in the search engine, or use a tool like WebSite Auditor.

### GOOGLE ANALYTICS

tracks and reports website traffic. It does this using a snippet of code that's added to each page of your website. This code collects anonymized visitor data that can help you understand where your traffic is coming from. This information can help guide your marketing decisions and give you a look at how your current methods are performing. GA is also integrated with Google advertising services AdWords and AdSense.

### xml SITEMAP

XML sitemaps ensure spiders can easily find and crawl all of your site's essential pages. They give you the opportunity to create a clear guide for Google about which of your pages you believe are important and deserve to rank.

### GOOGLE SEARCH CONSOLE (GSC)

is your most direct look at your site's relationship with Google. Using GSC, you can show Google which of your pages to index & show in results. GSC also allows you to identify and fix errors on your site, and is a portal to a lot of very useful information about your site's visitors. You can also manage your Accelerated Mobile Pages (AMP) and connect GSC with Google Analytics to improve your targeting.

### CONTENT CONSIDERATIONS

#### CREATIVE STUFF:

Content needs to be unique, informative, & keyword-targeted in order to rank. Keyword stuffing - loading copy with a target keyword, even if it made little sense to actual readers - was a tactic commonly used to help a site rank in the past, but search engines got smart and now reward content that web users actually engage with.

#### TECHNICAL STUFF:

Title tags: are they unique & 55-60 pixels?

H1 tag: does it contain the primary keyword phrase?

Images: do the file names and alt text contain the primary keyword?

URLs: should be short, clean, optimized, and descriptive.

**CRAWL BUDGET** is the number of your site's pages that search engine will crawl on a given day. Search engines set the budget and there's a correlation between the number of backlinks a site has and how many web crawlers or "spiders" visit on a given day.