

let's talk a bit about

# SEO Audit

- 01 **SEO 101**
- 02 **SEO Keywords Audit I**
- 03 **SEO Keywords Audit II**
- 04 **SEO Technical Audit**
- 05 **SEO Link Audit & Off-Page SEO Audit**

# SEO Keyword Audit



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### Key Topics

1. What's SEO & SEO audit?
2. Let's start with the basic theory.
3. How to do a quick keyword audit?
4. Let's do the audit!

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### Tools Requires

Moz  
Rival IQ

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03

### Want to Know More!



01

# What's SEO & SEO Audit?

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# What is SEO?

SEO stands for “**search engine optimization**.” It is the practice of increasing the quantity and quality of the traffic you earn through the organic results in search engines like Google, Yahoo, and Bing.<sup>1</sup>

It's your effort to get your webpages show on the first page of search engine result page!



# What is an SEO audit?

An SEO audit is a process for evaluating the healthiness of a web site in a number of areas.

## How to do a complete SEO audit?

- Know your objective!
- Set up monitor tools.
- Do an audit in these three parts:
  - **Keywords and content.**
  - Technical and UX
  - Link building and social media.

## When should we do an SEO audit ?

- Before you launch your website.
- Before you re-launch your new designed website.
- To keep track of your SEO performance.



An aerial, high-angle view of a modern, multi-level atrium. The space is characterized by sweeping, curved walkways and balconies that spiral downwards. Numerous people are seen walking on the various levels, providing a sense of scale. The lighting is bright and even, highlighting the architectural details. The overall atmosphere is clean, open, and contemporary.

02

Let's begin with the  
**Basic Theory!**

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# What is Keyword?

Dictionary tells us: Keyword is a word used to classify or organize digital content, or to facilitate an online search for information.

It's a word or phrase typed into a search box to get the result.  
It's also the words you set up for your audience to find you easier.

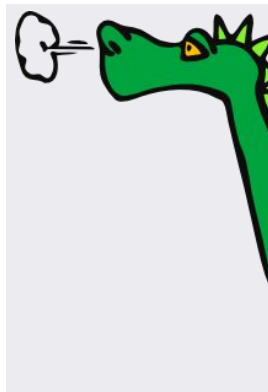


# Do you know the structure of a keyword?

Any longer keywords or phrases can be broken down to **3** parts.

Take **Digital Advertising Agency in Dumbo** as an example.

Notice: Order is NOT important.



Advertising Agency

Head



Digital

Body



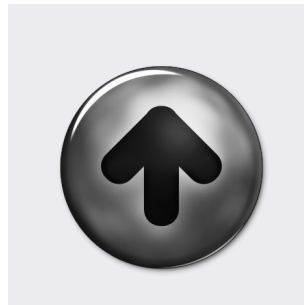
in Dumbo

Tail

## 6 Places you should put your keywords.



Title Tag: At least once!



In the first 100-150 characters: Once.



Body Copy: 2-3 times (make it sound natural, rather than a stacking of keywords).



URL: Once.



Alt Attribute: At least once per image.

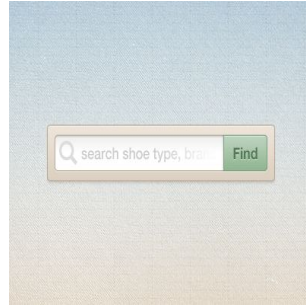


Meta description tag: At least once.

# Why is keyword Important?



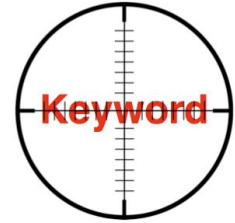
Ranking for the right keywords can make or break your website!



The first way you get discovered.



Drives visitors to your site.



Helps search engine understand your page better and rank you higher.



It helps you learn more about your audience.

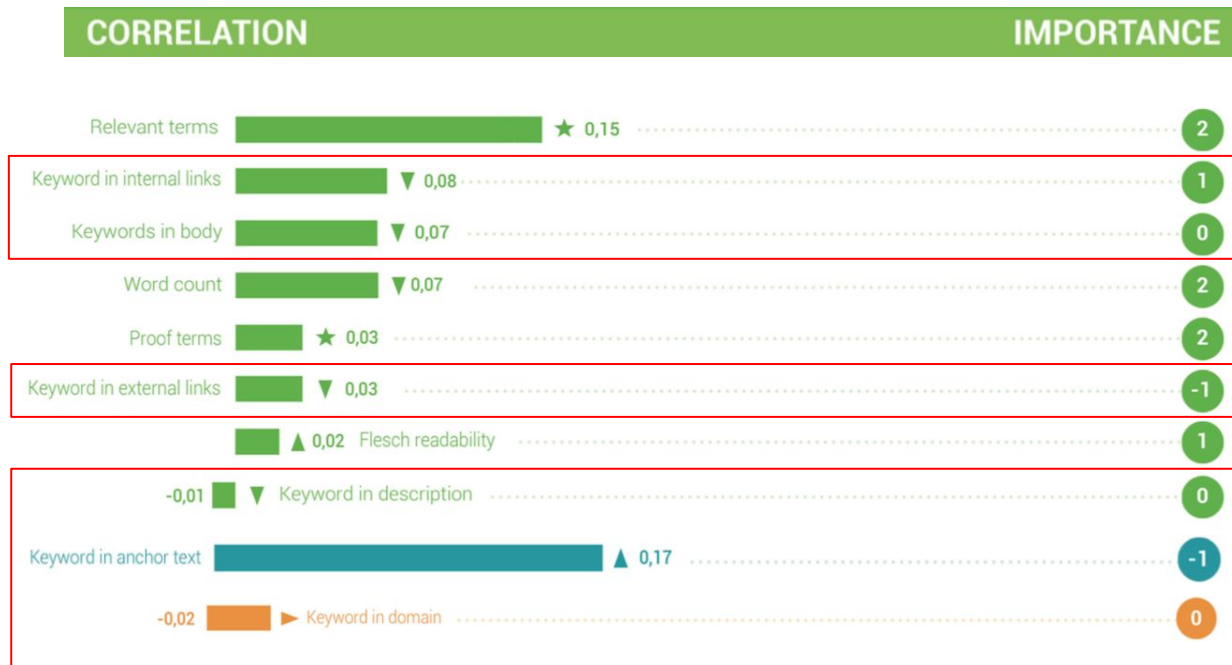


Helps visitors understand the purpose of your page.



Builds the foundation of your web content.

# What Matters to Google...



TRENDS	
▲	up
▶	same
▼	down
★	new feature
	new calculation
IMPORTANCE	
-1	negative impact
0	no impact
1	positive impact
2	very positive impact

# 10 Years of Keywords: How They've Changed



## Everybody's SERPs are different!

Today, everyone's search engine result pages (SERPs) are being **personalized** based on your:

- **Past browsing history**
- **Physical location**
- **Social media connections**

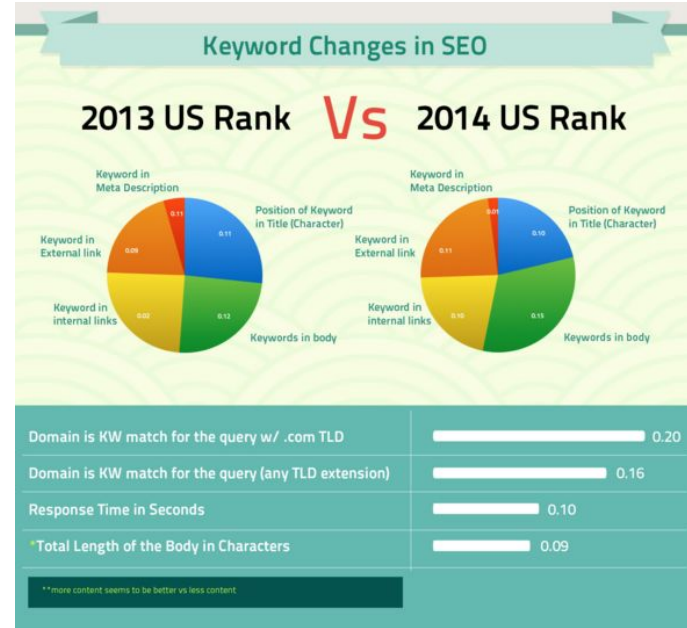
That means the keyword rankings you're seeing, instead of being static and universal like the good-old-days, are now personalized to you as an individual.

You still have one specific rank and then benchmark efforts against it? Stop waste your time and effort.

# How the Role of Keywords Has Changed?

Some experts say keywords are not an important part of SEO any more. In reality, they are still important, but in a new way:

- **Keyword Placement** is still important. For example, it's still very important that your keyword shows up in your page title, URL, sub-headers, image alts, meta descriptions, etc.
- But **frequency** is not as important as it used to be. You no longer need to repeat a keyword at least 7 times in the body copy anymore. In fact, the search engines penalize sites that “stuff” their content with keywords.
- Keywords are an organic part of good content, but they are meaningless if they lack **relevance and structure**.



# How to Keep Up with Changes?

Keywords are still important. So what can we do to keep up with new changes?

- Pay attention to the trending topics and update your keywords list more often.
- Make good use of long-tail keywords.
- It's easier to shift focus away from keywords (directly), to the performance of your website, like landing and content pages instead.
- Take a look at your most popular content in Google Analytics from organic search and then cross-reference this information with some (remaining) query data in Google's Search Console.





# Where do you start your SEO audit?

## Keyword!

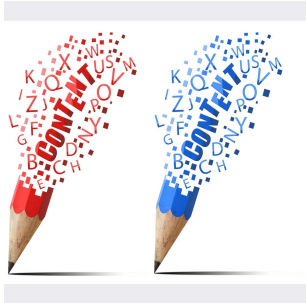
Keyword research & audit is one of the most important, valuable, and high return activities in the search marketing field.



# Why You Need a Keyword Audit



Keeps you aware of the Algorithms Changes



Help you update outdated Content



Find out what people are searching to get to your website



Let you know how certain keywords are performing



Show you how you perform against your competitors



03

# How To Do A Quick Keyword Audit?

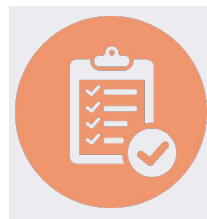
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# How to Do a Quick Keyword Audit (in 2015)

## Prepare



Write down your goals and what you want to learn from this audit.



Prepare your checklist, keeping your goals and the Google Ranking Factors in mind.

## Collect Data

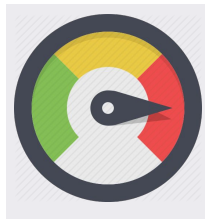


Set up your SEO monitor tools like Moz and Rival IQ.



Add tracking code to your webpage and link your SEO tool with Google Analytics.

## Audit Your Keywords & Your Competitors'



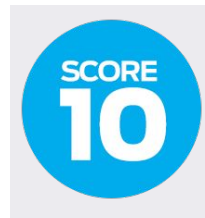
Monitor your keywords' performance: ranks, search volume, etc.



Monitor your competitors' keywords' performance: ranks, search volume, etc.

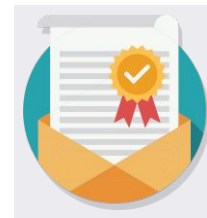


Are your keywords where they should be? E.g. your page titles, ALT tags etc.



Make a scorecard to store your audit result.

## Wrap it up!



Write down your findings and recommendations.



Have amazing content!

**Prepare a checklist  
before you start  
keywords audit!**



# Checklist for your Keyword Audit

## Important Notice

This list can be different according to your website and goals.



	List keywords suggested by current site's content.
	Access site's analytics for additional keywords.
	Check keyword search volume.
	Check rankings for your targeted keywords.
	List competitors showing for their keywords.
	Are Title tags descriptive? Do they contain keywords ?
	Do they have duplicate meta descriptions?
	Are keywords used in URLs, headings, body text?
	Are keywords used in internal links?
	Are keywords used in image alt text?

**It's time to get your hands dirty!**

**Try [Moz](#)!**





An aerial, high-angle view of a modern, multi-level atrium. The space is characterized by wide, curved, light-colored walkways that spiral downwards, creating a sense of depth and movement. Numerous people are seen walking on these levels, providing a sense of scale. The central area is a large, open space with a circular pattern on the floor, where a group of people is gathered. The overall atmosphere is clean, bright, and architectural.

04

# Let's Do The Audit!

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# Why Are We Doing Audit?

Because we are launching a new home page!

???



# Prepare!

What's Our Objective?

Increase traffic from Search.

Communicate what we do.

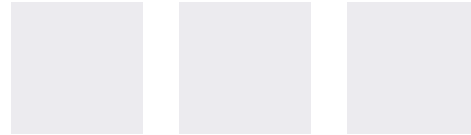
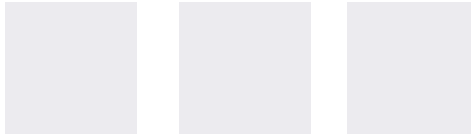
Who Are Our Audience?

Who work in digital advertising.

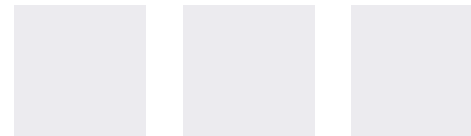
Our potential clients: people from brands.

Our Competitors

Who we identified



What Google Tell Us



Our Keyword List

Digital Agency

Web Design

Social Media Marketing

Marketing Case Study

Interactive Agency

Social Media Agency

**ETC.**

# What's your rank?

Dashboard	►
Rankings	▼
Analyze a Keyword	
Add & Manage Keywords	
Landing Pages	
Page Optimization	
Site Crawl	►
Links	►
Traffic from Search	
Social	►

## Analyze a Keyword

Google en-US Weekly (Latest Dec 2)

Export PDF

### Digital Agency

National

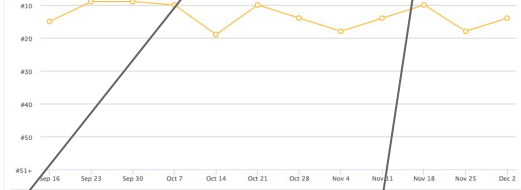
Current Rank  
#14

Keyword Difficulty  
Highly Competitive  
View On-Page Grades

Export PDF

### Keyword Performance

Ranking



Get your page rank for this keyword.

See how competitive is this keyword.

## Tracked Keywords Overview as of Nov 30

Rankings History CSV CSV

Keyword	Location <sup>1</sup> ↑	Universal Results <sup>1</sup>	Rank <sup>1</sup> ↑	Rank Change <sup>1</sup>	URL
digital agency	National		#18	↓4	<a href="http://www.bigspaceship.com/">http://www.bigspaceship.com/</a>
	National		#29	↑21	<a href="http://www.bigspaceship.com...">http://www.bigspaceship.com...</a>
	National		#48	↑2	<a href="http://www.bigspaceship.com/">http://www.bigspaceship.com/</a>
	National	📷	#51+	--	
	National		#51+	--	
	National		#51+	--	
	National		#51+	--	
	National		#51+	--	
	National	📷	#51+	--	
	National	📷	#51+	--	
	National	📷	#51+	--	

# How Do Your Keywords Work On Your Page?

## Do more with Moz Pro

[Open Site Explorer](#)

[Fresh Web Explorer](#)


[Keyword Difficulty](#)

[On-Page Grader](#)

[Crawl Test](#)

[Rank Tracker](#)

[View all of your Moz Products](#)

**Good Job! This URL received an A grade**



After running our analysis, we issued your page a letter grade (A-F). We weight the items graded by their importance level, which we determine by our industry experience. Importance of the contributing factor, the more we count it within the letter grade for the page based on which keyword you specified.

**We found this keyword used 4 times.**

Title	URL	Meta Description	H1	Body	IMG ALT
1	0	2	1	0	0

**Optimize this page for digital agency**

Below is a list of your Page Analysis Details to help you better optimize this page for digital agency. Optimization factors are organized by difficulty and importance.

Contributing Factor	Importance	Difficulty
 <b>Broad Keyword Use in Page Title</b>	<b>Critical</b>	
Moz's correlation research has also shown that higher rankings are strongly connected to the use of a keyword in the title tag. When search engines rank your page for a keyword, they consider the page title tag (title) to be the most important place for some form of the keyword to appear. Using a keyword or phrase in your title helps search engines associate the page with a topic and/or set of terms. Recommendation: Add some form of your targeted keywords in the page title tag, preferably as one of the first words in the tag. Using the exact keywords is preferable, but using some form of your targeted keywords in your page title is also helpful for SEO. See <a href="http://moz.com/learn/seo/title-tag">http://moz.com/learn/seo/title-tag</a> .		
 <b>Accessible to Search Engines</b>	<b>High Importance</b>	
To rank in search results, search engines have to be able to crawl and index your page. Before you can benefit from keyword targeting or other optimization techniques, you must make sure your page is accessible to the search engines. Recommendation: Make sure this page: <ul style="list-style-type: none"><li>• Returns HTTP code 200. See <a href="http://moz.com/learn/seo/http-status-codes">http://moz.com/learn/seo/http-status-codes</a>.</li><li>• Is not blocked with robots.txt, meta robots or a robots protocol. See <a href="http://moz.com/learn/seo/robots.txt">http://moz.com/learn/seo/robots.txt</a>.</li><li>• Does not use a meta refresh to another URL. Even if you don't want this page visible to search engines, use a 301 link to permanently redirect to a new page and preserve all of the link juice from this page. For more information on redirection, see <a href="http://moz.com/learn/seo/redirection">http://moz.com/learn/seo/redirection</a> or <a href="http://moz.com/blog/whibbles-and-foibles-which-way-did-he-go">http://moz.com/blog/whibbles-and-foibles-which-way-did-he-go</a>.</li></ul>		

Dashboard

Rankings

Page Optimization

Site Crawl

Links

Traffic from Search

Social

## Page Optimization Score


Keyword: **digital agency**


Page: **Big Spaceship | Digital Agency | DUMBO, Brooklyn, NYC**  
<http://www.bigspaceship.com/>


91


Page Optimization Score


Suggestions	Solved	All Factors
5	22	27

 **Keyword Placement in Page Title**  
Move your targeted keywords closer to the beginning of your <title> tag, preferably first.  
[How to optimize](#)

 **Use Keywords in your URL**  
Use your targeted keywords in the URL string of the page. Use hyphens to separate individual words for a multi-word phrase.  
[How to optimize](#)

 **Optimal Use of Keywords in H1 Tags**  
Use your targeted keywords at the beginning of your H1 headers once or twice (but not more) on the page.  
[How to optimize](#)

 **Keywords in Image Alt Attribute**  
Add the targeted keywords to the alt attribute of a relevant image or graphic. If your page does not contain any images, consider adding one.  
[How to optimize](#)

 **Only One Meta Description**  
Make sure your page contains only one meta description tag.  
[How to optimize](#)

## Page Optimization

Google en-US Monthly (Latest Nov 30)

[Export PDF](#)

### Score and optimize a page for a keyword

To optimize a page for higher rankings, enter a keyword and page URL. Add the combination to Track & Monitor to get optimization advice and track your progress. The Discover tab shows you other pages you can optimize to improve your rankings.

digital agency

for target page

<http://www.bigspaceship.com>

[Optimize](#)

# How Are Your Competitors Doing?

## Tracked Keywords Compared to Competitors as of Nov 30

Rankings History CSV  CSV 

Keyword	Location <sup>i</sup> ↓				
<a href="#">digital agencies</a>	National	#48	 2	#51+	#51+
<a href="#">digital agency</a>	National	#18	 4	#51+	#51+
<a href="#">digital marketing</a> 	National	#51+		#51+	#51+
<a href="#">interactive agencies</a>	National	#51+		#51+	#51+
<a href="#">interactive agency</a>	National	#51+		#51+	#51+
<a href="#">marketing case study</a>	National	#29	 21	#51+	#51+

### On-Page Optimization for:

and [digital agency](#)



Ok! This URL received a B grade

After running our analysis, we issued your page a letter grade (A-F). We weight the items graded by their importance level, which we determine by our industry experience and importance of the contributing factor, the more we count it within the letter grade for the page based on which keyword you specified.

#### We found this keyword used 1 times.

Title	URL	Meta Description	H1	Body	IMG ALT
1	0	0	0	0	0

#### Optimize this page for [digital agency](#)

Below is a list of your Page Analysis Details to help you better optimize this page for [digital agency](#). Optimization factors are organized by difficulty and importance.

### On-Page Optimization for:

and [digital agency](#)



Oh my. This URL received an F grade

After running our analysis, we issued your page a letter grade (A-F). We weight the items graded by their importance level, which we determine by our industry experience and importance of the contributing factor, the more we count it within the letter grade for the page based on which keyword you specified.

#### We found this keyword used 0 times.

Title	URL	Meta Description	H1	Body	IMG ALT
0	0	0	0	0	0

# Big Spaceship - We Can Do Better!

## Our Problem

Do not rank very well for some keywords

Only monitor a small amount of keywords.

Broad and highly competitive keywords.

URLs and page titles without keyword

Images without Alt tags.

Outdated website content.

## We Can Do Better

Add more keywords to the basket: broad and narrow ones.

Move our target keywords closer to the beginning of our <title> tab.

Use keywords in URLs.

Use our targeted keywords at the beginning of our H1 headers once or twice on the page.

Add keywords in image Alt tags.

Add meta descriptions with keywords to pages on our website.

Update the website more often.

Add more valuable content with keywords to our website.

# Quick Test!

Create a better page title!  
(Max: 70 characters)

The current title:



A charactive, attractive  
and SEO-ed  
page title.

Create a better meta  
description!  
(Max: 150 characters)

The current meta  
description



A charactive, attractive  
and SEO-ed  
meta description.

**Now you know how your keywords  
performed.  
What's the next step?**







**See you soon!**

## Bonus for SEO Nerds!



# The Rank Factor White Paper

Search Ranking Factors & Rank Correlations 2015 provides webmasters, SEOs and content marketers with the latest insights regarding the most important ranking factors for high-ranking Google.com search results.



**Still not enough? Here are some readings.**

