TOBY CREATIVE
BRANDING &
MARKETING

SearchGroup

TECHNICAL SEO AUDIT

Use our detailed diagnosis and reports to gain an informed understanding of where your website currently compares to your selected competitors, and what is impacting upon its ability to rank highly for your desired keywords in the SERPs (Search Engine Result Pages).

This report can form the basis of determining priorities of what needs to be resolved and to determine the task-list for the teams working on the resolution of the identified issues. Further benchmarks can then be performed at a later time to monitor change and effect. An executive summary report will bring together all of the data points that will be supplied to you for your reference, and highlight the recommended strategies to improve your website usability, performance, functionality and search engine visibility. A quote can be provided to cover the outlined list of issues for ad-hoc resolution, or an appropriate marketing plan may be recommended to cover the resolution of the issues within an ongoing SEO project option.

- Review of technologies used to build/host website
- W3C website HTML, CSS code validation review
- Website speed testing to determine performance road blocks
  - DNS server configuration and health
  - Website/IP blacklist check
  - Website compression, TTFB, code minification, condition GET status
  - Image compression review
  - Browser caching review
- Web browser rendering to check multiple devices, OS, browsers
- Broken links (404 - Page Not Found errors)
- Redirection links (301 Permanent, 302 Temporary)
- Backlink Audit identifying toxic links to disavow and link extent
- Inbound Link Anchor text/image review
- Hosting review of shared IP poisoning
- Website security audit
  - SSL Certificate status check
  - CMS and plugin version status check
  - Malware code check
  - User Account access check
- Connected Webmaster Tool review
  - Google Analytics
  - Google Search Console
  - Bing Webmaster Tools
  - Google Penalty check
- Review and recommendations for Robots.txt and Sitemaps
- Canonical status of the domain URL, duplicate page review
- Review of domain architecture, URL structure, website structure
- Review of all <title>, <description> and <meta> tags used
- Review of use of headings <h1>, <h2>, <h3>...
- Review of image naming convention and <alt> tags
- Schema/Structured Data <meta> and Rich Snippet review
- Review of keyword selection, implementation, on-page SEO optimisation
- Keyword ranking status
- Google Trend review for brand
- Review of website conversion rate optimisation, form/shopping cart
- Competitor review and comparison
- Duplicate content copy check
- Brand misrepresentation check
- Simple Social Media check

Benchmarking and analysis of the current performance level of your website against a detailed list of online marketing criteria.

$999 ex GST

Find out more today by calling
(08) 9386 3444

Additional Options available upon request: Brand Review, SWOT Analysis, Ideal Customer Persona Identification, Email Marketing Review, PPC Review, Social Media Review.

Google Partner