

Client Logo

SEO / CRO Website Audit

Prepared For

www.client-website.com

On

Add Date

By

Jonathon Monk

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INTRODUCTION

UPDATE AS REQUIRED

This report is 100% unique to your website and is the first step to greatly improving its effectiveness.

We have carried out a highly detailed analysis and identify a great many opportunities to improve your websites performance. We list the checks carried out and the specific actions that are required.

This report has six sections:

- A. Mobile Performance
- B. On Page and Content Optimisation
- C. Conversion Rate Optimisation and User Experience
- D. Technical SEO
- E. Backlinks and Off Page Optimisation
- F. Key SEO Actions

At the bottom of each item, we have included a priority rating. The higher the priority the more critical it is that the issue is resolved as soon as possible; the maximum is five.

After you have had time to digest the report, we will also go through it with you in detail so that you fully understand all the issues and actions raised.

This report is totally unique to your website.

So, let's begin...

EXECUTIVE SUMMARY

BESPOKE SECTION, EXAMPLE OF AN EXECUTIVE SUMMARY BELOW.

This website has a great deal of potential, with a clean design and good calls to action. There is a lot of excellent local content and useful information.

The site is currently performing well in the search engines, though many items have been found which could help improve performance further.

- 1) The site is mobile friendly and user friendly with a good menu though slow, so search engine rankings and visitor engagement will be helped if speed is increased.
- 2) The largest technical issue is the *removals pages*, these are regarded as 'doorway pages' which contravene Google's quality guidelines. These need to be removed or replaced with a select few quality pages. The site also 39% duplicate content, and solutions to reduce this need to be investigated.
- 3) The site has a good number of reasonable quality backlinks, and in addition to addressing the technical issues raised, to improve geo-page rankings, links from quality local businesses to the relevant local pages will help with search engine rankings and referral traffic.

With the design, good content available and existing backlinks, the site has a good potential to improve significantly improve its search engine rankings if the actions recommended are carries out.

SECTION A

MOBILE PERFORMANCE

With Google's 'mobile first index', the search engine will calculate and rank its search listings based on the mobile version of a website's content.

As such, it is very important that both the mobile and desktop versions of your website present a good quality experience to the end user, both in terms of usability, performance and speed.

1. SPEED AND PERFORMANCE REVIEW

1.1 Core Web Vitals

<https://developers.google.com/search/blog/2020/11/timing-for-page-experience>

“Today we're announcing that the page experience signals in ranking will roll out in May 2021. The new page experience signals combine Core Web Vitals”

Tuesday, November 10, 2020

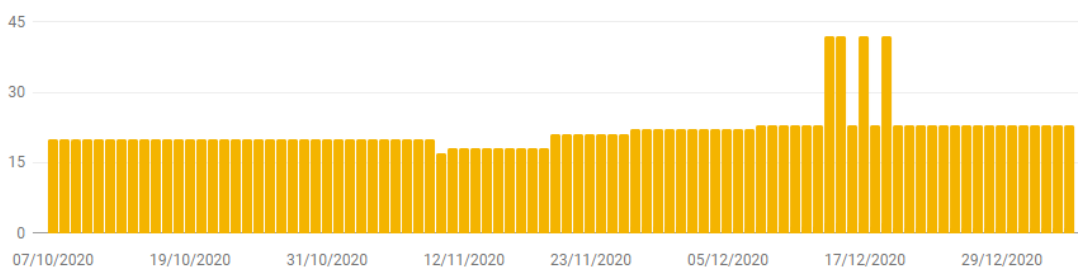
Check Your core web vitals in Google Search Console

Results **NOT OK**

You have over 25 URLs with a ‘Largest contentful paint’ on mobile over 2.5 seconds:

Affected URLs

23



Actions With <https://developers.google.com/speed/pagespeed/insights/> test your key pages for details of what needs improvement.



















1.2 Competitor Speed Comparison

It is very useful to understand how your website performs in comparison to you competition. If you site is much slower, then the importance of speed improvements increases

Check Website speed using <https://gtmetrix.com/> using **Chrome** in **London**, Connection: **3G Mobile**

Results **PARTIALLY OK**

- Page load time on 3G: 2.7 seconds
- Fair, but slower than top competitors:

URL	OPTIONS	GRADE	PERF	STRUCT	PAGE LOAD
https://www.budrys.com/	  	A	<div><div style="width: 97%;">97%</div></div>	<div><div style="width: 98%;">98%</div></div>	1.7s
https://www.budrys.co.uk/forming-8...	  	N/A	N/A	N/A	1.7s
https://www.budrys.co.uk/	  	N/A	N/A	N/A	2.3s
https://www.argos.com.co.uk/products...	  	D	<div><div style="width: 58%;">58%</div></div>	<div><div style="width: 90%;">90%</div></div>	2.5s
https://www.morrisonsupermarket.com/...	  	N/A	N/A	N/A	2.6s
https://www.guarantobank.net/	  	C	<div><div style="width: 68%;">68%</div></div>	<div><div style="width: 81%;">81%</div></div>	2.7s

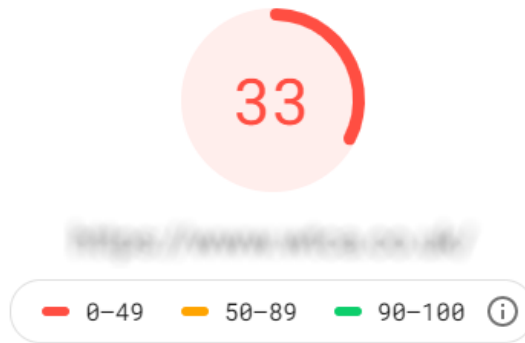
Actions With <https://developers.google.com/speed/pagespeed/insights/> test your key pages for details of what needs improvement.

1.3 Page Speed Insights

Check Your home page in <https://developers.google.com/speed/pagespeed/insights/>

Results **NOT OK**

Your website scores 33 out of 100, see:



Field Data – The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

Origin Summary – The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.

Lab Data









■ First Contentful Paint	3.0 s	▲ Time to Interactive	11.0 s
▲ Speed Index	6.1 s	▲ Total Blocking Time	1,140 ms
▲ Largest Contentful Paint	5.8 s	● Cumulative Layout Shift	0.09

Actions

Add actions, such as:

1.2.1 Liaise with your developer to review your website, and the determine practical updates to improve site performance.

Opportunity	Estimated Savings
▲ Preload key requests	 2.76 s ▾
▲ Remove unused JavaScript	 1.95 s ▾
▲ Eliminate render-blocking resources	 1.92 s ▾
▲ Remove unused CSS	 0.9 s ▾
▲ Reduce initial server response time	 0.59 s ▾
■ Properly size images	 0.15 s ▾

Diagnostics – More information about the performance of your application. These numbers don't **directly affect** the Performance score.

▲ Ensure text remains visible during webfont load	▾
▲ Reduce the impact of third-party code – Third-party code blocked the main thread for 1,080 ms	▾
▲ Does not use passive listeners to improve scrolling performance	▾
▲ Minimize main-thread work – 4.9 s	▾
■ Reduce JavaScript execution time – 3.4 s	▾
● Avoid chaining critical requests – 16 chains found	▾
● Keep request counts low and transfer sizes small – 60 requests • 1,181 KiB	▾
● Largest Contentful Paint element – 1 element found	▾
● Avoid large layout shifts – 5 elements found	▾
● Avoid long main-thread tasks – 20 long tasks found	▾

Priority

5 out of 5

Comment on the priority, such as:

As your site is slower than all your top competitors, improving your Core Web Vitals and site speed is a high priority.

1.4 Mobile User Experience

An excellent user experience is now extremely important, navigation and content should be easily assessable near the top of the page on mobile.

Check Mobile Usability on Google Search Console, plus a manual review of the website on a mobile device.

Results **PARTIALLY OK**

Add comments, such as:

- **Google Search Console Mobile Usability: OK** - you have 92 valid URLs
- **Manual Review:**

Your website had a compact mobile header, with an easily accessible menu and you display page content.

On tablet the top of the screen looks cluttered and there are no clear calls to action.

See screenshots over the page.

Consider a simpler cleaner design with revised imagery, calls to action and more concise text.

Actions Add actions, such as:

1.2.1 Update design refer as proposed in the attached **XXXXXXX** report.

Priority **5** out of 5

Mobile User Experience Screenshots & Comments

- iPhone 6/7/8

The screenshot displays the mobile interface of Guarantorloans.uk. At the top, the browser status bar shows 'iPhone 6/7/8', '375 x 667', '100%', and 'Online'. The website header includes the logo 'Guarantorloans.uk' with the tagline 'Quickly find the loan you need', a 'GET QUOTES' button, and a hamburger menu icon. Below the header, a security notice reads 'Secure UK website est. 2015'. The main content area features the headline 'Online Guarantor Loans from £1,000 to £15,000' and the subtext 'Quotes in 2-minutes for the loans you've been pre-approved for'. A form section titled 'Choose loan amount: £4000' includes a slider control. Below the slider, the question 'How many months?' is followed by a row of buttons for 3, 6, 12, 18, 24, and 36 months, with '12' selected. A green 'Get Quotes' button is positioned below the month selection. At the bottom of the form, it states 'If approved, you could receive funds by 2:07 PM' and includes a checked checkbox for '2-minute online application'. A red callout box on the left side of the page contains the text 'Comments added here'.

Guarantorloans.uk
Quickly find the loan you need

GET QUOTES

Secure UK website est. 2015

Online Guarantor Loans from £1,000 to £15,000

Quotes in 2-minutes for the loans you've been pre-approved for

Choose loan amount: £4000

How many months?
3 6 12 18 24 36

Get Quotes

If approved, you could receive funds by 2:07 PM

- ✓ 2-minute online application
- ✓ Over 35 UK lenders
- ✓ Instant online quotes
- ✓ No obligation
- ✓ No mark on your credit file ⓘ
- ✓ Zero fees (we're free to use)

Safe & secure
FCA Authorised ICO Registered OFPR Compliant

- ✓ Fast Online Loans
- ✓ Great Rates from 29.9%
- ✓ Quotes in 2-Mins
- ✓ Same Day Payouts

Apply

Comments added here

SECTION B

ON PAGE AND CONTENT OPTIMISATION

Relevant, useful, and well-presented content on web pages is a significant organic search ranking factor. Great, well-written and in-depth content is vital for good search engine rankings.

A website can never have too much good quality content. However, low value content, even on one section of a website, can devalue the website as a whole. It is, therefore, very important that all pages provide a good experience in terms of content and optimisation to users and search engines. Under-optimisation can lead to reduced rankings as search engines may struggle to understand exactly the focus of each page, whilst over-optimisation can trigger spam filters that can negatively impact the rankings of a page.

2.SITE NAVIGATION REVIEW

The first step to optimising a website is to have a logical, and well-structured menu, this helps visitors and the search engines to easily find the key pages on your website.

This section should be read in conjunction with Section 10: URL Structure Review, and both the main menu and URL structure should follow a similar logic.

2.1 Main Menu

Check HTML structure of the menu, links to the main site pages, if intuitive for the user, and renders well on both mobile and desktop.

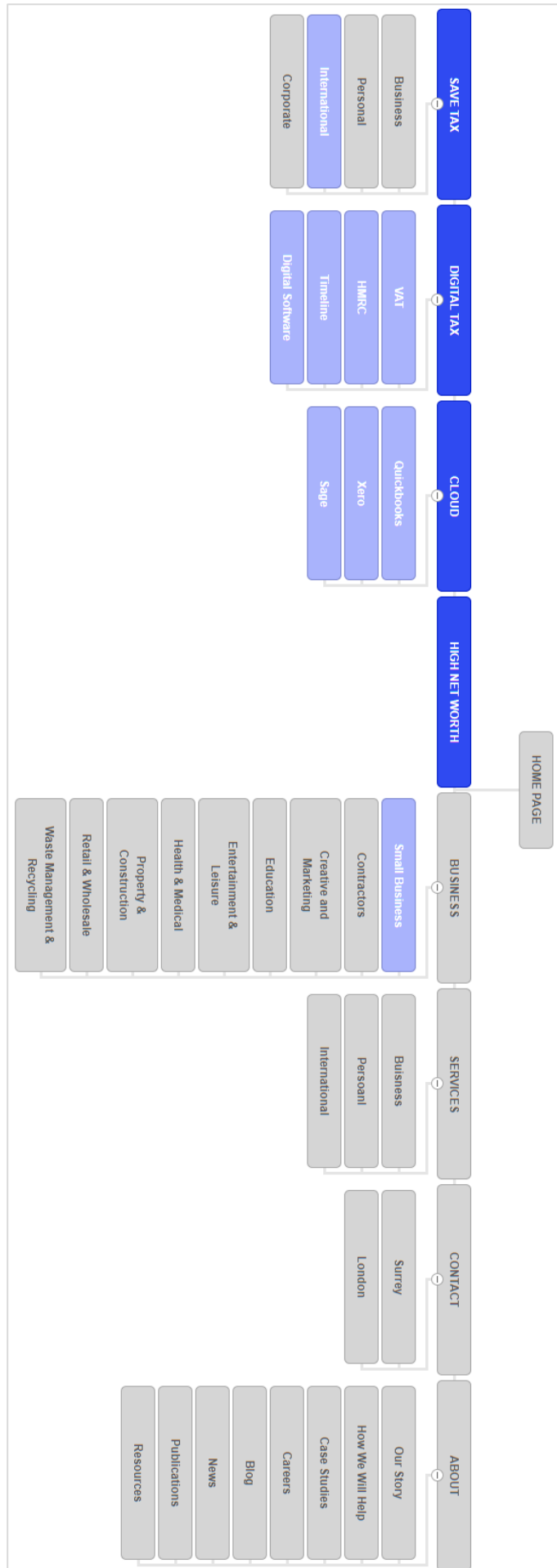
Results **PARTIALLY OK**
Add comments such as:
The menu is well structured and there are no HTML or link prioritisation concerns.
However, the current menu structure is

- Not in line with the keyword research and new website focus prioritising 'tax', 'making tax digital', and 'cloud accounting'.
- Does feel overwhelming on desktop with the large number of drop-down services.

Actions **Add actions such as:**
2.1.1 Update the menu as per the accompanying keyword research as per the diagram over the page.
2.1.2 Update menu with fewer, or no 'drop downs' so simplifying the menu experience, especially on desktop.

Priority **4** out of **5**
Add comment such as:
This fairly quick fix will help the user experience and help the search engines find the important site pages.

Suggested Updated Site Menu



3.HOME PAGE OPTIMISATION REVIEW

The home page is generally the most important page of the entire website. It is normally the strongest page and provides a route into the internal sections of the website for both users and search engines.

3.1 Meta Title and Description Tags

Check Title tag, meta description and keyword tag (for abuse).

Results Add results such as:

- Good title tag optimisation – Yes, but needs to be updated to new keyword targets.
- Good meta description optimisation – Yes, but needs to be updated to services now focusing on.
- Meta keywords is being used – No, which is correct.

Actions Add actions such as:

3.1.1 The title tag is currently this:

- Chartered Accountants, Tax Advisors & Business Support | Company Name

Updated to the keyword research, this should be modified to be:

- Chartered Tax Accountants, Advisors & Business Support | Company Name

The meta description is currently this:

- We are an independent firm of chartered accountants in Surrey & London providing quality account, audit and business support services.

But a more effective meta description would be:

- Specialist Tax Advisors & Making Tax Digital Accountants. Helping business & Individuals to be tax efficient. Based in Surrey covering London & the South. Call Today.

Priority 5 out of 5

3.2 Content and Usability

Search engines need text and plenty of it. It's what they principally use to understand the context of a page and what helps the page to rank for a multitude of search terms. Pages with very little text tend not to rank as well as content rich pages.

Check Content quantity, quality and page structure, and usability. Check for missing features.

Results Add results such as:

PARTIALLY OK

- The home page is well constructed, has good content and is generally well set up to perform in search engines. However:
- The on-page content does not include 'tax', 'making tax digital' and 'cloud accounting' information.
- The look and feel is slightly outdated and the Client prefers a cleaner (less text heavy) design such as www.shawgibbs.com:



Actions

Add actions such as:

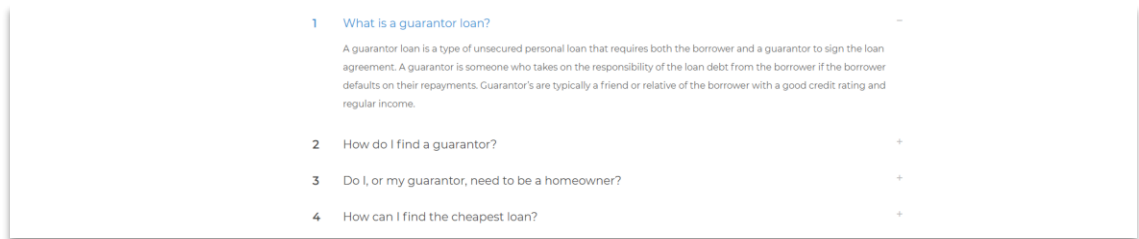
3.2.1 Update the home page to include the key business areas of 'tax', 'making tax digital' and 'cloud accounting'.

3.2.2 Update the main banner image such as www.shawgibbs.com to include 'customer' images.

3.2.3 Update the home page with more concise text and modern images, such as:



3.2.4 Add useful and relevant, but visually sympathetic text, such as and FAQ accordion section:



Priority

5 out of 5

3.3 Featured Snippets

Featured Snippets are short snippets of text that appear at the top of Google's search results in order to quickly answer a searcher's query. According to SEMrush, 6.83% of all search results have a Featured Snippet.

Check If the primary page targeted keywords show featured snippets in the search engine results.
The opportunities for this page to have snippets featured in the search engine results.

Results Add result, such as:
There are no featured snippets in Google.co.uk for the primary page keywords:

- "accountant in london"
- "tax advisor London"

Actions Add action such as:
No actions

Priority 0 out of 5

SECTION F

KEY ACTIONS

4.SEO TASK LIST

#	Section	Task Description	Priority
1.1.1	Mobile	Ensure that all page resources can be loaded for all pages on mobile	2
1.1.2	Mobile	Homepage slideshow image shows correctly.	2
1.2.1	Mobile	Update design as proposed in the attached XXXXXXXX report.	5
1.3.1	Speed	Leverage browser caching	5
1.3.2	Speed	Defer Render blocking JavaScript	5
1.3.3	Speed	Optimise Images	5
2.1.1	Menu	Update the menu as per the accompanying keyword research as per the diagram	4
2.1.2	Menu	Update menu with fewer, or no 'drop downs' so simplifying the menu experience	4
2.2.1	URLs	Update the URL structure as per the proposed keyword and menu structure	3
2.2.3	URLs	Create 301 redirects from all old URLs to the new URL	3
3.1.1	Home Page	Update the meta title and description tags	5
3.2.1	Home Page	Update the home page to include the key business areas	5
3.2.2	Home Page	Update the main banner image to include 'customer' images.	5
3.2.3	Home Page	Update the home page with more concise text and modern images	5
3.2.4	Home Page	Add useful and relevant, but visually sympathetic text, such as a FAQ accordion	5