

— 4 PILLAR —

SEO AUDIT PROCESS



KITCHEN
MARKETING GROUP



Thanks for the opportunity

When Kitchen Marketing Group performs an SEO website audit, we're really just doing a regular check-up on your website. We'll help you determine what works, what needs improvements, and any critical fixes that need attention. Your website needs to be optimized for search engines and function smoothly for your website visitors.

We get it. Websites are complicated. They are developed and designed to engage the visitor, but who visits your site and how often all depends on if you can rank well on search engines for common user-queries. You can't stop the Internet from evolving, and it's going to evolve much faster than your website. Google's algorithms are complex and changing daily; trying to keep up can be exhausting.

Though complex, SEO remains one of the most crucial elements necessary for online success. SEO isn't a one-and-done fix. It requires consistent and strategic revision and monitoring. Regardless, there is still no way to ensure your website will skyrocket on Google rankings and stay there.

Google, the Internet, and your competitors' websites are all continuing to evolve. A website design that may be very search engine friendly today may not be effective tomorrow if you aren't on top of updating your plugins. Whether done internally or externally, an SEO website audit is a valuable tool to make sure your website is evolving and competing along with them.

4 PILLARS OF SEO

Off-Site

- Backlink Profile
- Social Media

On-Page SEO

- Title Tags & Meta Descriptions
- URL Optimization
- Header Tags
- Image Optimization
- Structured Data

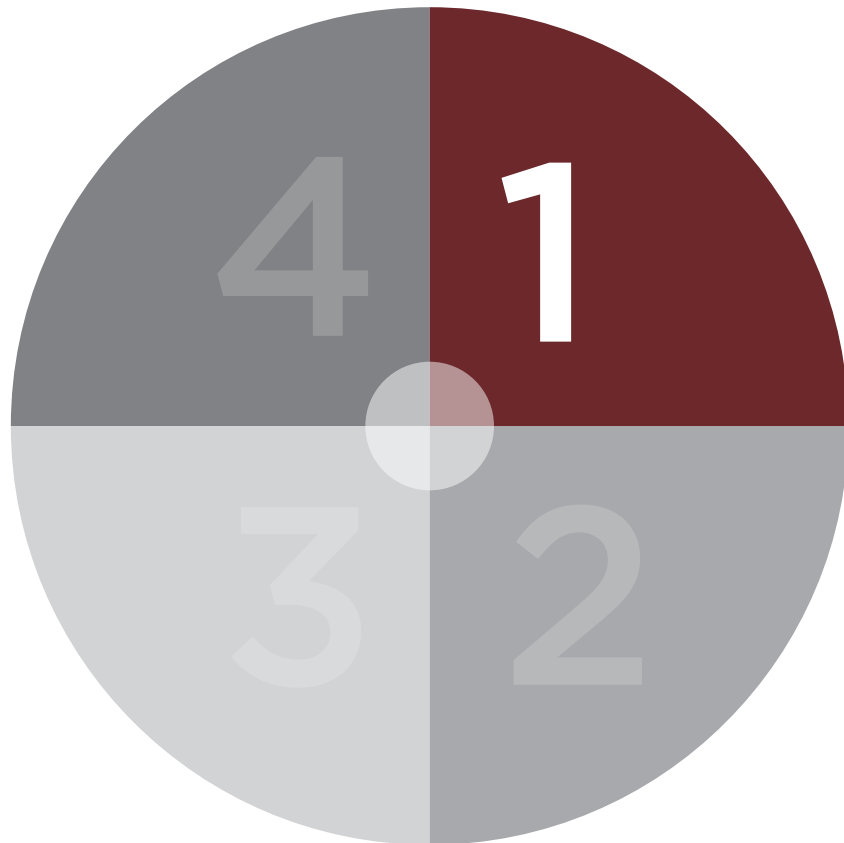


Technical SEO

- Domain Name Resolution
- Robot.txt
- Sitemap
- Search Console
- Indexability Check
- Usability & Speed
- Site Structure

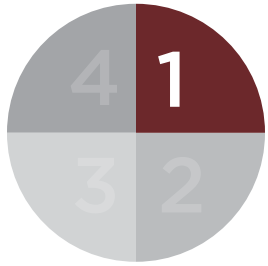
Content & User Experience

- Home page & Navigation
- Category Pages
- Product Detail Pages
- Blog Section



What Is Technical SEO?

Technical SEO is the process of ensuring that a website meets the technical requirements of modern search engines with the goal of improved organic rankings. Important elements of Technical SEO include crawling, indexing, rendering, and website architecture.



KITCHEN
MARKETING GROUP

Don Redding
Phone: 336-259-1371
KitchenMarketingGroup.com
Don@KitchenMarketingGroup.com

STEP 1 - Technical SEO

- **Domain Name Resolution**

What is DNS?

The Domain Name System (DNS) is the phonebook of the Internet. Humans access information online through domain names, like nytimes.com or espn.com. Web browsers interact through Internet Protocol (IP) addresses. DNS translates domain names to IP addresses so browsers can load Internet resources.

Each device connected to the Internet has a unique IP address which other machines use to find the device. DNS servers eliminate the need for humans to memorize IP addresses such as 192.168.1.1 (in IPv4), or more complex newer alphanumeric IP addresses such as 2400:cb00:2048:1::c629:d7a2 (in IPv6).

<https://www.cloudflare.com/learning/dns/what-is-dns/>

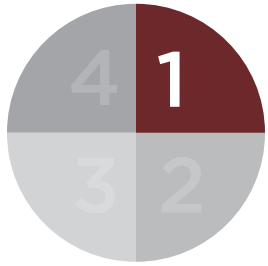
- **Robot.txt**

What is a robots.txt file?

Robots.txt is a text file webmasters create to instruct web robots (typically search engine robots) how to crawl pages on their website. The robots.txt file is part of the robots exclusion protocol (REP), a group of web standards that regulate how robots crawl the web, access and index content, and serve that content up to users. The REP also includes directives like meta robots, as well as page-, subdirectory-, or site-wide instructions for how search engines should treat links (such as “follow” or “nofollow”).

In practice, robots.txt files indicate whether certain user agents (web-crawling software) can or cannot crawl parts of a website. These crawl instructions are specified by “disallowing” or “allowing” the behavior of certain (or all) user agents.

<https://moz.com/learn/seo/robotstxt>



STEP 1 - Technical SEO

- **Sitemap**

What is a sitemap?

A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to more intelligently crawl your site. A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files: for example, for pages, when the page was last updated, how often the page is changed, and any alternate language versions of a page.

<https://developers.google.com/search/docs/advanced/sitemaps/overview>

- **Search Console**

What is Google Search Console?

Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. You don't have to sign up for Search Console to be included in Google Search results, but Search Console helps you understand and improve how Google sees your site.

<https://support.google.com/webmasters/answer/9128668?hl=en>

- **Indexability Check**

What is Indexability?

Indexability refers to the search engine's ability to analyze and add a page to its index.

Even though Google could crawl a site, it may not necessarily be able to index all its pages, typically due to indexability issues.

<https://www.semrush.com/blog/what-are-crawlability-and-indexability-of-a-website/>



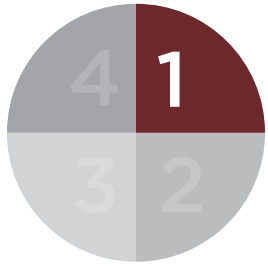
KITCHEN
MARKETING GROUP

Don Redding

Phone: 336-259-1371

KitchenMarketingGroup.com

Don@KitchenMarketingGroup.com



STEP 1 - Technical SEO

- **Usability & Speed**

Fast loading pages are the foundation for website usability. Your visitors are your potential customers, and the first impression they have of your site's usability is through its response time. If it loads quickly, you make sure it's not frustrated users who make their way through your site, but users who have high expectations from it. Every decision they take on your site is a byproduct of the page load speed. There is no way you can disassociate usability from page load speed.

<https://www.sitepoint.com/website-usability-page-speed-birds-feather/>

- **Site Structure.**

What is a site structure?

Site structure refers to how you organize your website's content. A website often consists of content on a variety of - related - topics, presented on posts and pages. Site structure deals with how this content is grouped, linked and presented to the visitor.

<https://yoast.com/site-structure/>



KITCHEN
MARKETING GROUP

Don Redding

Phone: 336-259-1371

KitchenMarketingGroup.com

Don@KitchenMarketingGroup.com



The Role of Content in User Experience.

There are many aspects to a Web site's user experience, but one of the least discussed and perhaps most important is content. The content of any Web site drives the user experience. You can have the best design themes, the best graphics, and even a great personalization strategy, but without great content to back it up, the user's experience may still be very poor.



STEP 2 - Content & User Experience

- **Home Page & Navigation**

Website navigation does more than tell people what content you have and where to find information. Search engines use your navigation to determine your site's ranking, which turns into site traffic and conversions. How you structure your menu and how you label the items both have a significant impact on usability and how your site performs in search engines.

<https://bit.ly/2NrZL3k>

- **Category Pages**

Category pages are great for search engine optimization, or SEO. These pages can basically serve as landing pages when users search for keywords or phrases relevant to the topic. This is great for site owners because it provides natural traffic to their blog and also because it helps to attract targeted traffic. By showing that there are several posts relevant to the searcher's desired topic, the Category page has helped the blog's owner to establish some authority on the topic.

<https://bit.ly/3dhJGbm>

- **Product/Service Detail Pages**

Product/Services pages are very important for ecommerce and service websites. Having properly optimized product/services pages can get you high rankings for keywords that will potentially generate sales and revenue.

<https://www.reliablesoft.net/ecommerce-category-pages-seo/>



KITCHEN
MARKETING GROUP

Don Redding

Phone: 336-259-1371

KitchenMarketingGroup.com

Don@KitchenMarketingGroup.com



What is On-Page SEO

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals.



STEP 3 - On-Page SEO

- **Title Tags & Meta Descriptions**

What is a title tag?

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content.

<https://moz.com/learn/seo/title-tag>

What is a meta description?

The meta description is an HTML attribute that provides a brief summary of a web page. Search engines such as Google often display the meta description in search results, which can influence click-through rates.

<https://moz.com/learn/seo/meta-description>

- **URL Optimization**

What is a URL?

A URL is human-readable text that was designed to replace the numbers (IP addresses) that computers use to communicate with servers. They also identify the file structure on the given website. A URL consists of a protocol, domain name, and path (which includes the specific subfolder structure where a page is located) and has the following basic format:
protocol://domain-name.top-level-domain/path

<https://moz.com/learn/seo/url>



KITCHEN
MARKETING GROUP

Don Redding

Phone: 336-259-1371

KitchenMarketingGroup.com

Don@KitchenMarketingGroup.com



STEP 3 - On-Page SEO

- **Header Tags**

What Are Heading Tags?

Think of heading tags as an outline of your content. They're HTML tags that indicate headings on a webpage. An H1 tag, or Heading 1, is the name or title of your piece of content. It's the biggest and most important heading. Normally, you'll use just one H1 tag for a page. From there, H2, H3, and H4 headings are used in numerical order, decreasing in size and importance.

<https://bit.ly/3ppKWeE>

- **Image Optimization**

What Does It Mean to Optimize Images?

Large images slow down your web pages which creates a less than optimal user experience. Optimizing images is the process of decreasing their file size, using either a plugin or script, which in turn speeds up the load time of the page. Lossy and lossless compression are two methods commonly used.

- **Structured Data**

What is structured data?

Structured data is any data that is organized. For example, if you have a bunch of scattered Post-It notes with phone messages about meetings, dates, times, people, etc, and you organize these into a table with labeled rows and columns for each type of information, you're structuring the data.



KITCHEN
MARKETING GROUP

Don Redding

Phone: 336-259-1371

KitchenMarketingGroup.com

Don@KitchenMarketingGroup.com



What is Off-Page SEO

“Off-page SEO” refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Optimizing for off-site ranking factors involves improving search engine and user perception of a site’s popularity, relevance, trustworthiness, and authority. This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website, and effectively “vouching” for the quality of your content.



KITCHEN
MARKETING GROUP

Don Redding

Phone: 336-259-1371

KitchenMarketingGroup.com

Don@KitchenMarketingGroup.com

STEP 4 - Off-Site

- **Social Media**

- **Social sharing results in more links**

- One of the benefits of social media is the increased opportunity for links. Social media links are a great way to boost your search engine rank. SEO and social media work well together to give your site the links you need to increase your search engine rank.

- Social media activity often leads to increased awareness of website content, which can lead to heightened familiarity and more people linking to your site.

- <https://www.paradym.com/blog/the-importance-of-social-media-in-seo/>

- **Backlink Profile**

- **What is a backlink and why is it important for SEO?**

- Your backlink profile describes the sites that link to your website. These are the sites that see your content as authoritative enough that they can entrust their visitors to you.

- Google monitors which sites link to you, trusting their visitors to you and that reputable sites are going to link to other reputable sites while spam sites likely link to other poor-quality sites.

- <https://www.brightedge.com/glossary/backlink-profile>

4 PILLAR

SEO AUDIT PROCESS



KITCHEN
MARKETING GROUP