

SEO Audit Scope

1. Analysis of the most important, basic parameters of the site, such as:

- Popularity of the website
- Page size
- Page speed
- Age of page and domain
- History of the domain
- Site Trust Index
- Number of links and domains linking to the site
- Mobile test
- Duplication of page - internal, 301 redirections check

2. Analysis of the home page and subpages. The analysed factors include:

- Titles and meta descriptions (length, optimization for keywords, duplication)
- Internal links and their construction
- Photos (photo descriptions, photo weight)
- Content formatting (semantic analysis)
- Headings and their correlation with keywords
- Content on the main page and subpages
- Internal Duplication
- External duplication
- Analysis of server errors and their causes (404, 503, redirect 302)

3. Analysis of page visibility and current keywords position

4. Competition analysis (key parameters) and comparison with the site - determining the competitiveness of the industry

5. Off-site analysis - links to the site

- Analysis of quality and quantity of backlinks
- Analysis of anchor texts
- Analysis of links harmfulness and spam score
- Planning the link diversification strategy (sources and anchor texts)

6. Analysis of the Social Media presence and its impact on visibility