



How to perform a Technical SEO Audit

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Polemic Digital

P A R E N T A L

ADVISORY

EXPLICIT CONTENT

“This guy is a dick.”

- A client's lead dev

My SEO Audit Model

Web Search Engines



Crawler

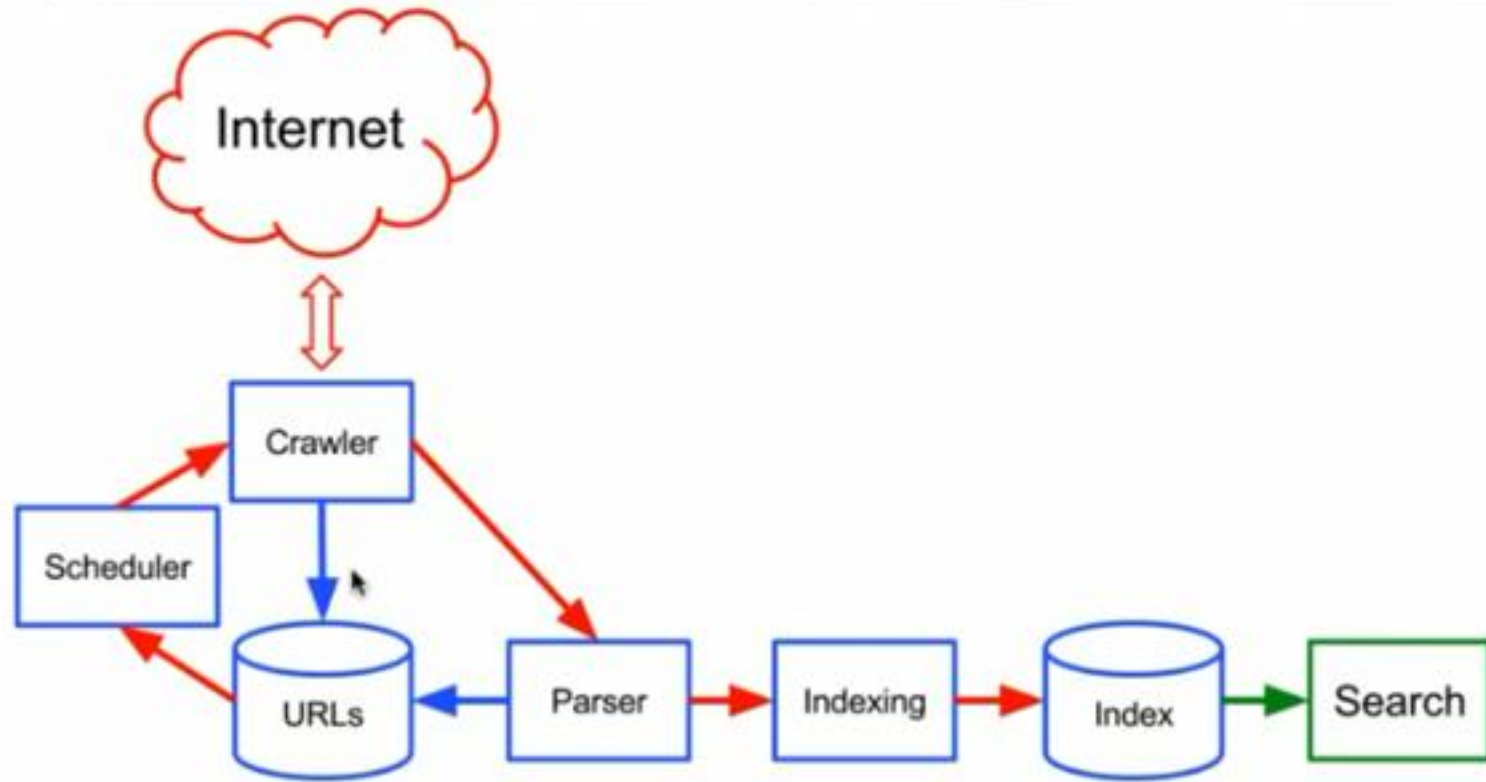


Indexer

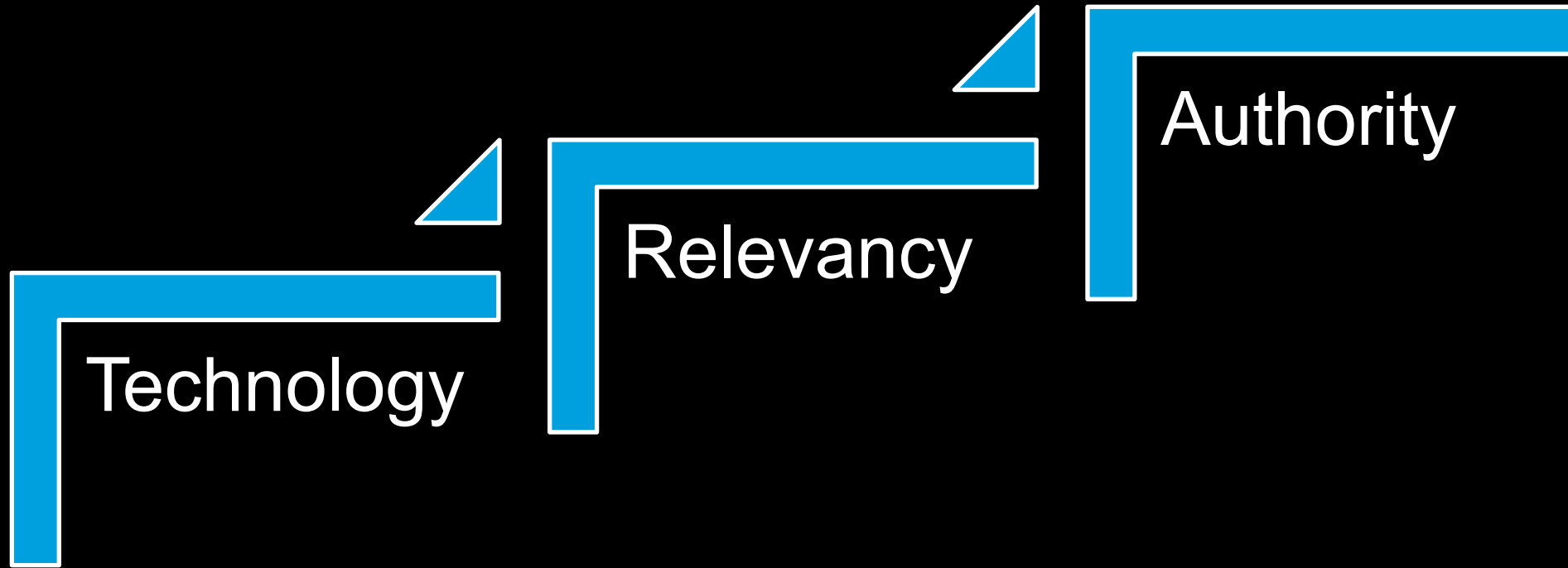


Ranker

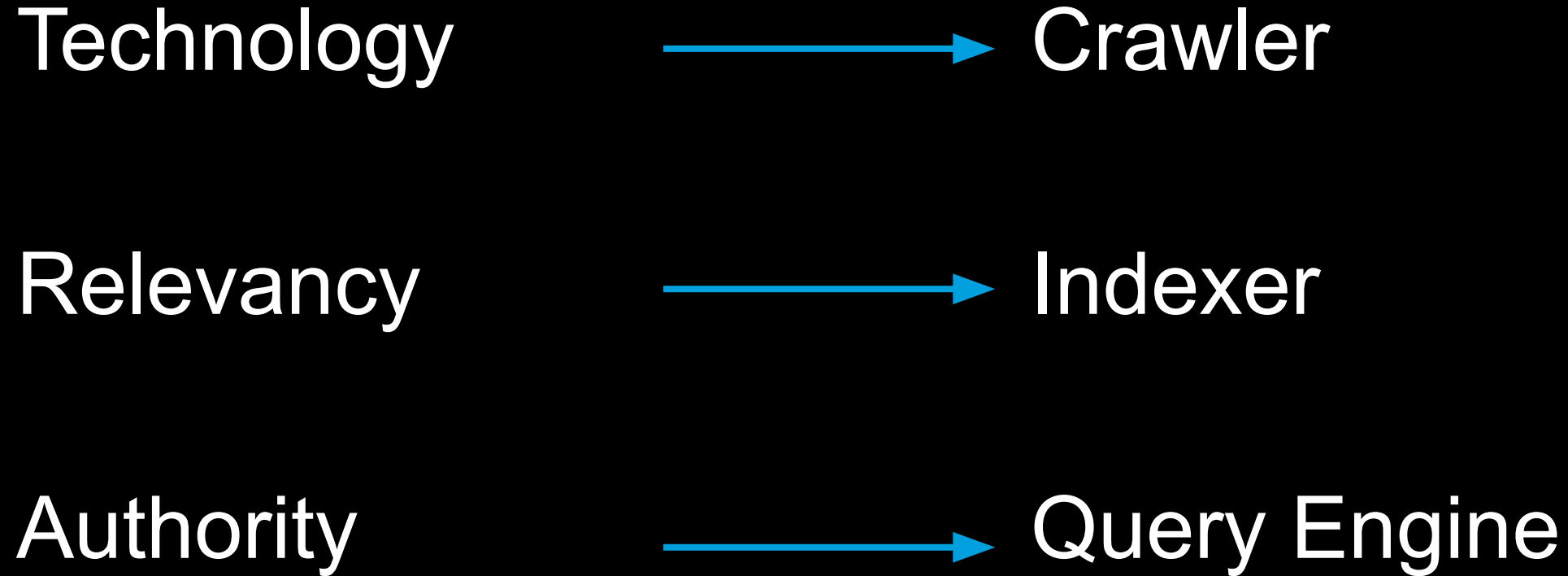
The Pipeline (simplified)



The Three Pillars of SEO



Relation to Web Search



Relation to Web Search

Technology

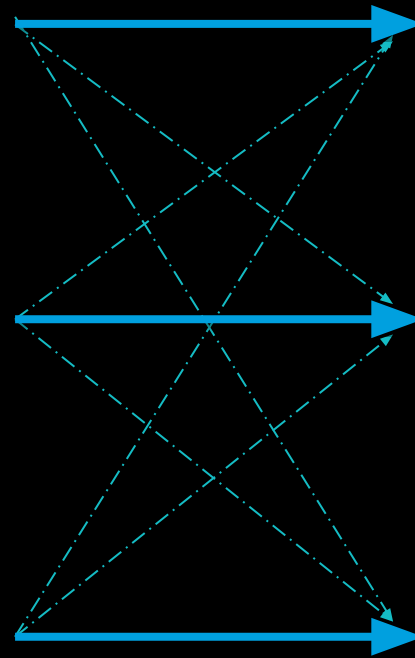
Crawler

Relevancy

Indexer

Authority

Query Engine



1. Technology

Technical SEO is about;

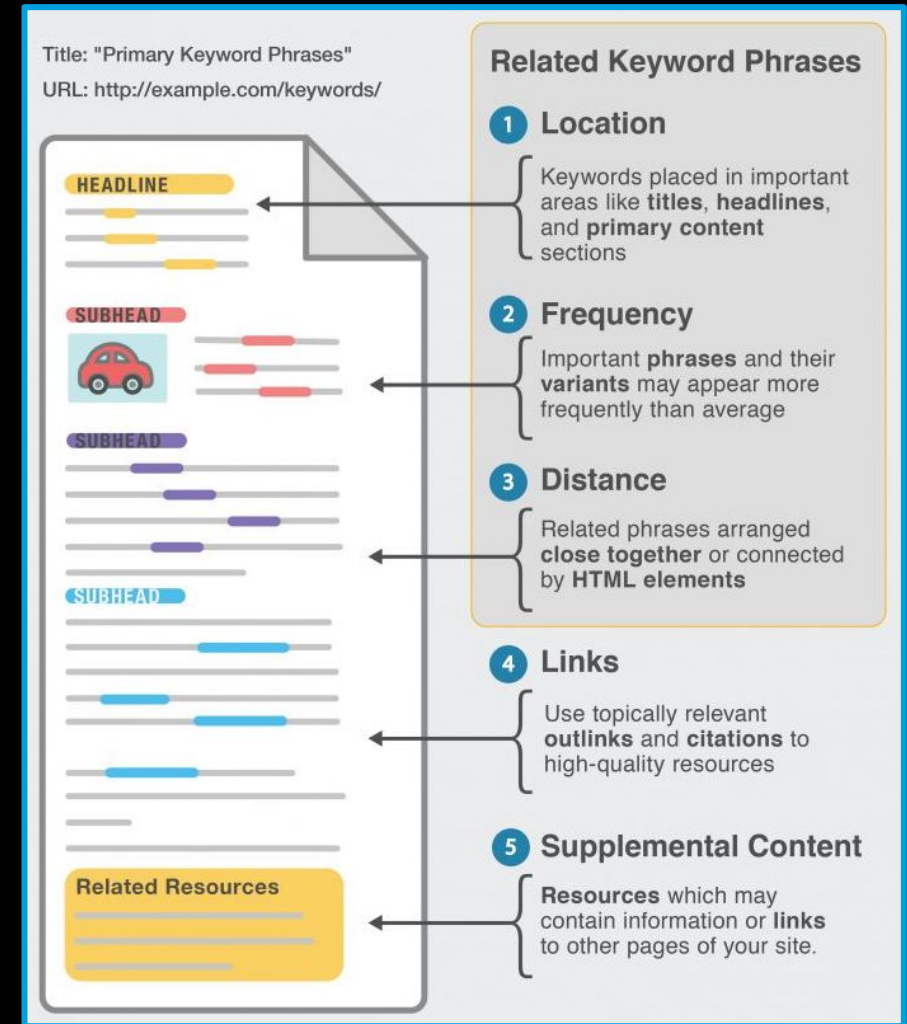
- Crawl optimisation
- Load speed
- Mobile SEO
- JavaScript
- International SEO

```
<tr class="row-1 row-first row-last">
  <td class="col-1 col-first">
    <div class="views-field views-field-title"> <span class="field-content"> <a href="/yellowleather/products/shoes">
    <div class="views-field views-field-uc-product-image">
      <div class="field-content">
        <a href="/yellowleather/products/shoes/comfy-leather-shoes">  <span class="views-label views-label-display-price">
    </div>
  </td>
  <td class="col-2">
    <div class="views-field views-field-title"> <span class="field-content"> <a href="/yellowleather/products/hats">
    <div class="views-field views-field-uc-product-image">
      <div class="field-content">
        <a href="/yellowleather/products/belts/embossed-spread-wing-angle-belt">  <span class="views-label views-label-display-price">
    </div>
  </td>
  <td class="col-3 col-last">
    <div class="views-field views-field-title"> <span class="field-content"> <a href="/yellowleather/products/hats">
    <div class="views-field views-field-uc-product-image">
      <div class="field-content">
        <a href="/yellowleather/products/hats/leather-hat">  <span class="views-label views-label-display-price">
    </div>
  </td>
</tr>
```

2. Relevancy

On-page SEO is about;

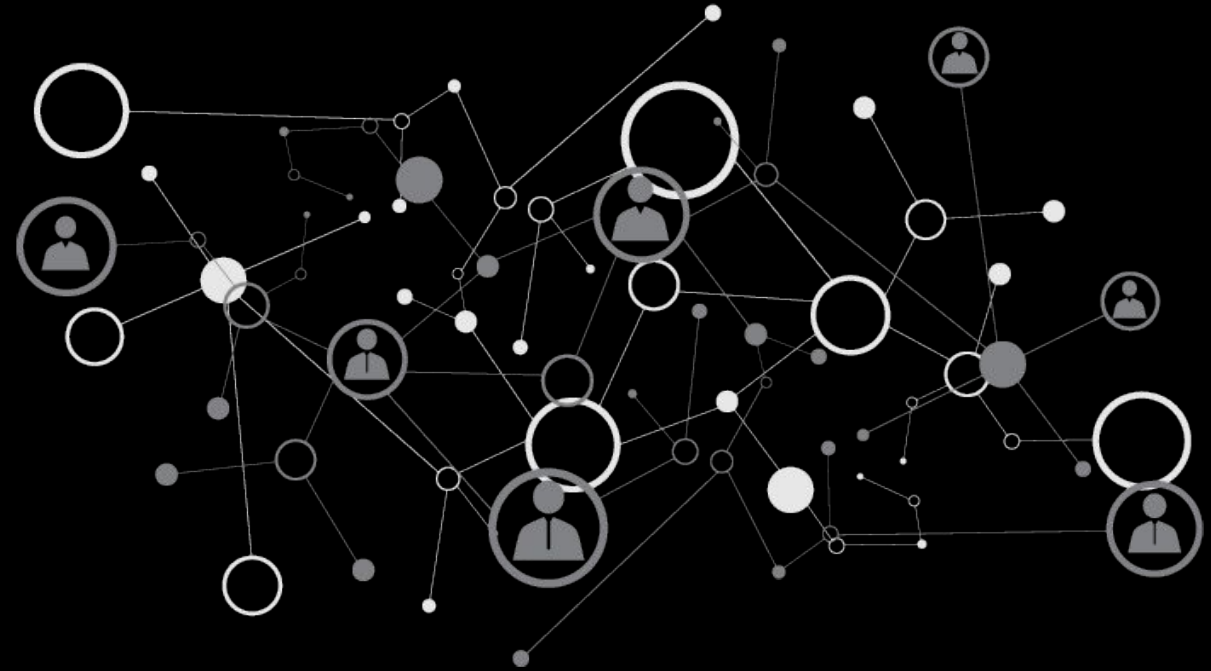
- Keyword/topical focus
- Information Architecture
- Page structure
- Content quality
- Structured Data
- Accessibility



3. Authority

Authority & Ranking is about;

- Link building
- Internal linking
- Social signals
- Spamming the shit out of Google



'Technical' SEO Audit

Technology



Crawler

Relevancy



Indexer

Authority



Query Engine

What is an SEO Audit?

Screaming Frog SEO Spider 8.2 - Spider Mode

FileConfigurationModeBulk ExportReportsSitemapsLicenceHelp

http://www.doorstore.co.uk/StartClear100%SEO Spider

InternalExternalProtocolResponse CodesURIPage TitlesMeta DescriptionMeta KeywordsH1H2ImagesDirectivesHreflangAJAX

Filter: AllExport

	Address	Status Code	Content
1	http://www.doorstore.co.uk/prodimages/EXT%20Frame-med2.jpg	200	image/jpeg
2	http://www.doorstore.co.uk/product/backplate-handles/victorian-4/3238-643/	200	text/html
3	http://www.doorstore.co.uk/product/laminate-tile/palatio-travertine-stone-impression-floor/3941-666/	200	text/html
4	http://www.doorstore.co.uk/ProdImages/Oak%20Chamfered-med2.jpg	200	image/jpeg
5	http://www.doorstore.co.uk/prodimages/Z1205%20NB%20PC%20Image-sm.jpg	200	image/jpeg
6	http://www.doorstore.co.uk/ProdImages/Glazed%20Mexicano(1).jpg	200	image/jpeg
7	http://www.doorstore.co.uk/ProdImages/Monaco%20full%20pic(1).jpg	200	image/jpeg
8	http://www.doorstore.co.uk/ProdImages/Chateau%20Oak%20V-Groove%20full%20pic.jpg	200	image/jpeg
9	http://www.doorstore.co.uk/ProdImages/4%20Pane%20Stable-med2.jpg	200	image/jpeg
10	http://www.doorstore.co.uk/ProdImages/Spec%20Image%20White%20oak%20panelled.jpg	200	image/jpeg
11	http://www.doorstore.co.uk/prodimages/Monet%20RB-sm.jpg	200	image/jpeg
12	http://www.doorstore.co.uk/ProdImages/Carolina%20GRP2%20copy.jpg	200	image/jpeg
13	http://www.doorstore.co.uk/ProdImages/Edwardian(3)-med2.jpg	200	image/jpeg
14	http://www.doorstore.co.uk/Uploads/glazed-doors.png	200	image/png
15	http://www.doorstore.co.uk/product/walnut-doors/contemporary-4-lite-walnut-door-40mm/3159-642/	200	text/html
16	http://www.doorstore.co.uk/ProdImages/Timberclck%20cup%201000-sm.jpg	200	image/jpeg
17	http://www.doorstore.co.uk/ProdImages/nEWEL%20CLOSE%20copy.jpg	200	image/jpeg
18	http://www.doorstore.co.uk/product/grpcomposite/grp-monaco/5902-631/	200	text/html
19	http://www.doorstore.co.uk/showrooms/	404	text/html
20	http://www.doorstore.co.uk/catimages/fm-oak(1)-cat.JPG	200	image/jpeg
21	http://www.doorstore.co.uk/ProdImages/Spec%20Image%20Pre-primed%20copy(3).jpg	200	image/jpeg
22	http://www.doorstore.co.uk/product/glazed-doors/milan-3-lite-pre-glazed-white-oak-door-40mm/3112-...	200	text/html
23	http://www.doorstore.co.uk/Uploads/about_5.jpg	200	image/jpeg
24	http://www.doorstore.co.uk/product/mahogany/external-frame/5174-630/	200	text/html
25	http://www.doorstore.co.uk/ProdImages/Corvus%20White%20Raw%201500-med2.jpg	200	image/jpeg
26	http://www.doorstore.co.uk/ProdImages/Mustang%20Slate%20full%20pic(1).jpg	200	image/jpeg

Address

URL Encoded Address

Content

Status Code

Status

Size

Value

URL InfoInlinksOutlinksImage InfoSERP SnippetRendered Page

Spider: IdleAverage: 16.07 URI/s. Current: 19.60 URI/s.

173,000 Search Console Pages

31,339 Non-indexed Pages

32,449 Pages without Canonical Tag

34,849 Pages with Duplicate Content

11,597 Pages with Duplicate Title

21,257 Pages with Duplicate Title

SEE ALL 39 ISSUES

PAGES BREAKDOWN

Primary Pages: 50,344

Duplicate Pages: 2,942

Paginated 2+ Pages: 0

Mobile Alternates: 0

Non-Indexable Pages: 33,555

Non-200 Pages: 121,824

Failed URLs: 274

58 %

0 %

24 %

0 %

16 %

SEE ALL 208,941 PAGES

UNCRAWLED URLS

Page Group Restricted URLs231,739

Disallowed URLs (Uncrawled)19

@badams

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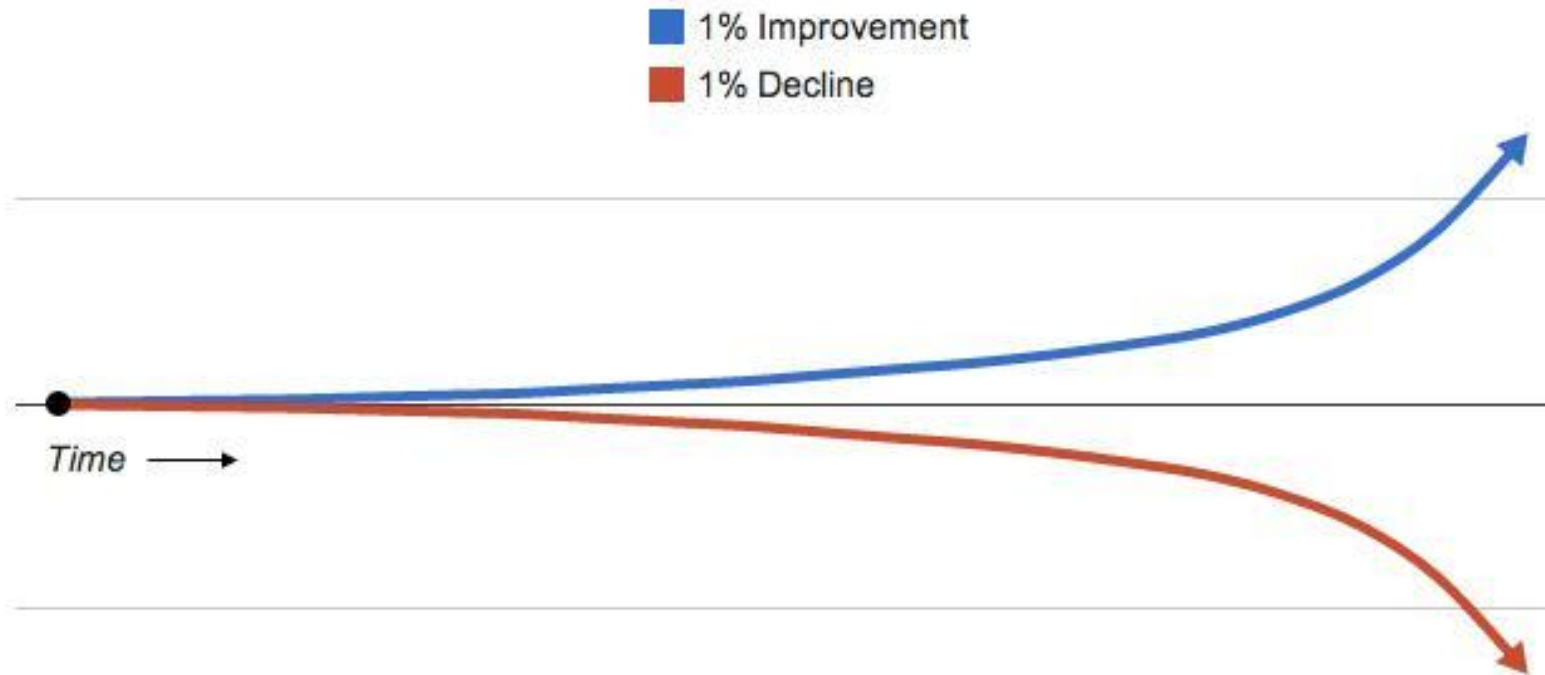
Start of an Improvement Process

Analysis of a website using **applied SEO theory** to initiate a **process** towards improved **organic search visibility**.



SEO Audit

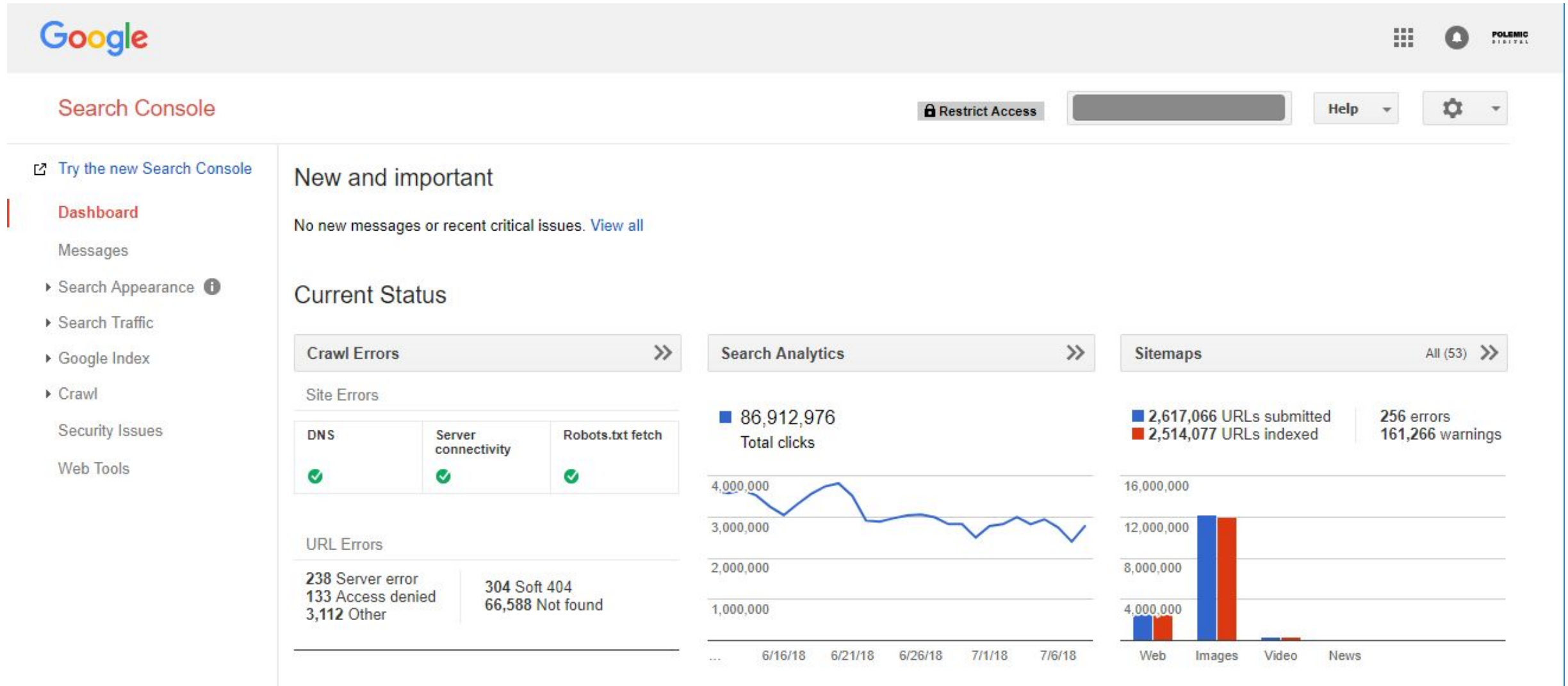
Aggregation of Marginal Gains



<https://jamesclear.com/marginal-gains>

Before The Audit...

Google Search Console



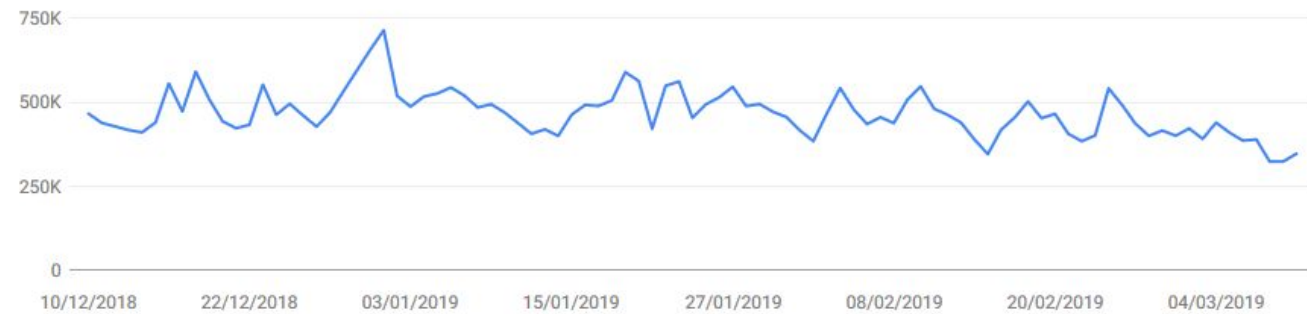
- Overview
- Performance
- URL inspection
- Index
- Coverage
- Sitemaps
- Enhancements
- Mobile Usability
- AMP
- Security & Manual Actions
- Links
- Settings
- Submit feedback
- About new version
- Go to the old version

Overview

Performance

[OPEN REPORT >](#)

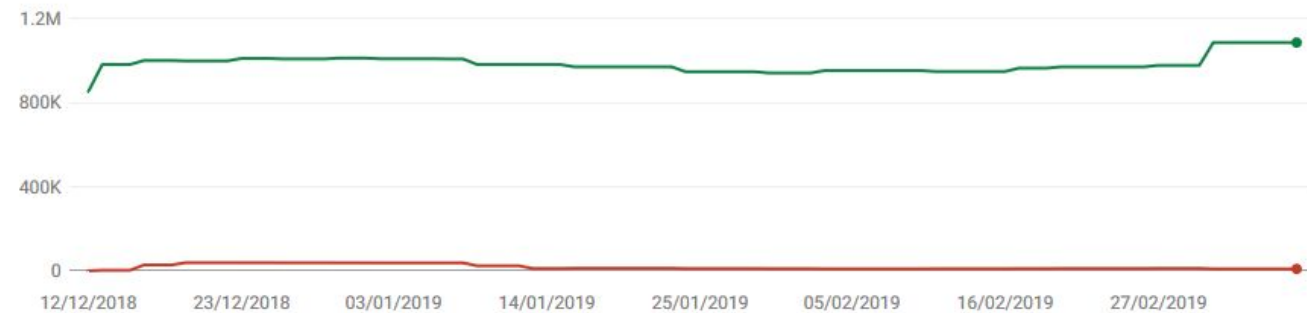
42,645,851 Total web search clicks



Coverage

[OPEN REPORT >](#)

9,677 Pages with errors 1,087,346 Valid Pages



Access

Must-have:

- Google Search Console

Nice to have:

- Web Analytics
- Server Log Files



Audit Tools

Initial Scan



Barry

Silver Annual Plan: (27 / 100) URLs patrolled

Search sites...



NAVIGATION

≡ All Sites Summary

+ Add URLs to Patrol

🛡 Daily Patrol Report

📅 Renewal Report

🔄 Change History

> API

👤 Account Details

🔔 Notification Settings

📄 Support

🚪 Logout



YOU ARE HERE: Sites Summary >

Site settings

Site history

Danger

Rel Canonical check: We didn't find a Rel Canonical link



⚙ Configure

Sitemap validation: We have detected errors in one or more of your sitemaps



⚙ Configure

Warning

404 page check: The 404 status check returns a 302 status code



⚙ Configure

All good

Whois expiry: This domain expires in 1661 days



⚙ Configure

URL check: The URL status check returns a 200 status code



⚙ Configure

HTTP to HTTPS check: The HTTP redirect returns a 301 status code



⚙ Configure

www to non-www check: The www to non-www redirect check returned a 301 status code



⚙ Configure

SSL Certificate expiry: This SSL Certificate expires in 648 days



⚙ Configure

Domain not found: The domain does not exist



⚙ Configure

Find reports



Summary

Dashboard

Site Explorer

Reports

Issues

Changes

All Pages

Indexation

Content

Config

Links

Traffic

Mobile

Log Files

Performance

Source Gap

Extraction

Dashboard

PROJECTS > [Progress Bar] > JUN 26, 2018 7:47 PM



Find URLs



ISSUES ⓘ

**43,186** Non-rel Alted AMP Pages**18,811** Max Fetch Time**27,712** Max HTML Size**20,901** Max Links**57,786** High External Linking**3,946** Unlinked Paginated Pages

SEE ALL 35 ISSUES

PAGES BREAKDOWN ⓘ



Primary Pages: **23,075**

Duplicate Pages: **946**

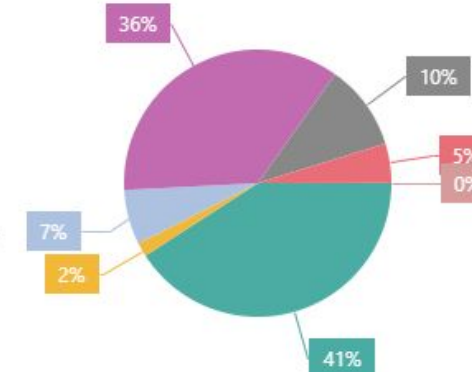
Paginated 2+ Pages: **3,745**

Mobile Alternates: **20,128**

Non-Indexable Pages: **5,858**

Non-200 Pages: **2,690**

Failed URLs: **12**



SEE ALL 99,945 PAGES

NON-200 PAGES ⓘ



Category	Count
Total	2,690
301 Redirects	2,656
Non-301 Redirects	30

UNCRAWLED URLS ⓘ



Category	Count
Malformed URLs	272
Page Group Restricted URLs	0
Not Included URLs	0

Screaming Frog SEO Spider 9.4 - List Mode (Loaded from saved crawl)

FileConfigurationModeBulk ExportReportsSitemapsLicenceHelp

Screamingfrog

UploadExportStartClear100%

SEO Spider

InternalExternalProtocolResponse CodesURIPage TitlesMeta DescriptionMeta KeywordsH1H2ImagesDirectivesHreflangAJAXCustomAnalytics

Filter: AllExport

AddressStatus CodeContentS +

1https://200text/html; charset=UTF-8OK

2https://200text/html; charset=UTF-8OK

3https://200text/html; charset=UTF-8OK

4https://200text/html; charset=UTF-8OK

5https://200text/html; charset=UTF-8OK

6https://200text/html; charset=UTF-8OK

7https://200text/html; charset=UTF-8OK

8https://200text/html; charset=UTF-8OK

9https://200text/html; charset=UTF-8OK

10https://200text/html; charset=UTF-8OK

11https://200text/html; charset=UTF-8OK

12https://200text/html; charset=UTF-8OK

13https://200text/html; charset=UTF-8OK

14https://200text/html; charset=UTF-8OK

15https://200text/html; charset=UTF-8OK

16https://200text/html; charset=UTF-8OK

17https://200text/html; charset=UTF-8OK

18https://200text/html; charset=UTF-8OK

19https://200text/html; charset=UTF-8OK

20https://200text/html; charset=UTF-8OK

21https://200text/html; charset=UTF-8OK

22https://200text/html; charset=UTF-8OK

23https://200text/html; charset=UTF-8OK

24https://200text/html; charset=UTF-8OK

25https://200text/html; charset=UTF-8OK

26https://200text/html; charset=UTF-8OK

27https://200text/html; charset=UTF-8OK

28https://200text/html; charset=UTF-8OK

29https://200text/html; charset=UTF-8OK

30https://200text/html; charset=UTF-8OK

31https://200text/html; charset=UTF-8OK

Filter Total: 3,137

NameValue

Addresshttps://

URL Encoded Addresshttps://

Contenttext/html; charset=UTF-8

Status Code200

StatusOK

Size199012

URL InfoInlinksOutlinksImage InfoSERP SnippetRendered PageView Source

Spider: IdleAverage: 5.12 URI/s. Current: 4.50 URI/s. Completed 3,137 of 3,137 (100%) 0 remaining

OverviewSite StructureResponse TimesAPI

Summary

Total URI Encountered: 3137

Total Internal Blocked by robots.txt: 0

Total External Blocked by robots.txt: 0

Total URI Crawled: 3137

Total Internal URI: 3137

Total External URI: 0

SEO Elements

Internal

All (3137) (100.00%)

HTML (3137) (100.00%)

JavaScript (0) (0.00%)

CSS (0) (0.00%)

Images (0) (0.00%)

PDF (0) (0.00%)

Flash (0) (0.00%)

Other (0) (0.00%)

External

All (0) (0.00%)

JavaScript (0) (0.00%)

CSS (0) (0.00%)

Images (0) (0.00%)

PDF (0) (0.00%)

Flash (0) (0.00%)

Other (0) (0.00%)

Internal

HTMLJavaScriptCSSImagesPDFFlashOther

@badams

Screaming Frog

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Search Console

Restrict Access

Help

Try the new Search Console

Dashboard

Messages

Search Appearance ⓘ

Search Traffic

Google Index

Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

URL Parameters

Security Issues

Web Tools

Site Errors

Showing data from the last 90 days

DNS ✓

Server connectivity ✓

Robots.txt fetch ✓

URL Errors

Status: 7/9/18

Desktop ⓘ

Smartphone ⓘ

Server error ⓘ

238

Soft 404 ⓘ

304

Access denied ⓘ

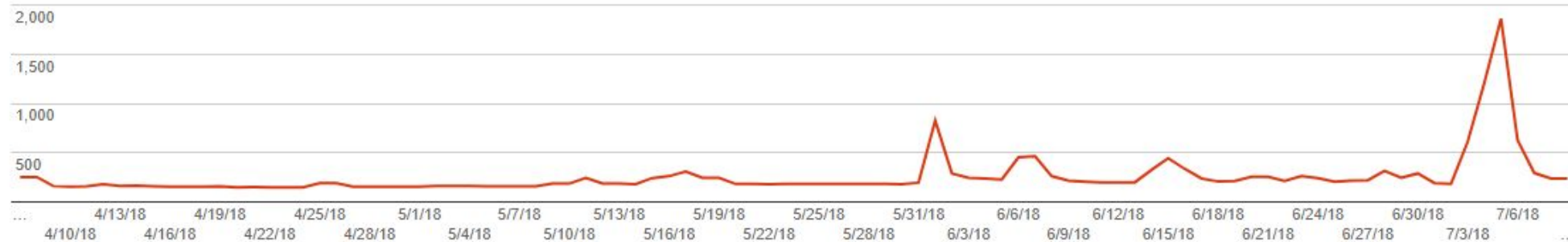
133

Not found ⓘ

66,588

Other ⓘ

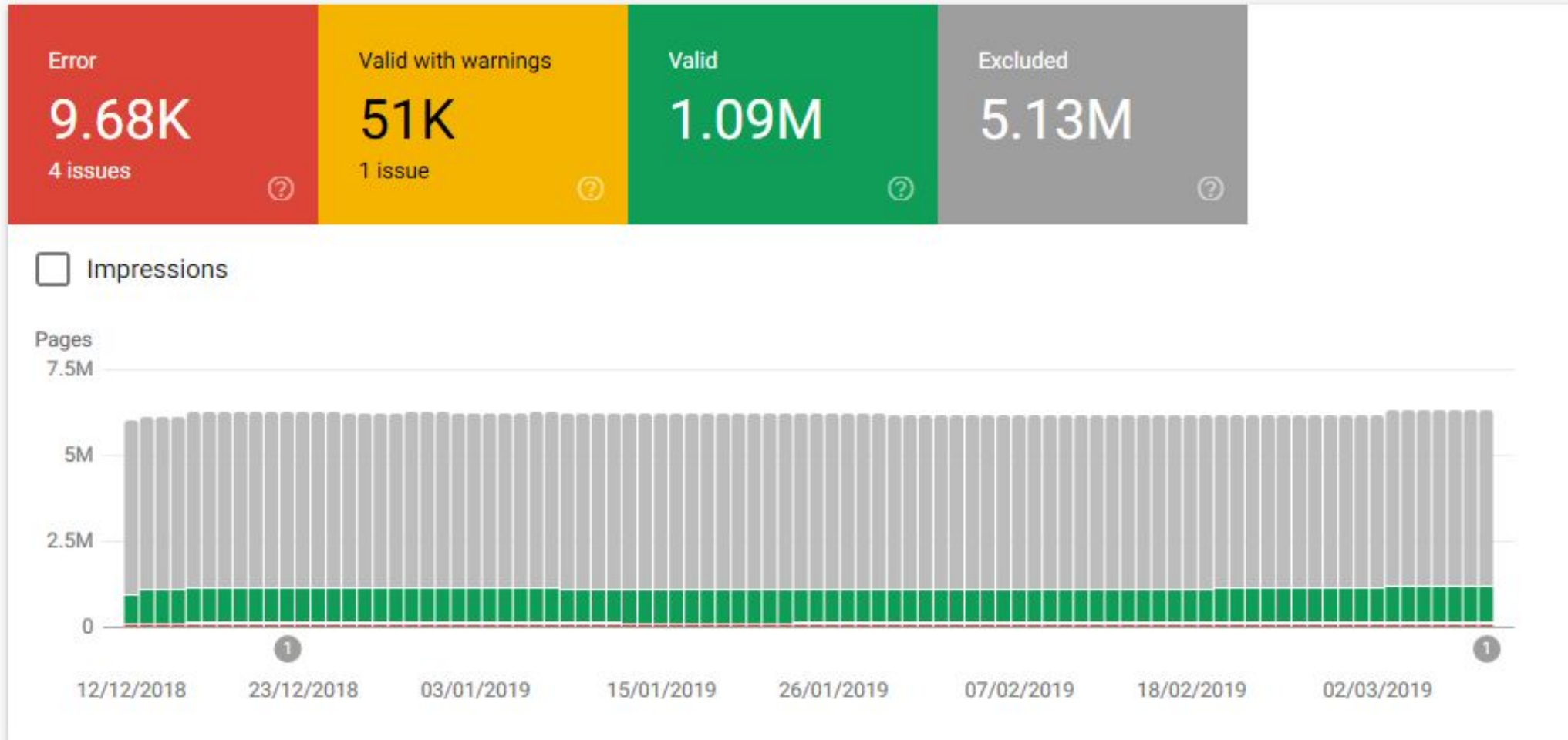
3,112



Coverage

All known pages ▼

Last updated: 09/03/2019





Latest Performance Report for:

<https://www.polemicdigital.com/>

Report generated: Thu, Jun 14, 2018, 1:47 PM +0100

Test Server Region: London, UK

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8



Looks like you're running WordPress
[Have a look at our WP optimization tips »](#)



Looks like you might not be using a CDN
[Why should I use a CDN? »](#)

[Re-Test](#)[Compare](#)[Page Settings](#)[Monitor](#)[Set Up Alerts](#)[Download PDF](#)

Share This Report



Performance Scores

PageSpeed Score

B (87%) ^

YSlow Score

B (83%) ^

Page Details

Fully Loaded Time

2.1s ^

Total Page Size

573KB ^

Requests

51 ^

[PageSpeed](#)[YSlow](#)[Waterfall](#)[Timings](#)[Video](#)[History](#)

RECOMMENDATION

▼ **Combine images using CSS sprites**

GRADE

E (52)



TYPE

IMAGES

PRIORITY

HIGH

▼ **Enable gzip compression**

C (77)



SERVER

HIGH

▼ **Defer parsing of JavaScript**

A (91)



JS

HIGH

▼ **Inline small CSS**

A (92)



CSS

HIGH

What do my scores mean?

Rules are sorted in order of impact upon score

Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page

The recommendations are meant to be

Home | Huge Rugby News

https://www.hugerugby.news

f

t

i

INTERNATIONAL

6 NATIONS

PREMIERSHIP

TRENDING

WORLD RUGBY
NATIONS CHAMPIONSHIP

6 NATIONS / 6 days ago

1 World Rugby clears everything up with the actual proposal for Global Comp .. and it sounds good!

RUGBY / 4 days ago

2 Springbok fails drug test

6 NATIONS / 1 hour ago

Ireland Squad Update. 2 out, 1 in.

Ireland Scrum Coach Greg Feek gave an update on the Ireland squad ahead of the final round of the Guinness...

PREMIERSHIP / 1 day ago

Ireland Player Ratings vs France

Saracens owner releases another statement.

6 NATIONS / 1 day ago

WATCH: Ireland Blow Resilient France Away | Report & Highlights

https://www.hugerugby.news/

Home | Huge Rugby News

Status: 200

Indexable

Followable

Mobile

MAIN

STRUCT. DATA

LINKS

RESOURCES

AUDIT

⚙️

📄

↻

Load: 7.37s

TTTB

Interactive

DOM complete

Load

Transfer: 2.9 MB

Cached: 407 KB

Document

CSS

Fonts

Scripts

Images

IFrames

Content

Language

en-GB

@badams

SEOInfo

POLEMIC
DIGITAL

Home | Huge Rugby News

https://www.hugerugby.news

f t i

HUGE

INTERNATIONAL 6 NATIONS PREMIERSHIP PRO14 CHAMPIONS C

TRENDING

WORLD RUGBY NATIONS CHAMPIONSHIP

6 NATIONS / 6 days ago

1 World Rugby clears everything up with the actual proposal for Global Comp .. and it sounds good!

RUGBY / 4 days ago

2 Springbok fails drug test

SALE SHARKS

PREMIERSHIP / 50 mins ago

Sale Sharks Centre Pleads Guilty

Sale Sharks centre Mark Jennings has pleaded guilty to assaulting a police officer and has had his case adjourned before...

Wappalyzer

- CMS
 - WordPress
- Widget
 - Facebook
 - Twitter
- Analytics
 - Google Analytics
- Cache Tool
 - WordPress Super Cache
- Programming Language
 - PHP
- CDN
 - CloudFlare

GALLERIES

hours ago

ard of 'maul

een a 6ft 8 second-

hours ago

Our announce big contract renewal news.

6 NATIONS / 23 hours ago

Super Saturday Permutations | 6 Nations

6 NATIONS / 1 day ago

England name 31 man squad for Scotland. He's added a third Out-Half.

6 NATIONS / 1 day ago

It just gets worse for Scotland.

6 NATIONS / 1 day ago

Ireland Player Ratings vs France

PREMIERSHIP / 1 day ago

Saracens owner releases another

Home | Huge Rugby News

https://www.hugerugby.news

<

The Actual Audit

Checklist

	A	B
1	1. Technology:	
2	DeepCrawl report	16k primary, 165 duplicate, 5548 non-200s, 411 failed
3	Site: command	36500 results
4	GSC index status report	23314 indexed, 921 blocked, 1 removed
5	New GSC index coverage report	337 errors, 952 valid with warnings, 20.9k valid, 38k excluded
6	GSC crawl statistics	7585 pages/day, 348ms
7	GSC crawl errors	2 server errors, 34 soft 404s, 940 access denied, 3967 not found, 7 not followed
8	News crawl errors	N/A
9	Robots.txt	Extensive disallow rules - purpose?
10	XML sitemaps	5 XML sitemaps, some containing non-indexable URLs
11	Google News sitemap	N/A
12	URLs / parameters	Few hundred URLs with parameters, not configured in GSC
13	Meta robots tags	Implemented on one page: https://www.website.com/section/page/
14	Print versions / sorted page listings	URL parameters used for sorted course listings - not configured in GSC
15	Domain/subdomain	Out of scope of the audit
16	Canonicalised homepage (www/non-www)	both www and non-www are accessible
17	HTTP / HTTPS	both https and http are accessible
18	SSL Certificate quality	F-rating: https://www.ssllabs.com/ssltest/analyze.html?d=website.com&hideResults=on
19	Trailing slash versions	No slash 301-redirects to trailing slash
20	rel=canonical implementation	Not implemented
21	Navigation structure	100+ menu links
22	Code bloat (viewstates?)	Inline CSS that could be minified. Large menu.
23	Fetch & Render	Blocked resources: fonts & tracking scripts
24	Pagespeed Insights	Mobile: 89/100, Desktop: 75/100
25	Lighthouse report	N/A
26	GTMetrix report	75% / 57%. 4.7s, 1.40MB, 131 requests
27	JavaScript / CSS calls	44 JS, 11 CSS
28	External plugins/domain calls	maps.googleapis.com, widget.unistats.ac.uk, maps.gstatic.com, track.adform.net, www.facebook.com, www.google-analytics.com, www.google.co.uk, www.google.com, hm.baidu.com, connect.facebook.net, fonts.gstatic.com, px.ads.linkedin.com, ajax.googleapis.com, fast.fonts.com, stats.g.doubleclick.net, dc.ads.linkedin.com, www.linkedin.com, www.googletagmanager.com, sjs.bizographics.com, www.googleadservices.com, fonts.googleapis.com, googleads.g.doubleclick.net, a2.adform.net, asia.adform.net
29	AJAX / Flash / Silverlight / ActiveX	No issues
30	HTTP headers / redirects	3500+ 301 redirects, 26 302 redirects
31	404 pages	1170 Not Found 404 pages
32	Pagination	Not implemented

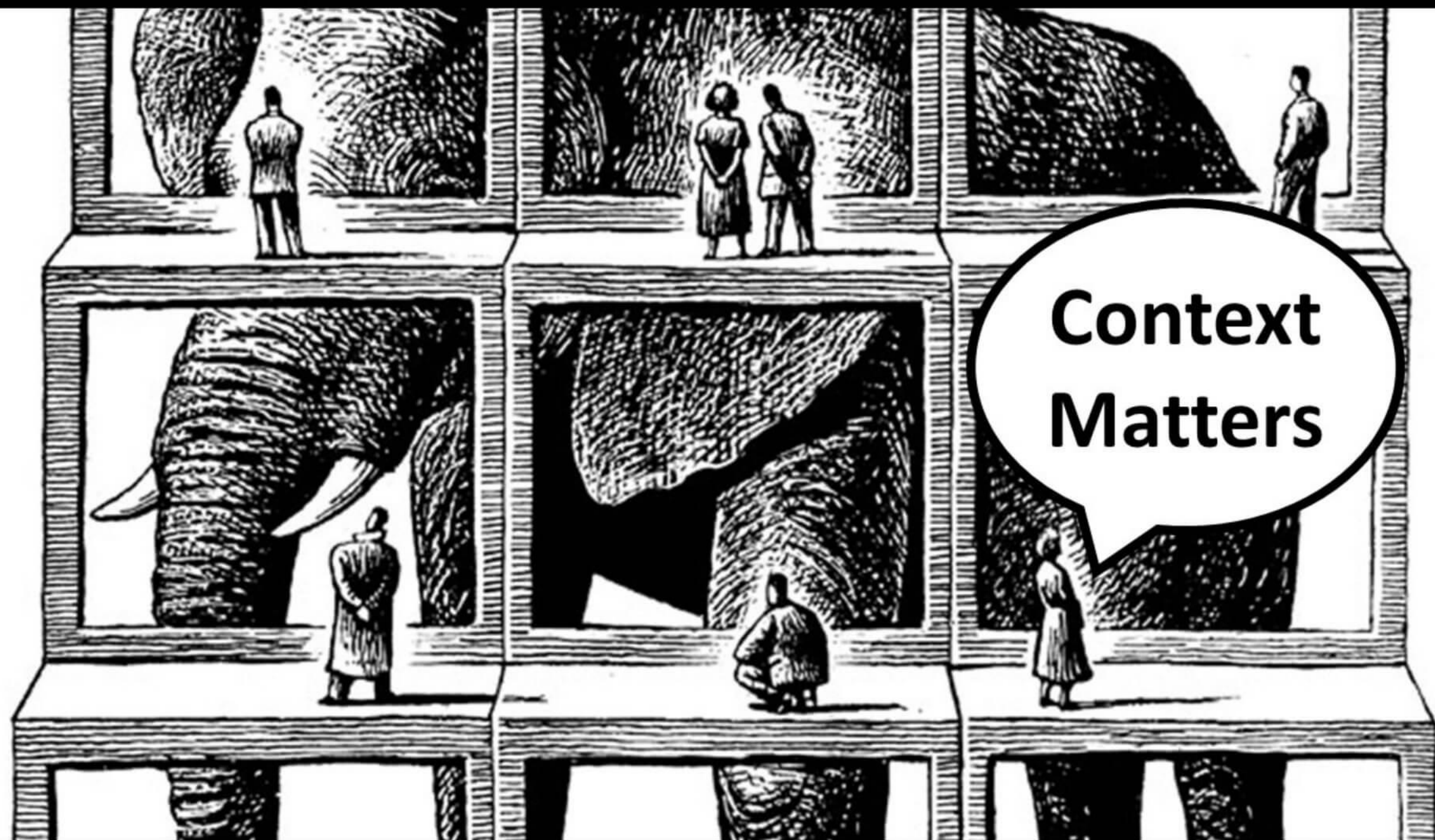
The Key to a Good Audit



The Key to a Good Audit



Pattern Recognition



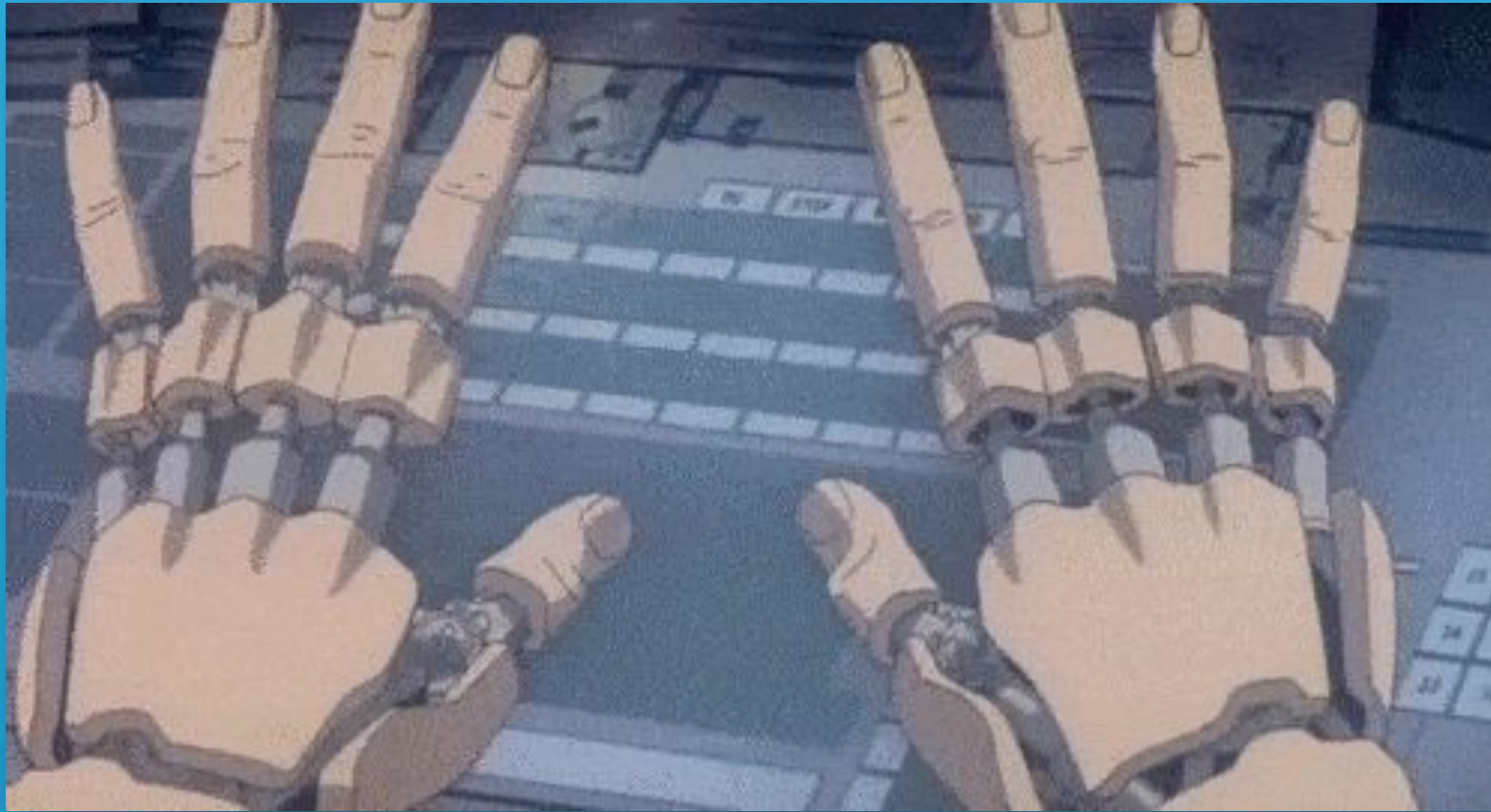
**Context
Matters**

Identify Templates

1. Homepage
2. Category page
3. Product/Service page
4. Blog/News overview page
5. Post/Article page
6. Static Content page
7. ... ?



Writing The Report





It will be shared

Make it Actionable

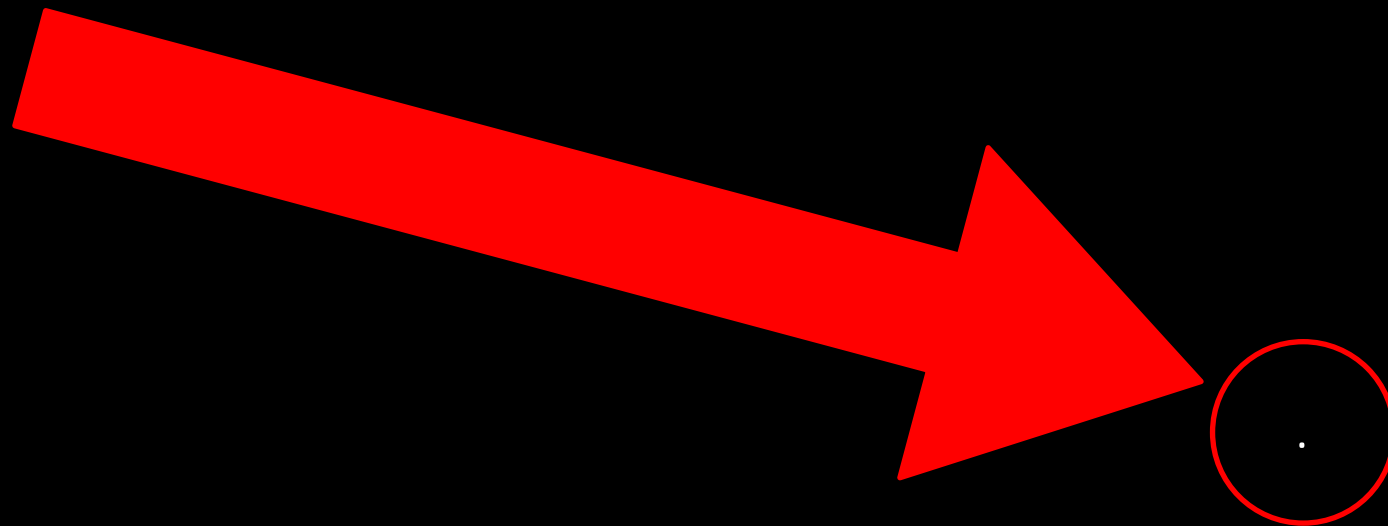


Only Include What Needs Improved



The checklist should be provided as an attachment

Omit The Trivial Stuff



TOP PRIORITIES

1. _____
2. _____
3. _____
4. _____
5. _____

Prioritise Backwards

1. Ranking Issues;

- If a page is indexed, what prevents it from ranking?

2. Indexing Issues;

- If a page is being crawled, why isn't it indexed properly?

3. Crawling issues;

- Why is a page not being crawled?

PRIORITIES

1.
2.
3.



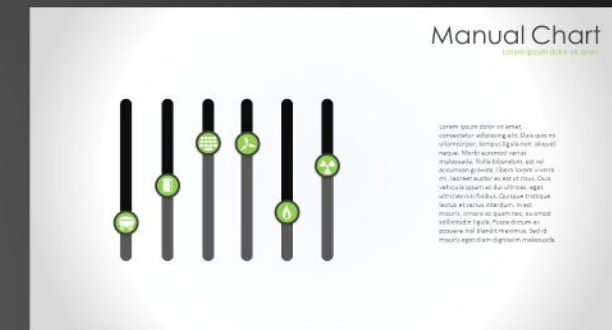
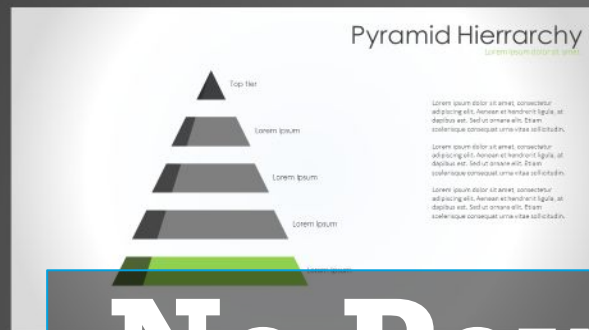
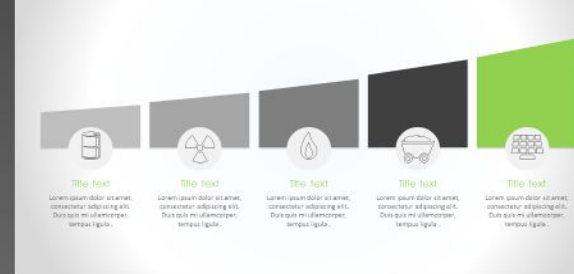
Concise and Light on Jargon

If you can't explain it simply, you don't understand it yourself

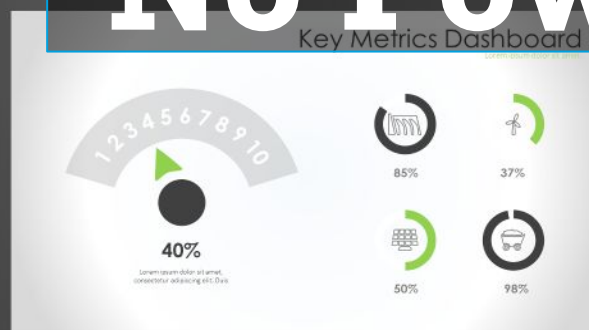
This is an
example 

Explain the 'Why'





No PowerPoint





Understand Your Audience

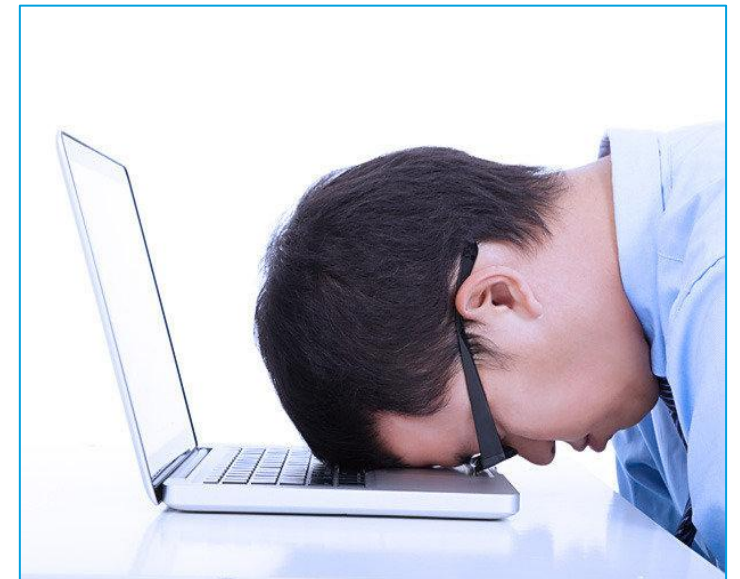
Three Main Audiences



1. C-Suite



2. Marketers



3. Tech

C-Suite

- Summary of key points;
 - No jargon
- Don't Apportion Blame;
 - You need to keep marketing & tech on side
- Show Them The Money;
 - Estimate the positive impact of your recommendations



Marketing

- Your Job = Make Marketing Look Good
- SEO is a process;
 - Not a one-off activity
- Competitors aren't doing everything right either;
 - Don't imitate, innovate
- Give them the tools;
 - Teach a man how to fish...



Tech

- Speak Their Language;
 - Understand their paradigm
- Basic Concepts You Need To Get Across:
 - How search engines work
 - URLs are sacred
 - SEO benefits Tech
- Don't Tell Them How, Tell Them Why;
 - Outcome focused – they can find their own path



“This guy is a dick.”

- A client's lead dev

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Questions?

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