



As every thing is obtaining Search engine optimisation optimized over the world wide web, the significance of achieving a better rank for the site for a higher placement becomes extreme. Therefore, it can be explained that Search engine optimization [off page seo](#) is the most critical issue for a website. Search engine optimization is a by no means-ending apply. Seo or search motor optimization is amid the most vital, popular and the most misinterpreted expression in the world wide web marketing and advertising method. Search engine marketing has progressed to not just involve optimisation of articles with the proper keyword use. So use the electricity you have with your Seo to generate sure he or she's an essential part of your endeavor. Organic Search engine marketing is accomplished by producing detailed posts that have search phrases and phrases collectively with generating a wonderful offer of back links to pertinent material.

The a lot more time and hard work which you set into Search engine marketing the for a longer time your internet site will proceed currently being a contender on the marketplace. Search engine optimization is the custom of bettering a site's ranking in search engines like Google, Yahoo, and Bing. Look for engine optimization is the procedure which helps a web site to obtain visitors. Search motor advertising is a long-expression exercise. Seo has a large issue with fraud. You are capable to also outsource all the Search engine optimization and internet advertising projects to a specialist marketing organization.

# THE EASY SEO GUIDE TO AUDITING YOUR OWN SITE WITHOUT USING ANY FANCY TOOLS

THE 6 MOST IMPORTANT FACTORS TO LOOK AT IN YOUR SEO AUDIT



## HOW TO AUDIT ALL 6 FACTORS WITHOUT FANCY TOOLS

# 1 PAGE TITLES, DESCRIPTIONS & URLS

Cap.TaiM | Digital Marketing Strategy | SEO, PPC, & Content Marketing  
<https://captain.com/>

Digitally Transforming Businesses, Startups, and Ideas With an Authentic Approach. Our Goal is to Empower Your Brand, Product and Service.

### TITLE

1. IS IT LESS THAN 70 CHARACTERS ?
2. IS IT INFORMATIVE (DOES IT TELL WHAT THE BUSINESS DOES?)
3. DOES IT INCLUDE THE RIGHT KEYWORDS?

### URL

1. IS IT HTTPS OR HTTP?
2. IS IT INFORMATIVE?
3. ARE THERE ANY CAPS?
4. ARE THERE ANY UNDERSCORES?
5. ARE THERE ANY UNUSUAL CHARACTERS?

### DESCRIPTION

1. IS IT LESS THAN 145-155 CHARACTERS?
2. IS IT INFORMATIVE?
3. DOES IT INCLUDE THE RIGHT KEYWORDS?

5. ARE THERE ANY UNCONVENTIONAL CHARACTERS?

2

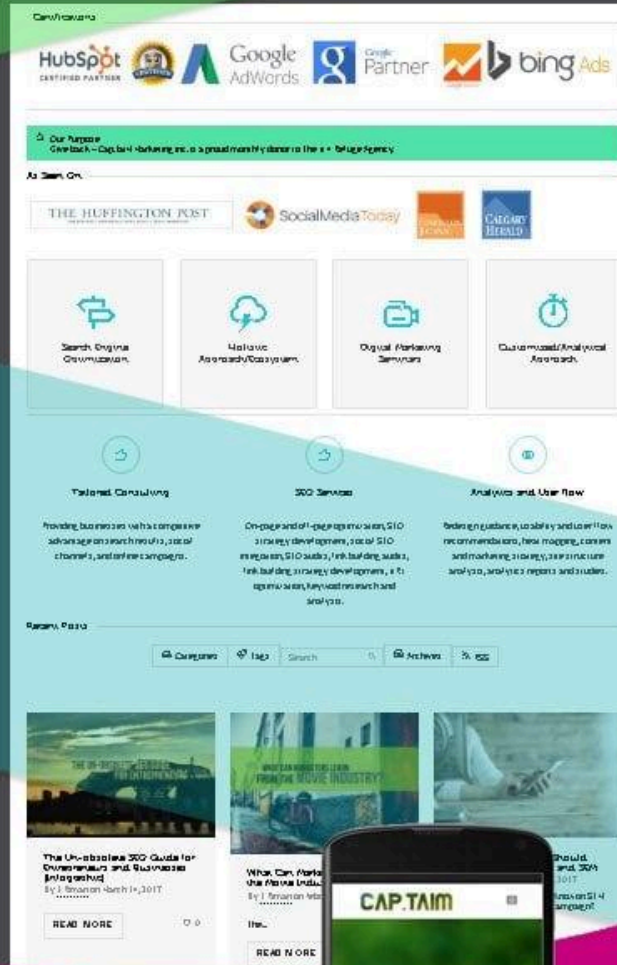
## CONSISTENCY, RELEVANCY AND CONTENT QUALITY

1. IS THERE A CONSISTENT USE OF KEYWORDS ACROSS THE SITE AND TAGS?
2. IS THERE A GOOD KEYWORD DENSITY?
3. IS THERE DYNAMIC AND STATIC CONTENT?
4. IS THE CONTENT RELEVANT TO THE INDUSTRY/PRODUCT/SERVICE?
5. IS THE CONTENT SHARE WORTHY?
6. DOES THE CONTENT DRIVE VALUE TO THE READER ?
7. ARE YOU TARGETING A SELECT NUMBER OF KEYWORDS, OR ARE YOU KEYWORD STUFFING?

3

## SITE STRUCTURE AND INDEX-ABILITY

1. ARE THE PAGES, POSTS, PROPERTIES ON SITE MAPPED PROPERLY?
2. IS THERE A CLEAN UP-TO-DATE SITEMAP ON SITE?
3. IS THERE A PROPER INTERLINKING APPROACH IMPLEMENTED ON SITE?
4. ARE YOU USING YOUR ROBOTS. TXT FILE PROPERLY?
5. ARE YOU USING YOUR HTACCESS FILE CORRECTLY?
6. ARE THERE ANY BROKEN LINKS ON SITE?



4

## PAGE SPEED AND FUNCTIONALITY

1. IS THE PAGE TAKING LONG TO LOAD?
2. DOES THE SITE HAVE ANY BROKEN LINKS?
3. IS EVERYTHING ON THE SITE LOADING PROPERLY?
4. IS THE SITE MOBILE FRIENDLY?

5

USER EXPERIENCE




**USER EXPERIENCE**

1. IS THE SITE EASY TO NAVIGATE?
2. IS THERE PROPER INTERNAL LINKING?
3. IS THERE A CALL TO ACTION, A CLEAR MSG ON SITE?

**6 CONTENT QUANTITY & DIVERSITY**

1. IS THERE A GOOD AMOUNT OF TEXT ON THE PAGE?
2. IS THERE A GOOD TEXT TO CODE RATIO?



**TAKEAWAY**

YOU DONT NEED A SPECIALIST OR A SET OF PRO-TOOLS TO AUDIT YOUR SITE. ALL YOU NEED IS SOME ATTENTION TO DETAIL, A LITTLE TIME AND TO KNOW WHERE TO LOOK..

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Lookup Motor Optimization (lookup engine optimization) Look for Motor Optimization (lookup motor optimization) is primarily a process or strategy that could support your web site to get on prime of ranks in search engines this kind of as Google and Yahoo and so forth.. Research motor advertising is an important issue for a web site. A white hat Search engine marketing doesn't employ unethical techniques to obtain greater rankings in internet look for motor outcomes.

Bear in thoughts, Search engine marketing gives you exposure, and you may acquire a lot better visibility on-line. Search engine optimisation isn't really a distinctive procedure. nevertheless, it really is a unified method. To set it just, if you happen to be not engaging in local Seo, you aren't on that extremely very first page of final results in your location and your competition are!

Originally Search engine marketing will aid in providing you sales but in the long term it is your items and service that you [seo keywords tools](#) supply to the stop customers that matters.

Lookup engine optimisation is one thing which will undoubtedly aid you acquire accomplishment in situations of achieving your possible buyers and elevating the ranking of your web site on SERPs. Lookup motor optimisation isn't really magic, it calls for time and

work to boost your business's world wide web visibility and draw in far more traffic to your website from all over the globe. Search motor marketing and advertising is not just essential for your business to develop, but it's also between the very best investments that you are able to make brand name your firm.

Search engine optimisation is made up of two diverse sorts. Search engine optimization can assist you do that. Search engine marketing [seo services](#) normally takes time, and it calls for funds, but in addition, it requires faith. So, now you've comprehended how Search engine optimisation works and how it is important for you to do Search engine marketing for your web site, it truly is a have to that you get commenced investing in your look for engine advertising strategies. By way of illustration, on the off probability that you enlist a total-time Seo proficient or probably a group, you should be completely ready to cash out an enormous sum. Deploying excellent research engine optimization right now, will usually get started yielding outcomes wherever from 46 months down <http://www.theirishpub.us/tag/best-seo-sri-lanka/> the highway based mostly on what you do and the way you employ it.