



Experts Offer Advice on Conducting SEO Audits that Will Please Clients



An SEO audit is the first step in enhancing your clients' websites and assisting them in expanding their enterprises. Because of this, it's critical to execute the task correctly and build strong bonds with your clientele.

What specifically needs to be included in an audit to satisfy your client?

We decided to survey SEO experts from the best **affordable SEO services in Mumbai** about their experience in this area to increase our understanding.

We put together a thorough study on the best practices for performing SEO audits with the assistance of 50 specialists who participated in our research.

The Most Important Factor to Bear in Mind When Conducting an SEO Audit

SEO specialists agree that an SEO audit shouldn't consist solely of technical jargon. For clients who lack the necessary technical expertise or who, to be honest, don't care, that isn't

very useful.

Instead, try to uncover and communicate the answers to the client's inquiries regarding the state of their company. The audit should serve as a roadmap for the problems and solutions to enhance the client's website.

The Appropriate Moment to Perform an SEO Audit

How frequently should an SEO audit be carried out?

That was clear at the outset of the relationship. Is it the only instance, though?

Participants in our research who are specialists, [affordable SEO services in Mumbai](#) agree that consistency is crucial. Audits should be carried out every few months and follow each significant update to the website.

Check out the survey's outcomes:

SEO audits are often carried out by experts every three months. Audits should be performed frequently since they are the best approach to ensure that everything runs as planned and that the website is free of new issues.

The Most Vital Information for the SEO Audit

The information you offer in your SEO audit is a foundation you will build. It should detail all of the website's problems and potential solutions. It will be simpler to explain to your clients what you need to focus on and demonstrate your progress in the future the more historical data you gather and offer.

Your task will be more straightforward, and your client will be delighted if you execute this correctly!

The Best Resources for SEO Audits

There are specific tools that make it easier and faster to complete SEO audits. We typically require access to the paid version to utilize their full capabilities. The choice is difficult due to the abundance of instruments on the market. And since we have to pay for it, we don't want to make the wrong choice.

We gathered information from professionals about the most popular SEO auditing tools as follows:

As you can see, Ahrefs is the tool that SEO professionals use the most. In its immediate vicinity are two free Google tools: Analytics and Google Search Console. Screaming Frog, Page Speed Insight, and SEMrush are all equally famous, with SEMrush following closely behind.

Remember that professionals frequently employ multiple tools. In our poll, experts had the option to select various devices, and the majority elected at least five that they found to be the most useful.

What is the Time Required for Conducting an SEO Audit?

We asked specialists how long it takes to complete a time-consuming SEO audit. These are the results of our survey:

An SEO audit typically takes an expert 1-3 days to conduct. This will depend on the size of a website and the severity of any potential issues.

Do Experts Use Tool-Based Automatic Audits?

We wanted to know if experts were using tools to generate automatic audits. 63% of the professionals who participated in our study do not utilize technologies to produce automated audits. However, over 40% of specialists have some knowledge of SEO audits from **affordable local seo services in Mumbai** that are created automatically.

International Website SEO Audits

Not much distinguishes international SEO from traditional SEO. Technical SEO, on-page SEO, and off-page SEO are all included. However, a global website must consider a few factors, like hreflangs and suitable domain structure.

For your overseas clientele, the SEO audits must consider all of this.

Exactly what kind of information?

This will depend on the client, their level of SEO expertise, and how much time they have to study the audit. We questioned experts about their knowledge in this area, and they all agreed that providing an actionable plan explaining the expected results is the most crucial step.

Format for SEO Audit

How should you effectively offer this information to your clients?

Personal tastes may also influence it. Some people choose text formats, while others favor the trusted Excel spreadsheet.

Spreadsheet and PDF forms are the most common formats SEO experts use to offer data to their clients. Some want to communicate more directly and arrange a meeting or phone call.

Experts frequently employ more than one format to ensure that consumers comprehend the information gathered and the plan of action.

How long does it take to put an audit into action?

Implementing all the adjustments and improvements you identified in the SEO audit is the final step after conducting it. Depending on the size of the issue, this could either be a quick and simple task or a long, difficult one.

It often takes 1-3 months; however, SEO experts say it depends on the individual. It will take longer to fix large, complicated websites than a small, simple one.

Best Practices for SEO Audits from SEO Experts

The needs of their clients should always come first for SEO experts from affordable **SEO services in mumbai**.

The most crucial thing to remember while conducting an SEO audit is to include information pertinent to the client and a clear action plan they can follow.

It's preferable to keep technical language to yourself and other specialists; all experts agreed that it won't impress clients. It is preferable to demonstrate the issues to your clients along with the solutions so they can understand what needs to be done, why it needs to be done, and how to evaluate your work.