



# SEO Technical Audits

*from Vertebrate Graphics*





## What is an SEO Technical Audit?

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A Search Engine Optimisation (SEO) Audit is two things combined:

- // An expert SEO assessment of a website

leading to...

- // A tailored technical document prepared and supported by one of our expert SEO Technicians.



## How does it work?

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- // An expert SEO Technician assesses the website and notes the elements either missing or conflicting with search engines' organic ranking criteria.
- // An SEO Technical Audit Document is written and returned to the client.
- // The Audit Document clearly outlines what changes are required to make the client's website comply better with the search engines' ranking criteria.

This is a simple, jargon-free, step by step guide to making the improvements which will boost the site's search engine visibility.

- // The Audit Document is then implemented by Vertebrate Graphics.
- // The search engines re-index the newly improved web pages and search engine presence begins to increase.



## Who needs one?

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To achieve its full potential, every website needs to be clearly visible to search engines. The SEO Audit is the best tool to understand clearly where your website stands and what is required to improve its search engine ranking.

Improvements made will help performance and visibility on **Google**, **Yahoo!** and **MSN/Bing**, so for some businesses, it will provide a boost; for others, it will provide a cornerstone for incorporating SEO into future website development.

### // **Small to Medium Enterprises (SMEs)**

For many businesses it can be a struggle trying to promote your website using both Pay-Per-Click (paid search results) and SEO (organic search results). Therefore, the SEO Audit is a perfect business boost. In many cases, an SEO Audit is all that is needed to develop presence on Google, Yahoo! and MSN/Bing and generate traffic from local and regional search terms.

### // **Larger, Corporate Bodies**

Larger businesses have many uses for SEO Audits. At its simplest, the Audit offers a clear road map to achieving a website's maximum potential. It offers a clear understanding of how to incorporate optimisation techniques at key stages of website development.

We have found many businesses who have spent large sums of money on websites and whose investments are wasted because poor search engine optimisation means traffic to the site is limited.

The SEO Audit helps protect against such losses.



## 10 key benefits of an SEO Audit

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- // An improved online profile for your business
- // Improved rankings on **Google, Yahoo!** and **MSN/Bing** search engines covering 95% of all UK search engine use
- // Increased traffic to your website
- // Improved downloads, conversions and other important customer action targets
- // A fast and reliable means of making your website's content more legible to Google and all the other major search engines
- // A comprehensive means of identifying areas of your website needing improvement
- // Better understanding of best practices for 'on-page' website optimisation (SEO)
- // Jargon-free explanation of what is important to improve the visibility of your online offering
- // Confidence that you have eliminated the obstacles preventing the indexing of your entire site by search engines
- // Confidence that your website complies with Google's ranking criteria and those of all the other major search engines



## What will the Audit cover?

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Well, here are the basics...

There are many 'on-page' criteria that the major search engines use for ranking organic search results. As part of the SEO Audit, we analyse your website and use the business' core USPs, along with key search trends to create a strategy to improve the site's ranking.

The SEO Technician will offer further recommendations should they find anything on the site detrimental to its search engine ranking or if the target market requires it.

Listed below are some of the specific key elements included within an SEO Audit:

- // Page *title* tag
- // Page header
- // Meta *description* tag
- // Meta *keywords* tag
- // Alternative text (*alt*) attribute for images
- // Optimise HTML links – 'anchor' text
- // Optimise HTML image links – the link's *title* attribute
- // SEO Text/Keyword Density
- // Internal linking
- // Cleaning up CSS code

 Just as all websites are unique, each SEO Audit is custom-made to reflect the client's specific market and website. Therefore the work required to comply with the recommendations of the audit and achieve maximum benefit from it will differ from site to site.



## SEO Audit case studies:

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### SME Audit – completed May 2009

// Madisons Accountants based in Withington, Manchester, simply wanted to improve their presence on and traffic from search engines (principally Google).

Within 4 weeks of implementing our SEO Audit, they were in the top 5 results returned by Google for the search term “Accountants in Withington” (they were 8th on Yahoo and 2nd on MSN/Bing). They were very pleased to be the **first result returned** by Google, Yahoo! and MSN/ Bing for the query “Auditors in Manchester”.

Their traffic and enquiries have increased and they now generate business inside and outside of their normal capture area – in towns such as Runcorn.

In addition, they are now looking at further improvements to their online marketing in 2010 in favour of Yellow Pages or other printed media.

### Larger Corporate Audit – completed June 2009

// Bristol Street Motors, part of Vertu Motors Plc, wanted to improve the search engine rankings for their Scrappage Allowance site within a very tight time frame and on a small budget.

Within three weeks of implementing our SEO Audit they were in the top 5 on Google for the main keyword “scrappage allowance”. They are also 3rd on MSN/Bing and 1st on Yahoo! New website traffic, enquiries and sales have all been generated and they are very pleased with this one-off product offering.



## What's the cost?

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An SEO Audit typically takes around 3-5 days to complete and therefore we ask clients for around 2 weeks' turnaround time.

Once you have booked your audit, we will issue your completion date, which is when your audit will be sent to you.

An SEO Technical Audit costs **£1,495 + VAT** including completing all changes recommended in the Audit Document.

We provide email and phone support (if required) to ensure all changes have been implemented correctly.

### Discounts may be available for:

- // Registered charities
- // Multi-site orders



## Book your Audit now

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For more information or to book your audit, contact:

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 The Audit will not guarantee that rankings and traffic will improve overnight. However, most websites will see substantial improvements after search engines have re-indexed the pages updated inline with the Audit's conclusions.

The main purpose of the Audit is to make a website compliant with search engine ranking criteria and, although most business will experience greatly improved ranking, results are keyword/market dependent.