

SEO Consultation Summary

The Consultation consists of a complete breakdown of my findings as well as solutions to fix any issues discovered then discuss opportunities to further improve your SEO. The results are also sent to you as a document for future review. Existing contracts can be reviewed to ensure you are getting a fair deal. (Please note I need 2-3 days to prepare for the consultation depending on size of your website)

5 Step Audit Process

The Business SEO consultation includes the following steps to identify potential SEO issues with advice on how to fix them.

- Technical Factors – check for technical issues
 - Crawling: checking each page or element returns correct headers / codes
 - Canonical: checking correct link & status for each page
 - Indexing: ensuring indexing status/capability & check with search engine
 - Servers: ensure optimised server performance, operation, IP
 - URLs: ensure correct URL formation, usage, indexable, status
 - Domain: check domain health, usage, sub domains, using SSL
 - Ext Files: checking correct usage of robots, xml sitemap, verifications
 - Geo: ensure correct regional targeting, language
 - Mobile: ensure correct operation in mobile index, tap factors, viewport settings
 - Deep Performance score (**business & pro only**)
- Onpage / Site Factors – check all web pages & content
 - SEO Tags: ensure presence & correct usage of tags
 - KWDs: ensure keywords correctly used, research opportunities
 - Hierarchy: ensure correct usage of hierarchy, breadcrumbs
 - Schema: ensure usage of schema, placement, opportunities for visibility
 - Int Links: usage of internal links, page sculpting, keyword opportunities
 - Content: check quality, explore using marketing & quality for growth

- Offpage Factors – check offsite factors that affect your SEO rankings
 - Links: backlink health review, opportunities, risks and how to get more links
 - Social: review usage of social, health check, opportunities, strategies
 - Reviews: using reviews for reputation, links, strategies
 - Citations: using citations to boost SEO score, review, strategies
 - CTR: review click through rates, explore how to increase them
 - Industry: explore relationships, semantic and direct connections, opportunities
- Quality Factors – check quality metrics for positive signals
 - Clicks, Bounce, Conversions, Time, is your website performing well enough?
 - Speed: speed testing, benchmarking, advising how to speed up your site
 - UX: user design considerations, explore opportunities
 - EAT: utilising Expertise – Authority – Trust, review current status
- SERP Analysis – checking search results conditions for better rankings
 - Competition: reviewing your competition, swiping opportunities, tactics
 - Algorithms: ensuring multiple algorithms are satisfied e.g. QDD, QDF
 - Snippets: checking for snippet use or opportunities for top of page rankings
 - Local: is local search an opportunity, Google local pack, use maps for clicks
 - Search: ensure correct results are returned, identify issues, benchmarking
 - Analytics: review analytics to spot issues or opportunities, correct usage
 - Penalties: check for any potential penalties, how to get out or avoid them
- Bonus Step – Marketing, a basic review for small websites
 - Brand, Traffic, Content, Copy, PPC, Email, Conversions ,Growth hacking

SEO Evidence

- I base my consultation on a number of evidential factors, Applying over 20 years experience, Undertaking SEO course from Google (100% score achieved), Conducting experiments to prove / disprove theories, Applying in-field observations & niche specific correlations, Working with industry peers & Google search teams.