



Ways to Audit Your Website

to Increase Search Rankings

Improve Your SEO

All the efforts you pour into research, writing and publishing content on your website can be sabotaged by **technical SEO problems**.

Through years of experience and testing, ToTheWeb has identified **21 issues in 10 categories** you'll want to audit to ensure your web pages are optimized to deliver superior search results.

1

ENSURE YOUR PAGES CAN BE INDEXED - BE #1

Make sure your important pages aren't being blocked from Google by mistake.

Check your index status

Use the Index Status report in Google Search Console to see the number of pages Google has crawled from your domain. You want the data to indicate the page count is increasing over time.

Review site and URL errors

Use the site errors and URL errors reports in Google Search Console to locate problems.

Check your robots.txt file

Test your robots.txt file by adding/robots.txt to the end of your domain to ensure pages are not "disallowed."

Search your website

Do a Google search for `site:yourdomain.com` to retrieve a list of indexed pages.



SECURE YOUR WEBSITE

Google has claimed it now favors websites encrypted with HTTPS.

Switch to HTTPS

- Secure your website with HTTPS using SSL.
- HTTPS provides encrypted communication with a web server.

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CHECK YOUR META DATA

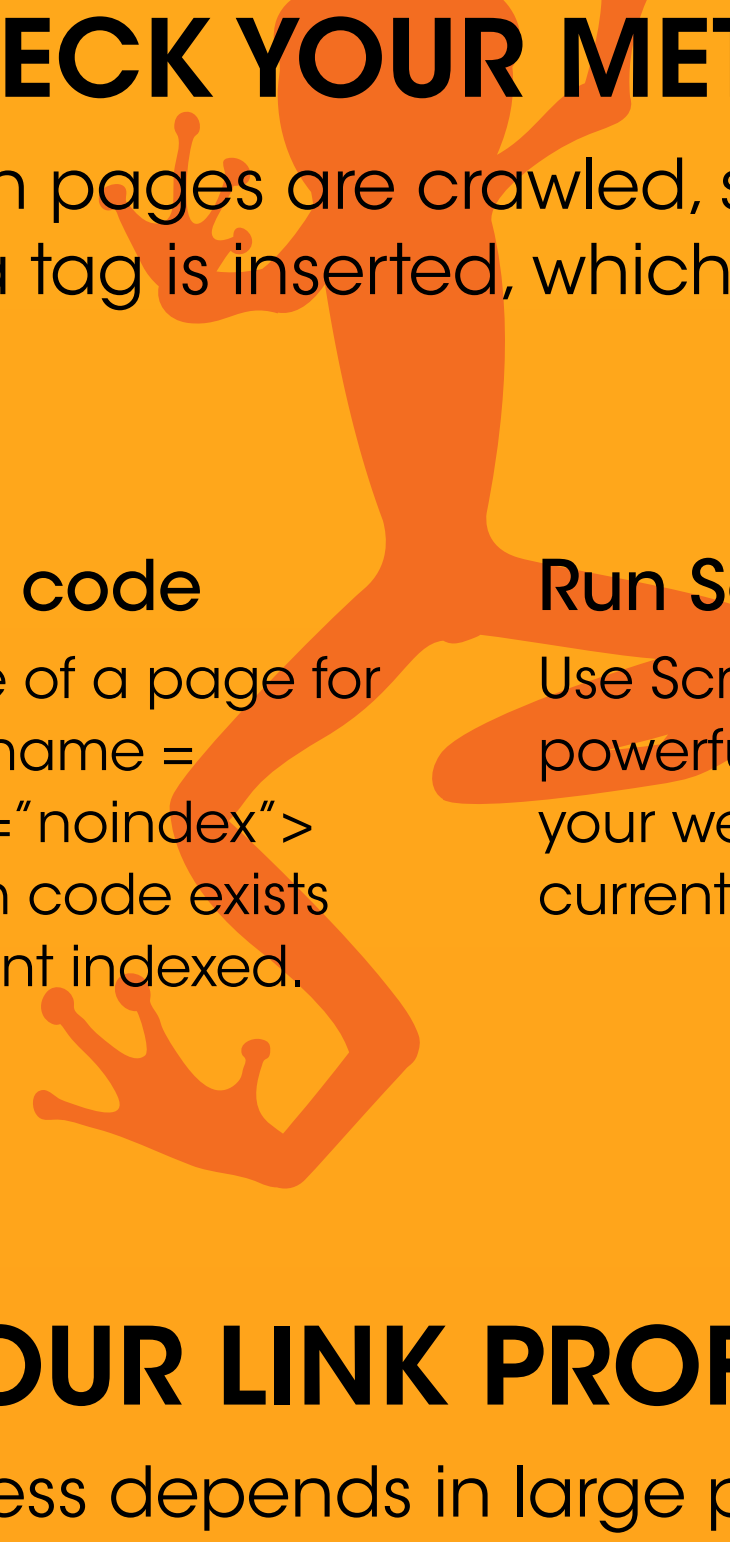
When pages are crawled, sometimes a NoIndex meta tag is inserted, which will block Google.

Check source code

Check the source of a page for the code `<meta name = "robots" content = "noindex">` to ensure no such code exists on pages you want indexed.

Run Screaming Frog

Use Screaming Frog, a powerful auditing tool, to test your website and review the current status of all meta data.



AUDIT YOUR LINK PROFILE

Search success depends in large part on earning links from trusted domains.

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Conduct a complete backlink audit

Use Google Search Console, Ahrefs and SEMrush to audit your backlinks and monitor your progress over time.

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OPTIMIZE SITE SPEED

Search engines favor faster sites and potential visitors are prone to bail on slow-loading websites. Aim to optimize your website so pages load in **3 seconds or less**.

Use speed testing tools

Test your site's speed with Pingdom, GT Metrix and Google Mobile Friendly.

Evaluate WordPress plugins

Identify bandwidth hogs.

Reduce image file size for optimum performance

Remove redirect chains

Speed-up your Javascript



- LOAD TIME COMPARISON**
- 2 seconds = faster than 70% of sites
 - 3 seconds = faster than 54% of sites
 - 6 seconds = faster than only 27% of sites

Source: Pingdom

DITCH DUPLICATE CONTENT

Duplicate content dilutes the authority of the primary URL and threatens your rankings.

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Use canonical link tags

Use the canonical tag to let Google know which is the primary URL. Search rankings are negatively affected when duplicate, or similar, content is published on multiple URLs. Use the canonical tag to point to the primary URL for pages containing duplicate, or similar content.

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REMOVE LOW VALUE PAGES

Ensure each Google-indexed page contains original, rich content—with relevant keywords.



De-index low value pages

While you may benefit from campaign-specific landing pages, if they are not robust pages, remove them from the index. Redirect these pages to content-rich URLs (using a 301 redirect).

CREATE USEFUL LINKS

Your search rankings will benefit from a well-planned internal link structure.

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Use descriptive anchor text

Make links that feature the same keywords as the page they link to.

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OPTIMIZE FOR MOBILE

Given Google's modern "mobile first" indexing approach, it's critical to appear in mobile searches.



Use responsive design

Update your website to feature responsive design that creates an optimum experience regardless of screen size.

Use Google testing tool

Google Search Console offers a mobility usability report you can use to identify problematic pages. The Google Mobile Test tool scores them relative to mobile friendliness.

MASTER THE BASICS

Implement the fundamental optimization techniques to improve your pages' potential to rank in search.

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Use unique title tags

- Write unique title tags including a keyword phrase to accurately describe the page's topic.
- Understand title length has been expanded recently and search engine results may run as high as 75 characters. (Google counts titles in pixels - use this [free tool](#) to calculate length).

Emphasize keywords

Include the keywords you've selected in your headings, subheadings, body copy, and URL appropriately.

Write meta descriptions

Indexed pages should include meta descriptions featuring keywords to encourage readers to click-through. Avoid duplicating your page content in your meta description.