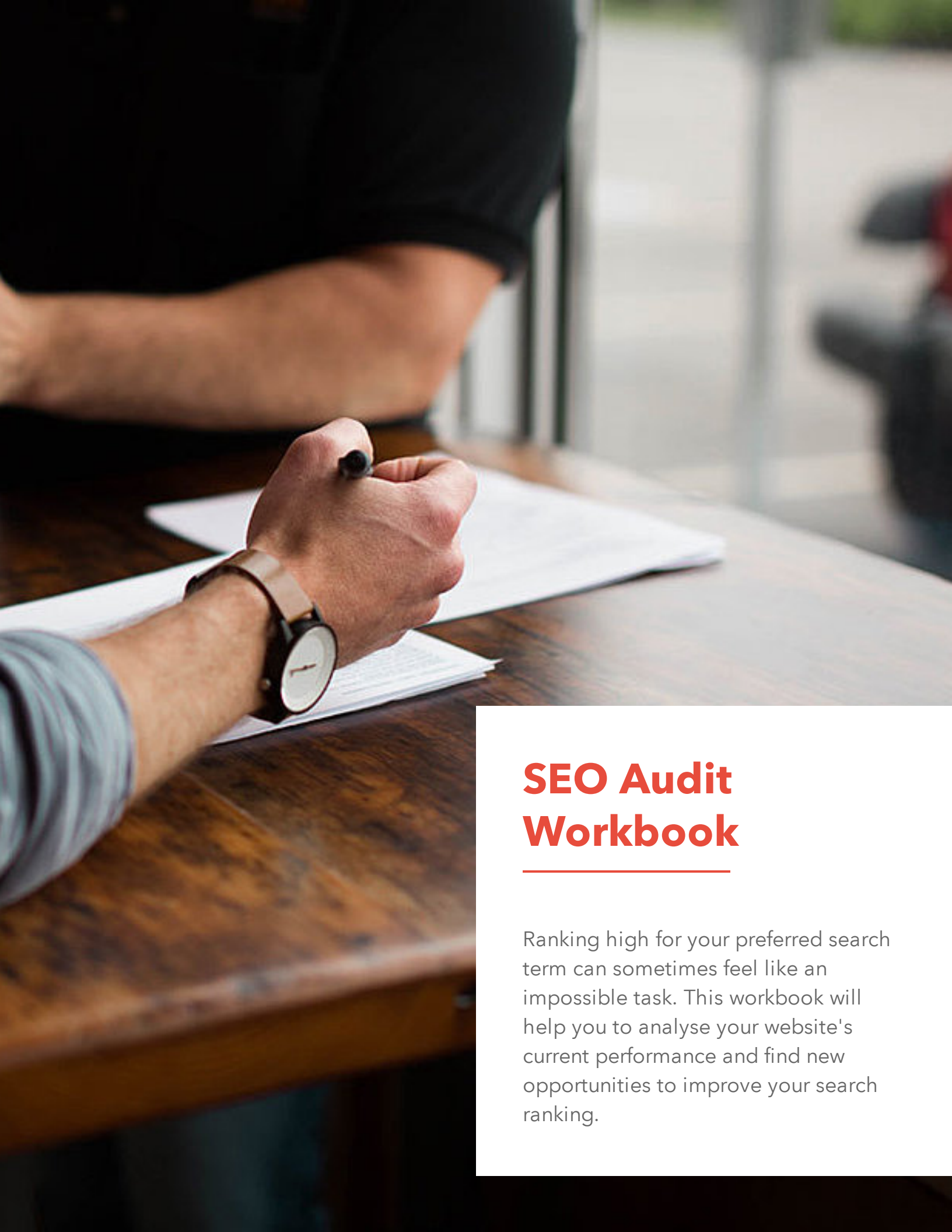




SEO Audit Workbook

Ranking high for your preferred search term can sometimes feel like an impossible task. This workbook will help you to analyse your website's current performance and find new opportunities to improve your search ranking.



Introduction

If you're not ranking within the top three search results for your relevant keywords then you don't exist in the eyes of your customer.

The stakes are high but how do you compete with the big boys who have been dominating the top of Google for years? Surely it's an impossible task...

Thankfully not!

And that's why I created this workbook. It's a basic list of tasks to get you started. I'm not saying that this workbook will propel you to #1 but if you don't cover these basics you'll never get there.

This is the same process that I use every time I start a new Search Engine Optimisation (SEO) project and it has served me well. I hope it will do the same for you.

Jane Smyth

Meta Data

Meta Data is the information that appears on a search engine results page (SERP). As well as influencing the ranking of your web page, meta data has a big impact on the click-through rate from search page to website.

Complete these exercises for your home page.

Title Tag

Your title tag should be about 60 characters long and should contain a top level keyword for that page.

Existing Version

Improved Version

Meta Description

Your meta description should be about 160 characters long and should be human readable so avoid keyword stuffing.

Existing Version

Improved Version

Keywords

Your SEO keywords are the key words and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site.

Complete this exercise using [Keyword Tool](#)

Popular Search Phrases

List the most popular search phrases based on your chosen keyword.

Link Building

Every link to your website is like a vote for your content. The more votes you get, the higher your site will rank for various search terms. Link building is considered to be the most important process in improving a search ranking.

Complete this exercise using [Ahrefs](#)

Backlink Profile

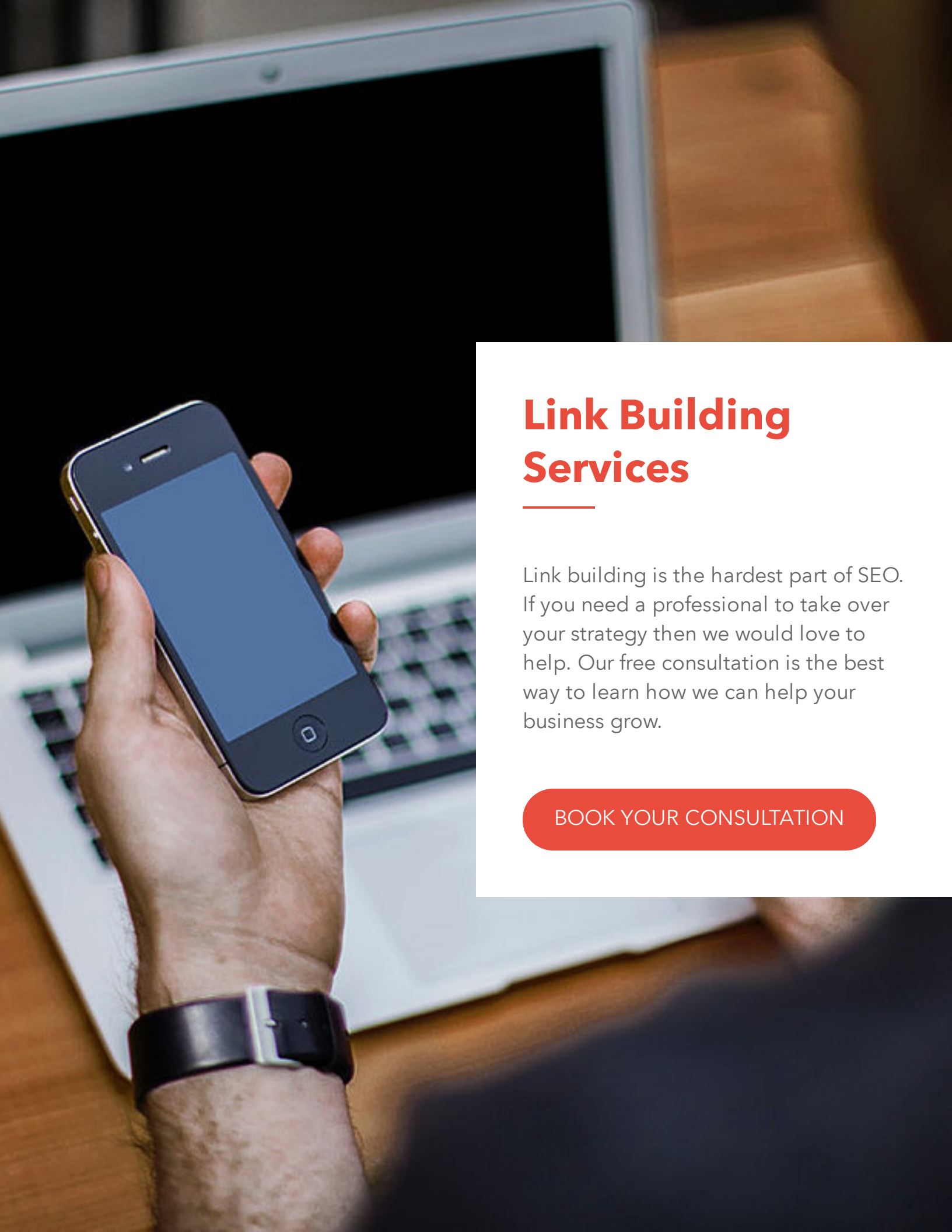
List the most popular search phrases based on your chosen keyword.

Domain Rating	Backlinks	Referring Domains

Guest Post Outreach

Writing a guest blog post for another website is a great way to get another link for your site. Complete this template for your first guest post request:

Site URL	
Contact Email	
Email Outline	

A hand holding a black smartphone with a silver bezel, displaying a blue screen. The hand is wearing a black leather watch. In the background, a laptop screen is visible, showing a dark interface. The scene is set on a wooden desk.

Link Building Services

Link building is the hardest part of SEO. If you need a professional to take over your strategy then we would love to help. Our free consultation is the best way to learn how we can help your business grow.

[BOOK YOUR CONSULTATION](#)