The Importance of SEO

and How an SEO Audit Can Impact Your Website

Whitepaper by

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Welcome back to Ironistic's three-part series to enlighten you with everything you need to know about website optimization. In our previous blog, we discussed technical audits and how they can elicit warm and fuzzy feelings of satisfaction when your website is performing at its best. In this post, we'll talk about mysterious creatures that navigate the web called search engines and the SEO audits that help you charm them. It's time to unravel the secrets behind search engine optimization and how a quality SEO audit from Ironisitic can help your website be the belle of the internet. Let's dive in!

What is SEO?

SEO, or Search Engine Optimization, is the process of optimizing a website to increase the quantity and quality of traffic that it receives from search engines such as Google, Bing, and Yahoo. It involves making modifications to the website's design, code and content to improve its visibility to search engines, ensuring that it ranks higher in search engine results pages for relevant keywords. Simply put, SEO helps your website stand out from the crowd and attract more visitors.

The Importance of SEO

Increased Visibility and Traffic

The higher your website ranks in search engine results pages (SERPs), the more visibility and traffic your website will receive. More visibility and traffic translate to more opportunities to generate leads and sales.

Credibility and Authority

When your website appears on the first page of search engine results for a given keyword, it gives the impression to users that your website is credible and authoritative. As a result, users will be more likely to trust and click on your website.

Return on Investment (ROI)

SEO provides a high ROI because it targets users who are actively searching for what your business offers. SEO allows you to attract users who are already interested in what you have to offer.

What is an SEO Audit?

How do you ensure your website is optimized so it can be easily found on the web - by conducting an SEO audit, of course! An SEO audit is a comprehensive analysis of your website's current SEO performance. Think of it as a deep dive into the world of SEO to see what's working and what's not. It examines various aspects of your website, including on-page SEO and off-page SEO, and uncovers areas where improvements can be made. An SEO audit is not just about sprinkling keywords onto your website and hoping for the best - it's much more than that. It's like hiring a detective to investigate the inner workings of your website and solve any issues lurking in the shadows. With an SEO audit, you'll get an in-depth report on your website's performance and specific recommendations on how to improve it. By implementing the recommended improvements, you're giving your website a compass and a flashlight, allowing it to navigate through the twists and turns of the internet without getting lost in the dark corners of the web.

What Are Some Components of an SEO Audit?

Site Crawl

Remember that no websites are the same. Therefore there is no universal fit for SEO. Every
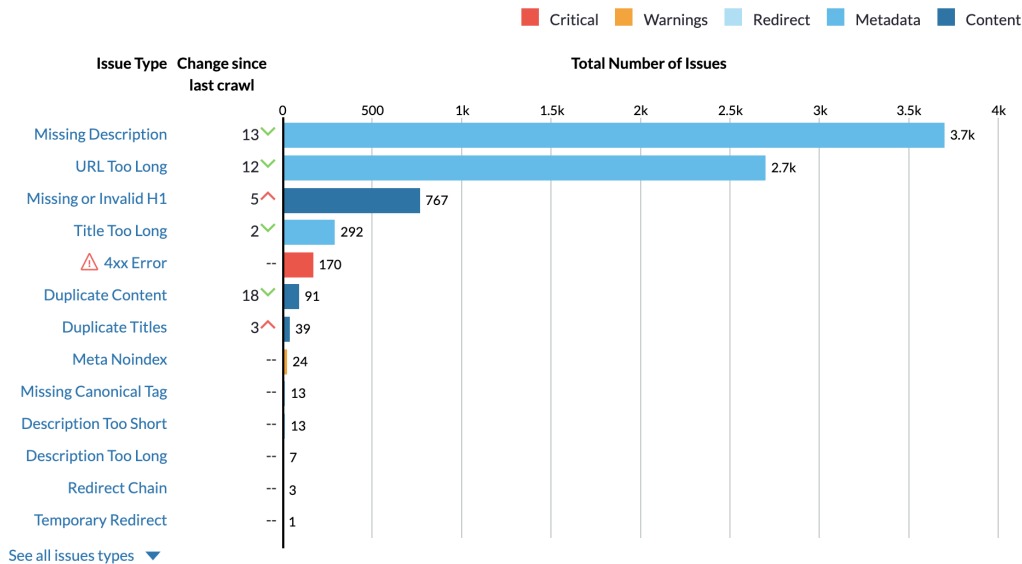
website has its own specific needs, which is why we start with a site crawl to first find out what we're working with. A site crawl is an essential aspect of an SEO audit. It systematically gathers information about every page on your website, identifying issues such as broken links, duplicate content, missing titles and descriptions, and more. We shine a light into every nook and cranny of your website to find hidden problems that may be hindering your website's SEO performance. This comprehensive overview reveals areas where your website may be falling short and shows what needs immediate attention. With the information gathered from a site crawl, our SEO experts can create an actionable plan to optimize your website's SEO and improve its overall ranking in the search engine results pages.

Pages Crawled	New Issues	Issues By Category		Total Issues
4.1k	128	⚠ Critical Crawler Issues	170 ⌃170	7.8k
		Crawler Warnings	24 ⌃24	⌄37
		Metadata Issues	6.7k ⌃6.7k	
		Redirect Issues	4 ⌃4	
		Content Issues	897 ⌃897	

All Issues

⬇ Export CSV

■ Critical ■ Warnings ■ Redirect ■ Metadata ■ Content

Issue Type	Change since last crawl	Total Number of Issues
Missing Description	13 ⌄	3.7k
URL Too Long	12 ⌄	2.7k
Missing or Invalid H1	5 ⌃	767
Title Too Long	2 ⌄	292
⚠ 4xx Error	--	170
Duplicate Content	18 ⌄	91
Duplicate Titles	3 ⌃	39
Meta Noindex	--	24
Missing Canonical Tag	--	13
Description Too Short	--	13
Description Too Long	--	7
Redirect Chain	--	3
Temporary Redirect	--	1

See all issues types ▼

Domain Authority

Domain authority is another critical aspect of an SEO audit that helps determine your website's ranking potential. It's a metric that measures the strength and credibility of your website's domain name on a scale of 1-100. The higher the domain authority, the greater the potential for your website to rank higher in search engine results pages. High domain authority is a sign that search

engines see your website as a trustworthy and reliable source of information.

We analyze your website's domain authority during an SEO audit and identify strategies to improve it. These strategies may include content optimization, link building, and improving your website's overall user experience. (We'll touch on user experience later.) Ultimately, improving your website's domain authority will lead to higher search engine rankings and increased visibility, attracting more visitors to your website.

Keywords

We previously said that SEO was about more than just throwing up keywords and seeing where they land. It's about using specific and well-placed keywords. Keyword analysis is a crucial aspect of any SEO audit. It involves analyzing the keywords that your website currently ranks for and identifying opportunities to optimize your content to improve your rankings. By understanding the keywords that your target audience is searching for, you can optimize your content to better meet their needs and attract more traffic to your site.

Keyword volume and keyword difficulty are two important metrics used in SEO audits to assess the effectiveness of keyword targeting. Keyword volume refers to the number of searches a particular keyword receives in a month, while keyword difficulty is the level of competition for that keyword among other websites targeting the same term. While high keyword volume indicates a popular search term and potential traffic, its competitiveness can make it hard to rank. This is where keyword difficulty comes in to help identify more manageable keywords that still generate traffic. Balancing both factors is critical in a successful SEO audit, ensuring the most effective keywords are chosen for a website's optimization.

In an SEO audit, we use tools like Google Analytics and Google Search Console to identify the right keywords driving traffic to a site and analyze how well that site is currently ranking for those keywords. From there, we can identify areas where we can improve your content, add additional keywords, and optimize your site's on-page elements to improve your rankings and drive more targeted traffic to your site.

On-Page SEO

On-page SEO refers to the process of optimizing individual pages of your website to improve their visibility in search engine results pages. An On-Page SEO checklist could include:

- Are there page titles that are too long?
- Are they missing page titles?
- Are there pages missing a description?
- Do meta descriptions have powerful CTAs?
- Are pages keywords stuffed?

- Are images optimized for SEO?
- Are images optimized for the web?
- When you search for their brand name or primary focus keywords, do they have images appear in the image search?
- Is the page you're checking adequately optimized for the keyword(s) you're going after?
- Are they regularly posting fresh and unique content to the website that can be optimized for new keyword opportunities?

Off-Page SEO

Off-page SEO refers to the process of improving your website's visibility and authority through external factors such as backlinks, social media, and online directories.

How an SEO Audit Can Impact Your Website

Much like the technical audits we previously discussed, an SEO audit is not a one-time thing. As SEO continues to change, it's essential to keep up with regular SEO audits to ensure your site runs at peak performance. The first audit will be the most intense, but after integrating the enhancements and recommendations, it's just maintenance after that. But it's worth it because an SEO audit can have a significant impact on a website by identifying technical errors and content gaps, optimizing the website's content, and providing insights into competitors' strategies. By addressing these issues, a website can improve its search engine ranking, drive organic traffic, and stay competitive in the digital landscape.

Now that we've explored the importance and benefits of an SEO audit, it's clear that it's an integral part of any website optimization strategy. An SEO audit provides insights that can help improve your website's ranking potential and attract more relevant traffic. But wait, there's more! In the third and final installment of Ironistic's three-part blog series, we'll tackle another essential aspect of website optimization - usability audits. Usability audits focus on improving the user experience and making it as easy as possible for visitors to navigate your website. So, stay tuned for more wisdom on how to give your website a usability makeover that will delight your visitors and take your website to the next level. Keep your eyes peeled!

In the meantime, if you're ready to boost your SEO game - let Ironistic give your website the audit it deserves. Our team of experts will leave no stone unturned in finding ways to optimize your site and boost your rankings. Trust us, your website (and your customers) will thank you. Contact us today and let's get started!