

SEO Performance Analysis

Client _____ Date _____

Account Login _____



Evaluate

Initial WooRank Score **45.3**

Rankings and Views

- Went through search engine rankings
- Organic Search Traffic This Month: 29

Analytics and Webmaster Tools

- Analytics is set up
- All properties are added to Webmaster tools
- Structured data and rich snippets in place

Keywords

custom home builders, new homes
cleveland, green homes

Title Tags

- On all pages
- Each 100-60 Characters
- Includes Keywords

Meta Description

- On all pages
- Each 160 Characters
- Includes Keywords

Headings

- Keywords in Headings
- Only one <H1> per page

Alt Attribute

- Checked for missing ALT attributes
- Added if missing

Implement

XML Sitemap

- Checked that a sitemap is present
 - Added if missing
 - Submitted sitemap to search engine
- ### Broken Links
- Checked for broken links
 - Fixed broken links
 - Setup 301 redirects
 - Custom 404 error page is created

Robots.txt

- Added a robots.txt file if missing
- Used Google Search Console to submit and test robots.txt file

Language and encoding

- Language is declared
- Character encoding is specified

Favicon

- Contains a favicon or one is added

URLs

- Maintained clean and short URLs
- Removed any underscores in URLs

Backlinks

- Improve quality and quantity of backlinks

Measure

Social Shareability

- Optimize titles, and links
- Facebook likes: 73
- Twitter followers: _____
- LinkedIn connections: _____
- Google+ members: _____
- Added a rel="Publisher" tag for linking to your Google+ Page

Blog

- A blog is present and optimized
- If not, a blog is created

Rankings and Views

- Went through search engine ranking
- Organic Search Traffic this month: _____
- Percentage Change in Views: _____

Updated WooRank Score

as of: _____

- create custom 404 page
- improve backlinks
- delete <http://kerteshomes.com/xmlrpc.php>