

anicca

data driven digital marketing

How to do an SEO audit with little to no budget

By Brad Longman

August 2021



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- About Me
- Why it's important to audit your website
- What tools you'll need
- What to look at and corrective action



About Me

- Senior SEO Account Manager at Anicca
- I have worked at Anicca for 6 years
- I previously worked at another agency for just over 4 years
- Mainly focus on technical SEO, local SEO, Google Analytics and Google Data Studio
- In my spare time I ride motorbikes



Examples of the
brands we work with



About us

Anicca's pedigree

We have a vast experience of working with companies that manufacture or build their own products.

Our deep understanding and focus on these specific sectors is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally recognised clients, stay with us year on year.

- **OUR SPECIALIST SECTORS:**
 - **MANUFACTURING & SUPPLY CHAIN**
 - **MEDICAL, HEALTH AND SCIENTIFIC**
 - **LOGISTICS & SUPPLY CHAIN**
 - **CONSTRUCTION INDUSTRY**
 - **SUPPLIERS & SERVICES**
 - **LOCAL BUSINESSES (LEICESTER & MIDLANDS)**
- **DIRECT TO MARKET**
- **ECOMMERCE**
- **GLOBAL DISTRIBUTION NETWORKS**



anicca

PALLEX

wattbike

CHARLES BENTLEY

EST. 1860



DEICHMANN

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Why is it important to audit your website?

Better Organic Visibility

*Improving Organic Visibility is essential to help
bring more visitors to your website and
ultimately leads to more sales and conversions*

Improving Click Through Rate

*Improving Click Through Rate by optimising your website properly means that a **higher percentage of people** will click on your website from Google*

More Conversions and Sales

The goal of any business or website is to get **more conversions and sales**. By auditing your website you can find where the biggest opportunities are to increase conversions by making adjustments to your website

What tools do we need to audit
our website?

Google Analytics



Google Analytics is the most valuable tool that any business owner could have. This allows us to see how much traffic is coming to the website, how people find the website and what type of customers convert

Google Search Console



Google Search Console is another incredibly valuable free tool available to website owners. This is the health centre for your website, allowing you to see how well the website is being indexed and also what queries people are using to find your website

Google PageSpeed Insights



PageSpeed Insights

Google PageSpeed Insights allows us to analyse the content on a webpage and determine whether it provides a good user experience or not. We can use this to find out what elements of the page need improvement

Screaming Frog



Screaming Frog is both a free and paid tool. This is what we'll use to crawl the website and find technical issues. The tool is free for crawling up to 500 URLs, or you can purchase a licence for unlimited crawls and more features for £149 a year.

Siteliner

Siteliner▶

Siteliner is another free tool. We will use this to identify duplicate content across the website. You can crawl up to 250 URLs without an account to get a rough idea of any duplicate content on the website.

What should you look at in your
audit?

(And what corrective action you should take)

Popular Organic Landing Pages

The first thing we want to look at is the most popular organic landing pages. To do this we will use Google Analytics and specifically the Landing page report.

Landing Page [?]	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	*All Contact Form Enquiries (Url) (Goal 16 Conversion Rate) [?]	*All Contact Form Enquiries (Url) (Goal 16 Completions) [?]	*All Contact Form Enquiries (Url) (Goal 16 Value) [?]
Organic Traffic	2,763 % of Total: 25.13% (10,996)	60.55% Avg for View: 77.20% (-21.57%)	1,673 % of Total: 19.71% (8,489)	49.95% Avg for View: 67.87% (-26.41%)	2.72 Avg for View: 1.86 (46.51%)	00:02:50 Avg for View: 00:01:38 (72.61%)	1.16% Avg for View: 0.50% (131.55%)	32 % of Total: 58.18% (55)	£0.00 % of Total: 0.00% (£0.00)
1. /	1,315 (47.59%)	54.45%	716 (42.80%)	33.84%	3.50	00:03:29	1.06%	14 (43.75%)	£0.00 (0.00%)
2. /about-us/pricing-rate-card/	333 (12.05%)	87.09%	290 (17.33%)	80.48%	1.37	00:01:05	0.00%	0 (0.00%)	£0.00 (0.00%)
3. /training/digital-marketing-qualifications/	145 (5.25%)	82.76%	120 (7.17%)	91.03%	1.12	00:00:30	0.00%	0 (0.00%)	£0.00 (0.00%)
4. /meet-the-team/	86 (3.11%)	46.51%	40 (2.39%)	39.53%	3.29	00:02:54	0.00%	0 (0.00%)	£0.00 (0.00%)
5. /seo/	69 (2.50%)	71.01%	49 (2.93%)	34.78%	2.64	00:04:03	10.14%	7 (21.88%)	£0.00 (0.00%)
6. /terms-and-conditions/	42 (1.52%)	76.19%	32 (1.91%)	92.86%	1.12	00:00:07	0.00%	0 (0.00%)	£0.00 (0.00%)
7. /social-media/social-audits-consultancy/	39 (1.41%)	79.49%	31 (1.85%)	71.79%	1.54	00:02:29	0.00%	0 (0.00%)	£0.00 (0.00%)
8. /training/	37 (1.34%)	56.76%	21 (1.26%)	32.43%	3.62	00:05:31	2.70%	1 (3.12%)	£0.00 (0.00%)
9. (not set)	32 (1.16%)	131.25%	42 (2.51%)	0.00%	0.00	00:03:37	0.00%	0 (0.00%)	£0.00 (0.00%)
10. /about-us/	30 (1.09%)	26.67%	8 (0.48%)	66.67%	1.67	00:02:19	0.00%	0 (0.00%)	£0.00 (0.00%)

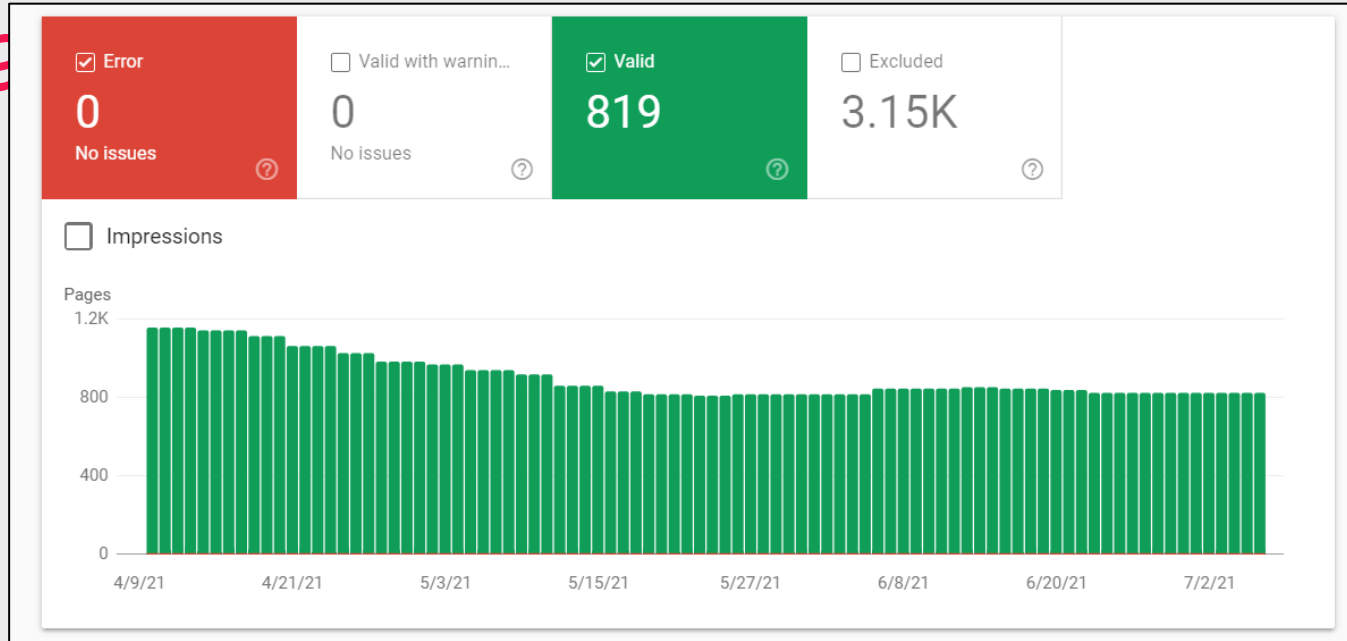
What are we looking for?

Landing Page [?]	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	*All Contact Form Enquiries (Url) (Goal 16 Conversion Rate) [?]	*All Contact Form Enquiries (Url) (Goal 16 Completions) [?]	*All Contact Form Enquiries (Url) (Goal 16 Value) [?]
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3. /training/digital-marketing-qualifications/	145 (5.25%)	82.76%	120 (7.17%)	91.03%	1.12	00:00:30	0.00%	0 (0.00%)	£0.00 (0.00%)
4. /meet-the-team/	86 (3.11%)	46.51%	40 (2.39%)	39.53%	3.29	00:02:54	0.00%	0 (0.00%)	£0.00 (0.00%)
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9. (not set)	32 (1.16%)	131.25%	42 (2.51%)	0.00%	0.00	00:03:37	0.00%	0 (0.00%)	£0.00 (0.00%)
10. /about-us/	30 (1.09%)	26.67%	8 (0.48%)	66.67%	1.67	00:02:19	0.00%	0 (0.00%)	£0.00 (0.00%)

We want to see pages with good engagement that convert well. What are they doing that other pages aren't? Do they have specific call to actions to entice users to perform a specific action?

Site Indexation and Website Crawl

Issue



Next, we want to look at Google Search Console. Using the Index > Coverage report we can see whether there are any crawl errors and how many 'valid' pages we have.






Checking our indexed pages is important as we need to make sure our website is being shown in Google

What are we looking for?

Details				
Status	Type	Validation ↓	Trend	Pages
Error	Server error (5xx)	! Not Started		45
Error	Submitted URL marked 'noindex'	! Not Started		29
Error	Submitted URL not found (404)	! Not Started		26
Error	Submitted URL blocked by robots.txt	! Not Started		9
Error	Submitted URL seems to be a Soft 404	! Not Started		8

We want to check what errors (if any) there are. These might be 404 pages or pages which have been blocked from Google's index. To resolve these issues you may need to implement 301 redirects on pages, or manually update links within your website.

Mobile Friendliness

Status	Type	Validation ↓	Trend	Pages
Error	Text too small to read	! Not Started		8
Error	Clickable elements too close together	! Not Started		8
Error	Viewport not set	! Not Started		7
Error	Content wider than screen	! Not Started		6
Error	Uses incompatible plugins	! Not Started		2

Next, we want to look at the mobile friendliness report. Using this report we want to see whether any pages have mobile usability issues.

Crawling your website

The screenshot shows the Screaming Frog SEO Spider 15.2 interface. The 'Spider' mode is selected in the top left. The address bar contains 'https://www.website.com'. The 'Start' button is highlighted. The right-hand pane shows a table with columns 'URLs' and '% of Total'. The table is currently empty, showing 'No data'.

	URLs	% of Total
▼ Summary		
Total URLs Encountered	0	0%
Total Internal Blocked by robots.txt	0	0%
Total External Blocked by robots.txt	0	0%
Total URLs Crawled	0	0%
Total Internal URLs	0	0%
Total External URLs	0	0%
▼ Crawl Data		
Internal		
All	0	0%
HTML	0	0%
JavaScript	0	0%
CSS	0	0%
Images	0	0%
PDF	0	0%
Flash	0	0%

Now we move on to crawling our website. Screaming Frog's free version crawls up to 500 URLs (if your site has more, use this as a sample set of data to gauge issues on the rest of the site).

1. Download Screaming Frog
2. Ensure 'Spider' mode is active
3. Paste in the domain and click 'start'

Page Titles

er 15.0 (Licensed)

Reports Sitemaps Visualisations Crawl Analysis Licence Help

https://anicca.co.uk/ Start Clear

Page Titles Meta Description Meta Keywords H1 H2 Images Canonicals Pagination Directives Hreflang AJAX AMP Structured Data

Export Search...

	Occurrences	Title 1	Title 1 Length
	1	Anicca Academy	14
access/	1	Request Free Access – Anicca Academy	36
	1	Award-Winning Digital Marketing Agency Anicca Digital	55
ork/	1	Download Our A10 Strategy Ebook For Free	40
	1	Discover More About the Anicca Group Anicca Digital	53
ng-at-anicca/	1	Digital Marketing Careers in a Leicester Agency Anicca Digital	64
s/	1	Client Services and Project Management Anicca Digital	55
/	1	Read our latest FAQs Anicca Digital	37
/	1	Digital Marketing Job Vacancies Anicca Digital	48
ard/	1	Pricing, Rate Cards and Invoicing Anicca Digital	50
	1	Awards & Accreditations	23
te-optimisation/	1	Google Analytics Agency Anicca Digital	40
te-optimisation/analytics-audits-consultancy/	1	Google Analytics Audits Analytics Consultancy Anicca Digital	64
te-optimisation/conversion-optimisation/	1	Conversion Optimisation Services Anicca Digital	49
te-optimisation/reporting-insights/	1	Google Analytics Reporting and Insights Anicca Digital	56
te-optimisation/tracking-analytics-set-up/	1	Google Analytics Set Up & Tracking Anicca Digital	51

SUMMARY Headers Images Links Social Tools

Title ? Award-Winning Digital Marketing Agency | Anicca Digital
65 characters

Description ? We're an award-winning Digital Marketing Agency that drives leads and sales through integrated multi-channel campaigns (PPC, SEO, social & CRO).
144 characters

Keywords ? Keywords are missing!

URL ? https://anicca.co.uk/

Canonical ? https://anicca.co.uk/

Robots Tag ? Robots meta tag is not defined.

Author ? Author is missing.

Publisher ? Publisher is missing.

Lang ? Lang attribut of HTML element is missing.

H1	H2	H3	H4	H5	H6	Images	Links
1	10	0	3	9	0	25	93

Robots.txt Sitemap.xml

Page titles are a ranking factor and a window into your site from Google search results (helps CTR), so its important to have this filled in, ideally with some keywords and your brand name.

Note: There was also a recent algorithm update where Google pulled in text from H1 tags instead of Title tags into search results, which might appear less intuitive to the user. To try and overcome this you match the wording in the title tag with your H1 tag, ensuring enough helpful info is displayed in search.

What are we looking for?

der 15.0 (Licensed)

Reports Sitemaps Visualisations Crawl Analysis Licence Help

https://anicca.co.uk/ Start Clear

Page Titles Meta Description Meta Keywords H1 H2 Images Canonicals Pagination Directives Hreflang AJAX AMP Structured Data

Export Search...

	Occurrences	Title 1	Title 1 Length
	1	Anicca Academy	14
access/	1	Request Free Access – Anicca Academy	36
	1	Award-Winning Digital Marketing Agency Anicca Digital	55
ork/	1	Download Our A10 Strategy Ebook For Free	40
	1	Discover More About the Anicca Group Anicca Digital	53
ng-at-anicca/	1	Digital Marketing Careers in a Leicester Agency Anicca Digital	64
s/	1	Client Services and Project Management Anicca Digital	55
	1	Read our latest FAQs Anicca Digital	37
/	1	Digital Marketing Job Vacancies Anicca Digital	48
ard/	1	Pricing, Rate Cards and Invoicing Anicca Digital	50
	1	Awards & Accreditations	23
te-optimisation/	1	Google Analytics Agency Anicca Digital	40
te-optimisation/analytics-audits-consultancy/	1	Google Analytics Audits Analytics Consultancy Anicca Digital	64
te-optimisation/conversion-optimisation/	1	Conversion Optimisation Services Anicca Digital	49
te-optimisation/reporting-insights/	1	Google Analytics Reporting and Insights Anicca Digital	56
te-optimisation/tracking-analytics-set-up/	1	Google Analytics Set Up & Tracking Anicca Digital	51
	1	Digital Marketing Audits & Consultancy Anicca Digital	55

We want to make sure our page titles aren't missing, duplicated, or under 40 characters or over 60 characters in length. If they are then Google may cut them off.

1. If you have few issues then fix them live in your CMS(or use Word for proofing first). If you have a long list then...
2. Export the list to Excel
3. Filter through by character count and duplicates/missing/long titles
4. Re-write on the sheet
5. Proof
6. Upload to website

Meta Descriptions

Occurrences	Meta Description 1	Meta Description 1 Length	Meta [+
1	We're an award-winning Digital Marketing Agency that drives leads and ...	144	
1	Anicca is a Leicester based technical search engine optimisation (SEO)...	182	
1	Got questions about working with Anicca Digital? Find out about contra...	183	
1	Read more about careers, our culture, perks and what is it like work to ...	94	
1	Develop your understanding of PPC, SEO, Social Media and Analytics i...	194	
1	Anicca Digital's Terms & Conditions for supply of digital marketing servi...	77	
1	Build up your digital marketing strategy with our tailored services, offeri...	149	
0		0	
1	We specialise in social media campaigns, social advertising, lead gener...	131	
1	Optimising against Salesforce Leads in order to drive Increased Conver...	116	
0		0	
1	Read about how we created a successful PR campaign for Pall-Ex, the ...	140	
1	Contact Anicca Digital today to find out more about our digital marketing...	194	
1	Anicca Digital is a Google Premier Partner PPC agency based in Leices...	155	
1	Our B2B digital marketing for the Transport and Logistics sector will hel...	148	
0		0	
1	Learn more about Anicca Digital's team of highly skilled digital marketin...	115	
1	Leicester's annual digital marketing conference is online on 16th Feb 20...	179	
1	Get ahead of the competition with Anicca Digital's marketing campaigns...	155	
1	Want to work with Anicca Digital? Learn more about our dedicated clien...	149	

The screenshot shows a website audit tool interface. At the top, there are tabs for 'SUMMARY', 'Headers', 'Images', 'Links', 'Social', and 'Tools'. The 'SUMMARY' tab is active. Below the tabs, the following information is displayed:

- Title**: Award-Winning Digital Marketing Agency | Anicca Digital (55 characters)
- Description**: We're an award-winning Digital Marketing Agency that drives leads and sales through integrated multi-channel campaigns (PPC, SEO, social & CRO). (144 characters)
- Keywords**: Keywords are missing!
- URL**: https://anicca.co.uk/
- Canonical**: https://anicca.co.uk/
- Robots Tag**: Robots meta tag is not defined.
- Author**: Author is missing.
- Publisher**: Publisher is missing.
- Lang**: Lang attribut of HTML element is missing.

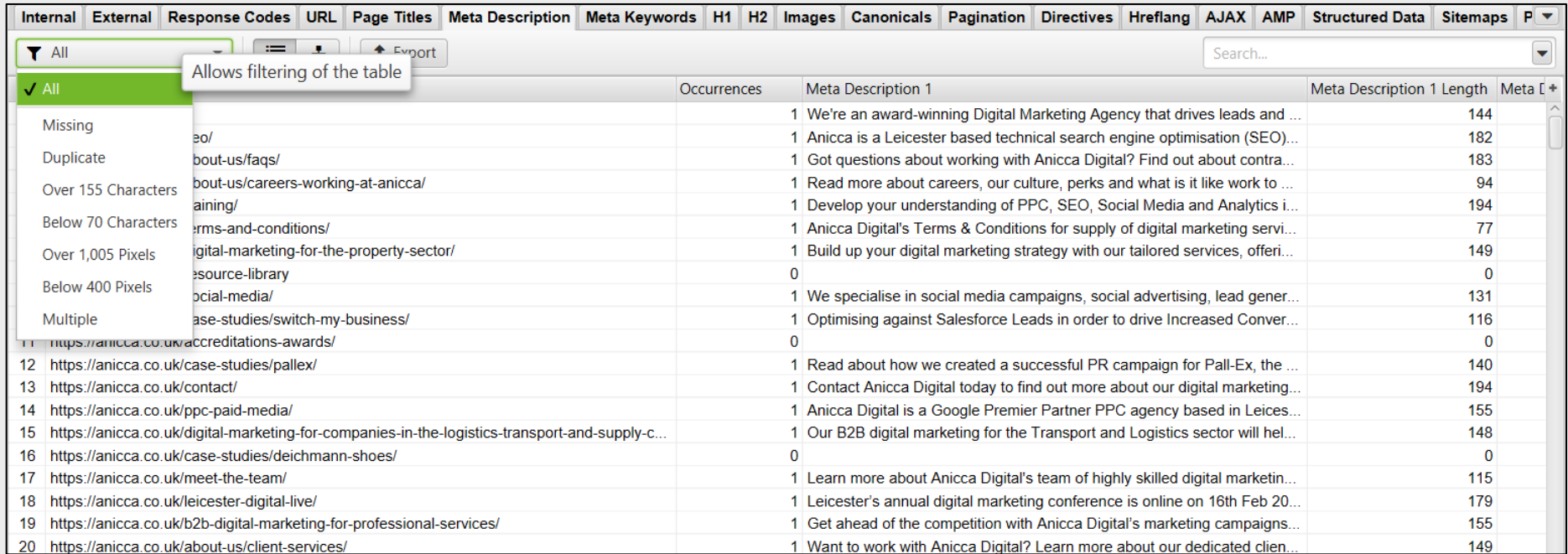
At the bottom, there is a table showing H1, H2, H3, H4, H5, H6, Images, and Links counts:

H1	H2	H3	H4	H5	H6	Images	Links
1	10	0	3	9	0	25	93

At the bottom right, there are links for 'Robots.txt' and 'Sitemap.xml'.

Next, we want to look at our meta descriptions. Although not a direct ranking factor in Google, our meta descriptions play a key role in enticing users to click through to our website from the search results.

What are we looking for?



The screenshot shows a table with columns for 'Occurrences', 'Meta Description 1', and 'Meta Description 1 Length'. A dropdown menu is open over the 'All' filter, listing various filter criteria such as 'Missing', 'Duplicate', 'Over 155 Characters', 'Below 70 Characters', 'Over 1,005 Pixels', 'Below 400 Pixels', and 'Multiple'. A tooltip above the dropdown reads 'Allows filtering of the table'.

	Occurrences	Meta Description 1	Meta Description 1 Length	Meta [+
1	1	We're an award-winning Digital Marketing Agency that drives leads and ...	144	
2	1	Anicca is a Leicester based technical search engine optimisation (SEO)...	182	
3	1	Got questions about working with Anicca Digital? Find out about contra...	183	
4	1	Read more about careers, our culture, perks and what is it like work to ...	94	
5	1	Develop your understanding of PPC, SEO, Social Media and Analytics i...	194	
6	1	Anicca Digital's Terms & Conditions for supply of digital marketing servi...	77	
7	1	Build up your digital marketing strategy with our tailored services, offeri...	149	
8	0		0	
9	1	We specialise in social media campaigns, social advertising, lead gener...	131	
10	1	Optimising against Salesforce Leads in order to drive Increased Conver...	116	
11	0		0	
12	1	Read about how we created a successful PR campaign for Pall-Ex, the ...	140	
13	1	Contact Anicca Digital today to find out more about our digital marketing...	194	
14	1	Anicca Digital is a Google Premier Partner PPC agency based in Leices...	155	
15	1	Our B2B digital marketing for the Transport and Logistics sector will hel...	148	
16	0		0	
17	1	Learn more about Anicca Digital's team of highly skilled digital marketin...	115	
18	1	Leicester's annual digital marketing conference is online on 16th Feb 20...	179	
19	1	Get ahead of the competition with Anicca Digital's marketing campaigns...	155	
20	1	Want to work with Anicca Digital? Learn more about our dedicated clien...	149	

Here we want to use the filter to find any descriptions that are missing, over 155 characters or below 70 characters. Wherever you find this we will want to go and fix these.

Heading Tags (H1 Tags)

Occurrences	H1-1	H1-1 Length	H1-2
1	A full service digital marketing agency	39	
1	Leicester's strategic SEO agency - Delivering visibility and conversions ...	88	
1	Frequently Asked Questions	26	
1	Careers, Culture and Working at Anicca Digital	46	
1	Training courses and qualifications for you or your digital marketing team	74	
1	Anicca Digital Ltd – Terms and Conditions of Supply of Marketing Servi...	73	
1	B2C Digital Marketing for the Property Sector	45	
1	Resources & Webinars	20	
1	Social media marketing	22	
0		0	
1	Our Awards and Accreditations	29	
0		0	
1	Would you like to contact us for more help and advice?	54	
1	Leicester's leading PPC Agency	30	
1	B2B Digital Marketing for Transport, Logistics and Supply Chain Busine...	74	
0		0	
1	Meet The Team	13	
1	LEICESTERSHIRE'S PREMIER DIGITAL MARKETING EVENT IS GOI...	65	
1	B2B Digital Marketing for Professional Services	47	
1	Client Services and Account Management	38	

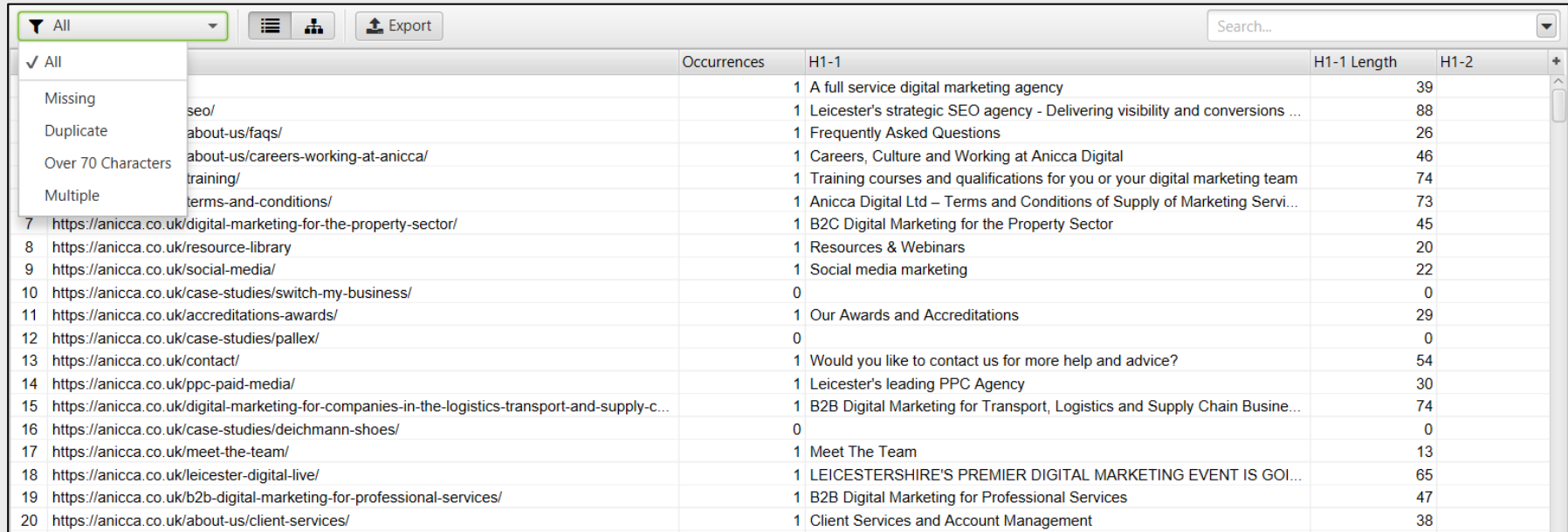
Headings (23) Sort By Type No Sorting

No	Type	Heading Text	
1	H1	A full service digital marketing agency	
2	H2	Paid Media	
3	H2	SEO	
4	H2	Content Marketing	
5	H2	Social Media	

[show all headings](#) [Download](#)

After we've found issues with our titles and descriptions then we'll want to look at our H1 tags. H1 tags are the most important heading on a page and the most noticeable to the user. As mentioned, Google has recently been using H1 tags in place of page titles on search results.

What are we looking for?

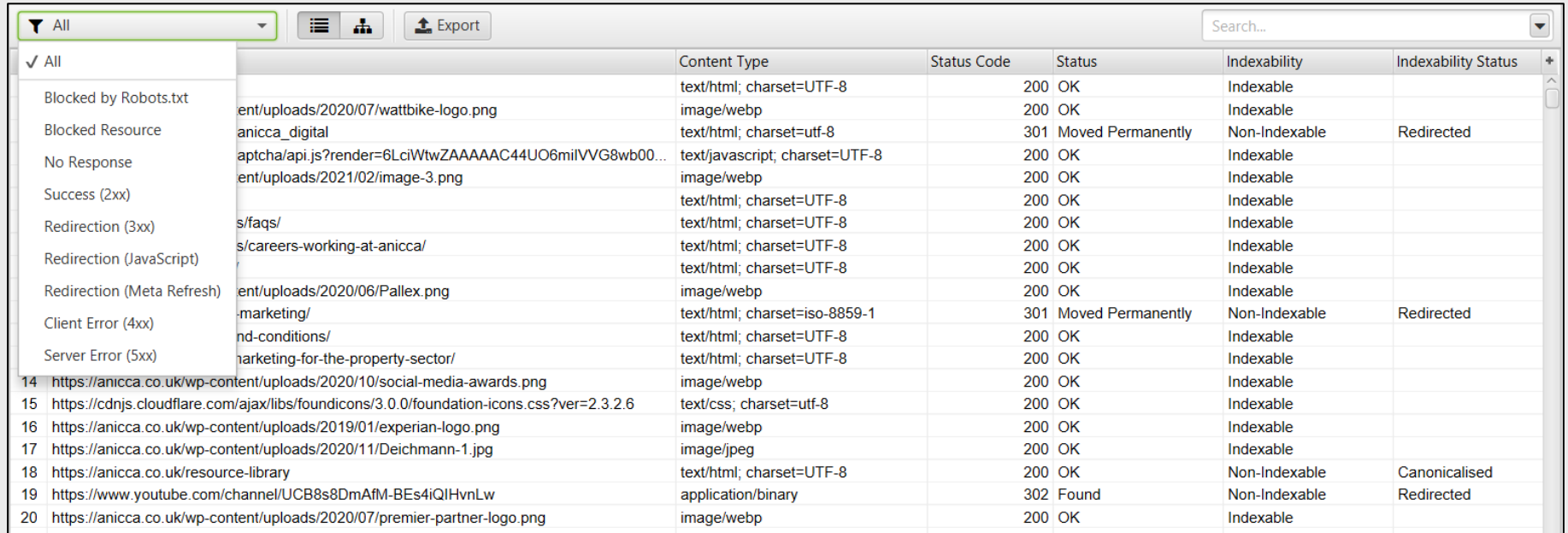


The screenshot shows a CMS interface with a table of page metadata. A filter dropdown menu is open, showing options: 'All' (selected), 'Missing', 'Duplicate', 'Over 70 Characters', and 'Multiple'. The table has columns for 'Occurrences', 'H1-1', 'H1-1 Length', and 'H1-2'. The rows list various pages with their corresponding H1 tags and lengths.

	Occurrences	H1-1	H1-1 Length	H1-2
7	1	A full service digital marketing agency	39	
8	1	Leicester's strategic SEO agency - Delivering visibility and conversions ...	88	
9	1	Frequently Asked Questions	26	
10	1	Careers, Culture and Working at Anicca Digital	46	
11	1	Training courses and qualifications for you or your digital marketing team	74	
12	1	Anicca Digital Ltd – Terms and Conditions of Supply of Marketing Servi...	73	
13	1	B2C Digital Marketing for the Property Sector	45	
14	1	Resources & Webinars	20	
15	1	Social media marketing	22	
16	0		0	
17	1	Our Awards and Accreditations	29	
18	0		0	
19	1	Would you like to contact us for more help and advice?	54	
20	1	Leicester's leading PPC Agency	30	
21	1	B2B Digital Marketing for Transport, Logistics and Supply Chain Busine...	74	
22	0		0	
23	1	Meet The Team	13	
24	1	LEICESTERSHIRE'S PREMIER DIGITAL MARKETING EVENT IS GOI...	65	
25	1	B2B Digital Marketing for Professional Services	47	
26	1	Client Services and Account Management	38	

We want to make sure each page has a H1 tag, so using the filter find any pages 'missing' a H1 tag and create one. For pages with multiple H1 tags we need to keep the most important heading (which should be the first one) and change other headings to H2, H3 tags in your websites CMS.

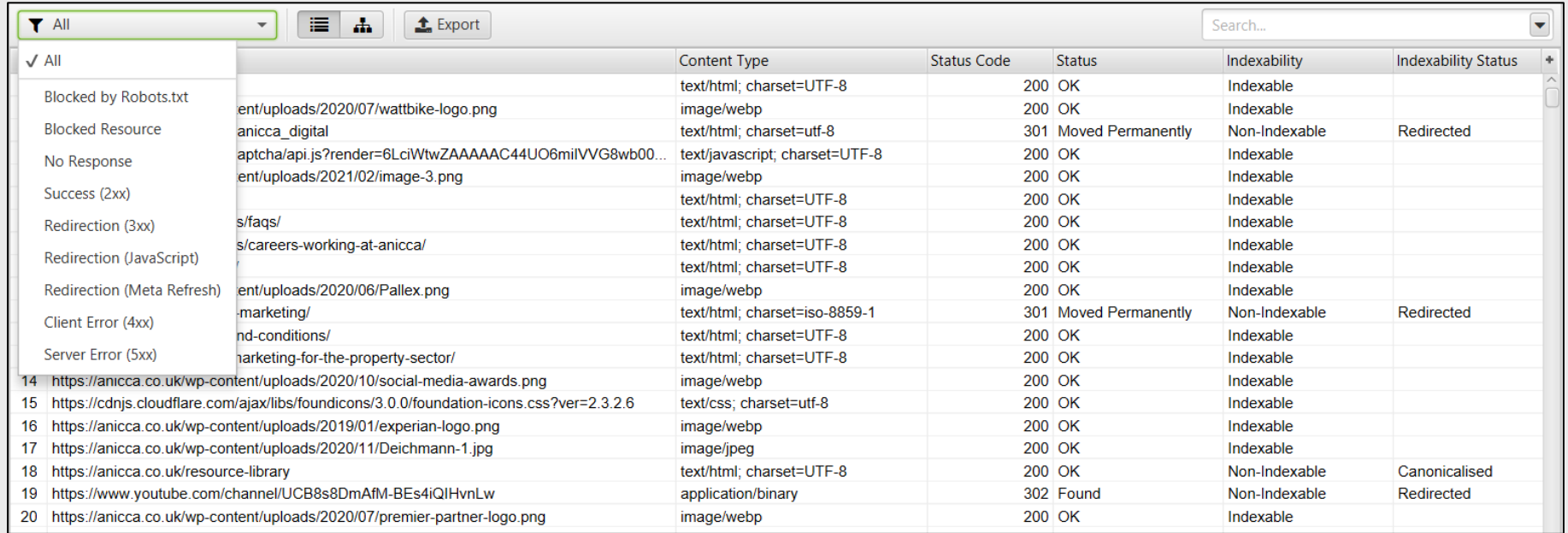
Response Codes



	Content Type	Status Code	Status	Indexability	Indexability Status
Blocked by Robots.txt	text/html; charset=UTF-8	200	OK	Indexable	
Blocked Resource	image/webp	200	OK	Non-Indexable	Redirected
No Response	text/html; charset=utf-8	301	Moved Permanently	Non-Indexable	Redirected
Success (2xx)	text/javascript; charset=UTF-8	200	OK	Indexable	
Redirection (3xx)	image/webp	200	OK	Indexable	
Redirection (JavaScript)	text/html; charset=UTF-8	200	OK	Indexable	
Redirection (Meta Refresh)	text/html; charset=UTF-8	200	OK	Indexable	
Client Error (4xx)	text/html; charset=UTF-8	200	OK	Indexable	
Server Error (5xx)	text/html; charset=UTF-8	200	OK	Indexable	
14	image/webp	200	OK	Indexable	
15	text/css; charset=utf-8	200	OK	Indexable	
16	image/webp	200	OK	Indexable	
17	image/jpeg	200	OK	Indexable	
18	text/html; charset=UTF-8	200	OK	Non-Indexable	Canonicalised
19	application/binary	302	Found	Non-Indexable	Redirected
20	image/webp	200	OK	Indexable	

We will also want to look at the response codes on our site. Pages on your website will have various status' (200, 301/302, 404/ 500) based on whether the pages work as they should or not.

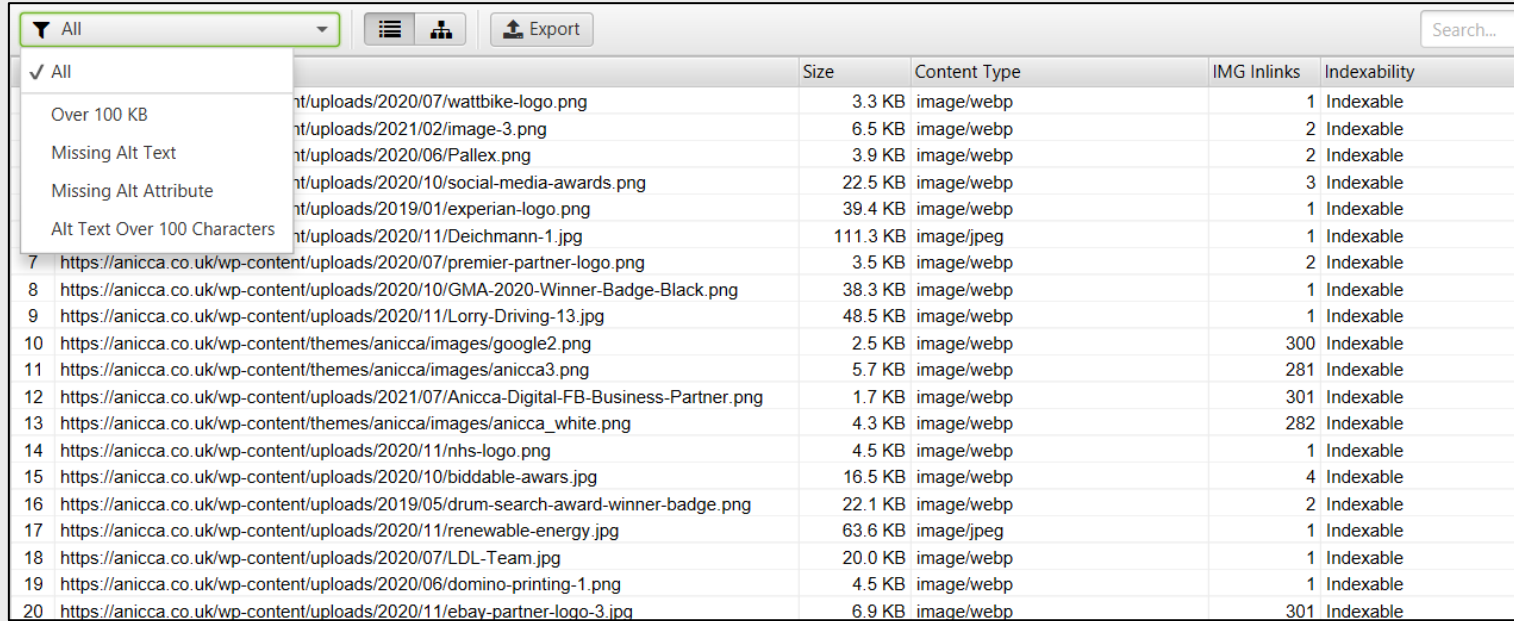
What are we looking for?



	Content Type	Status Code	Status	Indexability	Indexability Status
Blocked by Robots.txt	text/html; charset=UTF-8	200	OK	Indexable	
Blocked Resource	ent/uploads/2020/07/wattbike-logo.png	200	OK	Indexable	
No Response	anicca_digital	301	Moved Permanently	Non-Indexable	Redirected
Success (2xx)	aptcha/api.js?render=6LciWtwZAAAAAC44UO6milVVG8wb00...	200	OK	Indexable	
Redirection (3xx)	ent/uploads/2021/02/image-3.png	200	OK	Indexable	
Redirection (JavaScript)	s/faqs/	200	OK	Indexable	
Redirection (Meta Refresh)	s/careers-working-at-anicca/	200	OK	Indexable	
Client Error (4xx)	ent/uploads/2020/06/Pallex.png	200	OK	Indexable	
Server Error (5xx)	-marketing/	301	Moved Permanently	Non-Indexable	Redirected
	nd-conditions/	200	OK	Indexable	
	marketing-for-the-property-sector/	200	OK	Indexable	
14	https://anicca.co.uk/wp-content/uploads/2020/10/social-media-awards.png	200	OK	Indexable	
15	https://cdnjs.cloudflare.com/ajax/libs/foundation-icons/3.0.0/foundation-icons.css?ver=2.3.2.6	200	OK	Indexable	
16	https://anicca.co.uk/wp-content/uploads/2019/01/experian-logo.png	200	OK	Indexable	
17	https://anicca.co.uk/wp-content/uploads/2020/11/Deichmann-1.jpeg	200	OK	Indexable	
18	https://anicca.co.uk/resource-library	200	OK	Non-Indexable	Canonicalised
19	https://www.youtube.com/channel/UCB8s8DmAfM-BE4s4QIHvnLw	302	Found	Non-Indexable	Redirected
20	https://anicca.co.uk/wp-content/uploads/2020/07/premier-partner-logo.png	200	OK	Indexable	

We are looking for any pages on the website that either have a 404 status code, or 500 error. These pages mean users cannot access them and corrective action is needed.

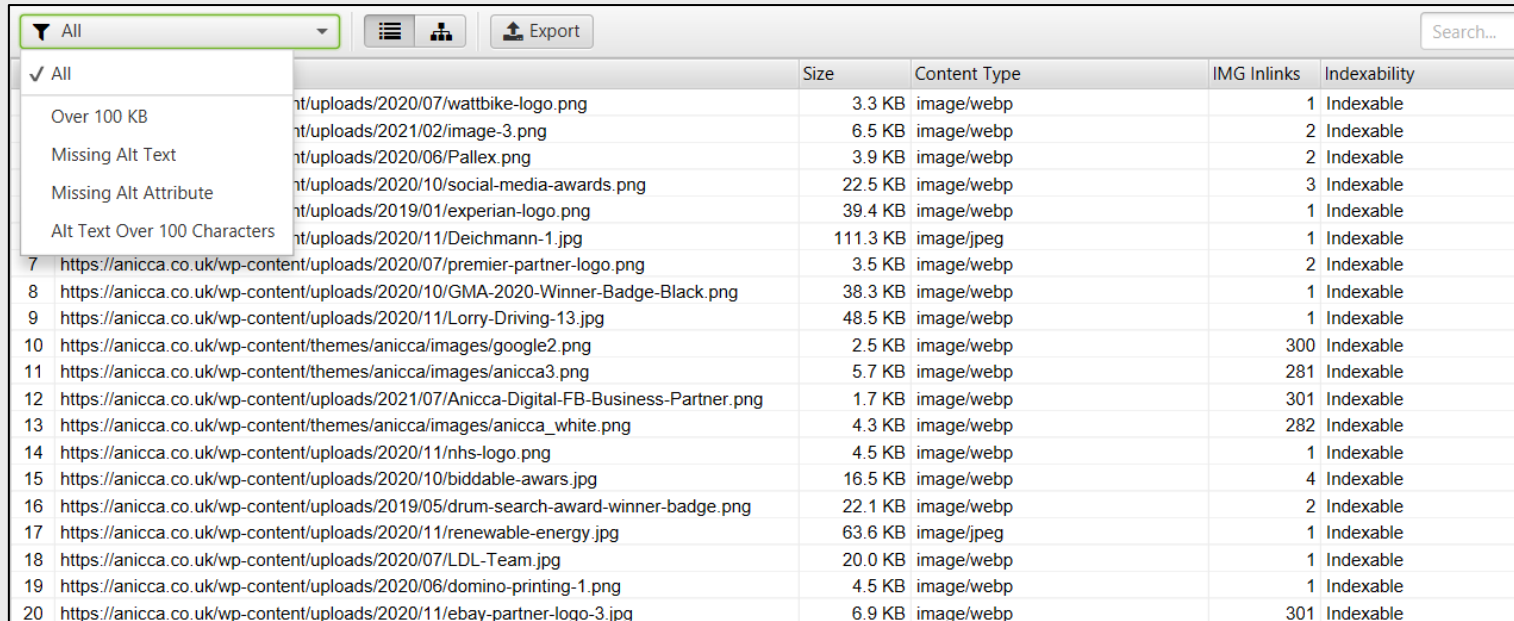
Images (Requires a Paid Licence)



		Size	Content Type	IMG Inlinks	Indexability
✓ All					
Over 100 KB	nt/uploads/2020/07/wattbike-logo.png	3.3 KB	image/webp	1	Indexable
Missing Alt Text	nt/uploads/2021/02/image-3.png	6.5 KB	image/webp	2	Indexable
Missing Alt Attribute	nt/uploads/2020/06/Pallex.png	3.9 KB	image/webp	2	Indexable
Alt Text Over 100 Characters	nt/uploads/2020/10/social-media-awards.png	22.5 KB	image/webp	3	Indexable
	nt/uploads/2019/01/experian-logo.png	39.4 KB	image/webp	1	Indexable
	nt/uploads/2020/11/Deichmann-1.jpg	111.3 KB	image/jpeg	1	Indexable
7	https://anicca.co.uk/wp-content/uploads/2020/07/premier-partner-logo.png	3.5 KB	image/webp	2	Indexable
8	https://anicca.co.uk/wp-content/uploads/2020/10/GMA-2020-Winner-Badge-Black.png	38.3 KB	image/webp	1	Indexable
9	https://anicca.co.uk/wp-content/uploads/2020/11/Lorry-Driving-13.jpg	48.5 KB	image/webp	1	Indexable
10	https://anicca.co.uk/wp-content/themes/anicca/images/google2.png	2.5 KB	image/webp	300	Indexable
11	https://anicca.co.uk/wp-content/themes/anicca/images/anicca3.png	5.7 KB	image/webp	281	Indexable
12	https://anicca.co.uk/wp-content/uploads/2021/07/Anicca-Digital-FB-Business-Partner.png	1.7 KB	image/webp	301	Indexable
13	https://anicca.co.uk/wp-content/themes/anicca/images/anicca_white.png	4.3 KB	image/webp	282	Indexable
14	https://anicca.co.uk/wp-content/uploads/2020/11/nhs-logo.png	4.5 KB	image/webp	1	Indexable
15	https://anicca.co.uk/wp-content/uploads/2020/10/biddable-awars.jpg	16.5 KB	image/webp	4	Indexable
16	https://anicca.co.uk/wp-content/uploads/2019/05/drum-search-award-winner-badge.png	22.1 KB	image/webp	2	Indexable
17	https://anicca.co.uk/wp-content/uploads/2020/11/renewable-energy.jpg	63.6 KB	image/jpeg	1	Indexable
18	https://anicca.co.uk/wp-content/uploads/2020/07/LDL-Team.jpg	20.0 KB	image/webp	1	Indexable
19	https://anicca.co.uk/wp-content/uploads/2020/06/domino-printing-1.png	4.5 KB	image/webp	1	Indexable
20	https://anicca.co.uk/wp-content/uploads/2020/11/ebay-partner-loqo-3.jpg	6.9 KB	image/webp	301	Indexable

If you decide to pay for the Screaming Frog licence, you'll also be able to crawl your websites images. We look at our images because if they have large file sizes this can negatively affect the load speed of your websites.

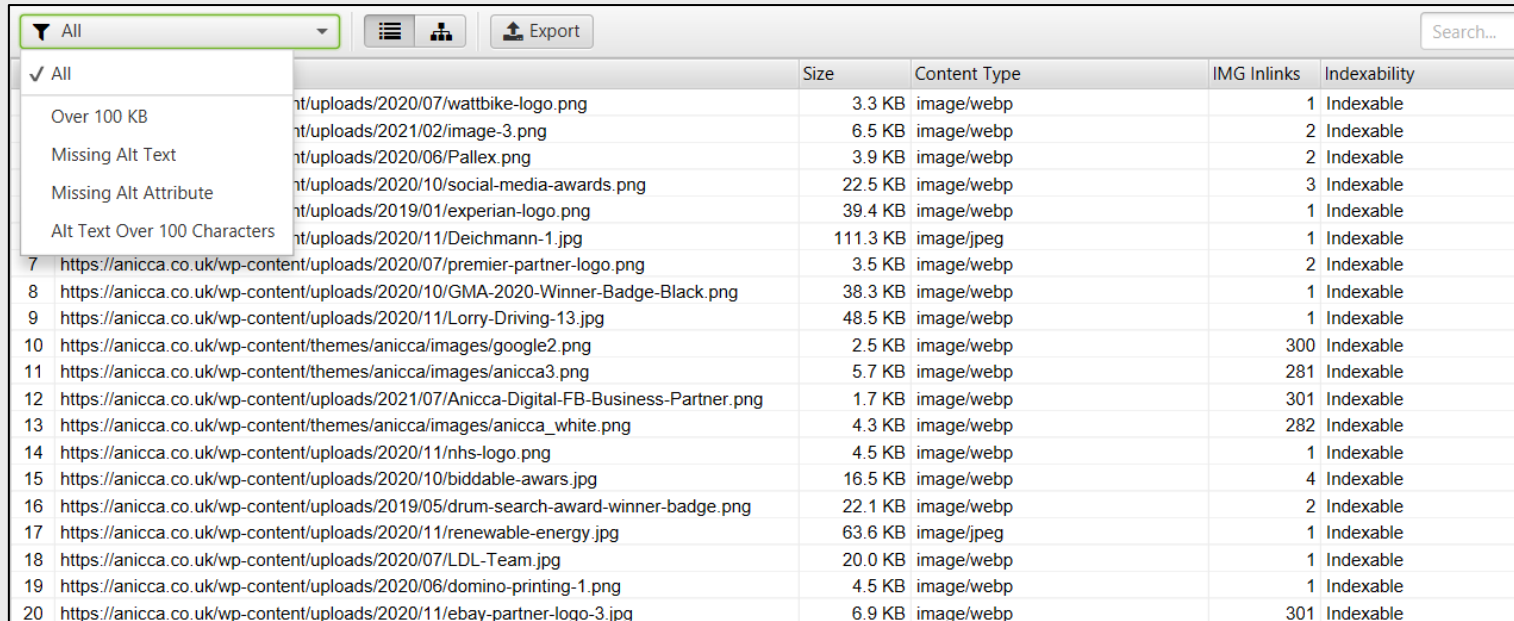
What are we looking for?



		Size	Content Type	IMG Inlinks	Indexability
✓ All					
Over 100 KB	nt/uploads/2020/07/wattbike-logo.png	3.3 KB	image/webp	1	Indexable
Missing Alt Text	nt/uploads/2021/02/image-3.png	6.5 KB	image/webp	2	Indexable
Missing Alt Attribute	nt/uploads/2020/06/Pallex.png	3.9 KB	image/webp	2	Indexable
Alt Text Over 100 Characters	nt/uploads/2020/10/social-media-awards.png	22.5 KB	image/webp	3	Indexable
	nt/uploads/2019/01/experian-logo.png	39.4 KB	image/webp	1	Indexable
	nt/uploads/2020/11/Deichmann-1.jpg	111.3 KB	image/jpeg	1	Indexable
7	https://anicca.co.uk/wp-content/uploads/2020/07/premier-partner-logo.png	3.5 KB	image/webp	2	Indexable
8	https://anicca.co.uk/wp-content/uploads/2020/10/GMA-2020-Winner-Badge-Black.png	38.3 KB	image/webp	1	Indexable
9	https://anicca.co.uk/wp-content/uploads/2020/11/Lorry-Driving-13.jpg	48.5 KB	image/webp	1	Indexable
10	https://anicca.co.uk/wp-content/themes/anicca/images/google2.png	2.5 KB	image/webp	300	Indexable
11	https://anicca.co.uk/wp-content/themes/anicca/images/anicca3.png	5.7 KB	image/webp	281	Indexable
12	https://anicca.co.uk/wp-content/uploads/2021/07/Anicca-Digital-FB-Business-Partner.png	1.7 KB	image/webp	301	Indexable
13	https://anicca.co.uk/wp-content/themes/anicca/images/anicca_white.png	4.3 KB	image/webp	282	Indexable
14	https://anicca.co.uk/wp-content/uploads/2020/11/nhs-logo.png	4.5 KB	image/webp	1	Indexable
15	https://anicca.co.uk/wp-content/uploads/2020/10/biddable-awars.jpg	16.5 KB	image/webp	4	Indexable
16	https://anicca.co.uk/wp-content/uploads/2019/05/drum-search-award-winner-badge.png	22.1 KB	image/webp	2	Indexable
17	https://anicca.co.uk/wp-content/uploads/2020/11/renewable-energy.jpg	63.6 KB	image/jpeg	1	Indexable
18	https://anicca.co.uk/wp-content/uploads/2020/07/LDL-Team.jpg	20.0 KB	image/webp	1	Indexable
19	https://anicca.co.uk/wp-content/uploads/2020/06/domino-printing-1.png	4.5 KB	image/webp	1	Indexable
20	https://anicca.co.uk/wp-content/uploads/2020/11/ebay-partner-loqo-3.jpg	6.9 KB	image/webp	301	Indexable

Order the images by size and find the images with the largest size. These are the images you will need to find on the website and then use a tool such as compressor.io to compress the images and reduce the file size.

What are we looking for?



		Size	Content Type	IMG Inlinks	Indexability
✓ All					
Over 100 KB	nt/uploads/2020/07/wattbike-logo.png	3.3 KB	image/webp	1	Indexable
Missing Alt Text	nt/uploads/2021/02/image-3.png	6.5 KB	image/webp	2	Indexable
Missing Alt Attribute	nt/uploads/2020/06/Pallex.png	3.9 KB	image/webp	2	Indexable
Alt Text Over 100 Characters	nt/uploads/2020/10/social-media-awards.png	22.5 KB	image/webp	3	Indexable
	nt/uploads/2019/01/experian-logo.png	39.4 KB	image/webp	1	Indexable
	nt/uploads/2020/11/Deichmann-1.jpg	111.3 KB	image/jpeg	1	Indexable
7	https://anicca.co.uk/wp-content/uploads/2020/07/premier-partner-logo.png	3.5 KB	image/webp	2	Indexable
8	https://anicca.co.uk/wp-content/uploads/2020/10/GMA-2020-Winner-Badge-Black.png	38.3 KB	image/webp	1	Indexable
9	https://anicca.co.uk/wp-content/uploads/2020/11/Lorry-Driving-13.jpg	48.5 KB	image/webp	1	Indexable
10	https://anicca.co.uk/wp-content/themes/anicca/images/google2.png	2.5 KB	image/webp	300	Indexable
11	https://anicca.co.uk/wp-content/themes/anicca/images/anicca3.png	5.7 KB	image/webp	281	Indexable
12	https://anicca.co.uk/wp-content/uploads/2021/07/Anicca-Digital-FB-Business-Partner.png	1.7 KB	image/webp	301	Indexable
13	https://anicca.co.uk/wp-content/themes/anicca/images/anicca_white.png	4.3 KB	image/webp	282	Indexable
14	https://anicca.co.uk/wp-content/uploads/2020/11/nhs-logo.png	4.5 KB	image/webp	1	Indexable
15	https://anicca.co.uk/wp-content/uploads/2020/10/biddable-awars.jpg	16.5 KB	image/webp	4	Indexable
16	https://anicca.co.uk/wp-content/uploads/2019/05/drum-search-award-winner-badge.png	22.1 KB	image/webp	2	Indexable
17	https://anicca.co.uk/wp-content/uploads/2020/11/renewable-energy.jpg	63.6 KB	image/jpeg	1	Indexable
18	https://anicca.co.uk/wp-content/uploads/2020/07/LDL-Team.jpg	20.0 KB	image/webp	1	Indexable
19	https://anicca.co.uk/wp-content/uploads/2020/06/domino-printing-1.png	4.5 KB	image/webp	1	Indexable
20	https://anicca.co.uk/wp-content/uploads/2020/11/ebay-partner-logo-3.jpg	6.9 KB	image/webp	301	Indexable



After you've found your images that are over 100kb in size, you can then find images missing ALT text. These images you can find on your website and add an ALT tag. This helps with accessibility and also helps Google understand what your image shows.

Free Alternative

Passed audits (19) ^

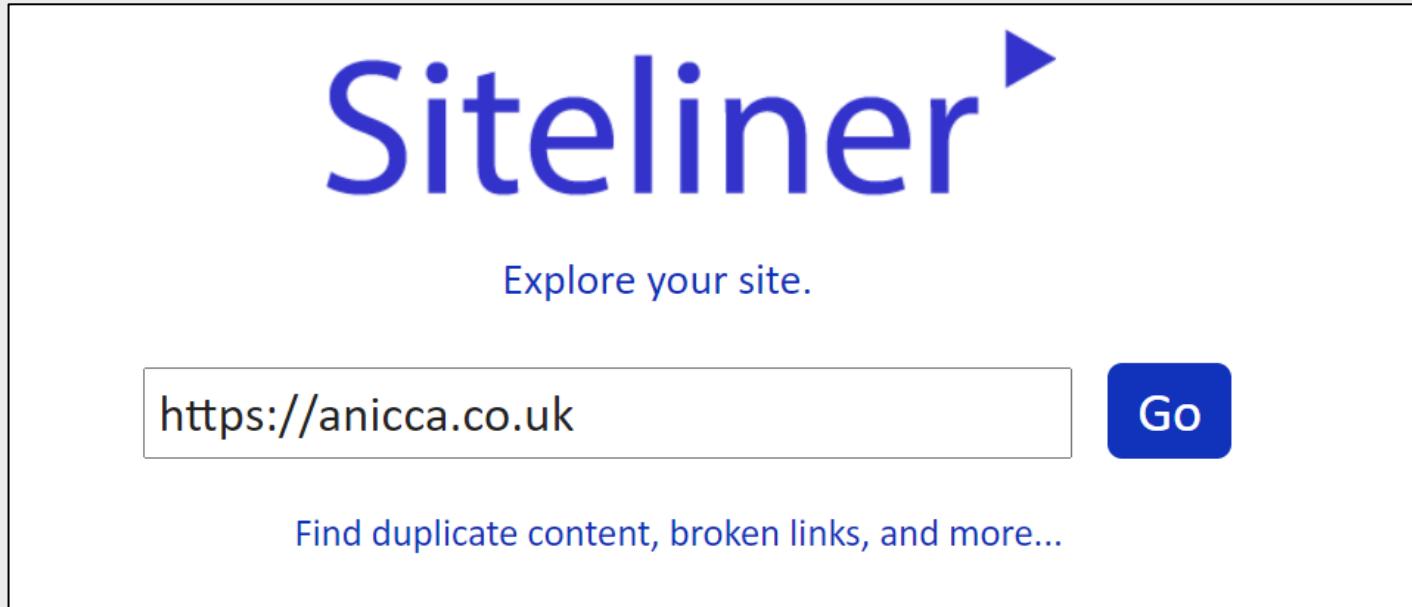
● Properly size images — Potential savings of 31 KiB ^

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn more.](#)

URL	Resource Size	Potential Savings
 ...11/ebay-partner-logo-3.jpg (anicca.co.uk)	25.7 KiB	17.0 KiB
 ...11/Lorry-Driving-13.jpg (anicca.co.uk)	48.4 KiB	14.3 KiB

Using Google's own free PageSpeed Insights tool, you can find a list of images that can be optimised and compressed for each page. This will however mean that you need to run each page through one by one.

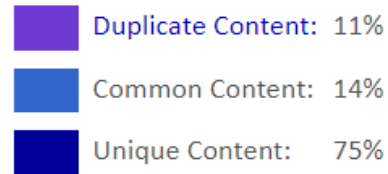
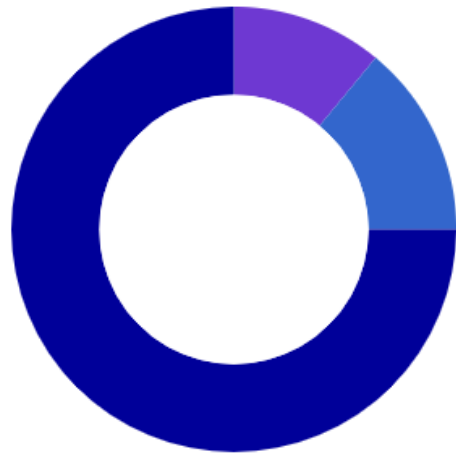
Duplicate Content



After we've identified issues using Screaming Frog, we want to move on to check for any duplicate content on your website. This is where we want to use a tool such as Siteliner.

What are we looking for?

Your Duplicate Content - Click below to see your duplicate content:



Click [here](#) to see your duplicate content.

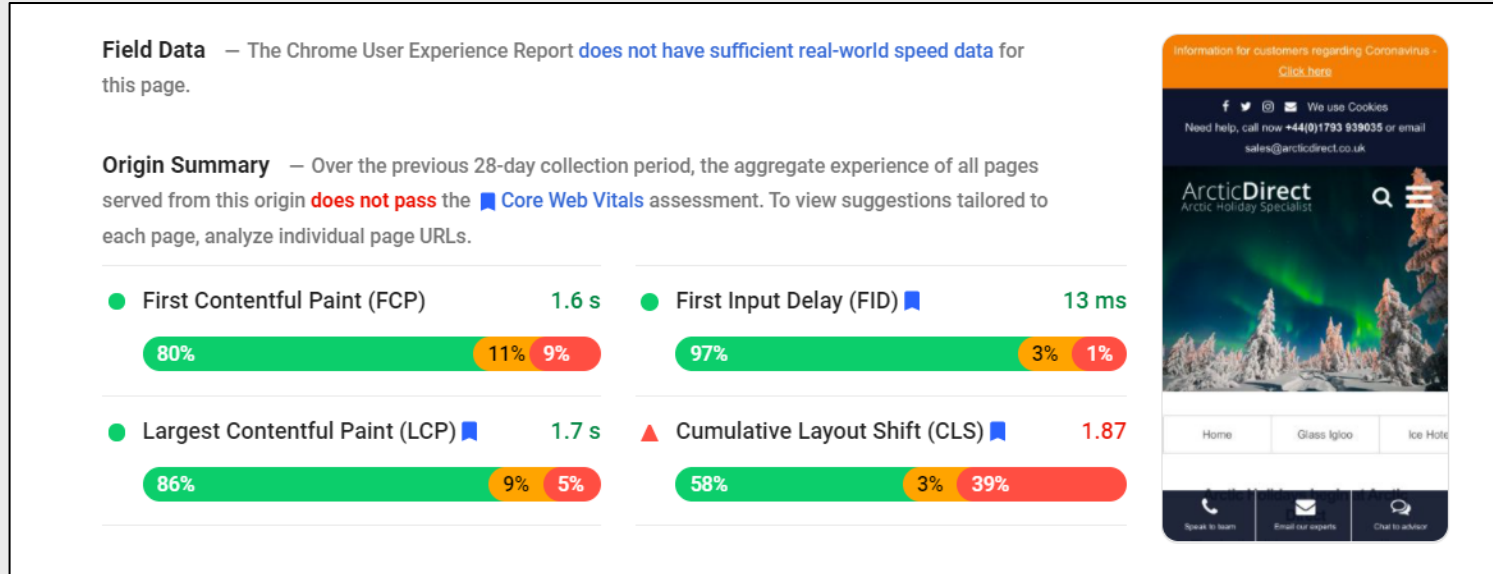
We're looking for a high % of unique content on the website. If you have a high amount of duplicate content you should view each page that's duplicated and see where you can rewrite the content to make it unique. Duplicated content across your pages can result in poor rankings in search engines.

Core Web Vitals & PageSpeed



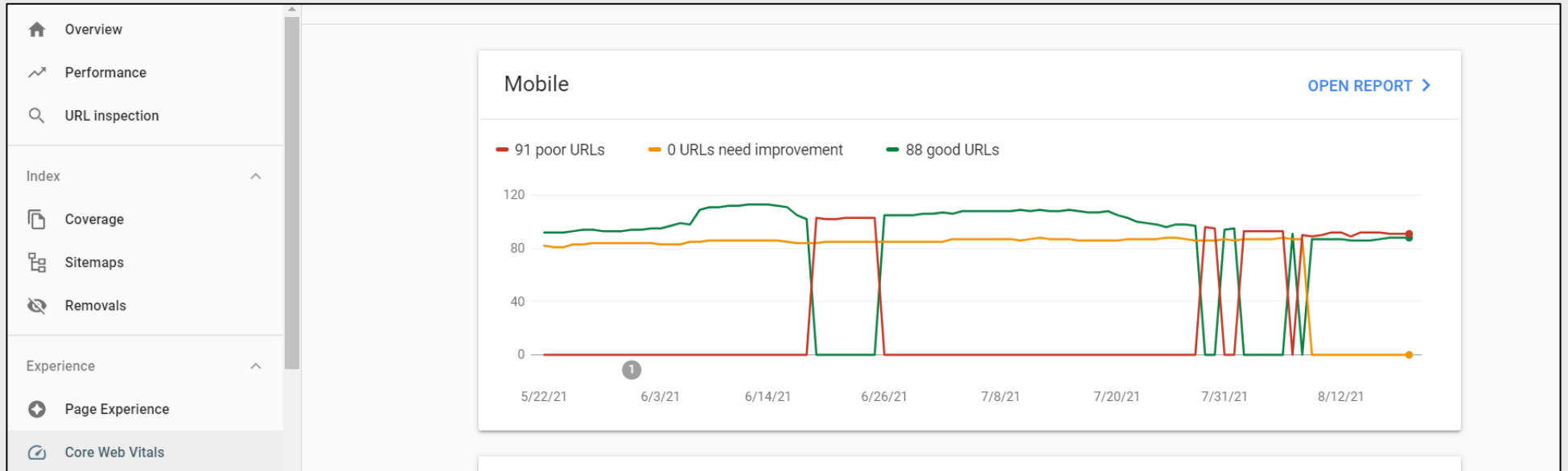
Lastly, we will want to look at the load speed of our website. We can use a couple of tools for this, including Google Search Console and PageSpeed Insights. This will score your website out of 100 depending on how well it loads.

What are we looking for?



We want our website to score above 90/100, but these figures can often be more a vanity score. The main things we want to focus on are the Core Web Vitals. Even though this page scores 100/100 the tool shows it as failing, this is because of the Cumulative Layout Shift.

Double Check Search Console



Use the Core Web Vitals report in Search Console to double check what pages pass or fail. You can view a list of URLs which pass or fail. You will likely need to send this to your developers to resolve issues which may incur costs. However, if your URLs do pass then you may find that you rank a little better in the search results.

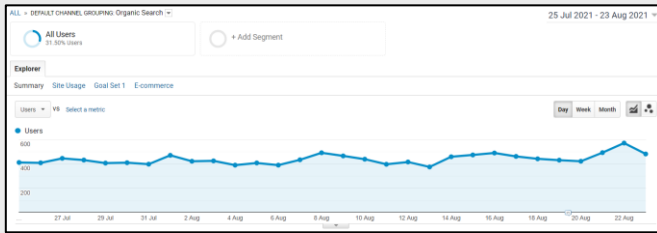
Monitoring Issues

Monitoring Issues

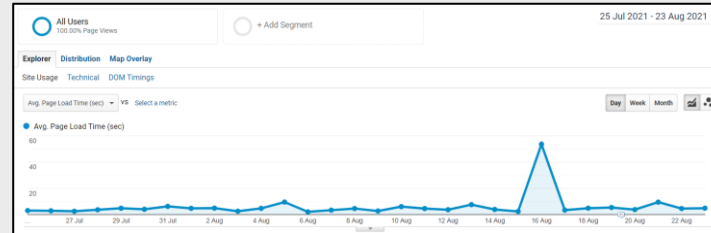
To ensure that your website is in good health you should monitor it on a regular basis.

This could be weekly or fortnightly or at the very least monthly. You can use Google Analytics and Google Search Console to monitor this.

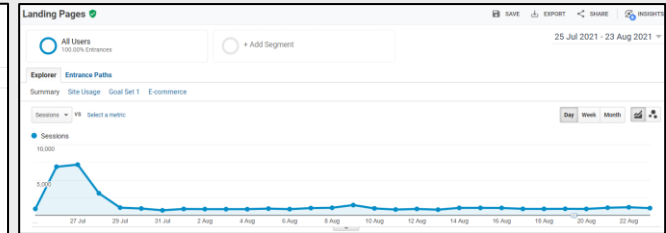
You can use the following Analytics reports:



Organic Traffic Report



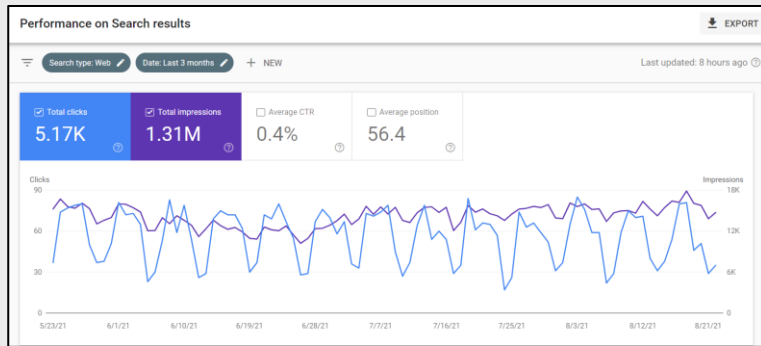
Page Timings Report



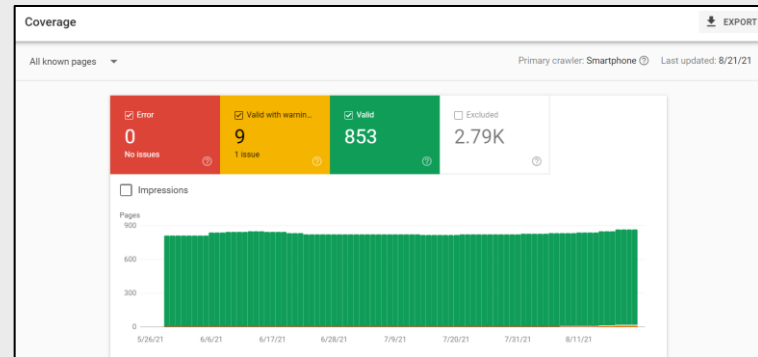
Landing Page Report

Monitoring Issues

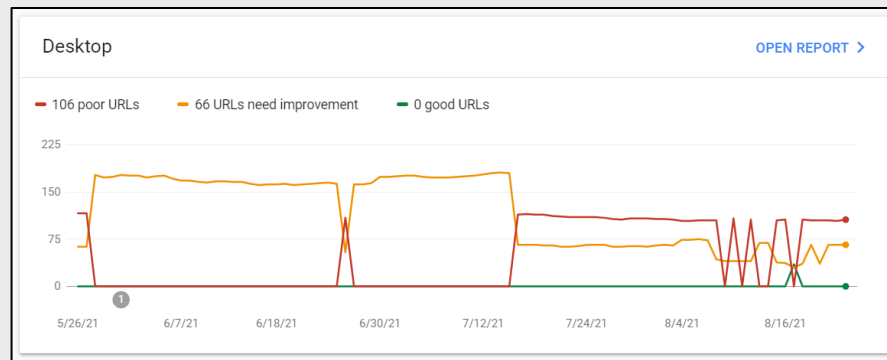
As well as this, you'll want to monitor some Google Search Console reports:



Performance Report



Coverage Report



Core Web Vitals Report

Conclusion

Conclusion

As you have seen, you don't always need a huge budget to ensure your doing the basics of SEO correct and in most cases, you can check this yourself.

Whilst you can do many things yourself, it's always worth considering the need for a full audit of your website and having professionals audit and advise on best practices moving forward.

As an added bonus, anyone that has a website that is built on WordPress might benefit from installing plugins on the website to do some of this work for them.

WordPress Tools for SEO

Smush – Compresses and optimises images for you as you upload them to your website

Yoast – Free SEO plugin that advises on best practices for Titles and descriptions as well as keyword density

Autoptimize – Free plugin which helps minify scripts to help improve the load speed of your website

WP Super Cache – Caching plugin which will help assist with further improving page speed of your website

*Websites built on other Platforms such as Shopify, Magento etc... may have their own versions of these plugins



Thank you
Any Questions?

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