



SEO Audit Service

Why SEO?

A first port of call for many when trying to find out about your organisation is a web search, usually through major engines like Google, Yahoo, MSN or Overture. So getting your site effectively spidered, indexed correctly and ranked well is a crucial element of online marketing strategy.

In a competitive market, simply posting a site with lots of content or a wide variety of products is not necessarily a recipe to reaching the top of the search engine rankings. An interplay of a number of factors, both on and off your site will affect how well ranked you are.

Why use a specialist for auditing?

As a technical web design and development company that has been optimizing sites for over 10 years, Chameleon Net can use tried and tested knowledge of the fundamentals that lead to success with search engines. Plus we only recommend 'white hat' (i.e. ethical) techniques, and not 'black hat' tricks like cloaking, spoofing, hidden keywords, etc., that could get your site banned from the listings.

Since search engines regularly 'tweak' how they index sites, our specialists keep up with the latest techniques to get the best rankings and compare your site to these.

We also understand the importance of content – all the tricks and tips in the world can never succeed without good web content. We can help you understand how to re-evaluate your content with a view to tailoring it for search engines, without negatively affecting your visitors.

What is included in an SEO audit?

We assess how your current site is performing against certain key points of reference, including how well indexed the site is across the relevant engines, quantity of backward links, and the PageRank.

Keyword analysis

This analysis is fundamental to the entire audit, and in fact to all SEO or PPC campaigning. It is essential we establish a granular set of key words and phrases you wish to be indexed and found for (or not as the case may be), so that we can recommend how to adjust your site.

As part of the keyword analysis, we will also look at the phrases targeted and the relative success of a selection of competitors. This provides very useful material for comparison.

Search engine friendliness

There are a series of technical factors that influence a site's 'friendliness' to search engines. Largely, these factors revolve around observing general good practice and removing any technical barriers that could prevent engine spiders from exploring and correctly indexing your site. The audit will analyse the site for friendliness and identify areas that need attention.

On page optimisation assessment

Search engines treat each page on a website individually. This gives you the opportunity to optimize each page for specific key phrases to improve how you are indexed. Search engines also assess how pages on a site link together, so it's important to ensure this is consistent. The audit will offer specific recommendations, relative to the keyword analysis, of changes that can be made to the structure and content of your site.

Backward linking profile and link building strategy.

Search engines look not only at your website when considering its importance, they also analyze the websites which link to you. Google, for example, uses 'link popularity' - the measure of the quantity and quality of sites that link to your site – to help rank its results. The Audit will outline the quality and quantity of your site's current external links. It will also recommend the best route forward for building up these links to improve your site's reputation.

Current PPC activity and future PPC strategy

Pay per click (PPC) advertising is a very quick route to market for many websites. The audit will look at your current PPC campaigns, if you have them, and recommend where they could be improved. If you do not have PPC campaigns running, the audit will assess whether they would be appropriate and how to get started based on your business and the keyword analysis.

Output

The output of our audit is a documented outline of how effectively your site targets search engines, itemised areas where there problems, and remedial recommendations. Depending on the outcome of the audit, your site may need anything from small overall adjustments, improvements to certain key areas, or a fundamental revamp. The document will clarify in detail the next steps to optimizing your site for search engines. Chameleon Net offers a tried and tested route to good search engine optimization practices.

Not only do we follow good practice, but also we strongly believe that the techniques we recommend are more than just ethical – they are desirable. From creating consistent link structures through to re-working compelling website copy, the way we optimize sites is geared to provide a better experience for site visitors, as well as allow search engines to easily index information relevant to their users.

If you are interested in an audit, call 0207 332 6360
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