

What Are the SEO Analysis Processes for Each SEO Part?

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In brief

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SEO analysis is an essential part of any SEO strategy. However, suppose the agency you work with does not regularly provide a complete website SEO audit to analyze the SEO state of your site. In that case, you should strongly consider looking for another SEO partner. But to make the difference between a top-notch audit and a mediocre one, you will need to gather some information first.

In this article, you will be able to find a lot of helpful information that will reveal to you how the SEO analysis of your website should be done. But, of course, a single article will not be enough to learn everything about SEO services or the audit process. So, it would be best if you spent some time learning about SEO to ensure that your future collaborations with an agency go well. And this article is the best place you can start.

Full Website SEO Audit Must Contain All the Analysis Process

The analysis process must cover four essential parts to be considered a complete website SEO audit. Three of them are the parts SEO can be separated into. And the last one is the information-gathering process about the business. You will need to learn some information about each one of them. So, let's start with presenting the parts of SEO:

Technical: This is the part of SEO that covers all technicalities of your website. It ensures that your website works properly and has a good performance. If there are problems in this part of your website, then the effects and results of SEO efforts on all the details will be diminished. So, it is essential to ensure that this part is taken care of before anything else.

On-site SEO: In the case of On-Site SEO, content is supreme. It does not matter if you use it for marketing or sales purposes. The content on the website will decide most of the results your online business gets. So, all the content on the website must be of high quality. Also, the more content your website has, the more ranks your site can get.

Off-site SEO: As the name implies, this part covers everything that is not directly related to your site. More specifically, it includes all the backlinks and the content used to create these links. Yet again, the importance of content in this part can't be underestimated. But the goal is quite different. You will need to focus on increasing your site's authority and traffic from these links.

What Should You Know About the Fourth Part of the Website SEO Audit?

An audit needs to gather several types of information before anything else. And each of these types is essential in creating a personalized SEO strategy. Therefore, knowing and understanding these parts is in your best interest. And knowing them will help you differentiate between an agency that cares about the results it produces for clients. So, what are these types of information? They are:

Industry: An SEO expert needs to understand the industry of their clients fully. Without it, the expert won't be able to create a personalized strategy that perfectly fits the needs of his clients. So, if you have to choose between SEO companies on similar levels, you may want to choose the one that already has experience in your industry.

Business: Next, your SEO partner must gather information about your business. You can help him by providing the information he asks for in this step. And the information you do not have will usually be gathered by the SEO expert. The more information you can provide, the faster the audit will be done.

Competition: Lastly, the SEO company will need to gather as much information as possible about the competition. But this process should be based on the potential keywords. It is essential to only consider the keywords with a competition level that you can win. But they must also have as much potential as possible. So, choosing the right keywords is not always an easy task.

The SEO Analysis Processes of the Technical Part

Now that you know the basics about a proper SEO analysis process, it's time to learn some details about the processes the analysis must perform and gather the information needed to create and implement a personalized SEO strategy. And the best one to start with is the technical SEO part. So, what are the main factors the analysis must cover in this SEO part? Three essential elements are mandatory:

Link workability: The first thing any SEO expert must check when it comes to the technical analysis process is the workability of the links. It does not matter if they are the link to your pages or the backlinks to or from other web pages. All the links must work properly. And the analysis must find all the links that do not work. Then, the agency will provide you with the right solutions for these problems.

Loading speed: The next factor is the loading speed of your site's pages. The minimum limit has changed many times in the past. And it will continue to change in the future. So, the best option is to ensure that all your website's pages load as quickly as possible. The faster they load, the fewer problems you will need to deal with in the future. And the audit will gather the information required to make this optimization possible.

Mobile compatibility: Lastly, the analysis process must check your site's mobile compatibility. As the name implies, your website must be fully adaptive for any type of device. And this includes both the functionality and the aesthetics. Nowadays, more than 50% of Google users are mobile users. So, this factor is critical.

Essential SEO Analysis Processes for On-site

As mentioned above, this part of the SEO analysis process will cover the content used on your website. The three main factors must be covered in this process because each one is as important as the others and should not be ignored. Keep in mind that the future content that will be posted on your website must also consider these factors. Otherwise, you won't be able to reach the top ranks in the search engine results.

Content quality: The first factor that any SEO expert must check in the on-site part of the website SEO audit is the quality of the content. Every piece of content you post must not have any grammar errors. It must also be as entertaining as possible without losing sight of its goal. And even the aesthetic of the pages must be checked and, if needed, optimized.

Keywords integration: The keywords your business will compete for are the core of the SEO strategy. And they must be appropriately integrated into all the content posted on your pages. Keep in mind that the traffic you can get from SEO represents potential clients looking for information or solutions related to the keywords.

Goals: Lastly, the content used on your website must be able to accomplish several goals. Forst, you need to attract visitors and gain their trust. And the best way to do that is through informative content. Secondly, you need to prove to your potential clients that the products or services you sell are the best solutions for them. And lastly, you need to convince the qualified leads to buy, closing the sales.

The Off-Site Part of the Website SEO Audit Must Focus on the Backlinks' Quality

The last part of the website SEO audit will cover the off-site SEO part. Of course, after this step, a reliable SEO partner will create a personalized SEO strategy based on all the information accumulated. And the quality of this strategy and its implementation will decide how much and fast your online business can grow. But for now, you should know the main factors that the SEO analysis process in this part must cover:

Strategy: You can build backlinks in many ways. But in this process, the SEO expert will check the methods and their efficacy. Doing this will help you find the most compatible ways with your business. And when the strategy is made, these methods will be used.

Links performance: The performance and quality of the backlinks must also be checked. This process will reveal which links bring positive changes, such as increased authority, and which ones are not effective. And there is also the possibility of backlinks that adversely affect your ranks. And these should be eliminated, if possible.

Goals: You also need to achieve several things through this SEO. First, you will need to increase your website's authority as much as possible. You can also try to grow your business's reputation and directly attract viewers to your website through the links. And all of these will depend on the content you use.

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