

SEO and Website Audit

Stay visible!

Visibility in search engines requires continuous work. The site structure, URLs, links, titles, redirections, texts, images, meta descriptions, etc. all need to be optimized and constantly updated as the search engine algorithms change. New relevant content is needed on the site and the vocabulary on the pages has to match what the target users search with (and they rarely search with the terms that experts think people would use!).

Quru SEO and Website Audit is a service package where we go through a series of audits and perform keyword research on your websites in order to optimize the sites for search engine visibility.

Typical modules in a SEO and Website Audit project include:

1. Keyword research

Quru optimization team will perform a keyword research on your website, including a review of interesting keywords with their frequency, competitive situation and proposals for keyword targeting.

2. Website audits

Quru team audits all sites in the project from the technical point of view:

SEO factors review, including (but not limited to) content, headlines, duplicate content, errors, etc.

- Mapping incoming links and providing guidance for redirects.
- Investigation of website navigation and content structure.
- Investigation and guidance for structured data and markup usage.
- Review of site visibility and categorization in search engine results.
- A website crawl report.

Violations Summary			
Violation Title	Violation Level	Violation Cate...	Count
⚠ The page contains invalid markup.	Warning	Content	9 009
⚠ The tag does not have an ALT attribute defined.	Warning	SEO	7 240
⊗ The page contains multiple canonical formats.	Error	SEO	1 696
⚠ The page contains a large number of Cascading Style Sheet (CSS) definitions.	Warning	Performance	646
⚠ The description is empty.	Warning	SEO	419
⊗ The page contains broken hyperlinks.	Error	SEO	176
⚠ The description begins with a brand name.	Warning	SEO	106
⚠ The page contains a large amount of script code.	Warning	Performance	78
⚠ The title begins with a brand name.	Warning	SEO	74
⚠ The title is too long.	Warning	SEO	71
⚠ The meta description is empty.	Warning	SEO	65

After the audit, Quru will present the audit results and suggestions for improvement targets and technical changes.

Deliverables:

- Lists of suggested keywords on the target languages and instructions for their use in content creation and site maintenance.
- A list of technical errors and improvement suggestions for improving the search engine visibility of the target sites.

Additional modules:

- SEO and Website Audit is often followed by Quru SEO training.

Requirements from the customer:

- Providing Quru with seed lists of potential keyword terms.
- Defining the target sites for the website audits.
- Participations in defining the training session contents.

Price: From 3 000 euros (VAT 0%), depending on the target sites and amount of languages.

About Quru



We have one goal: To make our clients a billion

Think of us as digital detectives. We forensically examine every clue to enable you to save or make more returns on your advertising spend. Everyone using the Internet leaves a digital fingerprint or a trail. We help you understand what the trails mean, what your customers are looking for and guide you about what you need to change and why.

- We drive your business with a very quick ROI.
- We will build you a team that can analyze the value of the whole Internet journey of your customers.
- We handle your reports and manage your online and tagging tools.
- We are not after an easy cut of your marketing money, we build long-lasting partnerships .
- Our world-class team has over 100 years of experience from Internet business development and can support any analysis tool you pick.
- With us, you can outsource the operational without worries so that you can concentrate on strategy and planning.

