

WEBSITE SEO + DIGITAL POSITIONING ASSESSMENT

SECTION 1 Grading Your Site

The following fields below outline the areas of your website that we assess. We'll use a red, yellow or green indicators to show the grade we've given each area of your site. On the final pages of this report, we'll provide an explanation on how to improve these areas of your site.

Site Analysis		
Area of assessment	Observations	Score
Performance		
Page Size	Is page size around 4MB or lower? Are images optimized? Are videos optimized?	●
Page Speed	Is browser caching enabled? Is CDN solution necessary?	●
HTTP Requests	Are images, javascript or animation necessary or need to be removed?	●
		Results:
Security		
SSL	Does the page have an SSL?	
Wordpress Version	Is the site updated at the latest version of Wordpress?	
Plugins	Are there any vulnerable plugins?	
		Results:
SEO		
Page Titles	Are page titles 70 characters or less?	
Broken Links	Are there any broken links on the site (404s)?	
Meta Descriptions	Are meta descriptions on each page? Are any duplicated? Is the keyword mentioned? Are they 300 words or less? Are they utilizing the entire 300 word allocation?	
Heading Tags	Are proper heading tags used? Does each page have one H1? Are H2s and H3s used properly?	
Content	Is there at least 300 words per page on important pages? Is there any duplicate content?	
URL Structure	Are URLs descriptive?	
Sitemap	Is an XML sitemap present on the site?	
Google My Business	Does the company have a Google My Business account setup?	
		Results: