

Website Audit Reporting

Imagine this: one day you're on Page 1 of Google. The next day you do not appear until Page 14. You don't even know what hit you but it hit you hard. This scenario happens in real life, and in most cases, business owners are left confused and wondering what happened. That's why a Website Audit Report is a must.

What is a Website Audit?

A Website Audit allows you to get a professional review and analysis of your website, including its content and inbound links. This covers Web Design and Web Structure Analysis, Page and Link Errors, Page Title and Meta Description Issues, Backlinks Analysis, URL Architecting, Duplicate Content Analysis, Comprehensive Target Keyword Analysis, and much more!

I recommend this service before you start any optimization campaign for your website. When you want to invest in an online marketing campaign, particularly SEO, it is important to have a deep analysis of your website.

Why Do You Need a Website Audit Report?

Your website is the core of your online marketing strategy. SEO, PPC, social media optimization — all these direct traffic back to your site. A faulty website can flush all your efforts down the drain. An audit followed by an appropriate action, on the other hand, prevents that from happening. An audit is needed to find faults in your site so they can be corrected.

An audit is also the first step in recovering from Google updates. With the search engine rolling out between 500 and 600 algorithm changes every year, it's crucial to get a "checkup" for your website annually.

Google Algorithm Updates

In addition to being better prepared to run an SEO campaign, getting a website audit will also protect your website from Google's algorithm changes. Google is continuously tweaking their algorithms to provide users with search engine results of ever improving quality and relevance.

Online Reputation Management

Almost everyone is Googling themselves these days because they know that they are also being Googled. So do you Google yourself and don't like what you see? Well, what you see is what your prospects and customers see. You may have the patience not to act on negative comments about you or your business but your prospects and customers may not be as forgiving. Fact: 80% of people surveyed had changed a purchase decision due to a bad review they saw online. And with competition tighter than ever, businesses are seeing that Online Reputation Management is now a necessity.

What is Online Reputation Management?

Your online reputation is important. With the huge and ever-growing population searching online to evaluate businesses, bad comments and reviews about your business can gravely affect your target market's purchasing decision. This is why it is critical to monitor your online reputation and take a plan of action to counter any negative material and proactively act to produce positive material about you, your brand, your business, and your products/services.

Why Monitor Your Online Reputation

According to studies, 78% of Internet users conduct product research online and 80% of potential buyers changed their purchase decision after seeing a negative review online. Your business can be at the mercy of online commentaries – or you can use these to your advantage! Online reputation management allows you to respond to negative comments the moment they appear on the Internet. Proactive ORM also allows you to optimize positive reviews about your business so that favorable reviews dominate search results, pushing down negative ones in the process.

Also, 44% of online adults have searched for information about someone whose services or advice they seek in a professional capacity, like a doctor, lawyer, or plumber. You can use ORM to give these searchers a great “first impression” online.

Get an online Reputation Management consultation now to protect your business and to NOT allow detractors to slow you down!

Maria L. Novak Dugan is president of Marketing Solutions & Business Development, a firm in West Chester, PA, offering creative marketing services and goal implementation for small & medium sized businesses. For more information, contact Maria at 610-405-0633 or MariaNovak001@yahoo.com or visit www.Maria-L-Novak.com