# Assignment - Website & SEO Audit

**Assignment Worth:** 50%

**Deadline:** 11:59pm, 22 February 2023.

**Submission Details:** Please submit a PDF version of your assignment via Turnitin.

* Please save all of your assignments as {Last Name/Surname}\_{First Name}.
* Please also insert {Last Name/Surname}\_{First Name} as your Submission Title on Turnitin.
* Late assignments incur a penalty of 10% per day.

###### **Title Page**

Your assignment should contain a title page. The title page should give all relevant details, such as title, course, programme, name, student identification number, Company/Brand, Company/Brand URL, submission date, word count (i.e., excluding title page, customer journey map, references), submitted to whom, and the appropriate integrity statement.

**Assignment Details and Distribution of Marks:**

1. **Audit of Existing Website**

Audit of how well the existing website is meeting commercial needs. Identifying the macro conversion and micro conversions of the website. Evaluate key elements such as the UX, navigation, visual design, tone of voice, quality of content, and credibility of the website. 1000 words maximum.

*[Worth 20/100]*

1. **Customer Journey Map (graphic is excluded from word count)**

Visually show the story for a typical new customer persona showing how your chosen website facilitates the sales journey.

*[Worth 10/100]*

## **SEO Audit**

*[Worth 20/100]*

## **Search Engine Visibility**

In order to check search engine visibility you will need to manually benchmark what position each search engine result sits in.

\*Always make sure that you have cleared your browsing history. In Google Chrome > Settings > Clear Recent History > Browsing and Download History.

For the search engine visibility part, you can use [Ubersuggest](https://neilpatel.com/ubersuggest/) or any other free keyword tools – these resources will show you keywords generated and also show keywords by country. Do not try and gather the list of keywords generated by Google in Google Keyword Planner as this requires a credit card to access the data. In addition, review the company’s website and competitor’s websites. Use Google Trends and Answerthepublic.com for assistance too. In addition to keywords identified on the tools, you should also select keywords that you think are relevant and missing for the company and rank them.

**Score Slider:**

* 1/1 if key phrase is number 1 of Google.ie
* 0.75/1 if key phrase is in top 3 positions of Google.ie
* 0.5/1 if key phrase is on first page of Google.ie
* 0.25/1 if key phrase is on second page of Google.ie

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| --- | --- | --- | --- | --- | --- |
|  | **Keyword/Key Phrase Selected**  **(use Ubersuggest or other tools to help)** | **Justify your selection.** | **Search Engine Position**  **(use Google or Ubersuggest for this)** | **Volume**  **(use Uber suggest or other tool for this)** | **Score** |
| **1** |  |  |  |  | /1 |
| **2** |  |  |  |  | /1 |
| **3** |  |  |  |  | /1 |
| **4** |  |  |  |  | /1 |
| **5** |  |  |  |  | /1 |
| **6** |  |  |  |  | /1 |
| **7** |  |  |  |  | /1 |
| **8** |  |  |  |  | /1 |
| **9** |  |  |  |  | /1 |
| **10** |  |  |  |  | /1 |
| **Search Engine Visibility Score** | | | | | /10 |

## **Search Engine Presence**

## 

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | | **SCORE** |
| 1. **Google Images** | | /1 |
| When you search the company name in <https://images.google.com> is the first result a logo? Is this the correct logo? What are the other images appearing? Are there images appearing of personnel etc? Yes = 1 No = 0 | | |
|  | | |
| 1. **Google Business Listing** | | /1 |
| Is there a Google Places listing with correct information appearing for the brand? Yes = 1 No = 0 | | |
|  | | |
| 1. **Google Web Results: Sitelinks** | | /1 |
| How many sitelinks underneath the main search snippet when the full brand name is searched in the relevant Google search engine i.e. Google.ie  0 = 0; 0.25 = 1-2; 3-4 = 0.75; 5-6 = 1 | | |
|  | | |
| 1. **Google Web Results: Map** | | /1 |
| Is there a map listing that appears on the right hand side with accompanying reviews? How many reviews? Yes = 1 No = 0  Is this significant? Justify your answer below. Max 100 words. | | |
|  | | |
| Justification: | | |
| 1. **Rich Results** | | /1 |
| Does the page support rich results? Use <https://search.google.com/test/rich-results?utm_campaign=sdtt&utm_medium=message> to complete this test.  Page is eligible for rich results with no issues =1; Page is eligible for rich results but not all markup is eligible for rich results =0.5; Page is not eligible for rich results = 0 | | |
|  | | |
| **Search Engine Presence Score** | **/5** | |

## **Domain Name Credibility**

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| --- | --- | --- | --- |
| **DESCRIPTION** | | **SCORE** | |
| 1. **Domain Name Age** | /1 | | |
| The older the domain name the better: Via <http://whois.domaintools.com>  <3 years = 0, 3-6 years = 0.5, >6 years = 1 | | | |
|  | | | |
| 1. **Domain Name Expiration Date** | /1 | | |
| The older the domain name the better: Via <http://whois.domaintools.com>  For .com <1 year = 0, 1-3 years = 0.5, >3 years = 1  For .ie <6 months = 0; 6-12 months = 0.5; >12 months = 1 | | | |
|  | | | |
| 1. **Domain Name Geo Targeting** | /1 | | |
| This is subjective. Is it a website with ambition to scale outside of current country? Is it a .com or domestic extension? Does the current domain give it scope to scale or are specific geo -domains for the brand available anyway such as .co.uk? Yes = 1 No = 0 | | | |
|  | | | |
| 1. **Url Canonicalization / Preferred Domain of the Website** | /1 | | |
| Type in either of these for the domain name of the organisation make sure it defaults to one http://www.{domainname}/ http://{domainname}  Yes = 1 No = 0 | | | |
|  | | | |
| 1. **HTTPS – Hyper Text Transfer Protocol Secure** | | | /1 |
| Does the website have a https address on the homepage. It means all communications between your browser and the website are encrypted.  Yes = 1 No = 0 | | | |
|  | | | |
| **Domain Name Credibility Score** | | /5 | |

## 

## **Technical SEO**

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| --- | --- | --- | --- |
| **DESCRIPTION** | | | **SCORE** |
| 1. **Styles Disabled** | | /1 | |
| Search for the brand name in Google.ie, click the cached version in Google and text only version, all text appear, that should. Can also download Developer toolbar on Chrome and Firefox and Disable CSS to see the text that is available.  Navigation, Body Content, Footer, Header appear as text= 1  One of the above missing = 0.5  More than one of the above missing = 0 | | | |
|  | | | |
| 1. **404 or Page Not Found** | | /1 | |
| When you type in an incorrect real url is the site still accessed, with relevant content to assist the visitor in finding their intended destination page?  Yes = 1 No = 0 | | | |
|  | | | |
| 1. **Search Engine Friendly Site Map** | | /1 | |
| Is there a sitemap.xml or a sitemap.gsm.aspx file? Check [domainname.ie/sitemap.xml](http://domainname.ie/sitemap.xml)  Yes = 1 No = 0 | | | |
|  | | | |
| 1. **Is the above sitemap updated?** | | /1 | |
| Is there a consistency with the number of pages in the sitemap as with the number indexed in Google?  Yes = 1 No = 0 | | | |
|  | | | |
| 1. **Robots.txt File** | /1 | | |
| Is there a robots.txt file? What is blocked and should it be blocked? To check, use: [www.domainname.com/robots.txt](http://www.domainname.com/robots.txt) Yes, there is a complete, discrete set of directives = 1, Yes, but it set to the default settings = 0.75, Yes, but it is empty = 0.50 or No/you get a 404 = 0 | | | |
|  | | | |
| **Technical SEO Score** | | | **/5** |

## **On Page Search Engine Optimisation**

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| **DESCRIPTION** | | | **SCORE** |
| 1. **Home Page Meta Data** | | /1 | |
| Review the Meta Title (Optimal Length = 50-60 characters) and Meta Description (Optimal length = 50-160 Characters). Most Important Keywords Evident?  Max number of characters used – search and human intuitive = 1  Unique but poorly written with lack of relevant keywords = 0.5  Meta title is page title and meta description is lines from body content/no meta description = 0.  Justify your answer below. Max 100 words. | | | |
|  | | | |
| Justification: | | | |
| 1. **Secondary Pages Meta Data** | | /1 | |
| (Optimal Length = 50-60 characters) and Meta Description (Optimal length = 50-160 Characters) Are they logical with a Theme on Each Page? All unique? Score as appropriate. Justify your answer below. Max 100 words. | | | |
|  | | | |
| Justification: | | | |
| 1. **Heading Tags** | | /1 | |
| Heading Tags usually from H1- H6 are an important part of SEO.  To find Heading tags. View Source or CTRL+U and CTRL+F H1, H2, H3. Within those headings try to assess whether they are relevant Heading tags.  For a more visual approach use the X Ray tool in the SEO toolbar <http://tools.seobook.com/seo-toolbar/> or SEOquake <https://addons.mozilla.org/en-US/firefox/addon/seoquake-seo-extension/>  All H Tags =1; H1Tag & H2Tag = 0.5; None = 0. | | | |
|  | | | |
| 1. **Image Alt Tags** | | /1 | |
| The alt attribute allows web pages to assign specific text as the "alternative" content for images for those that cannot view the images themselves. Look at Homepage Only. On Chrome browser: point to the image with your mouse, right-click and choose Inspect from the quick menu (or use Ctrl-Shift-I on keyboard). A new pane will open at the right of your screen with the HTML code highlighted for that element. You can then view the alt text and other attributes for the image. All = 1; 1-4 Missing = 0.5; >4=0. | | | |
|  | | | |
| 1. **Text to HTML Ratio on Homepage** | /1 | | |
| SEO quake Above 15% = 1; 10-14.9% = 0.5; <10%=0 | | | |
|  | | | |
| **On Page SEO Score** | | | **/5** |

# Content Freshness

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| --- | --- | --- | --- | --- |
| **DESCRIPTION** | | | **SCORE** | |
| 1. **Homepage Content Duplication** | | | /1 | |
| Copy the homepage content into Google and see if the first few results feature the exact same sequence of your content.  No = 1; Yes = 0 | | | | |
|  | | | | |
| 1. **Readability & Use of Keywords** | /1 | | | |
| Is it easy to scan the web pages? Font size legible, good contrast between background colour and font colour. Max 100 words.  Yes = 1; No = 0 Justify your answer below. Max 100 words. | | | | |
|  | | | | |
| Justification: | | | | |
| 1. **Blog** | | | /1 | |
| Is there a blog or news section on the site?  Yes = 1; No = 0 | | | | |
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| 1. **Blog/News Section Update** | | | /1 | |
| When was the blog/news section last updated?  >7 days = 1 >30 days = 0.75 >3 months = 0.5 <3 months = 0 | | | | |
|  | | | | |
| 1. **Blog/News Relevance** | | | /1 | |
| Is the blog/News section categorised into relevant categories for your different target audiences?  Yes = 1; No = 0 | | | | |
|  | | | | |
| 1. **Product/Service Content** | | | | /1 |
| Is the product/service offering of the content updated frequently (once per month)? Justify your answer.  Yes = 1; No = 0. | | | | |
|  | | | | |
| **Content Freshness Score** | | **/6** | | |

# Link Popularity

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| **DESCRIPTION** | | **SCORE** | |
| 1. **Internal Links** | | /1 | |
| Evident on every web page? Try Homepage & 1 Internal Page  More than 4 links in body content on both = 1  2-4 links in body content on both = 0.5  1-2 links in body content on both = 0.25  None = 0 | | | |
|  | | | |
| 1. **Google Link Popularity** | | /1 | |
| Compare to 3 competitors in Google.ie type in the query; link:{www.domainname}. Provide the number of websites linked for each below | | | |
| {CompetitorDomainname} = {No. of links}  {CompetitorDomainname2} = {No. of links}  {CompanyDomainname} = {No. of links}  Your organisation highest = 2  Second highest = 1.5  Third highest= 1  Lowest number= 0 | | | |
|  | | | |
| 1. **Page Authority** | | | /1 |
| Predicts a page's ranking potential in search engines based on an algorithm of link metrics. <https://moz.com/products/pro/seo-toolbar>  0-10 = 0 11-40 = 0.5 41+ = 1 | | | |
|  | | | |
| **Link Popularity Score** | **/3** | | |

1. **Website & SEO Strategy**

Develop strategic website and SEO recommendations for the company. Identify key website elements or features to improve conversion rate optimisation either online and/or offline. Research features on other websites (direct competitors, indirect competitors and similar industries) that can be used as inspiration e.g. tools, functions, visual display, features, and content ideas. Important to look at similar websites that sell similar product offerings in other countries and websites that serve a similar target market. It is critical this section is not just screenshots of lots of different features. Critically analyse and explain why these website features are of importance and value to the company. Also, identify and critically outline SEO changes you would make on the website that would increase relevant search engine traffic. Justify these SEO changes using solid rationales and evidence. It is important to note that the free resources you use for the audit will give you specific website and SEO recommendations for improvement. That’s wonderful … but you are an MSc student so critical analysis and application of elements and/or features is essential. Imagine yourself as a Digital Marketing Strategist, you must pitch these recommendations to the company and convince the company of the importance of your recommended improvements to improve their conversion rate optimisation.

2000 words maximum.

*[Worth 45/100] worth a lot compared to other sections.*

1. **Communication and Design**

This element includes formatting, design, presentation, referencing and conciseness. Remember, with word count, it is quality not quantity. As always, the design of your assignment is completely up to you. Stand out from the crowd! It is always a pleasure to see your creative and innovative sides in your assignment designs.

*[Worth 5/100]*

*Remember … always write in the third person, never the first person.*