

The Searchmetrics Digital Strategies Group



Website Audit

Delivering enterprise consulting services that help accelerate business value and digital performance

Intro

The demand for Search Engine Optimization (SEO) is continuously growing, as consumers increasingly utilise search engines, such as Google, to guide their purchasing decisions. As consumers as well as search engines become more sophisticated in search, organisations are facing challenges in reaching the next level of their digital performance.

Implementing enterprise SEO successfully within organisations comes with its own unique challenges – especially for large companies. Unlike in smaller businesses, the SEO strategies and technical adaptations of complex organisations require special care and maintenance. While the challenge of doing this might be not easy, the payoff of **successful enterprise SEO can be exponential.**

To grab opportunities in the face of this rapid and complex landscape, organisations need to become more agile and adaptive. While many of them have started to think digital, some just need the capabilities to actually do it.

From thinking digital to being digital, it's critical to start with a partner who understands the challenges as well as the process of implementing change.

For more than 10 years, our SEO consultants have designed and implemented profound digital transformations in partnership with some of the world's leading organisations. Searchmetrics Professional Services delivers business outcomes at speed and with certainty, while helping you manage risk effectively.



Björn Beth

Director Digital Strategies Group EMEA
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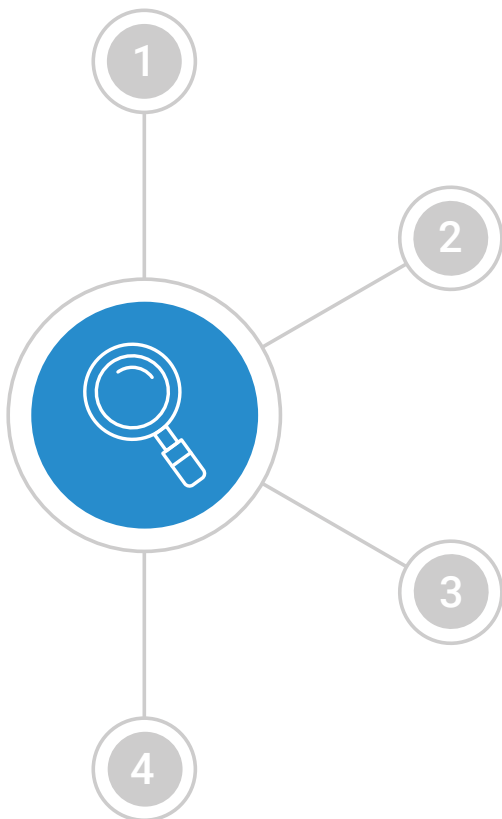
Our Packages

Website Audit

It is recommended to do a complete website audit at least once a year. Audits may have a focus on improving loading times, duplicate content, or internal linking. Whatever your focus may be, we are here to help.

Status quo analysis

- Generation of revenue
- Buyer decision process (bottlenecks)
- Analysis of site areas that have an impact on revenue



Traffic & Ranking Analysis

- Analysis of traffic channels
- Breakdown of organic traffic (brand vs. non-brand)
- Visibility Check (current and historical fluctuations)

Current state analysis of the website

- Analysis of the website architecture
- Accessibility und indexability (speed, metadata, sitemaps, robots.txt, etc.)
- Error analysis (5xx errors, 4xx errors, broken links)
- Link analysis (Internal and external)
- Content analysis (structure, etc.)

Reporting & final presentation

Contact

Searchmetrics Digital Strategies Group brings specialised consulting services focused on developing and implementing technical SEO in enterprises, agencies as well as publishers.

Our expertise spans all aspects of technical SEO, such as website launches, HTTPS migrations, site speed improvements and much more.

Applying our extensive knowledge and experience, we deliver solutions that will help our customers to drive excellence in the digital world.

To learn how Searchmetrics Professional Services can help your organization unlock the power of SEO, please contact:

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About Searchmetrics

Searchmetrics is a leading global technology company, providing innovative software solutions and services to help some of the world's leading brands on their path to digital success.

We help our customers to perform better in:

- Search engines at scale to increase traffic and revenue.
- Create and optimize content to reach their target audience.
- Use the power of Big Data Analytics and Machine Learning to increase ROI.

17 industry awards and well-known experts around the world recognise us as the leader in Enterprise SEO and Content Marketing software.