

Website SEO Analysis 5-point Self-Check

By Mac Clemmens, CEO, Digital Deployment



Checkpoint	Rating	Notes
<p>PageRank / Domain Authority (DA) What is your site's overall ranking? This indicates how important Google thinks your site content is. The higher the ranking, the more likely your organization's pages are to appear in search results. Note: PageRank is now hidden by Google, but Moz has developed another great tool that rates Domain Authority.</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>out of 100</p>	<p>10: You're getting started 30: Normal for organization w/statewide reach 40: Good for national organization 50: Great for any organization 70: Killin' it! (You're a thought leader) 90: ca.gov, stanford.edu</p> <p>See your DA score at moz.com/researchtools/ose/</p>
<p>Website Speed Do components load quickly? Is the overall page load time reasonable? Are CDNs, compression, and techniques such as JS/CSS aggregation being used?</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>out of 100</p>	<p>For a comprehensive test, you may visit webpagetest.org. Speed is now a factor that affects search ranking.</p>
<p>Mobile-Readiness Does the site offer an effective mobile experience? Does the site have a responsive design that works well at all resolutions? Are key features and functionality viable on a small screen?</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Passed?</p>	<p>You can run the mobile-readiness test at: google.com/webmasters/tools/mobile-friendly</p> <p>Google now penalizes sites that are not mobile friendly in mobile search results.</p>
<p>Analytics and Continuous Improvement Have you installed Google analytics? What other systems monitor popular content, implement A/B testing, or improve overall site performance and user engagement?</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Installed?</p>	<p>You can check if Google Analytics is installed by using the scanner at builtwith.com.</p>
<p>Cross-Browser, Accessibility and Standards Compliance Does the site meet WC3 web standards and Section 508 compliance for users with disabilities? Is the site implemented using clear and modern coding standards? Does the site work on older browsers and/or degrade gracefully?</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Passed 508?</p>	<p>Ideally, you won't have errors, but don't worry if you get a few. There are different levels and tests. The three you are interested in are below. You can use cynthiasays.com and achecker.ca (1-2) and validator.w3.org (3):</p> <ol style="list-style-type: none"> 1. Section 508 — The baseline 2. WCAG 2.0 AA — Best practice 3. WC3 — Helps with SEO

4 Practical Tips for Improving SEO

1. Clarify your audience
 - Get clear on who you want to reach, why, and with what content.
 - <http://digitaldeployment.com/explore>
2. Add relevant keywords
 - Using Google Keyword Planner and Moz Keyword Explorer, you can find and add relevant keywords to your site content.
 - <https://adwords.google.com/KeywordPlanner>
 - <https://moz.com/products/pro/keyword-explorer>
3. Get inbound links
 - Ask your partners (particularly those with a high DA score) to link to your important pages. Remember to supply them with the keywords you'd like them to use when linking.
 - Post your content to social media, encourage sharing.
 - Harder to do with member-only content, but still possible.
4. Create topic pages
 - Instead of organizing your site just by kind of content, organize by topic area (particularly topics you find in Keyword Planner!)
- Other tips
 - **Content Quality:** SiteImprove has many great tools! <http://siteimprove.com/>
 - **Schema:** Check your events and products to see if they meet schema requirements: <https://search.google.com/structured-data/testing-tool> This allows search engines to display more information than just a description and title.
 - **Domains:** Keep your primary domain name short, without hyphens, and using a standard TLD (e.g. .com, .org, but not .cc, .biz, etc.) Keep under 15 characters.

For more questions, tips, or more information about Digital Deployment's services, please contact **Rocky Martin** at rocky@digitaldeployment.com or call (916) 832-7447.