MAD FISH
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MAKING THE MOST OF YOUR DIGITAL PRESENCE

ADVANCED ON-PAGE & TECHNICAL SEO

It's estimated over 20 billion searches are happening every day. Showing up in those searches starts with search engine optimization. Take a moment to get familiar with the fundamental and advanced pieces of good SEO.

YOUR COMPANY'S SEO: THINGS TO CONSIDER WHEN GETTING STARTED

- ☐ Your Team: Who will be involved?
  - Who will own this project?
  - What's everyone's role?
  - Who has final approvals before changes go live?
- ☐ Outside Help: What types of help will you need to hire?
  - SEO agency
  - Developer team
- ☐ Time: What's the timeline from start to finish?
- ☐ Budget: How much will you invest in your SEO work?

AREAS TO COVER IN A SEO AUDIT CHECKLIST

FUNDAMENTALS
- ☐ Indexation issues
- ☐ Duplicate content
- ☐ Redirects
- ☐ Robots and meta tags
- ☐ Broken images
- ☐ On-page optimization
- ☐ No index tags

TECHNICAL ITEMS
- ☐ Page speed
- ☐ Mobile-friendliness
- ☐ Structured data
- ☐ Internal linking
- ☐ External backlinks
- ☐ Canonicalization

Tool	Scheduled Crawls	Processed Crawl Data	Web Based	Integrations Available	Cost	Note
Deep Crawl	Yes	Yes	Yes	Yes	$2,000/yr	• Entry level tier is inexpensive, but limited • Mid-level tier streamlines SEO related analysis • The comprehensive version is more comparable to Moz's cost
Screaming Frog	No	No	No	No	$189/yr	• Desktop app, run as needed • Need to export raw data to spreadsheets in order to analyze • No crawl limit for paid version
Moz	Yes	Yes	Yes	Yes	$99/mo	• Comprehensive tool set in addition to website crawl (i.e. link analysis, keyword research, rankings)
Google Search Console (GSC)	No	Yes	Yes	No	Free	• Typically a 2 day update interval • Offers a preview tool • Best insights for which Schema data Google can read on your website

Website crawlers help you prioritize your SEO efforts. Above are four options available to agencies and individual companies.

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HTTP STATUS CODES

200 OK	**301** Page has moved (Permanently)	**302** Page has moved (Temporarily)	**404** Not Found	**410** Gone! Never coming back	**500s** Server Issue or Code issue

GLOSSARY OF TERMS

ON-PAGE SEO

Refers to both the visible content and HTML source code of a page that tells search engines how to match your page to a particular query.

Includes: Content, Title Tags, H1s, URLs, Image Alt Text

OFF-PAGE SEO

Techniques used outside of your site to improve ranking signals based on perceived popularity, relevance, trustworthiness, and authority.

Includes: Backlinks (natural, manual, self-created), Social media marketing, Guest blogging, Unlinked brand mentions, Influencer marketing

TECHNICAL SEO

Behind-the-scenes code on your website used to optimize it for crawling and indexing. Includes any technical process meant to improve search visibility.

Ex. Sitemaps, Meta tags, Microdata, Site speed, Mobile usability, etc.

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Curious about working with Mad Fish and having assets like this of your own? Get in touch with us to find out if we're a fit.

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