

Subject : Information Technology

Standard : 12th Science.

Chapter No. 2 : Introduction to SEO.

Topic Name : SEO Audit.

SEO Audit :

- An SEO Audit helps to find out what could be done to improve ranking on search engine, so that consumers could find the website with greater ease.
- It analyses the websites health.
- Eg, Seomator, SEOptimizer are few free SEO audit tools available on net.
- SEOptimizer is a free SEO Audit Tool that will perform a detailed SEO Analysis.
- It provides clear and Actionable recommendations that can be taken to improve your online presence.

The URL are as follows :

<https://seomator.com/free-seo-audit-tool>

<https://www.seoptimizer.com/>

-
- The following figures display the SEO analysis using SEOptimizer website.



Fig : Homepage of SEOptimer



Fig : Overall analysis using SEOptimer

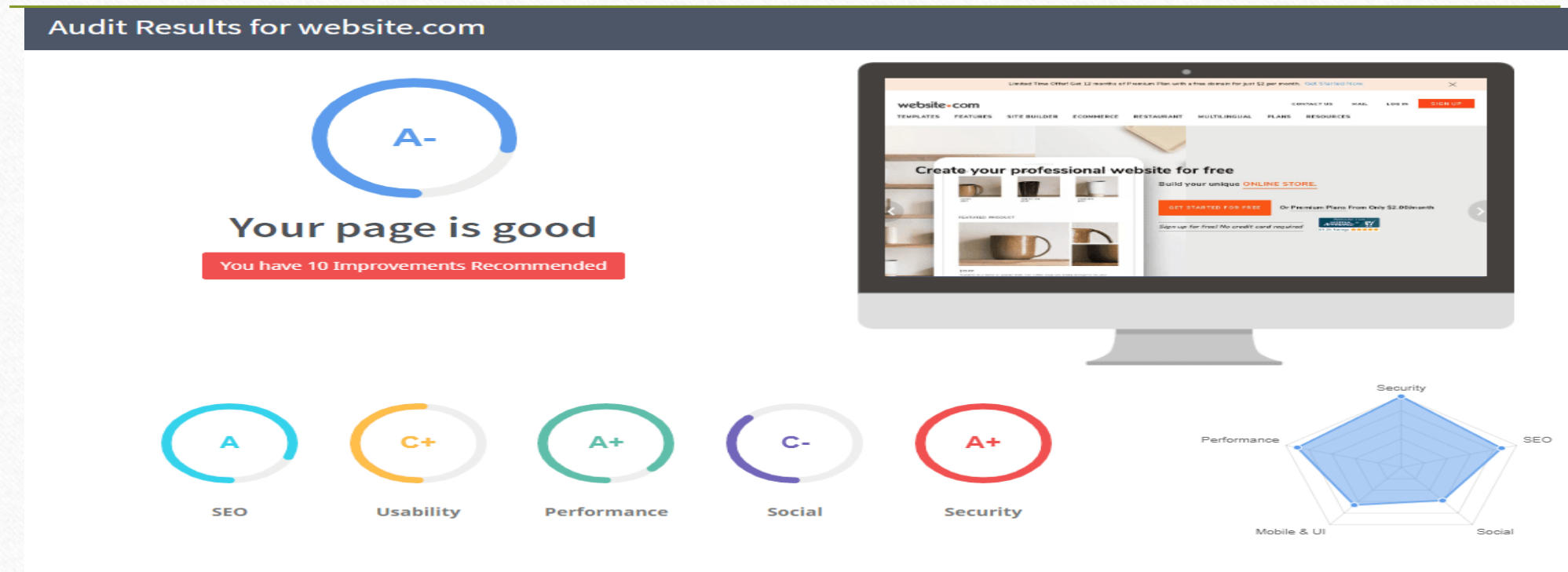
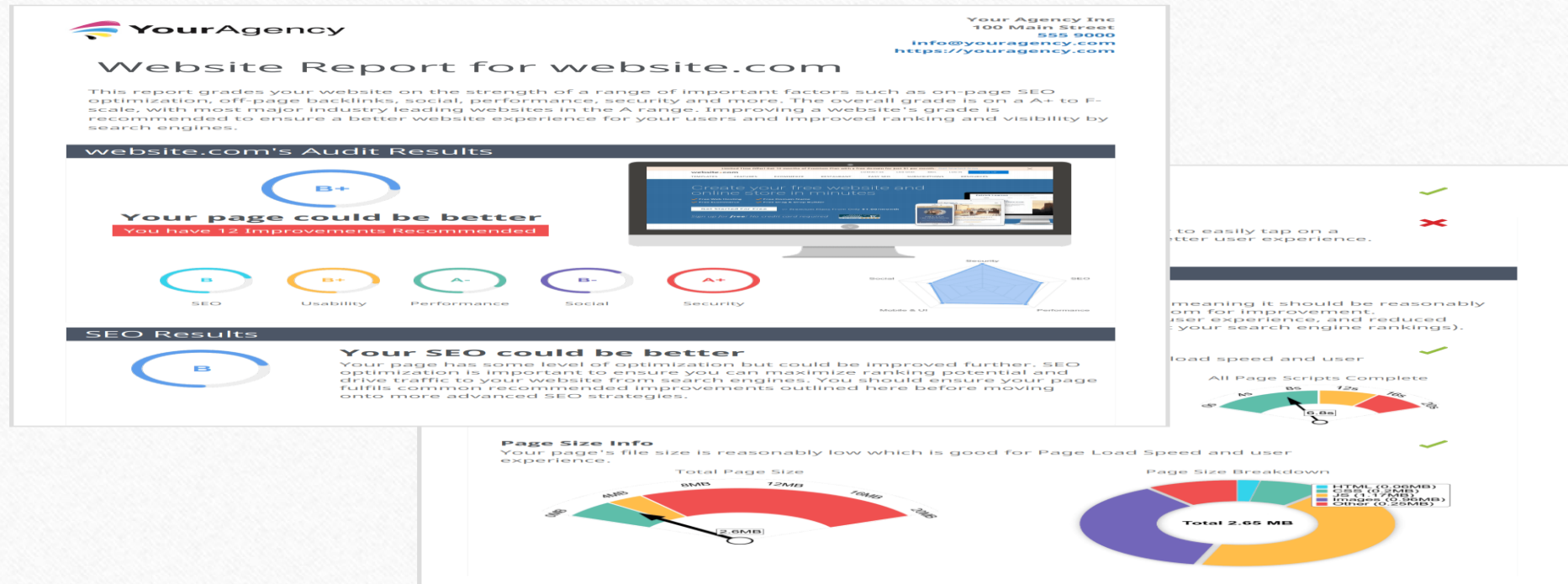


Fig : Detailed Analysis of SEOptimer



Audits Results of SEOptimizer will have following Details :

- Overall Ranking of the site.
- Recommendations for improvements.
- Search Engine Optimization.
- Usability of the website.
- Performance of website.
- Social Link
- Connected social accounts.

Audits Results of SEOptimizer will have following Details :

- Security parameters :
 - SSL Enabled.
 - HTTPS Redirect
 - Email Privacy
- Header content recommendations
 - Title and Meta description

Audits Results of SEOptimizer will have following Details :

- Body Content
 - Header Tags
 - Body content recommendations
 - Keyword Consistency
 - Amount of content in the pages.

Audits Results of SEOptimizer will have following Details :

- Links
 - Number of backlinks
 - Broken Links
 - Friendly links
 - On page links
- Technology list which is used in the website.

THANK YOU.
