web ceo

Move your site to the top!

How to Perform Professional SEO Site Audits with Web CEO

A SUCCESSFUL INTERNET BUSINESS IS ALL ABOUT SHOWING QUALITY.

MAKE YOUR SITE PERFECT IN 3 EASY STEPS

Broken links, missing META tags, spammy black hat techniques or over-optimization may easily ruin your website rankings. Scheduled SEO site audits are the only way to preserve your website traffic and conversions.

The Web CEO Online Site Auditor checks your website for errors that lower your website quality and visibility. Site audit reports help you remove all the insufficiencies that prevent your website from being at the top of search engine results pages.

The Web CEO Site Auditor is a tool that combines a broken link reporting feature and a powerful SEO analysis module.

The Auditor Tool includes three important reports: "Broken Links," "General SE Optimization" and "Landing Page SE Optimization."

IT WILL HELP YOU MAKE YOUR SITE

1. Error-free;

2. Search-engine friendly;

3. Well-optimized for the most effective traffic-driving keywords;

4. Google Panda-proof.

① Check Your Website Quality

Site quality is one of the most important ranking factors. It consists of unique keyword-rich content, well executed technical components and a good backlink profile.

Before you start optimizing your website, go to the the Web CEO Online Site Auditor. This tool checks your website for broken internal and external links, broken image links and broken anchors.

The importance of a technical site audit must not be underestimated if you run a web-based business. Broken links may seriously affect your website's visibility on search engines and - what's more dangerous - dampen your search engine rankings.

> **WE'VE FOUND BROKEN PURCHASE LINKS ON FORTUNE 500 WEBSITES.**

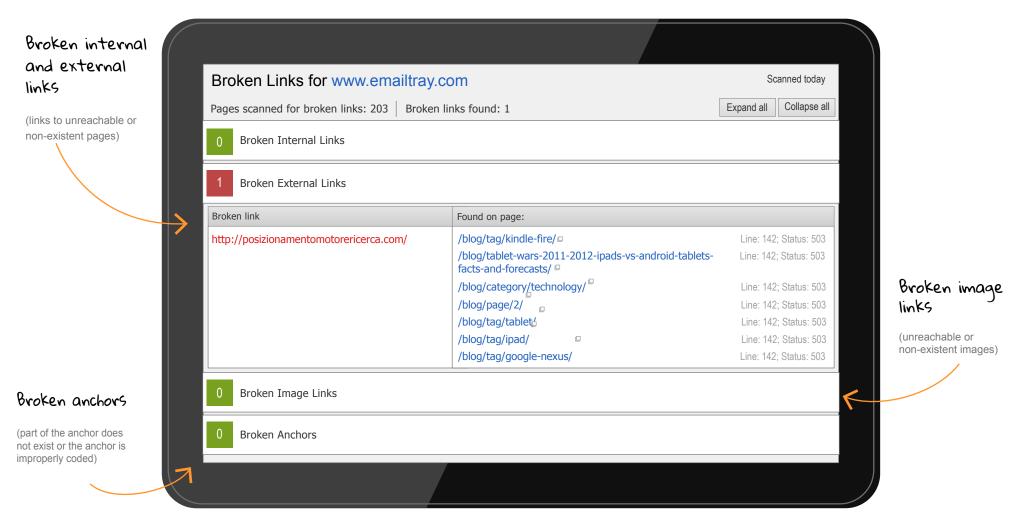Technical problems can also damage your site credibility, as visitors are less likely to trust websites if they find them slow and full of broken links.

Furthermore, interrupted sales funnels may cost you a lot of abandoned orders. We've found broken purchase links on Fortune 500 websites.

Fix all the found errors yourself or send the generated report to your webmaster via the Export/Send function.

Search engines are sure that broken links ruin the user experience for websites. Check the quality of your website at least once a quarter; however it is better to automatically check your website quality every month with the help of the report scheduler.

Thanks to the "Broken Links" report, you will now be able to make your site look clean and professional, as well as keep your visitors satisfied and interested. You will also get important information about the bottlenecks of your conversion funnel which will help you fix technical and marketing mistakes.

THE "**BROKEN LINKS**" REPORT OF THE WEB CEO SITE AUDITOR TOOL PROVIDES

YOU WITH THE FOLLOWING INFO:

Broken internal and external links

(links to unreachable or non-existent pages)

Broken anchors

(part of the anchor does not exist or the anchor is improperly coded)

Broken Links for www.emailtray.com   Scanned today

Pages scanned for broken links: 203 | Broken links found: 1   [Expand all] [Collapse all]

| 0 | Broken Internal Links |

| 1 | Broken External Links |

Broken link	Found on page:	
http://posizionamentomotorericerca.com/	/blog/tag/kindle-fire/	Line: 142; Status: 503
	/blog/tablet-wars-2011-2012-ipads-vs-android-tablets-facts-and-forecasts/	Line: 142; Status: 503
	/blog/category/technology/	Line: 142; Status: 503
	/blog/page/2/	Line: 142; Status: 503
	/blog/tag/tablet/	Line: 142; Status: 503
	/blog/tag/ipad/	Line: 142; Status: 503
	/blog/tag/google-nexus/	Line: 142; Status: 503

| 0 | Broken Image Links |

| 0 | Broken Anchors |

Broken image links

(unreachable or non-existent images)

Check Your Website Quality with Web CEO

(2) Perform an SEO Audit

These days it seems that the main task for a site owner or SEO specialist is to remove all signs of dangerous black-hat SEO techniques that might wreck high rankings or bring on a penalty.

The great Web CEO Online 'General SE Optimization' advice pinpoints many frequent problems such as when you have missing or duplicate titles, a search engine unfriendly URL structure, search engine unfriendly redirection methods used, a missing Sitemap or robots.txt file and many other nasty things that may prevent your site pages from getting high search engine rankings.
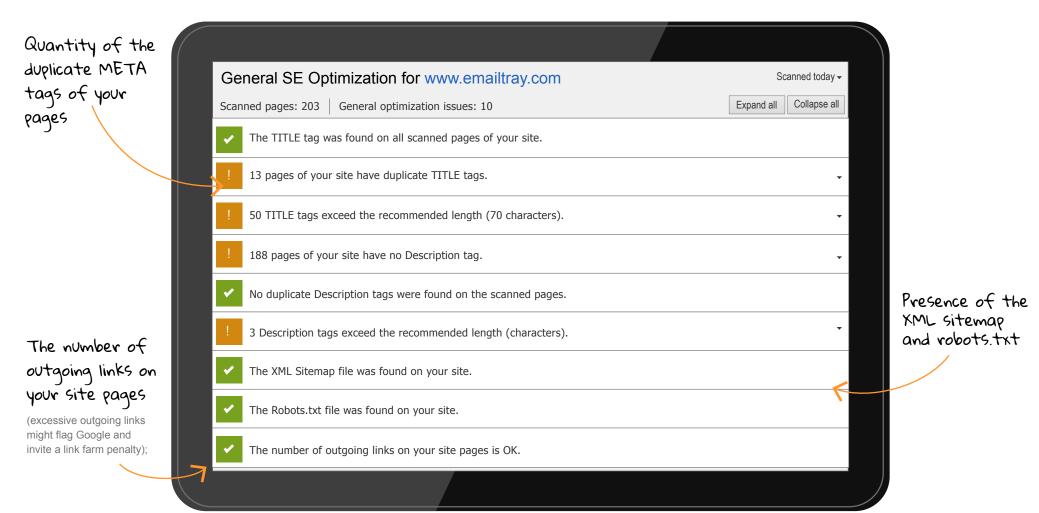
Use this report to remove all signs of black hat techniques, over-optimization and other red flags that may draw the Google Panda penalty, add SEO-important tags, etc.

HERE ARE **SOME FACTORS** WHICH SHOULD BE CONSIDERED WHEN CLEANING UP YOUR SITE:

➔ Duplicate content and duplicate META information on your pages;

➔ Unnatural use of keywords on a page (keyword stuffing);

➔ Excessive number of H1 headings;

➔ Spammy black-hat techniques;

➔ Non SEO-friendly redirects.

THE "GENERAL SE OPTIMIZATION" REPORT OF THE WEB CEO SITE AUDITOR TOOL PROVIDES YOU WITH THE FOLLOWING INFO:

Quantity of the duplicate META tags of your pages

The number of outgoing links on your site pages

(excessive outgoing links might flag Google and invite a link farm penalty);

Presence of the XML sitemap and robots.txt

General SE Optimization for www.emailtray.com

Scanned today ▾

Scanned pages: 203 | General optimization issues: 10

Expand all | Collapse all

✔	The TITLE tag was found on all scanned pages of your site.
!	13 pages of your site have duplicate TITLE tags.
!	50 TITLE tags exceed the recommended length (70 characters).
!	188 pages of your site have no Description tag.
✔	No duplicate Description tags were found on the scanned pages.
!	3 Description tags exceed the recommended length (characters).
✔	The XML Sitemap file was found on your site.
✔	The Robots.txt file was found on your site.
✔	The number of outgoing links on your site pages is OK.

Perform Full Site SEO Audit with Web CEO

(3) Optimize Your Most Important Landing Pages

If you've been in business online for some time, you already know that visitors should come to a special page where they can perform your targeted action. With that in mind, create a landing page for each set of important keywords that bring you traffic and be sure the URL, Title, headings, body and ALT Image tags of the page include one or more of those target keywords. One goal, one action, one page.
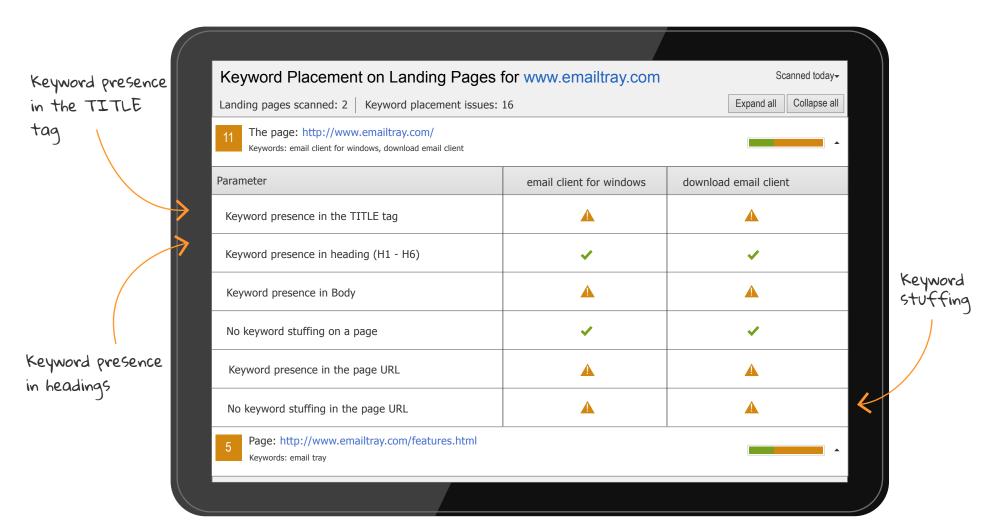
The Web CEO Online 'Landing Page Optimization' report allows you to select important pages of your site and check if these pages are properly optimized for key phrases or pinpoint any over-optimization which might cost you a

Google ban. This On-the-page Optimization analysis will tell if your keywords are used in the page areas that search engines consider important for high rankings.

" ONE GOAL, ONE ACTION, ONE PAGE.

Because it is technically impossible to have a page optimized for many keywords at once, it is recommended that you use up to three key phrases per page each including two or three words. For example, if the main phrase is "Hawaii vacation

homes," the two supporting phrases to optimize a page for might be "Hawaii vacation rentals" and "Hawaii beach homes."

Combining WebCEO's Site Auditor broken link checking and full site SEO analysis with landing page optimization, you will build a quality website that will rank high and invoke visitor trust. Create your free Web CEO Online account and get rid of the issues that are restraining you from high rankings and conversions.

THE "**LANDING PAGE SE OPTIMIZATION**" REPORT OF THE WEB CEO SITE AUDITOR TOOL
PROVIDES YOU WITH THE FOLLOWING ON-THE-PAGE INFO

Keyword presence in the TITLE tag

Keyword presence in headings

Keyword stuffing

Keyword Placement on Landing Pages for www.emailtray.com

Scanned today▾

Landing pages scanned: 2 | Keyword placement issues: 16

Expand all   Collapse all

11 The page: http://www.emailtray.com/
Keywords: email client for windows, download email client

Parameter	email client for windows	download email client
Keyword presence in the TITLE tag	⚠	⚠
Keyword presence in heading (H1 - H6)	✔	✔
Keyword presence in Body	⚠	⚠
No keyword stuffing on a page	✔	✔
Keyword presence in the page URL	⚠	⚠
No keyword stuffing in the page URL	⚠	⚠

5 Page: http://www.emailtray.com/features.html
Keywords: email tray

Optimize Your Most Important Landing Pages with Web CEO

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Have any question?

LIVE CHAT