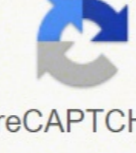


I'm not robot  reCAPTCHA

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# 20-Minutes or Less SEO Audit Checklist

- 1 Web Browser**
  - You can expose crawling issues by disabling JavaScript and cookies in your browser settings.
  - Make sure that the website is not cloaking content.
- 2 Homepage**
  - First Impressions are lasting impressions, so check your website meticulously for problems.
  - Note any thoughts/emotions that run through you while examining the website. Find out why you feel negative or positive about different areas. Address problems.
  - Test for visitor-experience issues by turning JavaScript off/on on browser.
  - Make sure website does not have the following canonical issues:
    - WWW and non-WWW versions of your website
    - A homepage URL that redirects to another domain
    - Title tags that are poorly written and/or duplicated elsewhere
- 3 Global Navigation**
  - This is the set of links found in the navigation, header and footer bars.
  - Inspect your global navigation for missing or broken links with JavaScript turned off in your browser.
- 4 Categories & Subcategories**
  - Every category/subcategory page should have a definable purpose. Then, justify that purpose with well-written content.
  - Evaluate the category/subcategory links for the following:
    - Do links point to the correct pages?
    - Is there excessive hyperlinking to irrelevant pages?
    - Is effective anchor-text nomenclature being employed for backlinks?
- 5 Optimized Web Content**
  - Make sure the following elements have been optimized:
    - Title tags
    - Meta descriptions
    - URLs
    - Alt-image tags
    - H1 & H2 tags
    - Limited use of Flash/Javascript
- 6 Off-Page SEO**
  - Use Open Site Explorer to pull important metrics about the website. Compare the metrics to its competitors.
  - Use a keyword-tracking tool to see that your whole website has been indexed, and that it ranks for competitive keywords.
  - Check for duplicate content because you don't want your open pages competing with each other, nor do you want your site penalized by search engines for plagiarism.

**Is your site TRUSTWORTHY?:**

- Would you trust the information presented on this website?
- Would you refer the website to a friend or relative?
- Would you give the website your credit-card number?

**Maximize your site for READABILITY:**

- Is content placement logical?
- Are the text blocks too chunky?
- Are the columns too wide?
- Is the line height appropriate?
- Are there any distracting images?

**[title]** Title tags should be properly formatted for SEO best practices, keyword-specific and no more than 75 characters in length.

**[meta description]** Well-written descriptions can influence click-through rates, which is a confirmed ranking factor.

**OPEN SITE EXPLORER**

http://www.inmotionhosting.com

**Metrics:**

- Page Authority
- Domain Authority
- Link Root Domains
- Total Links
- Anchor Text Distribution of Inbound Links
- Facebook Shares
- Facebook Likes
- Tweets
- Google +1

**Common Indexation Issues:**

- Web page has a non-dex tag.
- A sitemap has not been submitted to the search engines.
- Improper editing of robots.txt file.
- Website has been banned from the SERPs by the search engines.

### EQUIPMENT MAINTENANCE CHECKLIST

PHYSICAL CONDITION									
Asset or serial number	Item description (make and model)	Location	Condition	Vendor	Years of service left		Down payment	Date purchased or leased	
					Initial value				
323	Make Model	Main branch	Good	local	5	\$ 80,000.00	\$ 5,000.00	01/01/16	
456	Make Model	Main branch	Excellent	local	3	\$ 5,000.00	\$ 5,000.00	01/01/17	
789	Make Model	East coast	Fair	local	6	\$ 50,000.00	\$ 20,000.00	04/14/18	

### Direct Expense Ledger

Year:

MONTHLY EXPENSE	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
Advertising													
Supplies													
Traffic													
Printing/Post													
Subscriptions													
Travel													
Meals													
Business													
Telephone													
Insurance													
Equipment													
Repairs													
Supplies													
Bank Charges													
TOTAL													

