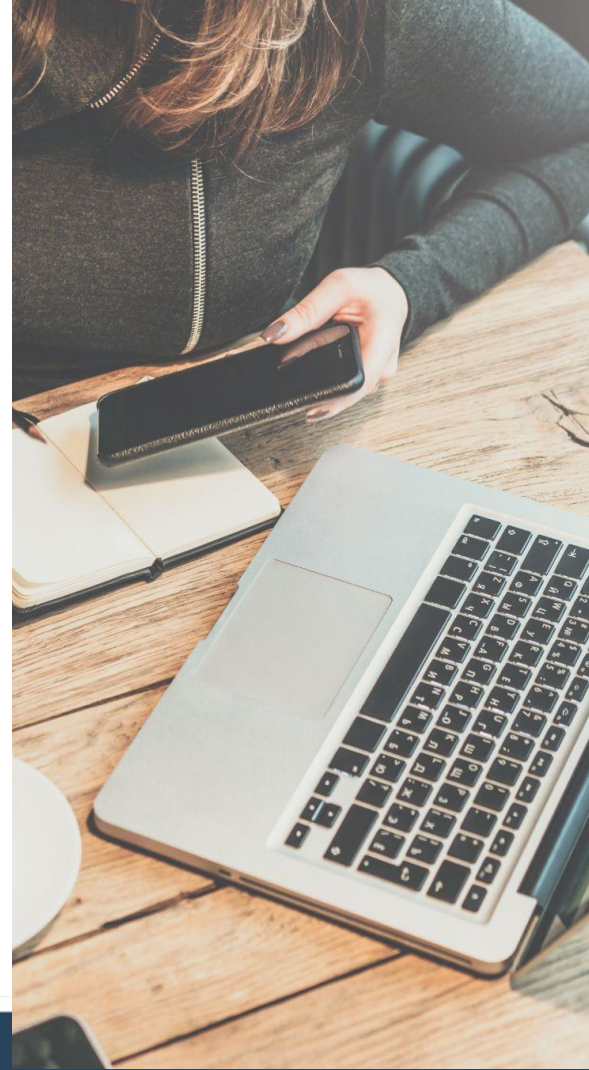


# A 3-Step Web Audit for Business Owners

A simple approach to learn a little about  
the more invisible side of your website.



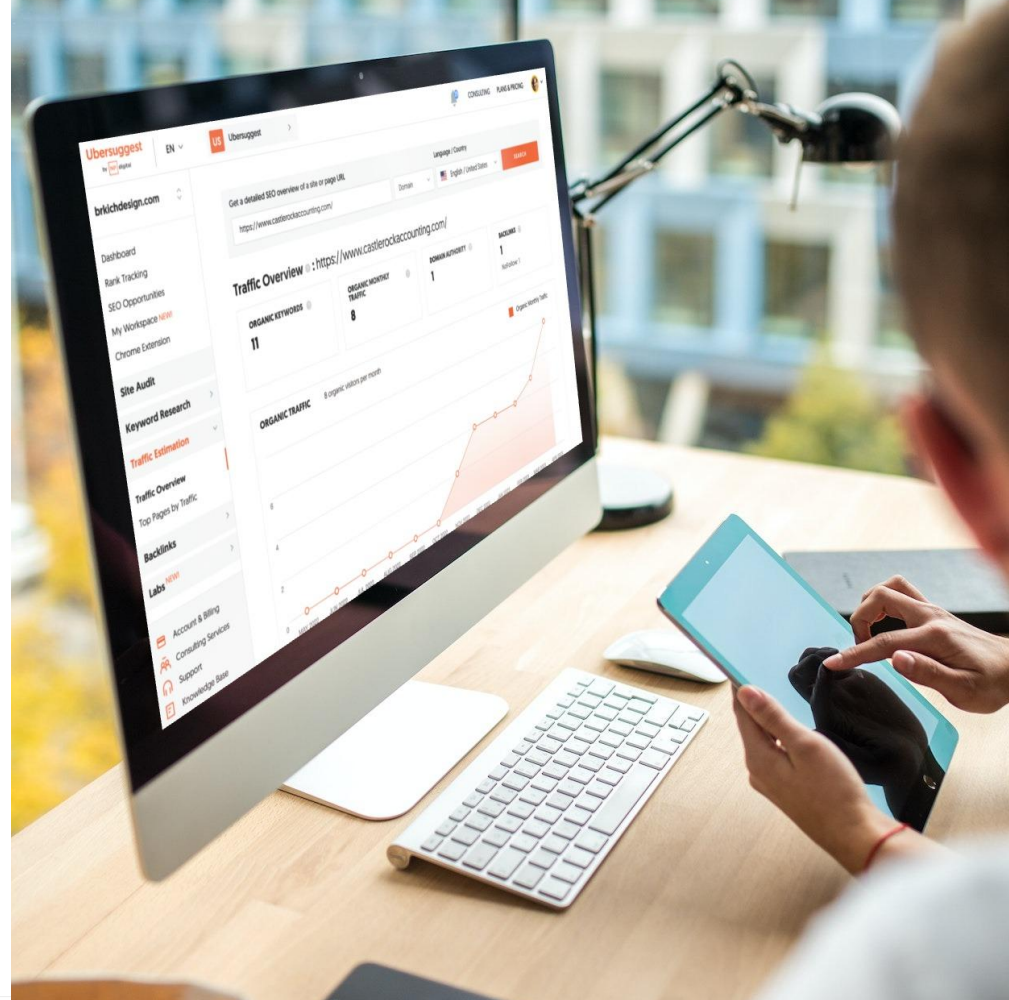
# ABOUT ME

- Married to Val for 20+ years
- Two kiddos: Isaac, 15 and Antonella, 17
- Live in Beaver, PA
- 20 years in business!
- I'm a soccer mom and have zero control over my weekends (most weekdays too).
- Fave Book: *Big Magic* by Elizabeth Gilbert
- I love to travel! I'm going to Belize and Italy this year.
- Fun fact #1: I went skydiving twice.
- Fun fact #2: Our family has visiting 26 states over the course of four summer road trips.
- Fun fact #3: I am a creative brain but love spreadsheets and organizational tools.



# SEO

Practices designed to help improve the appearance and positioning of web pages in organic search results.



# SEO

## Google Search Console

**Measures search traffic and performance and offers fixes to stand out in Google Search results.**

1. Monitors, tests, and tracks your mobile pages.
2. Proves crawl stats directly from Googlebot.
3. Highlights failed attempts at indexing, and pages with 404 or 500 errors.
4. Offers a content tool to analyze keyword performance.
5. Helps you understand how your keywords perform.
6. Reveals all the pages that have been indexed by Google.
7. Generates customized audit reports.
8. Sends email alerts when Google identifies site issues.
9. Reviews your index coverage.
10. Provides info on queries that bring traffic to your site.



**SAMPLE REPORT**





# SEO

## SEO Optimizer

**A free SEO Audit Tool that performs a detailed SEO Analysis across 100 website data points and provides clear and actionable recommendations.**

1. A great basic SEO audit for users who are just dipping their toes into SEO for the first time.
2. Gives clear and easy to understand improvements and an overall SEO grade for the page.
3. It only crawls one page at a time and may perform slowly on large sites.



## SAMPLE REPORT



# SEO

## SEMRush

**Semrush specializes in keyword research, competitor analysis, and Google Ad campaign optimization.**

1. Scans websites for over 130 technical and SEO errors.
2. Provides actionable items to improve SEO.
3. SEO issues are categorized into three groups, based on their severity: Errors, Warnings, and Notices.
4. Free scans for up to 100 pages.
5. Includes tools for keyword research, backlink auditing, and more for more advanced users.

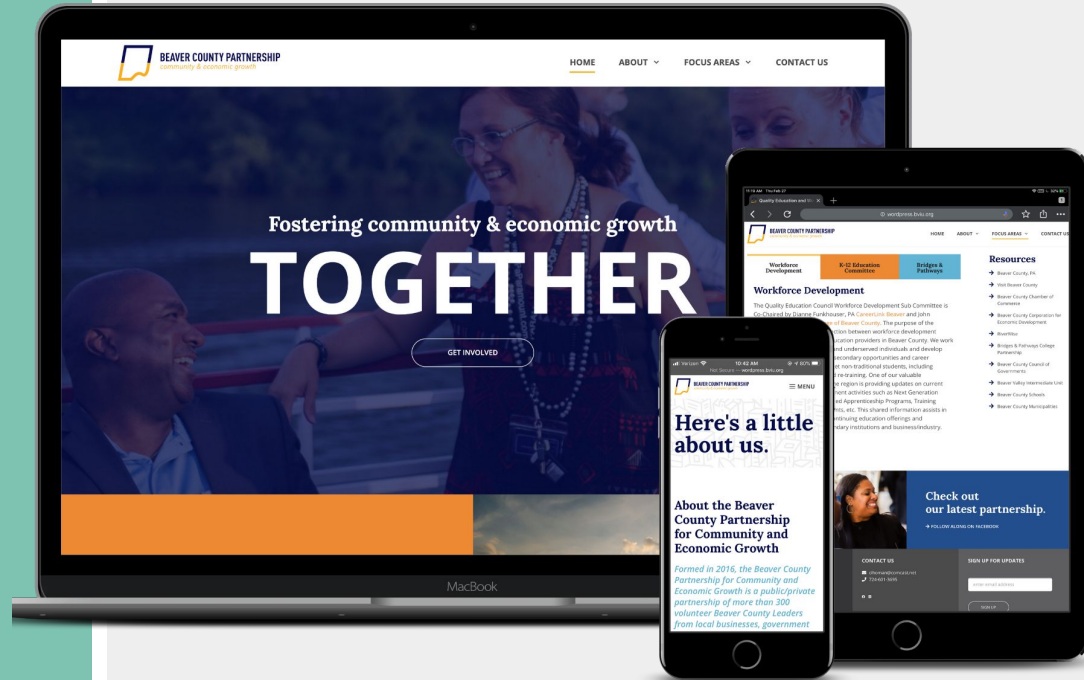


## SAMPLE REPORT



# Accessibility

Designing and developing websites so that people with disabilities can use them.



# Accessibility

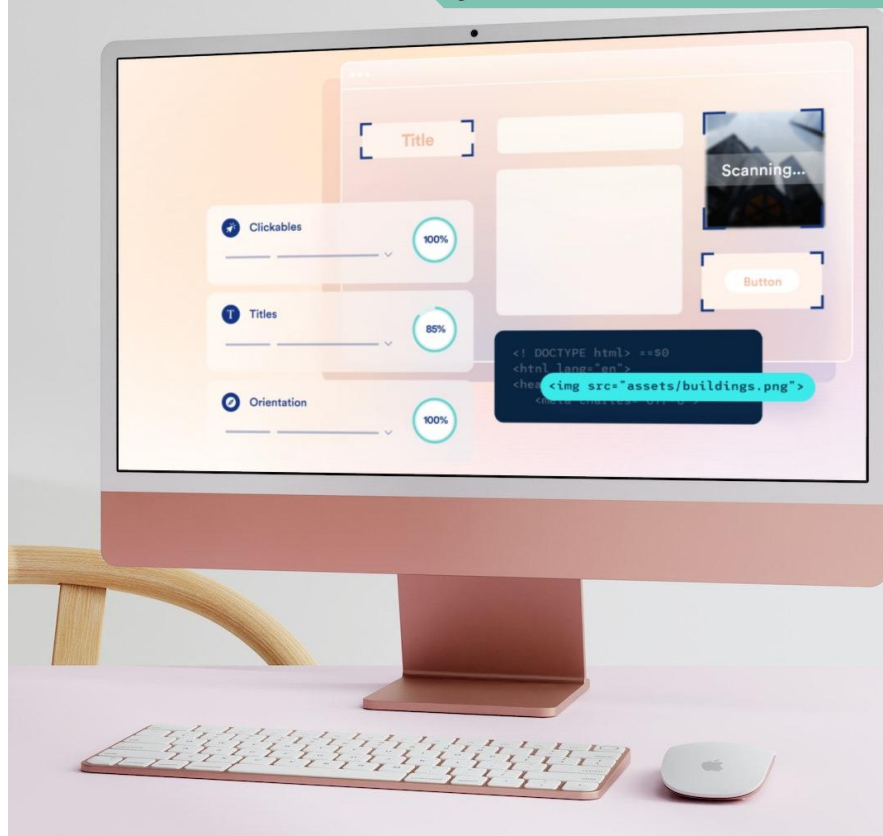
## Accessibe

Learn whether or not your site is accessible for people with disabilities and compliant with legislation and get a report of all deficiencies.

1. Runs dozens of tests focusing on three categories: screen-reader adjustments (*for blind users*), keyboard navigation adjustments (*for the motor impaired*) and UI, design, and readability adjustments (*for the vision impaired*).
2. This scan gives you an in-depth printable PDF with percentage scores as well as pass/fail so you can prioritize adjustments.



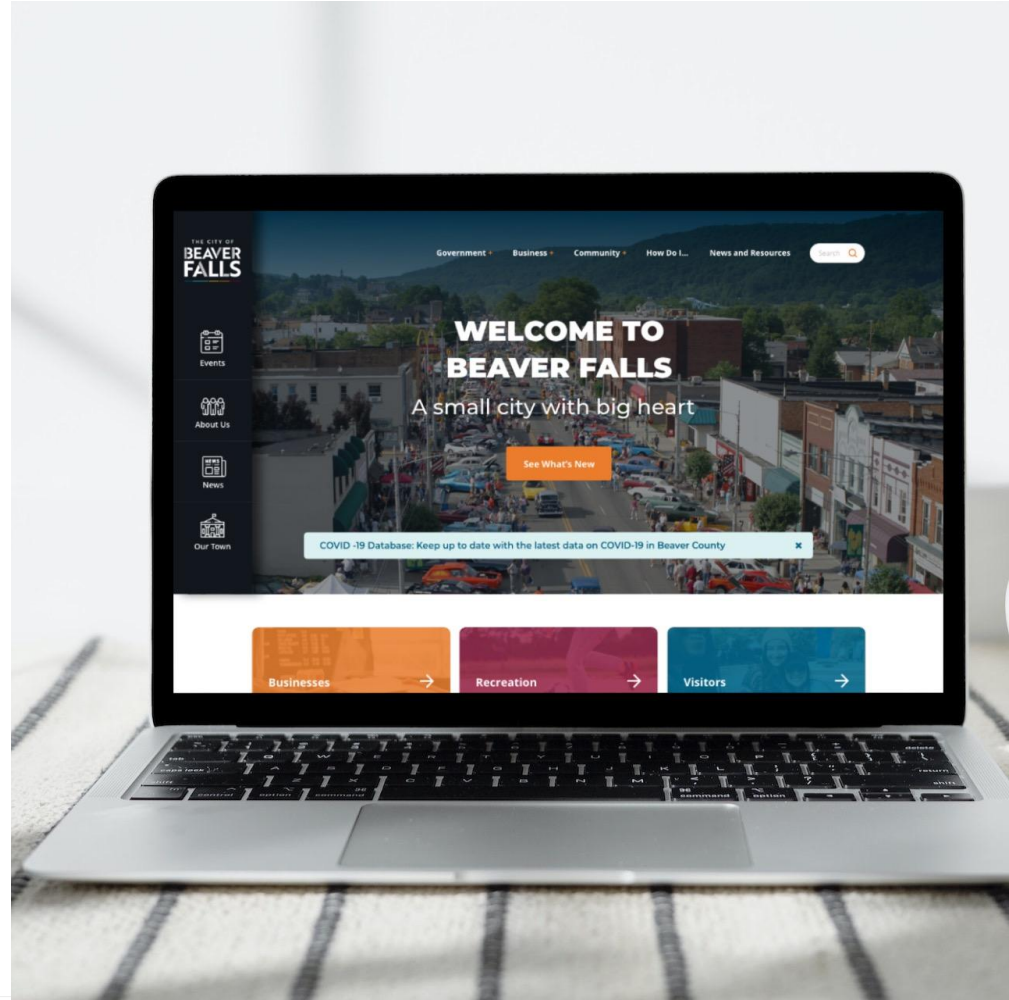
## SAMPLE REPORT





# Performance

A slow website can impact key metrics, including bounce rate, conversions, traffic, revenue and more.



# Performance

## Google PageSpeed Insights

Website performance refers to the speed in which web pages are downloaded and displayed on the user's web browser, strongly influencing visitors' first impressions.

1. Documents the performance of a page on both mobile and desktop devices.
2. Also includes basic SEO and accessibility data.  
*(Using this tool is a great starting point, but you can supplement your research (as you get more comfortable) with the more in-depth tools listed on the previous slides.)*



SAMPLE REPORT



# Performance

## GTmetrix

See how your site performs, reveal why it's slow and discover optimization opportunities.

1. Easy to understand with actionable improvements.
2. Displays your page load in a filmstrip view.
3. Slows loading playback to evaluate loading issues.
4. Simulates page performance on over 20 different mobile devices and variants.
5. Displays performance metrics via four graphs – Web Vitals, Page Timings, Page Size, & Performance scores.
6. Focuses on user experience metrics.
7. Provides performance milestones like Largest Contentful Paint and Total Blocking Time.
8. Assesses web page with Google Lighthouse.
9. Examines page performance from 44 servers in 22 different locations around the globe.



# Any Questions?

We're here to help you.  
Ask away.





“We can choose  
courage or we can  
choose comfort, but  
we can't have both.

Not at the same time.”

**-Brene Brown-**



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Practical advice, expert interviews,  
and actionable strategies to help  
businesses of all sizes thrive in  
today's competitive market.



WITH CASSIE BRKICH