

# SEO AUDIT SCORECARD 101™

Today, search engine optimization (SEO) is more than just packing your website copy with keywords and ensuring that all your pages' metadata and visible text are properly tagged. It's now part of a bigger picture that is focused on attracting more of your ideal prospects and providing them with an exceptional experience.

Today's SEO is a critical element in a holistic, customer-centric marketing strategy. It still focuses on the technical aspects of search engine ranking, so your ideal prospects can easily find your website in organic searches. But in today's age of featured snippets, local business listings, image and voice search, it helps to ensure that your content matches their deepest needs and positions your company as authoritative, trustworthy and helpful.

How healthy is your online presence in the major web search engines? After you have filled out this assessment, reach out to us for a free 20-minute consultation. We will review your scorecard and advise you on the next steps to improve your SEO performance.

PROBLEM	SOLUTION	HOW TO SCORE YOUR COMPANY
<p><b>YOUR CONTENT ISN'T CUSTOMER-FOCUSED</b></p>  <p><b>Definition:</b> Many companies assume visitors know what they do. Their web page content is very technical and is focused on the company, not the needs of its customers.</p> <p><b>Business impact:</b> Your website content doesn't connect with the needs of your prospective customers. Your website doesn't get much traffic from the web search engines, because it isn't written with terms your prospects are using to find solutions to their problems.</p>	<ul style="list-style-type: none"> <li>• Compile a list of the most common questions and problems your customers face. Answer them with your content.</li> <li>• Explain your products and services in solution-focused ways.</li> <li>• Create content that is focused on the needs of each of the markets and audience segments you serve, using their terminology.</li> </ul>	<p>Which score applies to your company?</p> <p>10 Points: Our copy speaks directly to the needs of our customers and we have content segmented by user, industry and product/service.</p> <p>5 Points: We try to use our customers' language and people can answer their questions by navigating through our site.</p> <p>1 point: Our site has minimal content explaining what we do and is full of internal jargon.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;"><b>YOUR SCORE</b></div> <p>Points: _____</p>
<p><b>POOR KEYWORD RANKING</b></p>  <p><b>Definition:</b> Your website doesn't rank well for keywords and phrases that describe the common problems your ideal prospects are trying to solve.</p> <p><b>Business impact:</b> If you're not visible to people searching for solutions you can address, then you may be missing many sales opportunities.</p>	<p>Track rankings and clicks to your site from non-branded keywords in Google Search Console.</p> <p>Focus on words and phrases that relate to the problems your ideal prospects are trying to solve.</p>	<p>Which score applies to your company?</p> <p>10 Points: We actively track our most important keywords and we get a majority of traffic from those topics.</p> <p>5 Points: We're aware of some of the important keywords for our business. But we're not sure how much of an impact those terms are having on our traffic.</p> <p>1 point: We have no idea where to start or nearly all our traffic is people searching for our brand name.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;"><b>YOUR SCORE</b></div> <p>Points: _____</p>

## SEO AUDIT SCORECARD 101 (CONTINUED)

PROBLEM	SOLUTION	HOW TO SCORE YOUR COMPANY
<b>NOT BEING VIEWED AS AN AUTHORITY BY GOOGLE</b>		Which score applies to your company?
<div style="text-align: center;">  </div> <p><b>Definition:</b> Google selects websites that provide the best answers to common questions and promotes them in “featured snippets” – prominent listings that appear above all other organic search results.</p> <p><b>Business impact:</b> Featured snippets position your company as an authority on a specific topic and can generate a lot of extra traffic to your website. Google decides which website provides the best answer – you can’t buy featured snippets.</p>	<p>Find your top organic traffic-generating pages and modify their content to fit more of a Q&amp;A format. This includes:</p> <ul style="list-style-type: none"> <li>• Using bulleted or numbered lists</li> <li>• Using HTML headings in your content.</li> <li>• Put the most important details of your answers in the first sentence.</li> </ul>	<p>10 points: We appear in some featured snippets and have a strategy to increase visibility in them.</p> <p>5 points: We’re aware of featured snippets and we are trying to write more copy that answers common questions. But we still have more to do to improve our performance in this area.</p> <p>1 point: We have little or no content on our site that answers common questions. We don’t know where to start to optimize our web pages for featured snippets.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;"><b>YOUR SCORE</b></div> <p style="text-align: center;">Points: _____</p>
<b>YOUR CONTENT DOESN'T MATCH SEARCH INTENT</b>		Which score applies to your company?
<div style="text-align: center;">  </div> <p><b>Definition:</b> Searches are classified as informational (“I want an answer to...”) or transactional (“I want to buy something...”). Google tries to match search results to the perceived intent of the person searching. Only a fraction of your website visitors is ready to buy immediately.</p> <p><b>Business impact:</b> If you only have content that speaks to people who have done all their research and are ready to buy or get a quote, you’re missing a lot of potential prospects who are earlier in their buying process.</p>	<p>Think about your ideal customer’s buying process – from the time they identify a need until they make a purchase. Then do this:</p> <ul style="list-style-type: none"> <li>• Perform research to determine the problems that cause prospects to search for solutions at each stage of their buying process.</li> <li>• Categorize them as informational or transactional.</li> <li>• Create content that matches their search intent and is closely aligned with their buying process.</li> </ul>	<p>10 points: We have our website architecture divided by services and visitor intent. Our content is also focused on their needs throughout the buying process.</p> <p>5 Points: We provide informational content and think about intent, but do not have all this information mapped out.</p> <p>1 point: We have never thought about this and/or all of our content is pushing people to buy or fill out a lead form.</p> <div style="background-color: #f4a460; text-align: center; padding: 5px;"><b>YOUR SCORE</b></div> <p style="text-align: center;">Points: _____</p>
<p style="text-align: center;"><b>Contact MaryAnn Long for a free 20-minute consultation to help you improve your SEO performance:</b></p> <p style="text-align: center;">maryann@cultivate-communications.com</p> <p style="text-align: center;">SEO Audit Scorecard 101™. All Rights Reserved.</p>		<b>TOTAL SCORE</b>
		Add the point values from above and place the answer here.
		Points: _____