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IMPORTANT!

You purchased this document for \$149 or as part of our \$599 package, but the value you'll receive from it is literally infinite. Therefore, please **do not sell, resell or distribute this document without permission**. You are welcome to use the template for yourself or your clients, but selling the template itself for income competes directly with me and is protected by copyright. Save us both thousands in legal fees and don't sell, resell or distribute it without written permission from me (Steve Wiideman). Better, [make 51% profit as an affiliate here](#).

WHY IS THIS REPORT WORTH THOUSANDS OF DOLLARS?

A mentor of mine once told me the story of a radio engineer called to fix a problem with equipment at a small-town local radio station. The engineer was referred by long-time employee, showed up within the hour, took a quick look at the problem, replaced a bolt and then left. The next day the station received a bill of \$15,000 for the 3.5 minutes of work performed.

Outraged, the station manager called the engineer to find out why the bill was so high. The engineer replied, "I didn't charge you for the 3.5 minutes of work or the bolt. I charged you for the expertise required to solve the problem, which includes about \$100,000 worth of school and industry training, certification costs, and about 20 years of pain mastering the craft."

Not wanting to hear what the engineer had to say, he hung up the phone and vowed to never use his services again.

Several months go by and another problem comes up. This time the station called a cheaper technician, who showed up 4 hours later, took over 10 hours trying to troubleshoot the problem using manuals, phone calls and even the Internet, ultimately costing the station about \$40,000 in radio ad revenues.

By the next day, several parts were burned up by poor repair work, resulting the machine ultimately having to be replaced (a cost of over \$100,000). Total damage to the radio station between equipment ad revenue was **\$140,000**.

Point is, having something done correctly by a person with decades of professional experience, schooling, and training is worth the cost.

You have purchased a template built by leaders in search engine optimization with advice inspired by documentation the search engines themselves publish. The value that you can receive from using this template should be calculated by the corporate job you're able to land in SEO, the future revenue gained after implementation, and/or the cash you'll receive for being paid as a freelancer to perform site reviews.

I know you'll enjoy using it as much as I've enjoyed assembling it for you. Thank you again!

Steve Wiideman

President, Wiideman Consulting Group

To use this document, simply mark **PASS** or **FAIL** in the Status column. Leave screenshots at the end of the document or link to online screenshots from the PASS or FAIL text. Delete this page and replace the branding with your own.

SEARCH ENGINE OPTIMIZATION OBSTACLE ANALYSIS REPORT FOR **CLIENTDOMAIN.XXX**

PERFORMED BY
WIIDEMAN CONSULTING GROUP
MONTH DD, YYYY

Note: This document contains hyperlinks which can be clicked on and viewed when online. We recommend storing a digital copy as well as the printed version for access to additional learning and details. If you lose the digital version, please email support@wiideman.com referencing the website address the audit was performed for to receive a copy.

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PAID TOOLS AND SERVICES

Below is a list of tools and service providers we use and recommend beyond the free tools you'll find in the audit tasks.

Disclaimer: several of these providers pay us a referral fee. This is how we keep the cost of our templates so low. You are welcome to remove this page when delivering the report to your client or to your manager.

| Tool | Helps With | Cost & Discounts |
|-----------------------|---|---|
| SEMrush | Our favorite keyword research tool. Pull keyword insights (paid and organic) from multiple competitors to garner ideas for content improvement and new content strategies. | From \$99/mo. (try for free) |
| Buzzstream | Organize your link building strategies into Projects, such as Unlinked Mentions, Intersecting Competitor Links, Broken Links, Industry Portals, Local SEO Directories, and Influencer Marketing. Don't waste earning links you might already have. We swear by Buzzstream and have for over 8 years. | From \$24/mo. Plus 60-day trial: http://goo.gl/p5ZYGJ Premium 60-day trial: http://goo.gl/pY24DD |
| AHREFS | Explore every link your competitors have earned to make informed decisions about where to put effort into digital PR and outreach. Monitor your own links and keep a high-quality link profile for improved trust and keyword ranking. | From \$99 See Pricing |
| Conductor SearchLight | Enterprise SEO suite made for aggressive online marketers. We live and breathe in keyword and category reporting in SearchLight while working with KPIs and goals measured through reporting in this platform. The research you can do in SearchLight is beyond what any other platform has to offer. | Call Katherine Heisler And mention Steve Wiideman for special pricing options. 212.542.5130 kheisler@conductor.com |
| Igniturr | A new type of project management system that includes search engine optimization analytics from Google Search Console, Analytics, Facebook & FB Ads, Bing, Moz, AHREFS, and more. It is by far the best project management and reporting system we've seen. | Starting at \$79 14-Day Free Trial |
| SimilarWeb | Want to know how much traffic your competitors get, or where your competitors get their referral traffic, or where the most clicks come from paid online advertising? SimilarWeb gets much of its data from Internet Service Providers (not scraping Google results) to provide affordable competitive and industry insights. We use these insights in our Link Analysis & Strategy report and highly recommend it. | Call Yahav Dagan and mention Steve Wiideman for special pricing options. US: +18458838248 UK: +442071933967 yahav.dagan@similarweb.com |
| QuickBooks Online | The fastest and easiest way to manage your invoicing if you're a small business like us. Setup recurring payments for clients is a snap. We rarely have to login unless we are adding a new client. Awesome website integration as well. Quickbook Payments replaces the need for Authorize.net and other payment gateway options. | Starting at \$10/mo. Save up to 30% |
| Fiverr | Get research, graphics, illustrations, and videos done by real people starting as low as \$5. We use Fiverr frequently for quick logo designs, explainer videos and awesome voiceover talent. Never use Fiverr to pay for hyperlinks or broad SEO services. | Starting at \$5 per Task Create a Free Account |

Service Providers We Trust:

Need help with implementation or a trustworthy resource to work with on SEO? As a consultancy, we only provide strategy and advice, and leave the fulfillment work to agencies we have personally trained or worked with. Mention Wiideman for special introductory pricing:



[Contact Propecta](#)



[Contact GoFishDigital](#)



[Contact Phelps](#)



[Contact Xivic](#)

INTRODUCTION

The goal of search engine optimization (SEO) is to **continuously improve the quantity of pages that appear within search results and the quantity of relevant keywords that each page appears for**. The ranking of preferred URLs within results is relative to multiple variables, and often a secondary goal when ranking can be monitored.

At Wiideman Consulting Group, we have broken SEO into three specific disciplines in this report, addressing known ranking signals as published by Google, Bing, and from data derived from years of experimentation:

1. Relevancy | Content
2. Visibility | Outreach
3. Search Behavior | Technology

Relevancy

Creating content to solve the end desire a user who has performed a search continues to become more important than the use of keywords. It takes a mix of usability and technical best practices to have a *single, obvious page of content* for web crawlers and users, to address the query performed and to provide a simple path to that content.

A **webmaster** and **content writer** would team up to create a page that bests similar pages that may appear for target keyword themes. We'll address these below.

Visibility

Research shows that the more visible an entity is for a given keyword set **off the website itself**, the more votes the entity earns toward winning the highest. Unnatural patterns of visibility are not calculated into the ranking formulas, and can often result in algorithmic or manual penalties. Signals we know about include:

1. Inbound hyperlinks, including the authority of linking page
2. Recurring **searches** for the specific content
3. **Citations** of an entity (brand name) on pages that have established **trust**
4. Curation and quotation of contextual and media content showing **authority**

User Behavior

It's a fact that Google uses Click-Through Rate (CTR) as a ranking factor in paid advertising results. Tests have been performed that show evidence of CTR and "return to search results" behavior affecting rankings. It is the **webmaster's job to keep them from wanting to return to the search results** and the content writer's role to write compelling titles to motivate the searcher to click. This report will provide actionable tasks for all three disciplines of SEO.

TECHNICAL SEO OPPORTUNITIES

We recommend using a project management system such [Ignitur](#), which includes integrated performance reporting, to group the below tasks as “Webmaster Tasks”. If your project management system allows for it, include columns for Priority, Effort Level (determined by your webmaster), and Status.

The items below affect **Relevancy** and **User Behavior** signals, and may also impact Visibility potential if the user experience prevents a potential hyperlink, mention, or future search specifically for a piece of content.

We reviewed several potential SEO factor published by Google or supported by data, case studies, or experimentation, below are the items that require attention in order of STATUS and then PRIORITY.

| PRIORITY | CRITERIA | TEST | INSIGHTS | VIDEO | STATUS |
|----------|--|----------------------|----------------------|----------------------|---------|
| High | Custom 404 page is optimized for reduced bounce rates | Test | Read | View | PENDING |
| High | Homepage passes Google Mobile-Friendly Test | Test | Read | View | PENDING |
| High | No 404 Not Found errors identified to impact crawler and user experience | Test | Read | View | PENDING |
| High | No manual actions exist in Google Search Console | Test | Read | View | PENDING |
| High | No security issues in Google Search Console | Test | Read | View | PENDING |
| High | Robots.txt file does not block resources and does declare XML sitemap path | Test | Read | View | PENDING |
| High | Security measures in place to prevent malware or hacking | Test | Read | View | PENDING |
| | Unlock over 65 items in this template when you buy our SEO Tech Audit | | | | |

VISIBILITY SEO OPPORTUNITIES

Opportunities presented below are available within your SEO Roadmap under the respective section.

| Priority | Criteria | Test | Insights | Video | Status |
|----------|---|------|----------|-------|--------|
| LOW | Unlock over 65 items in this template when you buy our SEO Tech Audit | | | | |

HIGHLIGHTS

Page Speed and Delivery

When a page takes too long to render in the user browser, they likely to return to search engine results and choose a competing URL, which sends a negative signal to the search engine about the usefulness of the page.

Users navigate to websites from slow internet connections, mobile devices, tablets, televisions, and even from wearables. Paying attention to constantly improving the speed of which pages are delivered is a priority in SEO.

In January of 2016, Google published warnings that they plan to give preference to pages leveraging technology that loads pages faster, such as Accelerated Mobile Pages (AMP) and Content Delivery Networks (CDN) to provide a cached copy of a webpage from a web server near to the user.

The domain [clientdomain.xxx](#) did/did not pass several of the speed tests we performed from [webpagetest.org](#), [pingdom.com](#) or Google's own PageSpeed Insights tool (above).

REPLACE
THIS
TABLE
WITH
A SCREENSHOT
OF
GOOGLE
PAGE SPEED
RESULTS

tools.pingdom.com

Insert screenshot of pingdom.com results in this column.

webpagetest.org

Insert screenshot of webpagetest.org results in this column.

Mobile-Friendliness

According to Amit Singhal, VP of Search for Google, [more than half of searches are performed on mobile devices](#) (as of October 2015). Users who have poor browsing experience on a mobile device return to search results and choose an easier-to-use alternative. This pattern becomes a signal to search engines overtime, that perhaps the original page was not relevant, useful, or usable, resulting in decreases in keyword rankings over time.

In today's search ecosystem, the following attributes seem to be preferred by both users and search engines:

1. Responsive design with a single URL for mobile and desktop (vs m.site.com)
2. Mobile viewport with at least 3 device widths: mobile, tablet, desktop
3. Full-width tap targets for users on mobile devices, such as buttons or links
4. "Hamburger" menu for mobile and mini-tablets, full with on click

Results from Google's Mobile-Friendly Testing Tool:

[screenshot]