WHITE PAPER

CONDUCTING AN SEO OPPORTUNITY ANALYSIS

What You Need to Know

3Q/DEPT

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Introduction

There are a lot of misconceptions floating around about what an SEO audit is and what it can do for a website. To clarify, an SEO audit should not just be a checklist of best practices and it should also not rely solely on adding a few keywords on a page and calling it a day.

An SEO audit, by 3Q/DEPT's definition, is a complete evaluation of every factor on a website that determines its visibility on search engine results pages. It focuses on long-term strategic goals and identifies any issues or opportunities to gain better results and improve search engine ranking.

An in-depth audit provides a deep dive into all aspects of a website which can reveal important gaps, ideas for strategic improvements, the overall health of the site, and a clear roadmap to streamline goals, action items, and next steps moving forward.

Over the years, we've created a truly unique process for conducting SEO audits that have proven to yield impactful and actionable results.

While an SEO audit can be complex and has many moving parts, we've broken down our process to give you a sneak peek into what to expect from it and how it can radically improve your marketing strategy!

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