



## **AD360.eu Site Audit**

**Date**

**Customer**

**Company**

**Submission Date**

**Change log**

## Table of contents

### WEBSITE OVERVIEW - Purpose and Proposed Reason for Site

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#### Branding

Visuals

Ease of Navigation

Master Data Information

Loading Speed

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#### Keyword Research

Content

Content Management

Content Audit

Download Keyword CSV.

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#### Competitor Research

Competitor SWOT

Buyer Personas

Competitive Advantage

Need to Have, Nice to Have, (Upgrades + Additions/Subtractions

Competitor Keyword CSV.

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#### Organic Search

SERPs

URLs

SEO

Images Alt Tags/Keywords

SERPs CSV

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#### Webmaster Tools

Crawling

Sitemaps

Robots.txt

Architecture

Webmaster Tools Property Report

Google Analytics Report/Bounce Report

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## **Social Sites**

Social Optimisation-*Current*

Calls to Action/Scheduling/Content Delivery/Content Calendar

Site Effectiveness Report/Recommendations

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## **Links**

Link Audit

Blog

Linked Content/Errors

Links CSV

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## **Advertising**

Search

Adwords

A/B Ad Testing - Site Extensions/Call extensions

Ad budget

Ad Scheduling/Calendar

Display - type/frequency

Mobile - type/frequency

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## **Mobile Audit**

Navigation

Content

Call to Action

Recommendations/Report

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**Conclusions/Recommendations** (Itemize and prioritize based on ROI)