

Happy New
Year!

Web Content Consulting

How to Audit Your Own Website

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SEO Specialist & Content Strategist



The 9-minute Agenda

- What is Web Content Consulting?
- How to Audit Your Own Site



What is Web Content Consulting?



- SEO Services Founded in 2020
- For Small Businesses with a Small Budgets
- **Improve online visibility for People, Bots & AI**
- SEO foundations
 - Local (Geographical)
 - Tech SEO (Environment & Performance)
 - On-Page SEO (Content)
- SEO Content Strategy, Writing, Marketing
- Audience and Competitor Analysis

Search Engine Optimization (SEO) is Marketing

5 Easy Steps to Audit Your Site Visibility

1. Check to see if your site is indexed by Google
2. Learn what Google knows about your site
3. Is your site findable by keywords, and location?
4. Is your your contact information consistent?
5. Is your site mobile friendly?

Search Engine Optimization (SEO) is Marketing

1 Is your Site Indexed by Google?

1. Navigate to Google
2. In the search bar type the following

site:yourwebsiteURL

Example

site:webcontentconsulting.com

- If nothing shows up, your site has not been indexed
- If only a few pages show up, you may have content or technical issues
- If weird pages show up, you may have some cleaning up to do

#2 What Google

knows about your

site Do your page titles make sense

[The Blue Link]

- Does the brief description below describe properly what you do, what services you provide?
[Metadescription or Content chosen by the algorithms from your site]

site:webcontentconsulting.com

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SEO Content Writer in San Rafael - Marin County
My Background. I am a creative techy who has spent two decades in the public sector world wearing many hats as a developer, IT Manager, and technical project ... [Read more](#)

 webcontentconsulting.com
https://webcontentconsulting.com > portfolio ⋮
Web Content Writing Portfolio - Marin County
Check out my writing portfolio- **website builds, web content writing, content & SEO**. I look forward to working with you.

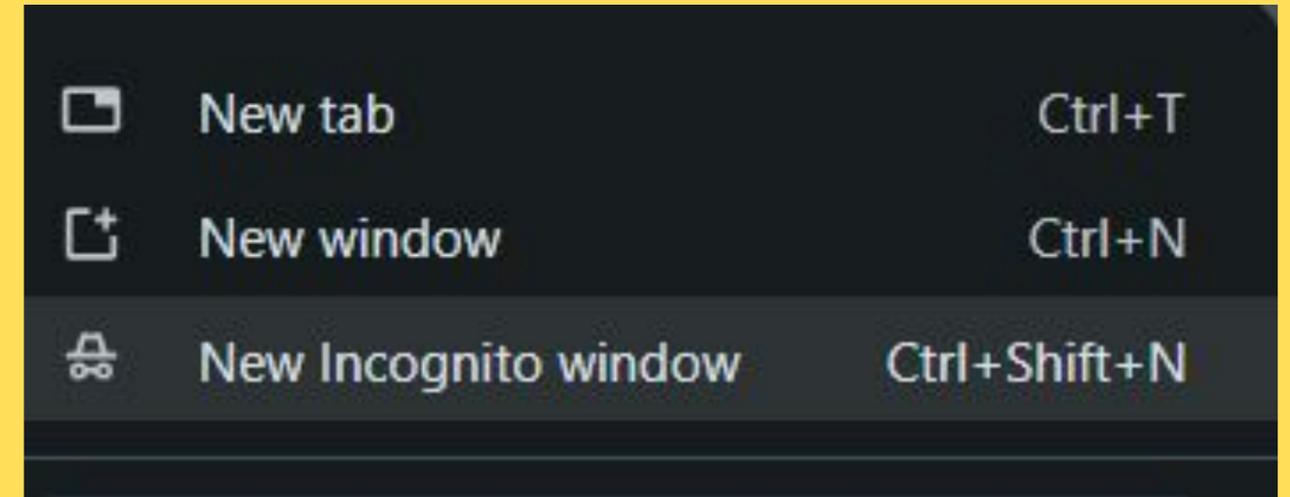
Annotations: **Page Title** (pointing to the blue link) and **Meta Description** (pointing to the brief description below the link).

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#3 Are you Findable?

Google yourself in Incognito mode

- Search your business name
- Search your name
- Search keywords + location
 - What type of results do you get
 - Page Titles and Description
 - Does it make sense, does google know what you do?



Are you on Page 1

Page 2-3

Page 4+

Are you findable?

Search Engine Optimization (SEO) is Marketing

#4 Consistency

Google yourself in Incognito mode

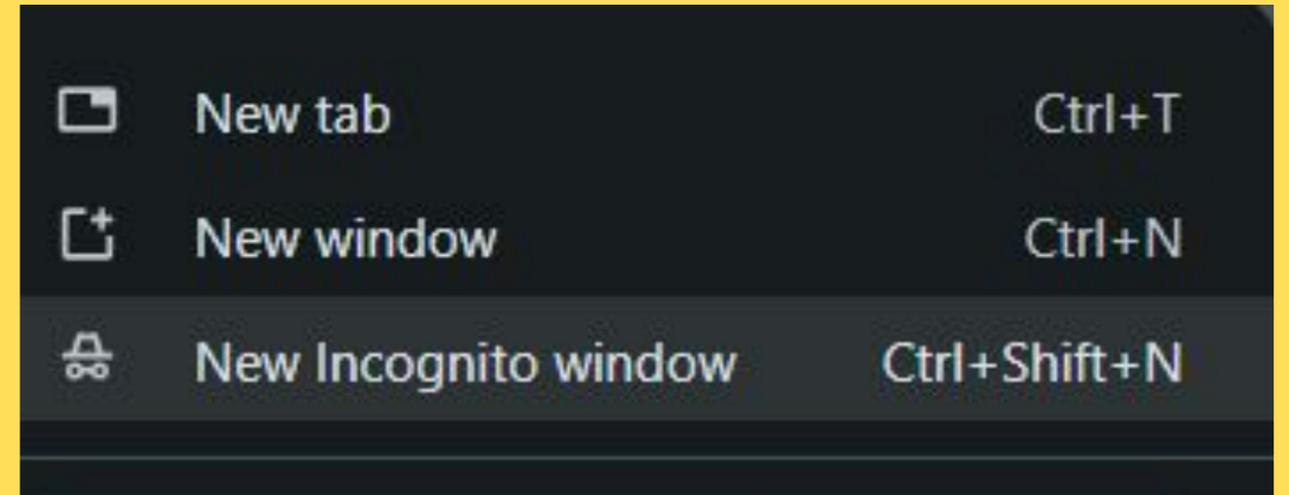
- Search your business name
- Search your name

What online directories or social media sites do you show up on?

Are they outdated?

Is your contact information up to date - phone, address, email, website, etc.

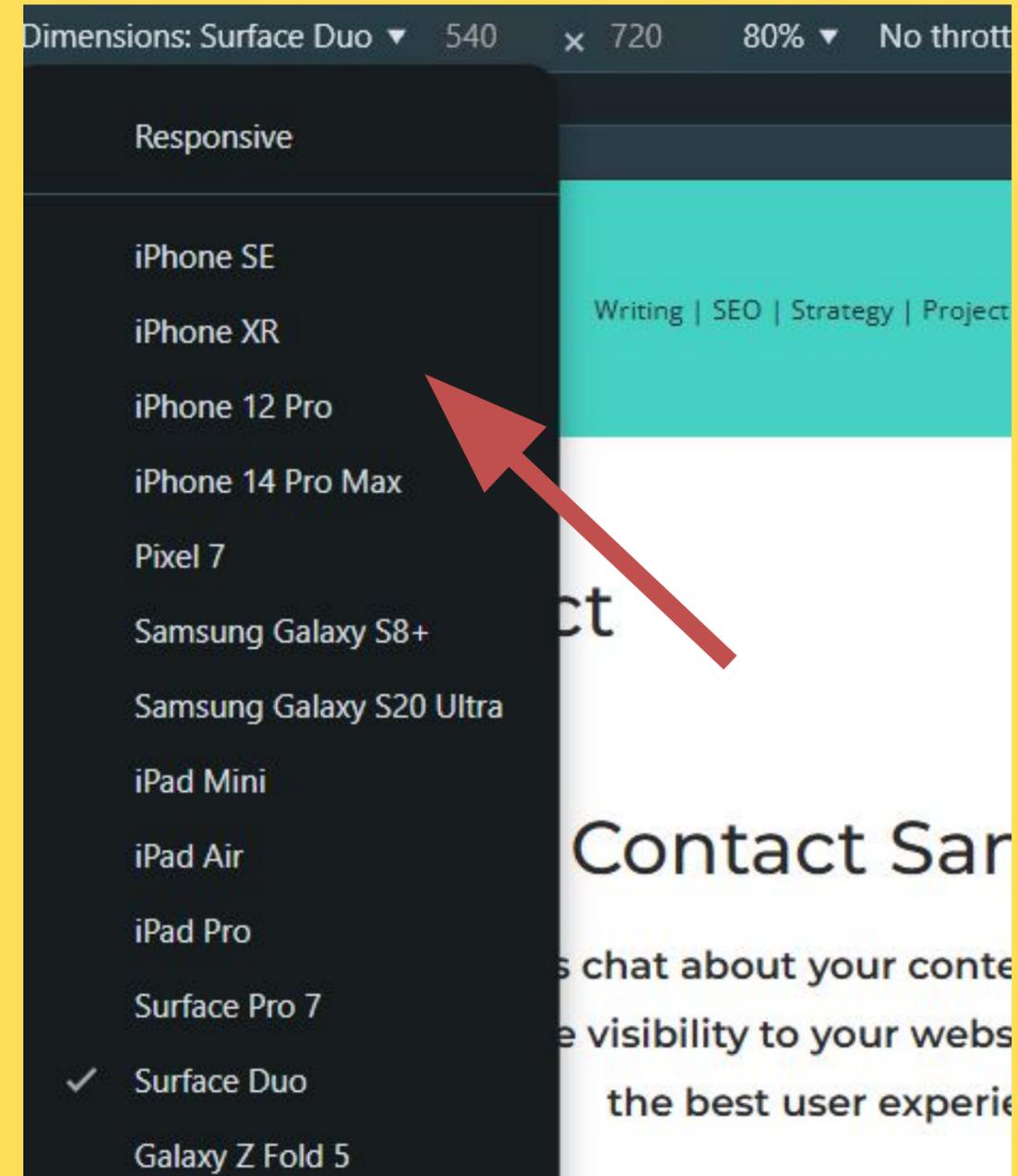
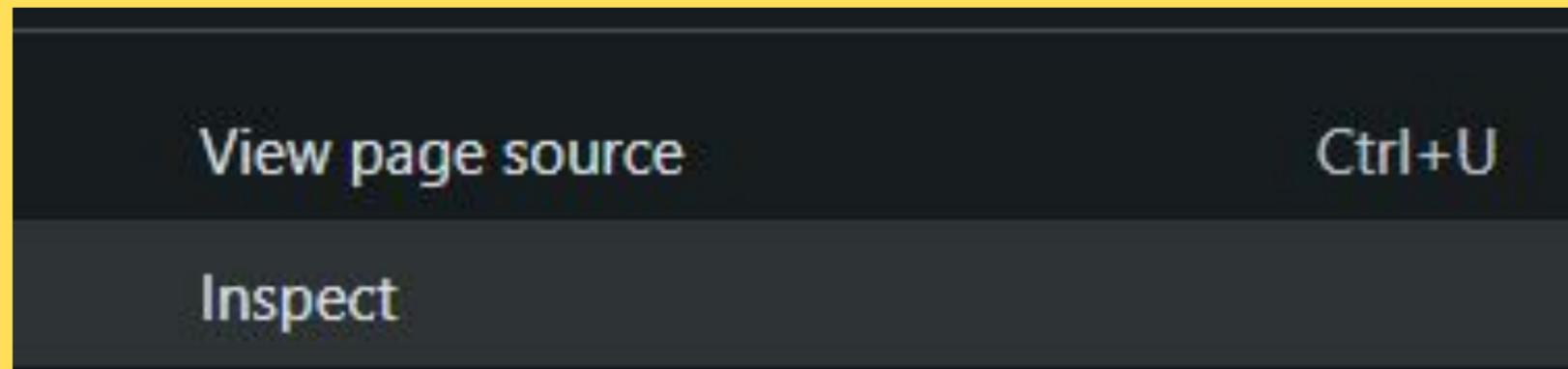
-Consistency across all channels is key!



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#5 Is it Mobile Friendly ?

- Is your site mobile friendly?
- navigate to your website (use Chrome)
- Right Click the home page - Select Inspect from the menu
- Select the different viewports to test how your site works on different mobile devices



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When to Refer?

- If they are Small Business Service Providers Asking
- No one can find my website?
- Why isn't my website coming up in search?
- How do I get found online?
- I was at the top of search but now I am not?
- I need help with Google My Business

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Smarter SEO for Humans and Search Engines + AI

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