



Free Digital Marketing Audit Report

Prepared by:
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Date: [Current Date]

Prepared by: [Your Company Name]

Overview

This audit provides a comprehensive analysis of XYZ.com's current digital marketing efforts. The audit focuses on several key areas, including on-page SEO optimization, off-page backlinks, social media presence, website performance, and security. The overall grade is on an A+ to F- scale, with most major industry-leading websites in the A range. Improving a website's grade is recommended to ensure a better user experience and improved ranking and visibility by search engines.

Audit Results for XYZ.com

Overall Grade: C

On-Page SEO: C+

Your On-Page SEO could be better

Title Tag:

- You have a title tag of optimal length (between 10 and 70 characters).
Example: XYZ.com | Leading Innovations

Meta Description Tag:

- Your page appears to be missing a meta description tag. A meta description is important for search engines to understand the content of your page and is often shown as the description text blurb in search results.

Hreflang Usage:

- Your page is not making use of Hreflang attributes.

H1 Header Tag Usage:

- Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

H2-H6 Header Tag Usage:

- Your page is making use of multiple levels of Header Tags.

Keyword Consistency:

- Your page's main keywords are not distributed well across the important HTML tags. Your page content should be focused around particular keywords you would like to rank for, distributed across tags such as the title, meta, and header tags.

Amount of Content:

- Your page has a low volume of text content, which search engines can interpret as 'thin content'.

Word Count: 299

Image Alt Attributes:

- You have images on your page that are missing Alt attributes. We found 20 images on your page, and 19 of them are missing the attribute.

Canonical Tag:

- Your page is not using the Canonical Tag.

Noindex Tag Test:

- Your page is not using the Noindex Tag, which prevents indexing.

Noindex Header Test:

- Your page is not using the Noindex Header, which prevents indexing.

SSL Enabled:

- Your website has SSL enabled.

HTTPS Redirect:

- Your page successfully redirects to an HTTPS (SSL secure) version.

Robots.txt:

- Your website appears to have a robots.txt file.

Blocked by Robots.txt:

- Your page does not appear to be blocked by robots.txt.

XML Sitemaps:

- Your website appears to have an XML sitemap.

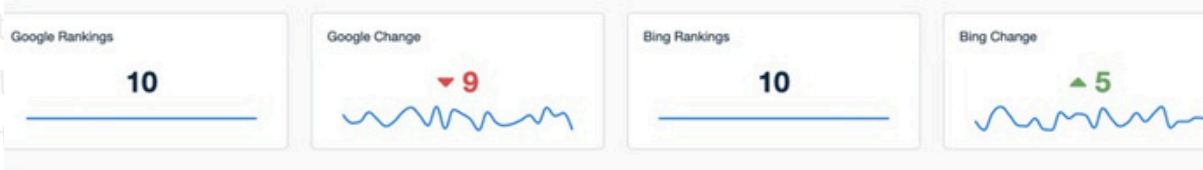
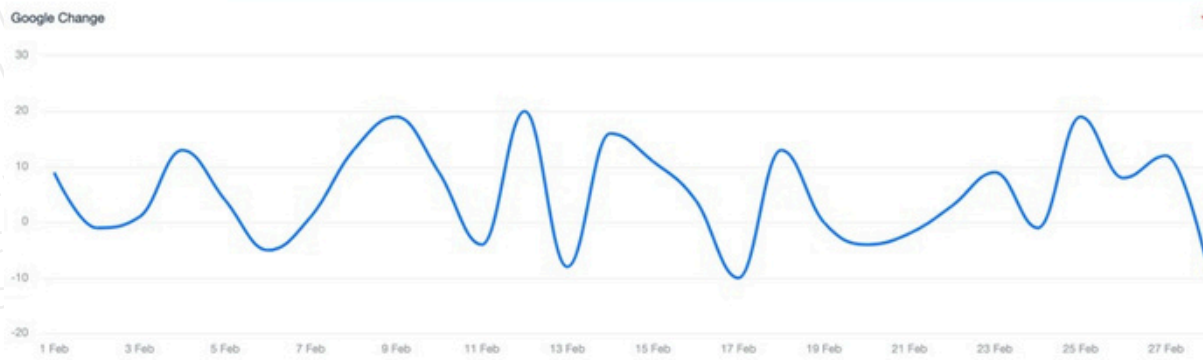
Analytics:

- Your page is using an analytics tool.

Schema.org Structured Data:

- We have not detected any usage of Schema.org on your page.

SEO Report



Showing 35 of 35 Rows

KEYWORD	GOOGLE	GOOGLE CHANGE	BING	BING CHANGE
☆ Artega GT	65 th	+12	18 th	+11
☆ Asla Rocsta	52 nd	+8	63 rd	+5
☆ Austin-Healey 3000	3 rd	+6	42 nd	+4
☆ BMW Z3	1 st	+7	60 th	+5

Links: A

You have a strong level of backlink activity to this page.

Number of Backlinks: 1.5k External Backlinks

Referring Domains: 382

Moz Domain Authority: 31

Top Backlinks:

- [Backlink Example 1](#)
- [Backlink Example 2](#)

On-Page Link Structure:

- We found 55 total links. 29% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links:

- Your link URLs appear friendly (easily human or search engine readable).

Usability: C**Your usability could be better****Device Rendering:**

- This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Google's Core Web Vitals:

- Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawlable by Google.

Use of Mobile Viewports:

- Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile:

- Your page is scoring poorly on Google's Mobile PageSpeed Insights evaluation.

Google's PageSpeed Insights - Desktop:

- Your page is scoring poorly on Google's Desktop PageSpeed Insights evaluation.
-

Performance: A-**Your performance is good****Page Speed Info:**

- Your page loads in a reasonable amount of time.

Download Page Size:

- Your page's file size is reasonably low, which is good for Page Load Speed and user experience.

Website Compression (Gzip, Deflate, Brotli):

- Your website appears to be using a reasonable level of compression.

Number of Resources:

- This check displays the total number of files that need to be retrieved from web servers to load your page.

Google Accelerated Mobile Pages (AMP):

- This page does not appear to have AMP Enabled.

JavaScript Errors:

- Your page is not reporting any JavaScript errors.

HTTP2 Usage:

- Your website is using the recommended HTTP/2+ protocol.

Optimize Images:

- Your page appears to include images that are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

Minification:

- All your JavaScript and CSS files appear to be minified.

Deprecated HTML:

- No deprecated HTML tags have been found within your page.

Inline Styles:

- Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML code.
-

Social: C+**Your social presence could be better****Facebook Connected:**

- Your page has a link to a Facebook Page.

Facebook Open Graph Tags:

- We have not found Facebook Open Graph Tags on your page.

Facebook Pixel:

- We have not detected a Facebook Pixel on your page.

Twitter Connected:

- Your page has a link to a Twitter profile.

Twitter Activity:

- You have a strong following on Twitter.
Followers: 8,238

Twitter Cards:

- We have not detected Twitter Cards on your page.

Instagram Connected:

- Your page has a link to an Instagram profile.

LinkedIn Connected:

- Your page has a link to a LinkedIn profile.

YouTube Connected:

- No associated YouTube channel found linked on your page.

YouTube Activity:

- No associated YouTube channel found linked on your page.

Local SEO:

- No Local Business Schema identified on the page.

Google Business Profile Identified:

- No Google Business Profile was identified that links to this website.

Social Media Audit Template

Account/URL	Followers	Engagement	Demographics	Popular Content	Purpose/Performance	Action Steps
www.facebook.com/URL	100,000	45%	<ul style="list-style-type: none"> Male-60% Female-40% Area-Rural Text Here-text 	<ul style="list-style-type: none"> Sharing product usage videos with link Enter text here 	<ul style="list-style-type: none"> To drive traffic towards website Enter text here 	<ul style="list-style-type: none"> Improve content quality and posting time Enter text here
www.twitter.com/URL	90,000	85%	<ul style="list-style-type: none"> Male-60% Female-40% Area-Rural Text Here-text 	<ul style="list-style-type: none"> Sharing new product launch images Enter text here 	<ul style="list-style-type: none"> To create buzz for product launch Enter text here 	<ul style="list-style-type: none"> No change required Enter text here
www.instagram.com/URL	60,000	25%	<ul style="list-style-type: none"> Male-60% Female-40% Area-Rural Text Here-text 	<ul style="list-style-type: none"> Enter text here 	<ul style="list-style-type: none"> Enter text here Enter text here 	<ul style="list-style-type: none"> Enter text here
Enter Your Desired Text Here	Enter Your Desired Text Here	Enter Your Desired Text Here	<ul style="list-style-type: none"> Enter Your Desired Text Here 	<ul style="list-style-type: none"> Enter Your Desired Text Here 	<ul style="list-style-type: none"> Enter Your Desired Text Here 	<ul style="list-style-type: none"> Enter Your Desired Text Here

Recommendations

High Priority:

1. Include a meta description tag (On-Page SEO)
2. Add Canonical Tag (On-Page SEO)
3. Remove Duplicate H1 Tags (On-Page SEO)

Medium Priority: 4. Add Alt attributes to all images (On-Page SEO) 5. Optimize your images to reduce their file size (Performance) 6. Optimize your page for Mobile PageSpeed Insights (Usability) 7. Optimize your page for Desktop PageSpeed Insights (Usability)

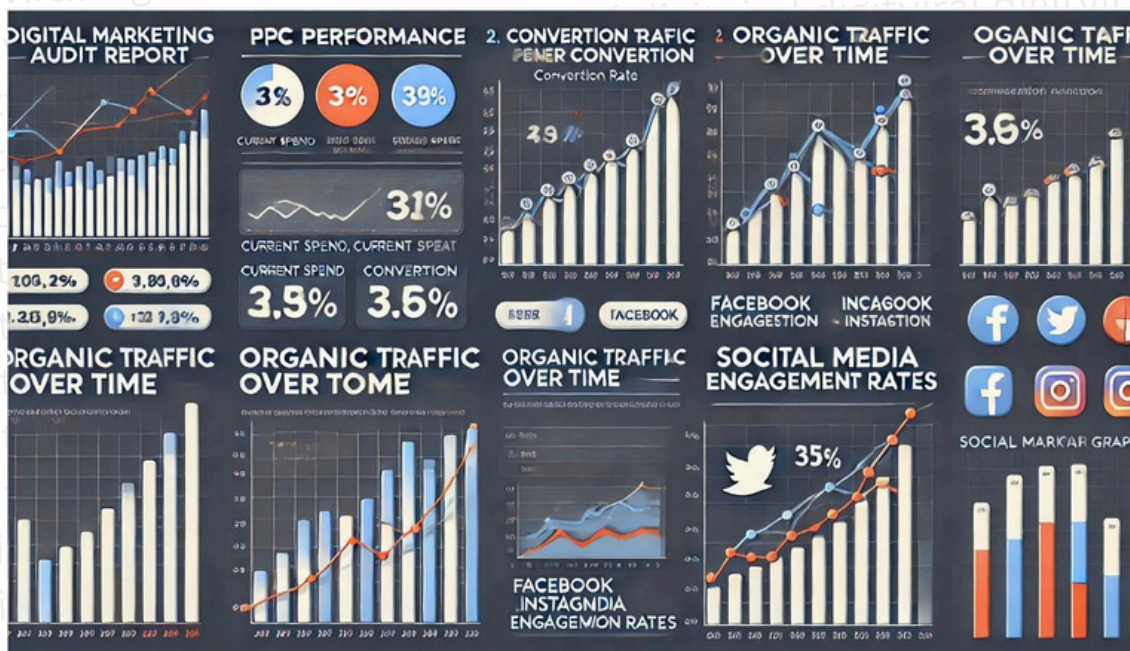
Low Priority: 8. Create and link an associated YouTube channel (Social) 9. Add Schema Markup (On-Page SEO) 10. Add Facebook Open Graph Tags (Social) 11. Setup & Install a Facebook Pixel (Social) 12.

Remove inline styles (Performance) 13. Add Twitter Cards (Social) 14. Add Local Business Schema (Other Improvements) 15. Create Google Business Profile (Other Improvements) 16. Improve the size of tap targets (Usability)

For more detailed recommendations and steps for improvement, please contact us at [Your Contact Information].

Overall Report format

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