varn

SEO Audit Packages

SEO is about smart thinking not big budgets, so our focus is on delivering an audit with clear and prioritised website recommendations based on the size of your business.

Our SEO Audits

Google says that there are over 200 factors that impact how your website ranks within their search engine. Whilst a lot of these are to do with off-site factors, such as how good your website link profile is, some very important ones are to do with on-site factors and what your competition are doing. These factors include how the website is built, what keywords it's focused on, the content, your information architecture, how images are used and how the internal linking is structured.

Our SEO audits can include analysis of different elements within your website, external factors and – also importantly – your competitors' websites.

All audit options include:

- **Google accredited analysts**
- **Industry leading bespoke research**
- **Over 15 years experience in SEO**
- **Hand written reports** (not auto generated reports)
- **Prioritised, actionable recommendations**
- **Talk through report findings**

Our SEO Audit Packages

Depending on the size of your website there are a few options:

One
Recommended for sites with between 10 - 20 pages

£1,980
+VAT

Two
Recommended for sites with between 20 – 40 pages

£2,880
+VAT

Bespoke
Recommended for larger websites or those with bespoke requirements

£4K–£6K
+VAT

SEO Consultancy Option

SEO Consultancy

minimum two hours

£120
+VAT
per hour

If none of the options above fit your requirements one of our senior team can meet with you to discuss what you need to achieve.

We can then live SEO audit your website and make recommendations/changes where possible during the meeting. There can be time for training and helping you put together a simplified content strategy as well if time allows.

We find that this works well for managers or owner managers. This can be a one-off meeting although we often meet clients once a quarter for a couple of hours for further optimisation and training.

For meetings away from our offices in Bradford on Avon travel is charged at 50p per mile.

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Below is a breakdown of what's included as part of our SEO Audit Packages:

Technical SEO Factors	One	Two	Three
Coding	✓	✓	✓
Metadata	✓	✓	✓
SERPs Review	✓	✓	✓
Sitemap / Robots.txt	✓	✓	✓
URL Analysis	✓	✓	✓
Navigation	✓	✓	✓
Information Architecture	✓	✓	✓
Mobile Optimisation	✓	✓	✓
Website Speed Analysis	✓	✓	✓
Schema Markup	✓	✓	✓
Internal Linking	✓	✓	✓
Google Analytics Review		✓	✓
Google Search Console Review			

On-page Factors	One	Two	Three
Keyword Research	✓	✓	✓
On-Site Content	✓	✓	✓
Usability / Design			✓
Conversion Analysis			✓

Off-page Factors	One	Two	Three
Linking Profile Review		✓	✓
Competitor Analysis		✓	✓
Google My Business Review			✓

Perform Better.

Testimonials

"Varn are great to work with and understand the importance of making sure that a company's website and online marketing plan not only improves search engine rankings but more importantly increases ROI" **Jon Marling, Managing Director, Paper Bag Company**

"I just wanted to say another big thank you, our inbound enquiries have gone off the scale. It's like it was a couple of years ago." **James Abbott, Managing Director, IT Focus**

"The effect has been almost immediate with an increase in website enquiries coming through after only a couple of weeks." **Wes, Director, Guy Auto Electrics**

Some of Our Clients

SEO Audit Factors Explanations

Coding

Google wants sites to be well built from a technical standpoint; we check the elements Google flags as important to fix and prioritise these for you. This includes HTML, header tags, canonical links and redirects.

Metadata

Metadata is an important part of SEO as it's the first point of contact potential clients have with your website. Optimising metadata can also help improve click-through rates from organic searches, increasing website traffic.

SERPs Review

As part of your audit, we would also take a look at SERPs (Search Engine Results Pages) in order to make recommendations on increasing your online presence using rich snippets and other forms of Google content (images, questions, shopping and the like).

Sitemap / Robots.txt

A website's 'Sitemap' is a condensed version of the content within the site, in an XML format. When looking through a website, search engines use automated programs to 'crawl' through this sitemap. A clear, straightforward sitemap is vital for your website to be ranked successfully within all search engines. A robots.txt file also helps guide search engines through your site, helping identify any areas you don't want crawled / indexed.

URL Analysis

A website's URL structure is important: all sub-pages need to follow a similar rule, and must avoid long, unnecessary URL strings whilst ideally containing your primary keywords.

Navigation

Being offered an easy way to navigate around a website is critical to the success of any site. The order of navigation also determines the importance of keywords within SEO – the deeper a page sits within a site (the more levels within the associated URL) the less importance search engines will apply to the page and associated keywords.

Information Architecture

Internal links and the structure they create are important for establishing site architecture for the search engines. For this reason, we will report on how SEO-friendly your site architecture is.

Mobile Optimisation

In early 2017, Google stated that indexing is now done on mobile versions of sites rather than desktop, reflecting how important this shift in user behaviour is. We will check how well formed and optimised your mobile site is.

Website Speed Analysis

If your website has a long download time, it can be discouraging to many users and is one of the factors Google looks at when deciding how to rank your website.

SEO Audit Factors Explanations contd. 2/3

Schema Markup

Schema markup plays a role in the optimisation of your website and how easily it is for search engines to categorise the content within your site. The easier this is for search engines, the more likely you are to rank for your desired keywords.

Internal Linking

Internal links are an important part of any website, not only do they help visitors find the content they're looking for with ease, they also help indicate page importance and relevance to Google. We will use in-house tools to review the quality of your internal linking profile and make recommendations where necessary.

Google Analytics Review

Analysis of your Google Analytics data will give us an insight into the habits of the people currently visiting your website. Using this data, you will be able to decide what you need to focus on to achieve higher rankings for targeted keywords and improve the number of visitors to your site who will stay and interact.

Google Search Console Review

Reviewing your Google Search Console profile will help us identify any existing crawl errors within your site, whilst also giving us additional information on visits to your site from organic search. We can therefore help recommendations to improve the performance of organic traffic whilst also addressing any errors.

Keyword Research

Selecting keywords that best represent your website pages is vital in order to attract your target audience. The reach of your site and its ability to target relevant visitors will depend a great deal on the use of relevant keywords and optimising site copy to these terms.

On-Site Content

Site Content is extremely important from an SEO perspective. All websites need a high standard of content in order to rank highly within a range of search engines. You always need to make sure that your site has a decent amount of information, without 'spamming' the pages. All text needs to be original to avoid duplication.

Usability / Design

We can look through your site to see if there any specific issues with usability or design which could prevent your site from performing in the best way possible.

Conversion Analysis

We can look through the user journeys on your site and see how they could be improved - or if there are any key issues that stop people 'converting'; either literally buying through an e-commerce site, filling in contact forms or completing other specific calls to action.

Linking Profile Review

Popular sites have lots of links from other sites to them; Google looks at how many links lead to your site, and from how many sources. Historically this was abused by so-called 'black-hat' SEO activity which created artificial links – just to boost the numbers. To prevent this kind of abuse, Google also looks at how many sources the links are coming from. We can help make recommendations to ensure your website isn't penalised for unnatural backlink activity.

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SEO Audit Factors Explanations contd. 3/3

Competitor Analysis

Whilst it's important to ensure your website is fully optimised, in order to perform better in search what you really need to do is outrank your competition. We will review your online competition and their current search marketing efforts in order to identify how they're achieving their current rankings.

Google My Business Review

When it comes to localised SEO, Google My Business can really help drive footfall or localised organic traffic to your shop / business' website – if optimised correctly. We can take a look at any listings you have and how you might improve your localised rankings, if relevant to your business.

Confidentiality and Copyright

The information contained in this document is confidential and is submitted by Varn on the understanding that only the staff to which it is addressed will use it. The contents of this document may not be disclosed in whole or in part to any other party without the prior written consent of Varn.

Validity of Proposal and Information Herein

Varn has made every effort to ensure that all statements and information contained in this document are accurate but accepts no liability for any error or omissions. Any charges contained with this document will remain valid for acceptance within 30 (thirty) days from the date of this document and are submitted on the basis of Varn's Standard Terms and Conditions of Contract.

Payment Schedule

For our our audits we invoice 60% at sign-off with payment due on receipt and the final 40% on completion of the audit. Payment can be by BACS of credit card.