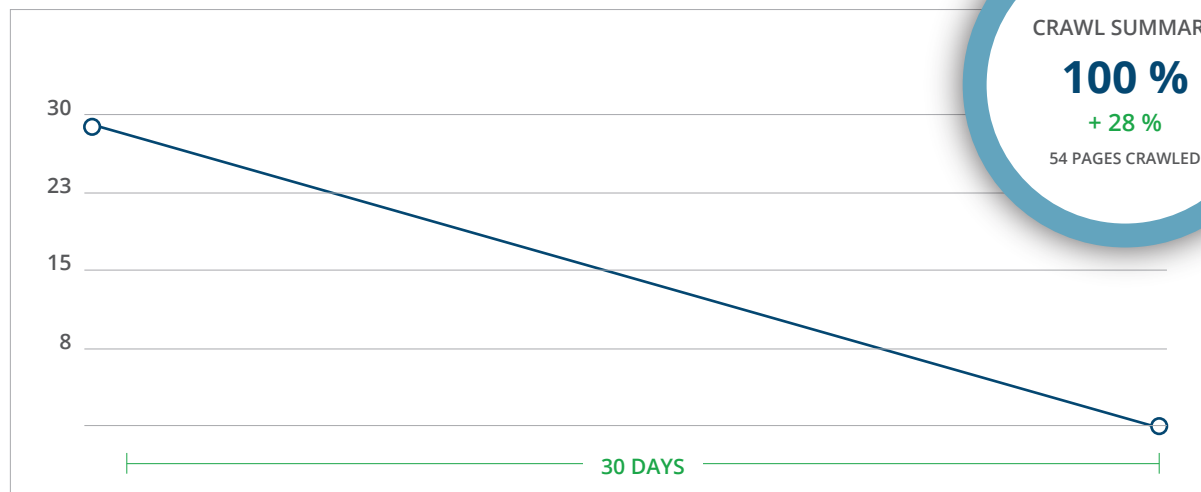


APPENDIX E

SEO CLIENT SITE AUDIT REPORT

Frequent site audits in our adaptive search engine optimization mandates enable us to **quickly identify and address numerous issues** that can occur with our clients' websites. In the example below, the all issues identified were promptly addressed and resolved.

PEST CONTROL COMPANY



0
ISSUES

0
ERRORS

0
WARNINGS

0
NOTICES

ISSUES WE MONITOR WITH AN ONGOING SEO MANDATE

Occurrences of a missing http encryption
Blocked crawls by robots.txt
Broken internal links
Broken external links
Pages are missing a title
Missing sitemap.xml files
Pages with underscores in the URL
Pages are missing a doctype declaration
Pages with temporary redirects
Pages are missing an encoding declaration
Pages have too many URL parameters
Images are missing an alt attribute
Pages have a low text to HTML ratio
External links contain nofollow attributes

Pages are too large in size
Missing www canonical references
Pages have duplicate content
Pages with duplicate titles
Pages returned a 4XX http status code
Missing sitemap.xml references in robots.txt
Pages using frames
Pages are missing a language declaration
Pages are missing a meta description
Pages with matching H1 and title content
Pages have a short title
Pages have too many on-page links
Missing robots.txt files
Pages blocked from being indexed

Invalid sitemap.xml format
Broken internal images
Pages with no viewport tag
Pages with duplicate meta descriptions
Pages returned a 5XX http status code
Internal links contain nofollow attributes
Pages using flash
Pages are loading slowly
Pages are missing an H1 tag
Pages with multiple H1 tags
Pages have a long title
Pages have a low word count
Pages with long URLs