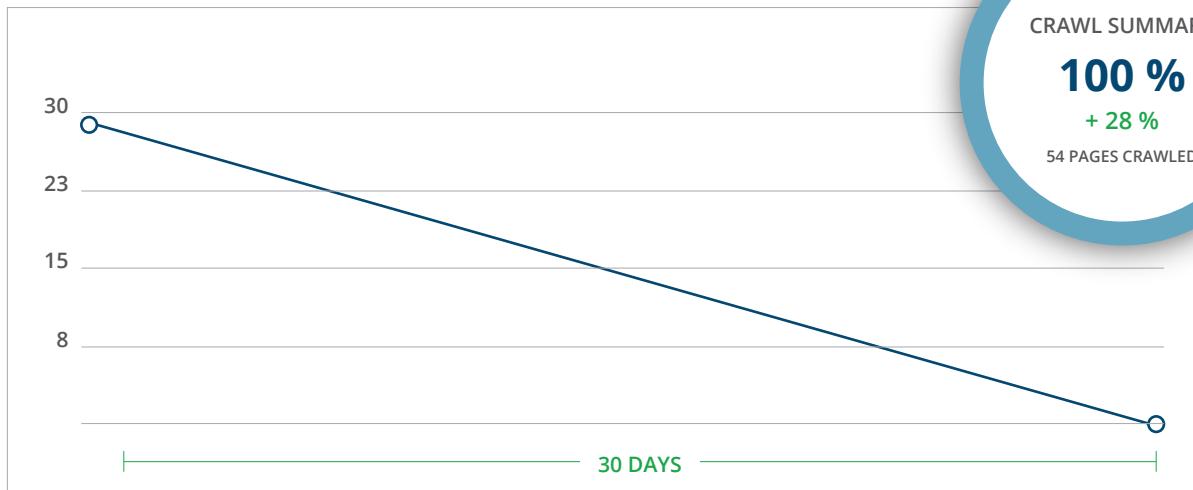


## APPENDIX E

# 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



#### CRAWL SUMMARY

**100 %**

+ 28 %

54 PAGES CRAWLED

**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