



HOW TO IDENTIFY KEYWORDS YOUR AUDIENCE IS SEARCHING FOR AND EMPLOY THEM EFFECTIVELY

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AGENDA

- Introduction
- Keyword Research
- Optimization
- Tracking Performance
- Resources
- Bonus: 10 Minute Technical Site Diagnosis



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ABOUT THE SPEAKER

Evan Prokop

Digital Marketing Manager at TopRank Online Marketing®

- Full service digital marketing agency
- Content marketing
- SEO
- Social Media Marketing
- Analytics

<http://www.toprankmarketing.com/>



MCKESSON

Linked in

Forbes

PRSA Public Relations Society of America

AdvertisingAge.

The Economist

The New York Times



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SEARCH STATS



- Over 5 billion Google searches per day
- 91% of journalists use search to find news sources & story ideas

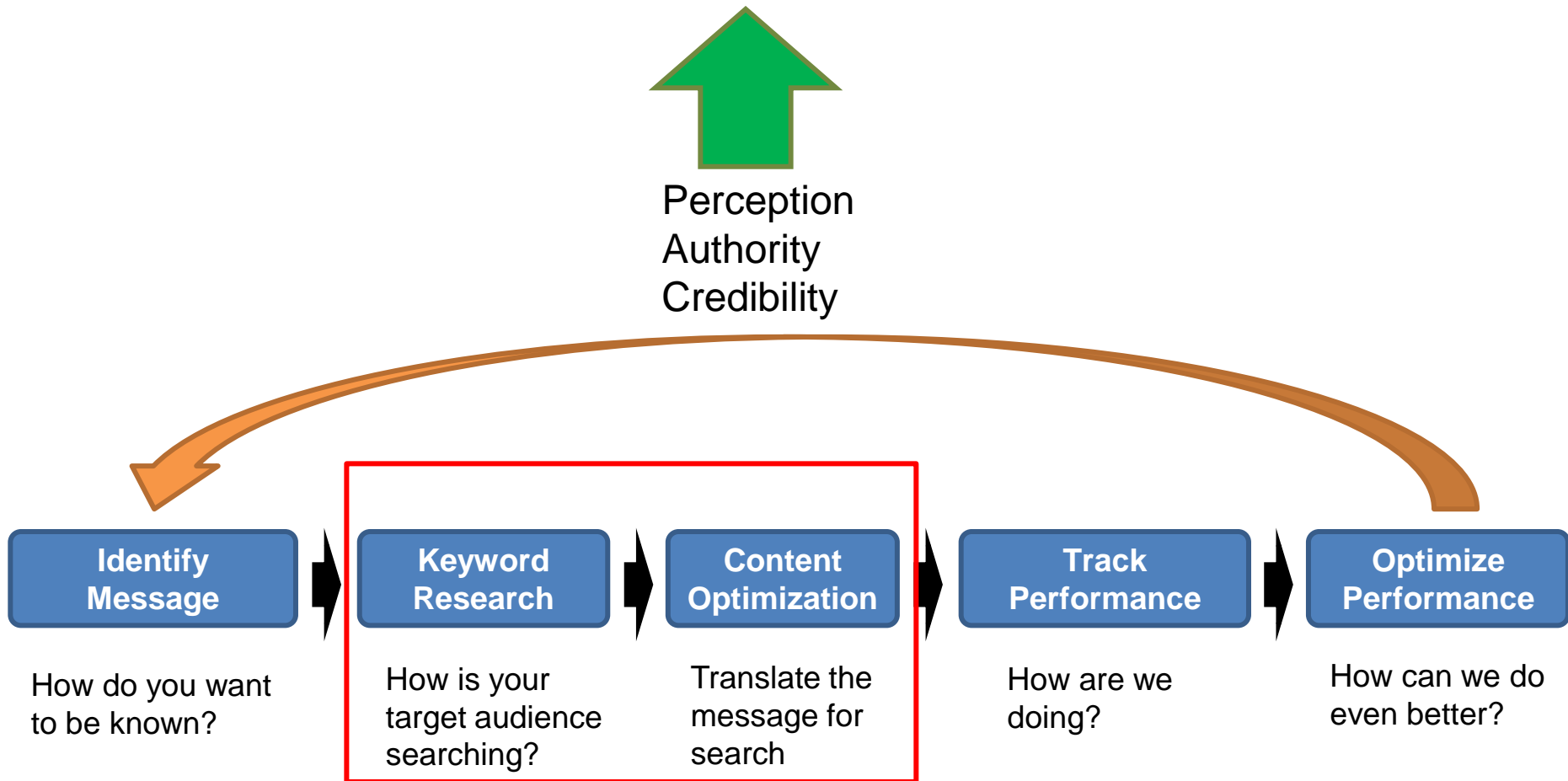


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SEO WORKFLOW



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IDENTIFY THE MESSAGE

Identify Message



Adding more free games, movies and shows to US flights



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UNDERSTAND HOW YOUR AUDIENCE IS SEARCHING

Keyword Research

Keyword (by relevance)		Avg. monthly searches ?
in-flight entertainment	↙	320
in flight entertainment	↙	320
airline entertainment	↙	10
airplane entertainment	↙	40
free games on airplanes		-
free airline movies		-
free airline entertainment		-



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TRANSLATE THE MESSAGE FOR SEARCH

Content Optimization

The screenshot shows a Variety.com article from November 6, 2013. The main headline is "Delta Takes In-Flight Entertainment Beyond the Seat-Back Screen". The article features a photo of a Delta airplane cabin with seat-back entertainment screens. A sidebar on the right contains a "Homepage Sweet Homepage" promotion for AOL, with a "Make AOL My Homepage" button. The article text includes a quote from Marc Graser, Variety Editor, stating that free programming will include videos from Variety and Variety Latino.

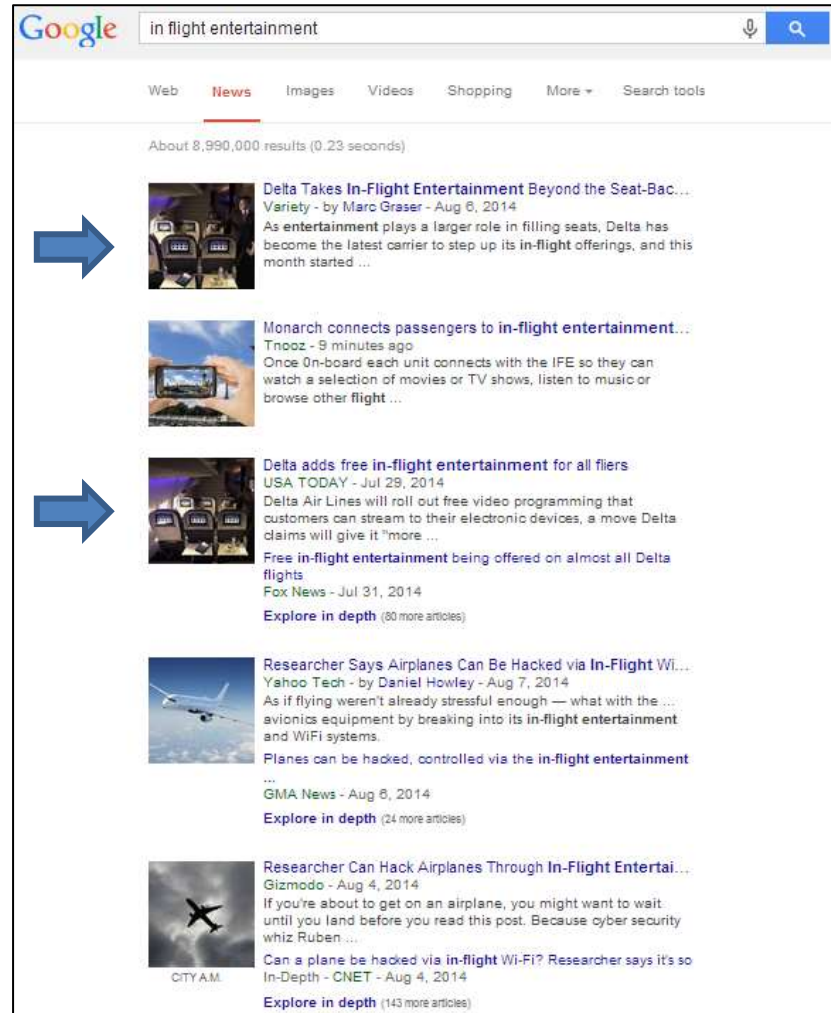
The screenshot shows a PRNewswire press release dated 11/06/13. The headline is "Delta's move to expand its in-flight entertainment options comes as the company is in the midst of spending \$3 billion to update the interiors of more than 1,000 of its aircraft." The text describes Delta's expansion of in-flight entertainment, including the addition of Wi-Fi service on domestic flights and high-speed Wi-Fi on international flights. It also mentions that Delta Studio now provides free, unrestricted access to in-flight entertainment on all Delta international flights. A sidebar on the right features a list of related articles, including "TV 'Game of Thrones' 'Bridges'..." and "Senior Director, Communications...".



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MESSAGE RECEIVED



Google in flight entertainment

Web News Images Videos Shopping More Search tools

About 8,990,000 results (0.23 seconds)

-  **Delta Takes In-Flight Entertainment Beyond the Seat-Bac...**
Variety - by Marc Graser - Aug 6, 2014
As **entertainment** plays a larger role in filling seats, Delta has become the latest carrier to step up its in-flight offerings, and this month started ...
-  **Monarch connects passengers to in-flight entertainment...**
Tnooz - 9 minutes ago
Once on-board each unit connects with the IFE so they can watch a selection of movies or TV shows, listen to music or browse other flight ...
-  **Delta adds free in-flight entertainment for all fliers**
USA TODAY - Jul 29, 2014
Delta Air Lines will roll out free video programming that customers can stream to their electronic devices, a move Delta claims will give it "more ..."
Free in-flight entertainment being offered on almost all Delta flights
Fox News - Jul 31, 2014
[Explore in depth](#) (80 more articles)
-  **Researcher Says Airplanes Can Be Hacked via In-Flight Wi...**
Yahoo Tech - by Daniel Howley - Aug 7, 2014
As if flying weren't already stressful enough — what with the ... avionics equipment by breaking into its **in-flight entertainment** and WiFi systems.
Planes can be hacked, controlled via the in-flight entertainment ...
GMA News - Aug 6, 2014
[Explore in depth](#) (24 more articles)
-  **Researcher Can Hack Airplanes Through In-Flight Entertai...**
Gizmodo - Aug 4, 2014
If you're about to get on an airplane, you might want to wait until you land before you read this post. Because cyber security whiz Ruben ...
Can a plane be hacked via in-flight Wi-Fi? Researcher says it's In-Depth - CNET - Aug 4, 2014
[Explore in depth](#) (143 more articles)

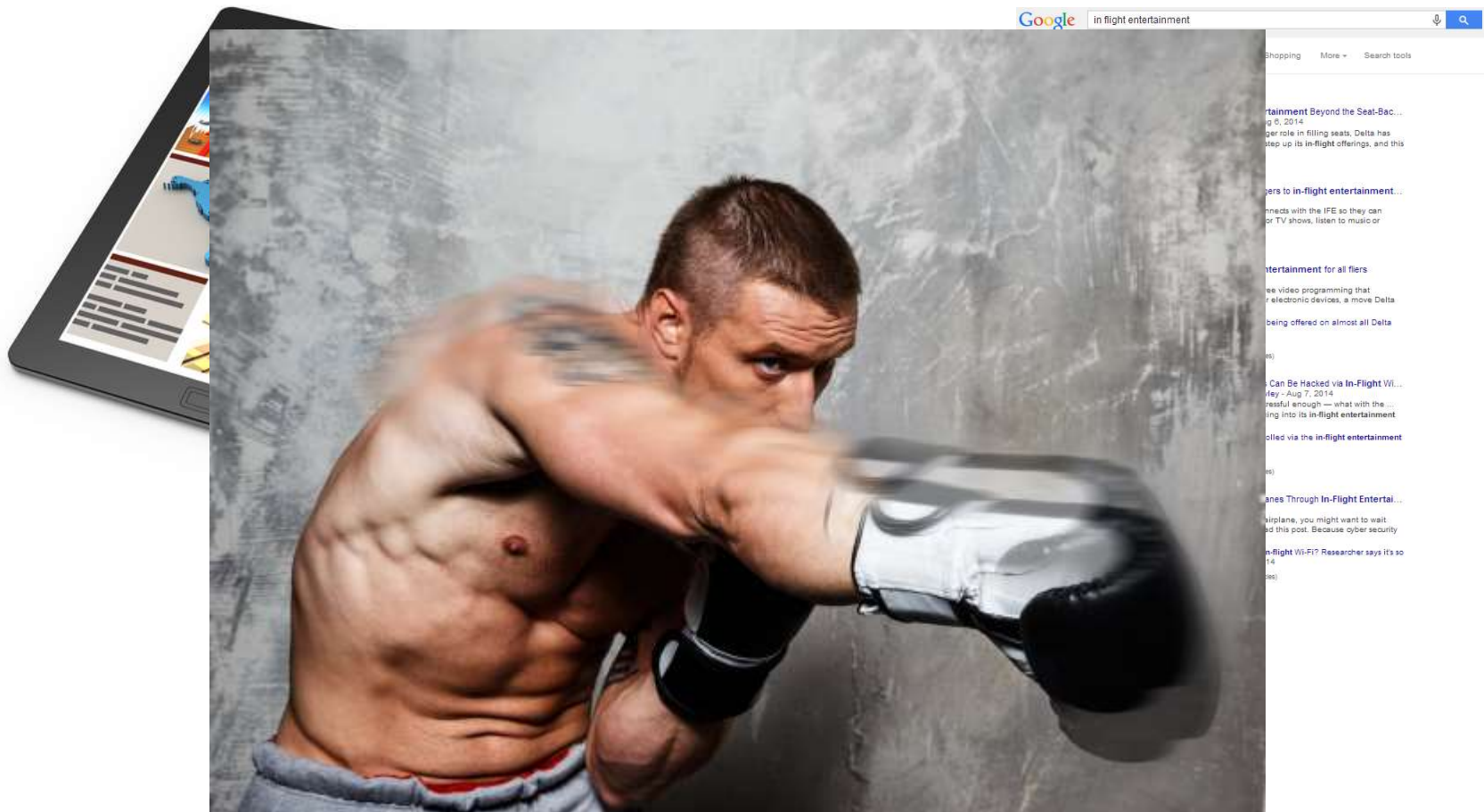


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MEDIA PLACEMENTS + SEARCH RESULTS = WIN



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A man with dark curly hair, wearing red-rimmed glasses, a red bow tie, and a grey cardigan over a light blue shirt, is shouting into a white megaphone. He has his right hand raised in the air. The background is a cityscape with a sky filled with falling white letters and numbers. A semi-transparent grey box is overlaid on the upper left portion of the image, containing a list of text items.

Introduction

Keyword Research

Optimization

Tracking Performance

Resources

Bonus: 10 Minute Technical Site Diagnosis

Compile Your List

- Internal
- External
- Website Analytics
- Tools



Most PR pros can get along just fine without paying for any keyword research tools.



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ACTIVITY – CREATE YOUR LIST

Priority	Source	Keyword	Search Volume	Competing Results

Create a spreadsheet to house your keyword list.



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ACTIVITY – START WITH WHAT YOU KNOW

Priority	Source	Keyword	Search Volume	Competing Results
	Internal	digital marketing agency		
	Internal	online marketing agency		
	Internal	internet marketing agency		
	Internal	digital marketing service		
	Internal	digital marketing		
	Internal	internet marketing		

Start with keywords you know are relevant.



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KEYWORD RESEARCH QUESTIONS

- How do **you** describe your products / services / company?
- How do your **customers** describe them?
- If you wanted to find your company in a search engine **without using any branded terms**, what would you look for?



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ACTIVITY – COMPETITOR KEYWORDS



FEATURES PRICES TOOLS NEWS BLOG WEBINARS CONTACT US

PROFESSIONAL SOFTWARE FOR SEARCH AND MARKETING PROFESSIONALS

Q icrossing.com  US ▾ [SEARCH](#)

411,778 users 106,600,000+ keywords 94,000,000+ domains 26 databases [ONLINE DEMO](#)

Leverage tools such as SEMRush.com to mine your competitors for keyword inspiration.



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ACTIVITY – COMPETITOR KEYWORDS

icrossing.com (by organic)

Overview

Organic Research

Positions: 462
Position changes: 9
Competitors: 496
URL:

Advertising Research

Display advertising

Backlinks

Keyword Research

Tools

Ranks

Online demo

SEQuake for Google Chrome

+15767 Recommend this on Google

Like 328 Tweet 1,277

Order custom database or report

icrossing.com - Organic keywords report for this domain (for google.com database)

LIVE UPDATE Overview

SERank rank: 368,352
SE Traffic: 1,069
SE Traffic price: \$11,130
Ads Traffic: 562
Ads Traffic Price: \$10,195

LIVE UPDATE Databases

Organic keywords

Organic keywords

Positions 1-5, 6-10, 11+ icrossing.com

Aug 13, Sep 13, Oct 13, Nov 13, Dec 13, Jan 14, Feb

LIVE UPDATE Organic keywords 1 - 100 (466)

Keyword	Pos	Volume	CPC	URL	Traffic %	Costs %	Conv.
digital marketing agency	6 (6)	1,000	31.95	www.icrossing.com	8.88	27.27	0.97
brand awareness	5 (6)	1,600	2.75	www.icrossing.co_brands	7.48	1.98	0.12
make a new facebook	11 (12)	1,300	0.44	www.icrossing.co_facebook	5.71	0.24	0.14
digital marketing services	2 (6)	390	19.73	www.icrossing.co_services	4.74	8.88	0.95
understanding consumer behavior	1 (1)	90	2.97	www.icrossing.co_analysis	3.95	1.12	0.18
digital marketing service	1 (1)	80	38.59	www.icrossing.co_services	3.95	13.00	0.90
digital marketing tools	6 (7)	720	2.95	www.icrossing.co_tools	3.36	0.95	0.75
american express open forum	11 (12)	720	0.23	theconfession.co_forum	3.16	0.06	0.09
customer behavior analysis	1 (1)	50	0.00	www.icrossing.co_analysis	2.19	0.00	0.51
amazon open forum	11 (11)	480	0.38	theconfession.co_forum	2.11	0.07	0.09

Go to Organic Research > Positions to see top traffic driving keywords.



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ACTIVITY – COMPETITOR KEYWORDS

Priority	Source	Keyword	Search Volume
	Internal	digital marketing agency	
	Internal	online marketing agency	
	Internal	internet marketing agency	
	Internal	digital marketing service	
	Internal	digital marketing	
	Internal	internet marketing	
	Competitor - icrossing	digital marketing services	
	Competitor - Spyder Trap	internet marketing minneapolis	
	Competitor - Spyder Trap	online marketing minneapolis	
	Competitor - Fathom	digital marketing firm	
	Competitor - Fathom	marketing agency services	
	Competitor - Fathom	web marketing firm	

Add relevant competitor keywords to your list.



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KEYWORD RESEARCH QUESTIONS

- How do **your competitors** describe their competing products / services / company?
- Are there variations in the way these things are referred to by your company vs. your competitors?



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KEYWORD RESEARCH

Additional Sources:

- Google related searches
- Sales
- Account management
- Customer service / support
- Customer survey data
- Internal website search logs
- Support / trouble ticket records
- Website form data
- Blog / forum comments
- Social media monitoring



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KEYWORD RESEARCH – NARROWING IT DOWN

Important considerations:

- Is anyone searching for my keywords?
- Can I reasonably expect to compete for them?

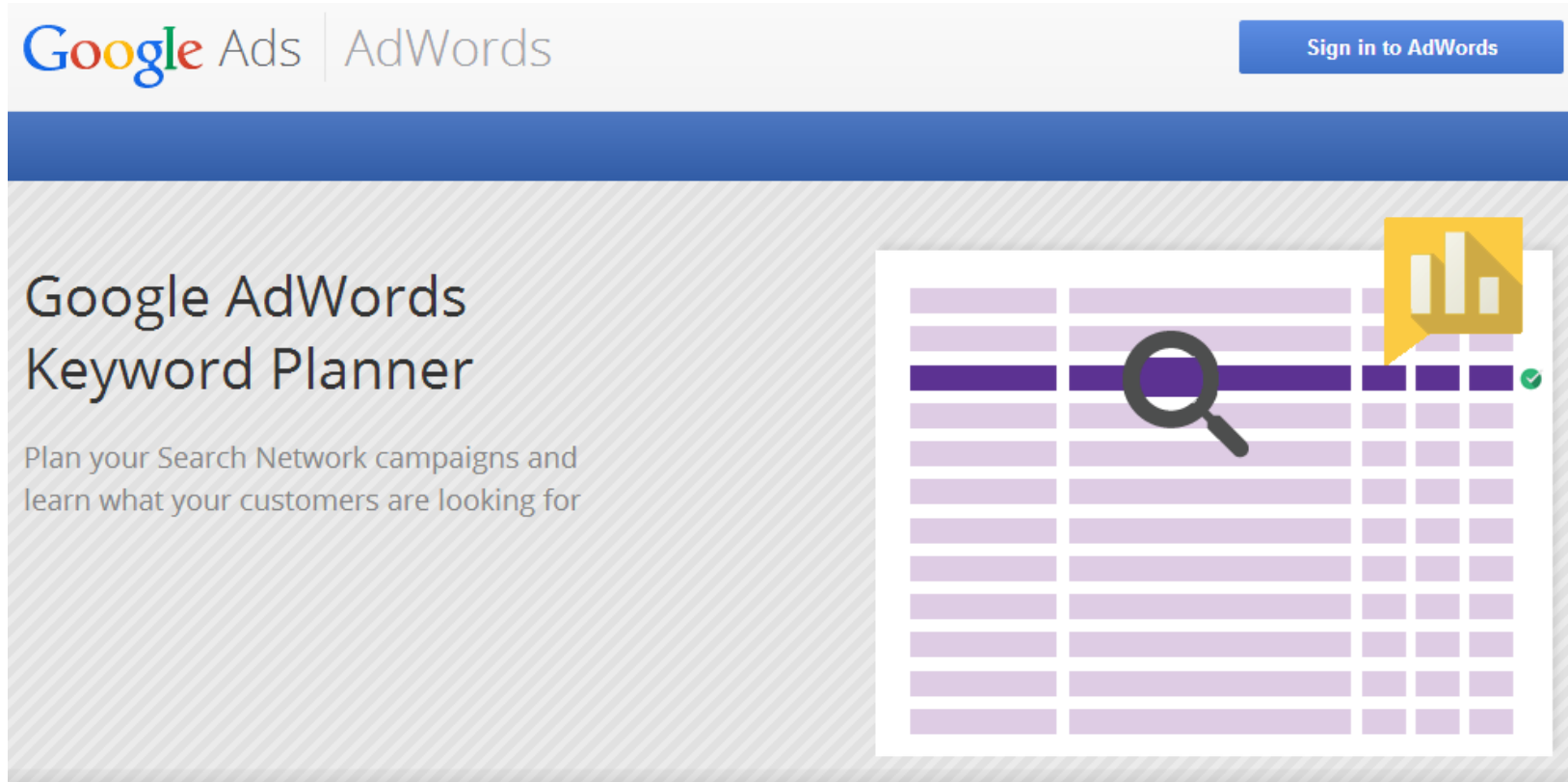


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ACTIVITY – SEARCH VOLUME



adwords.google.com/KeywordPlanner is a fantastic (and free) tool to find estimated search volume for keywords.



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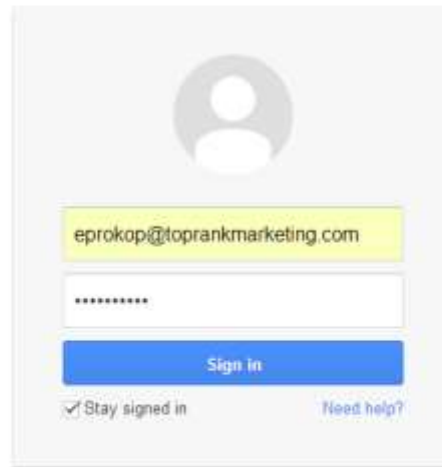
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ACTIVITY – SEARCH VOLUME

Google
One account. All of Google.

Sign in to continue to Google AdWords

A screenshot of the Google sign-in interface. At the top is a grey circle with a white person icon. Below it is a yellow input field containing the email address 'eprokop@toprankmarketing.com'. Underneath is a white password field with eight dots. A blue 'Sign in' button is centered below the password field. At the bottom left of the form is a checked checkbox labeled 'Stay signed in', and at the bottom right is a blue link labeled 'Need help?'.

[Create an account](#)

Sign in using any Gmail account (no Adwords acct required).



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ACTIVITY – SEARCH VOLUME

Keyword	S
digital marketing agency	
online marketing agency	
internet marketing agency	
digital marketing service	
digital marketing	
internet marketing	
digital marketing services	
internet marketing minneapolis	
online marketing minneapolis	
digital marketing firm	
marketing agency services	
web marketing firm	

Keyword Planner

Plan your next search campaign

What would you like to do?

Search for new keyword and ad group ideas

Get search volume for a list of keywords or group them into ad groups

Option 1: Enter keywords

digital marketing agency
online marketing agency
internet marketing agency
digital marketing service
digital marketing
internet marketing
digital marketing services
internet marketing minneapolis

Option 2: Upload file

Choose File No file chosen

Supported files and formats

Targeting

United Kingdom, Germany, France, United States

Google

Negative keywords

Date range

Show avg. monthly searches for Last 12 months

Get search volume

Copy / paste your column of keywords into the ‘Get search volume for a list of keywords or group them into ad groups’ box.

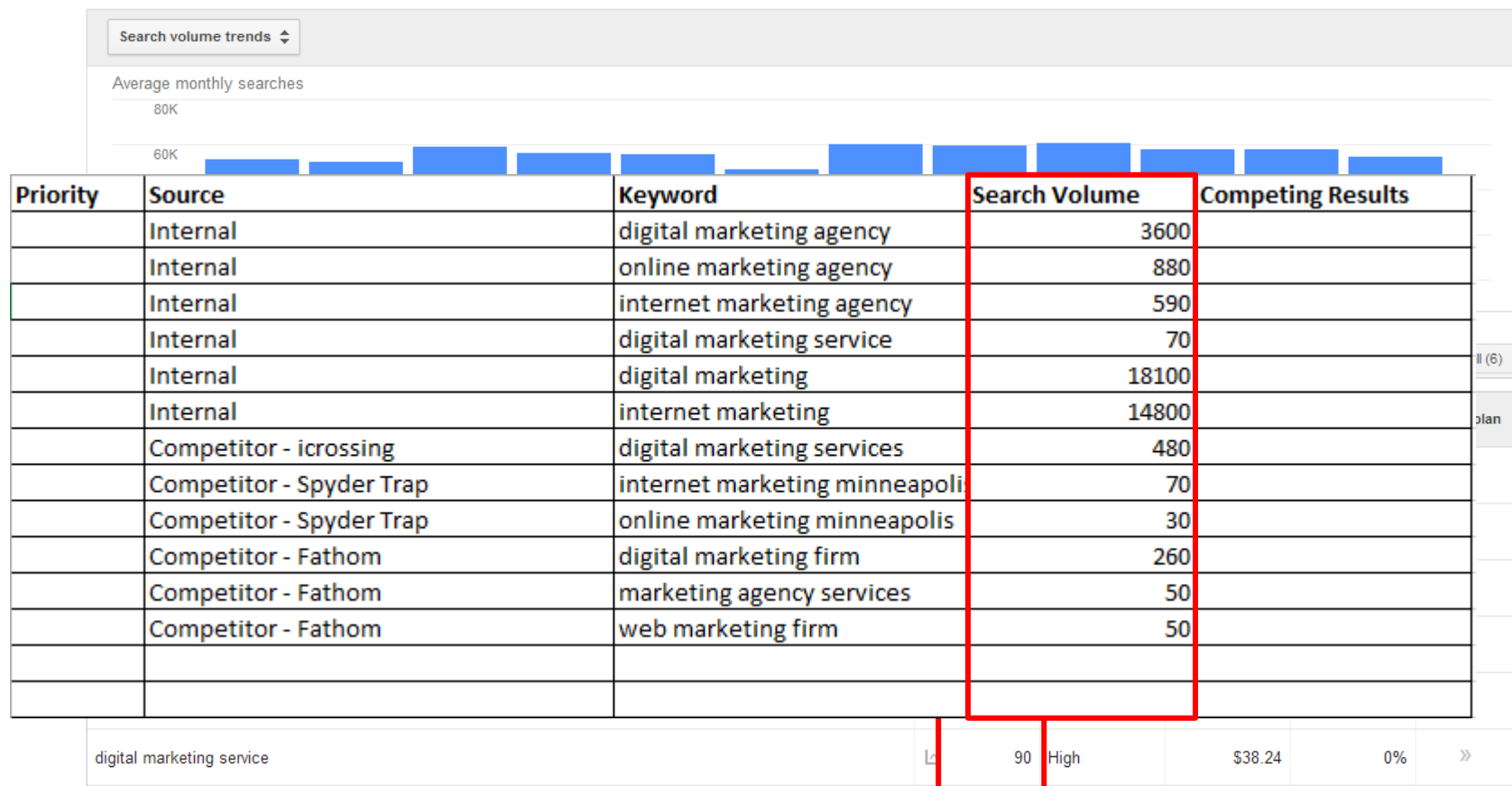


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ACTIVITY – SEARCH VOLUME



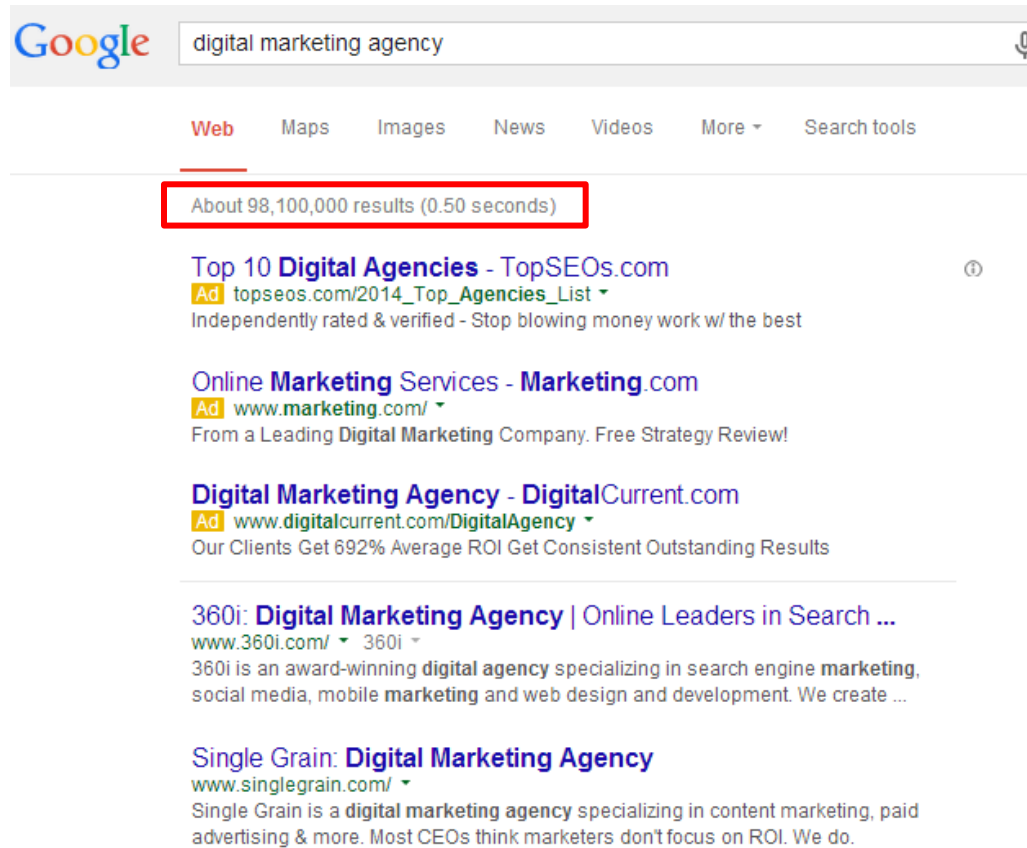
Add Avg. monthly searches to your keyword list.



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ACTIVITY – COMPETING PAGES



The image shows a Google search interface for the keyword "digital marketing agency". The search bar contains the text "digital marketing agency" and a microphone icon. Below the search bar, there are tabs for "Web", "Maps", "Images", "News", "Videos", "More", and "Search tools". A red box highlights the text "About 98,100,000 results (0.50 seconds)". Below this, there are several search results, each with a title, a URL, and a brief description. The results include:

- Top 10 Digital Agencies - TopSEOs.com**
Ad topseos.com/2014_Top_Agencies_List
Independently rated & verified - Stop blowing money work w/ the best
- Online Marketing Services - Marketing.com**
Ad www.marketing.com/
From a Leading Digital Marketing Company. Free Strategy Review!
- Digital Marketing Agency - DigitalCurrent.com**
Ad www.digitalcurrent.com/DigitalAgency
Our Clients Get 692% Average ROI Get Consistent Outstanding Results
- 360i: Digital Marketing Agency | Online Leaders in Search ...**
www.360i.com/ 360i
360i is an award-winning digital agency specializing in search engine marketing, social media, mobile marketing and web design and development. We create ...
- Single Grain: Digital Marketing Agency**
www.singlegrain.com/
Single Grain is a digital marketing agency specializing in content marketing, paid advertising & more. Most CEOs think marketers don't focus on ROI. We do.

A good basic measure of keyword competition is how many pages are indexed in a Google search for your target keywords.



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ACTIVITY – COMPETING PAGES

Priority	Source	Keyword	Search Volume	Competing Results
	Internal	digital marketing agency	3,600	98,100,000
	Internal	online marketing agency	880	159,000,000
	Internal	internet marketing agency	590	82,300,000
		digital marketing service	70	314,000,000
		digital marketing	18,100	350,000,000
		internet marketing	14,800	357,000,000
		digital marketing services	480	344,000,000
		internet marketing minneapolis	70	9,390,000
		online marketing minneapolis	30	44,900,000
		digital marketing firm	260	55,600,000
	Competitor - Fathom	marketing agency services	50	140,000,000
	Competitor - Fathom	web marketing firm	50	66,600,000

The screenshot shows a Google search for "digital marketing agency". The search bar contains the text "digital marketing agency". Below the search bar, there are tabs for "Web", "Maps", "Images", "News", and "Videos". A red box highlights the text "About 98,100,000 results (0.50 seconds)". A blue arrow points from this box to the "Competing Results" column in the table above, specifically to the value "98,100,000" for the keyword "digital marketing agency".

Add # of competing results to your keyword list.



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ACTIVITY – COMPETING PAGES

Priority	Source	Keyword	Search Volume	Competing Results
	Internal	digital marketing agency	3,600	98,100,000
	Internal			00
	Internal			00
	Internal			00
	Internal			00
	Internal			00
	Internal			00
	Competitor - icross			00
	Competitor - Spyde			00
	Competitor - Spyde			00
	Competitor - Fatho			00
	Competitor - Fatho			00
	Competitor - Fatho			00

Sort

Add Level Delete Level Copy Level My data has headers

Column	Sort On	Order	
Sort by	Search Volume	Values	Largest to Smallest
Then by	Competing Results	Values	Smallest to Largest

Sort your list by highest search volume / lowest competition.



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ACTIVITY - PRIORITIZE

Priority	Source	Keyword	Search Volume	Competing Results
1	Internal	digital marketing	18,100	350,000,000
3	Internal	internet marketing	14,800	357,000,000
2	Internal	digital marketing agency	3,600	98,100,000
3	Internal	online marketing agency	880	159,000,000
3	Internal	internet marketing agency	590	82,300,000
2	Competitor - icrossing	digital marketing services	480	344,000,000
3	Competitor - Fathom	digital marketing firm	260	55,600,000
3	Competitor - Spyder Trap	internet marketing minneapolis	70	9,390,000
3	Internal	digital marketing service	70	314,000,000
3	Competitor - Fathom	web marketing firm	50	66,600,000
3	Competitor - Fathom	marketing agency services	50	140,000,000
3	Competitor - Spyder Trap	online marketing minneapolis	30	44,900,000

Indicate degree of priority from 1-3.



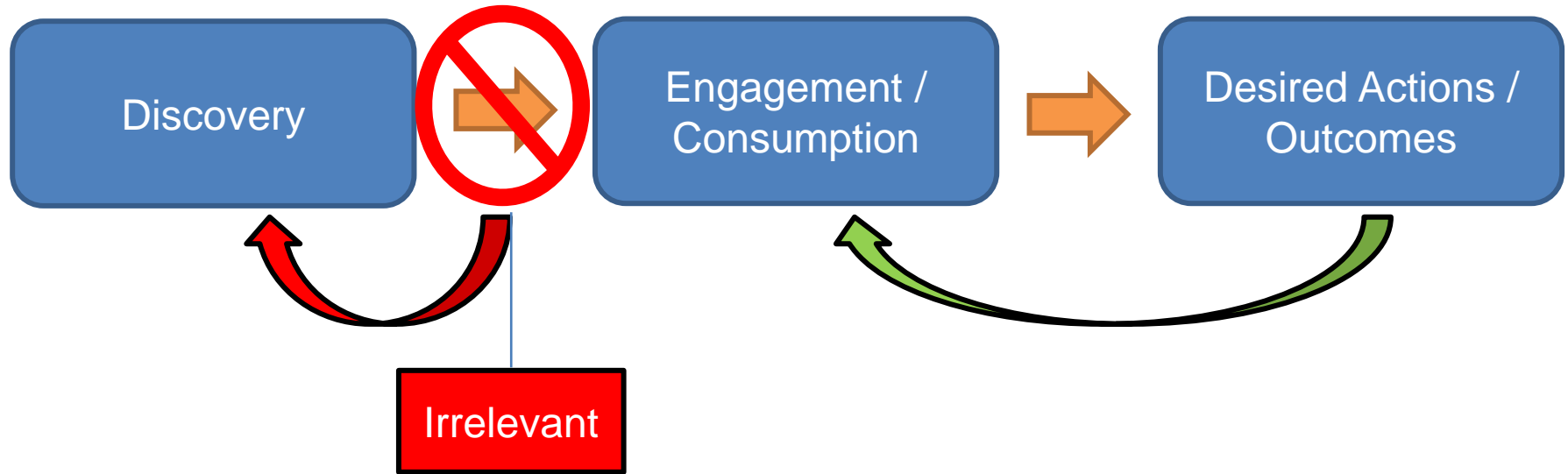
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A photograph of a library with rows of wooden bookshelves filled with colorful books. The books are arranged in neat rows, and the shelves are filled with books of various colors, including red, blue, yellow, and green. The lighting is warm, and the background is slightly blurred, focusing attention on the text overlay.

Introduction
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RELEVANCE

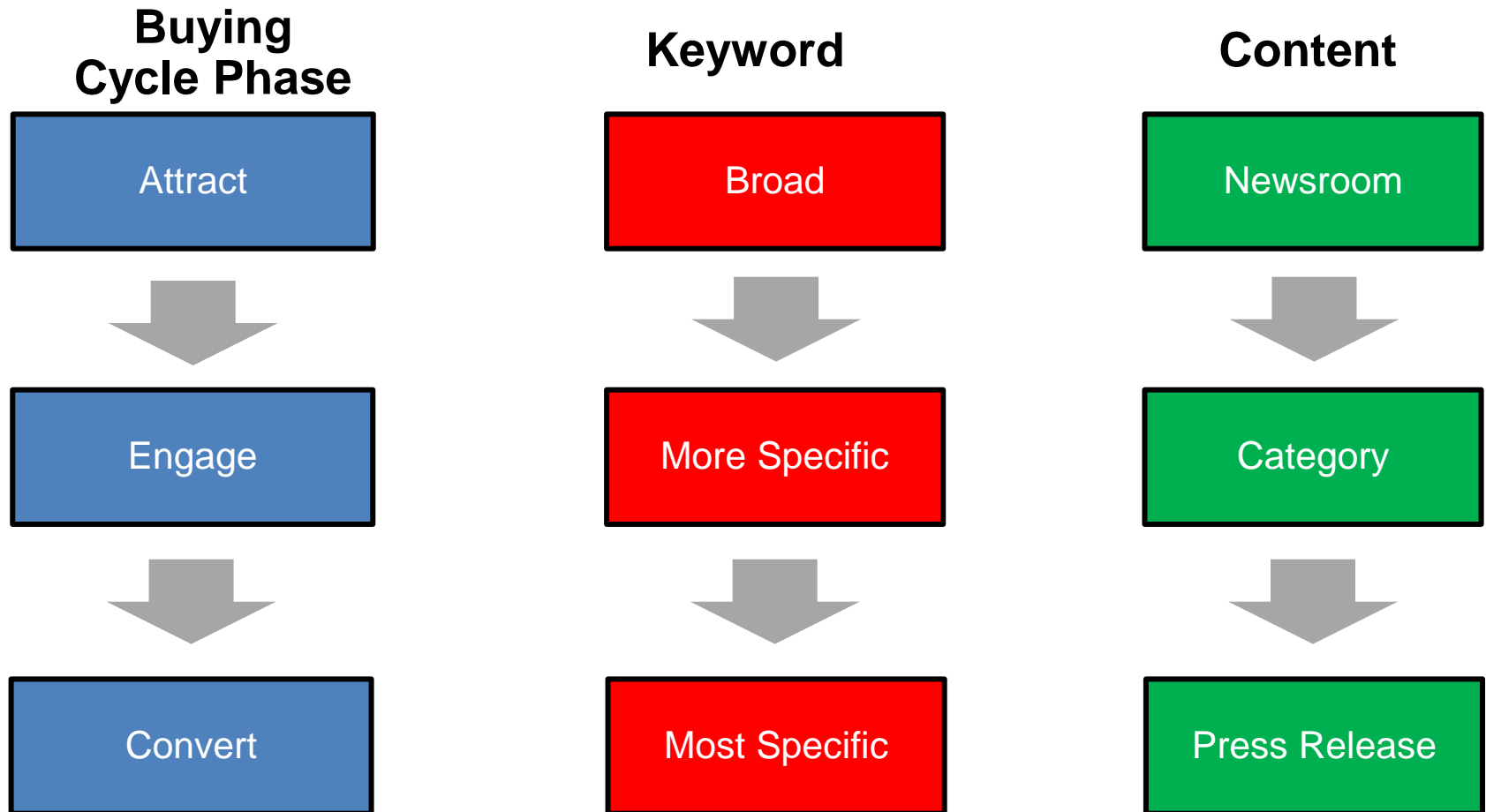


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MAP KEYWORDS TO THE BUYING CYCLE



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OPTIMIZATION

Pick a Keyword Focus that is Representative of Your Content

- Relevant & Natural
- Specific
- Maps to Keyword Strategy
- Answers the Question
- Maps to Buying Cycle / Customer Journey



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SEO CHECKLIST: 7 KEY PLACES TO INCLUDE KEYWORDS IN YOUR CONTENT

- Meta Title
- Meta Description
- Heading
- Body Copy
- Links
- Alt Text
- On Page Assets



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ELEMENTS OF CONTENT OPTIMIZATION

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Home Optimize Subscribe Content Marketing Social Media SEO Int

 **4 Essential Trends in Social Media Marketing in 2014**
By Evan Prokop · Online Marketing, Social Media, Social Media Marketing World

1.7K SHARES |       



The energy was sky high at [Social Media Marketing World](#) this year.

Marketers, brands, consultants and business owners from over 40 different countries gathered together to learn about the latest innovations in [social media marketing](#), rub shoulders with social media rockstars, and enjoy unprecedented networking opportunities. Having the event in beautiful San Diego CA didn't hurt either.

I had the pleasure of sitting in the opening keynote speech from the conference organizer Michael Stelzner, and he did not disappoint. Setting the tone for the days to come, Michael discussed the trends that he thinks will be making the biggest impact in [social media marketing](#) in 2014. Smart marketers should take note, because his presentation was chock full of excellent opportunities for businesses to increase the value they are getting from social throughout the coming year and beyond. Below are four key takeaways:

Visual Content will be a HUGE focus in Social in 2014

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On the page:

- Post title (H1)
- Image Alt Tags
- Body copy
- Crosslinking anchor text from other internal pages (not pictured)

In the Search results:

- Title Tag
- Meta Description

4 Essential Trends in Social Media Marketing in 2014
www.toprankblog.com/2014/03/social-media-marketing-trends/ ▶
Learn about the trends impacting social media in 2014 that businesses and marketers ... Evan Prokop. 4 Essential Trends in [Social Media Marketing](#) in 2014.

HOW TO DRAFT A GREAT META TITLE

- 60 – 70 characters
- Succinct, specific and compelling
- Descriptive of the page content (i.e. no bait and switch)
- Contains your target keyword (earlier is better) and in most cases a brand mention
- Consistent with brand messaging

[Staffing Software With Mobile Integration - Bond AdaptSuite](#)

[www.bond-us.com/AdaptSuite-Staffing... - Bond International Software, Inc.](#)

Bond AdaptSuite Mobile: Recruiting and staffing software for your mobile smartphone that enables you to deliver faster service.

Meta titles which are longer than 70 characters will be truncated with ellipses (...) in most browsers.



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HOW TO DRAFT A GREAT META DESCRIPTION

- 150-160 characters
- A compelling lead in to the page content, without 'giving it all away'
- Benefit oriented
- Containing your target keyword and in most cases a brand mention

[Staffing Software With Mobile Integration - Bond AdaptSuite](#)

www.bond-us.com/AdaptSuite-Staffing... Bond International Software, Inc.

Bond AdaptSuite Mobile: Recruiting and staffing software for your mobile smartphone that enables you to deliver faster service.

While keywords in meta descriptions are important, it is not critical to lead with them as in title tags.



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HOW TO OPTIMIZE BODY CONTENT

- Write with your keyword in mind
- Write expressively, avoid adjectives, abbreviations and jargon
- Never force it, keyword optimization should be natural
- Link to supporting content where applicable
- Always optimize for humans first, search engines second
- If it looks 'SEO'd', you have gone too far

Keyword stuffing is (thankfully) a thing of the past.



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INTEGRATE KEYWORDS IN CROSSLINKING



Population Management for Clinical Integration

McKesson Population Manager™ provides insight and actionable detail into the health of patient populations, helping provider networks achieve better health outcomes. It's also a first step to supporting clinical integration and risk-based contracting, where payers reward provider groups for better healthcare quality and cost-effective delivery. Would your physicians like to be rewarded for the positive results they help create? By working together for population health management, they can.

McKesson Population Manager can help your organization:

- Achieve better preventive care and disease management
- Improve physician compliance with quality measures and care guidelines, such as HEDIS, IPA
- Streamline workflow and patient outreach
- Generate HQRs reports on care quality for Centers for Medicare and Medicaid Services (CMS)
- Clinically integrate your provider network to enable contract negotiation

We can help your provider group achieve success with clinical integration and population health management. McKesson Population Manager is a powerful clinical integration tool that drives improvements in quality of care in provider groups.

↓
= Keyword optimized anchor text link.



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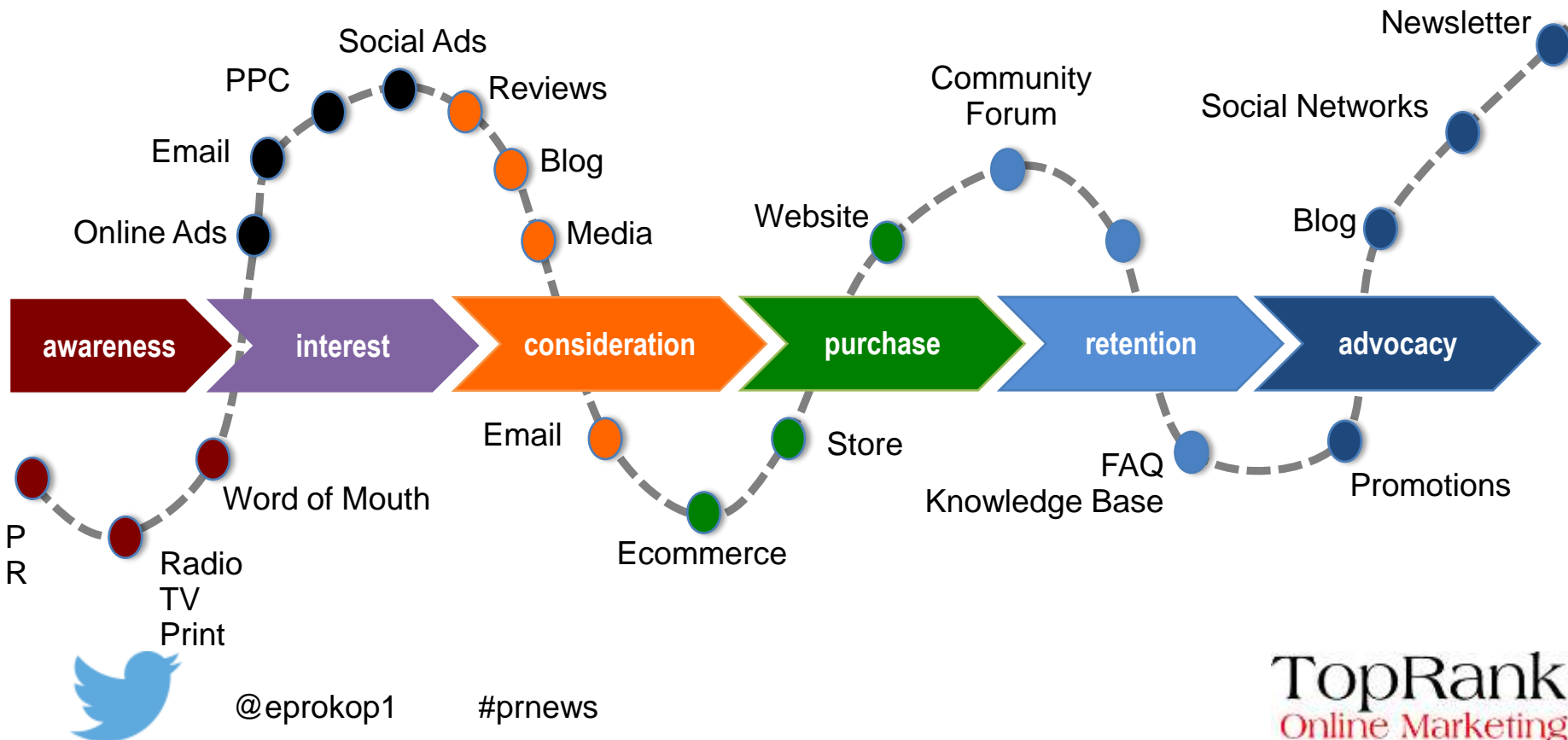
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BUILDING BRAND VISIBILITY

Future Content

- Plan your content production calendar around target keywords / topics
- Integrate keyword strategy across teams and distribution channels



LEVERAGE EXISTING CONTENT

Existing Content

- Audit existing content and optimize with relevant keywords
- Add strategic crosslinking where relevant / intuitive
- Update outdated, irrelevant or just plain bad content



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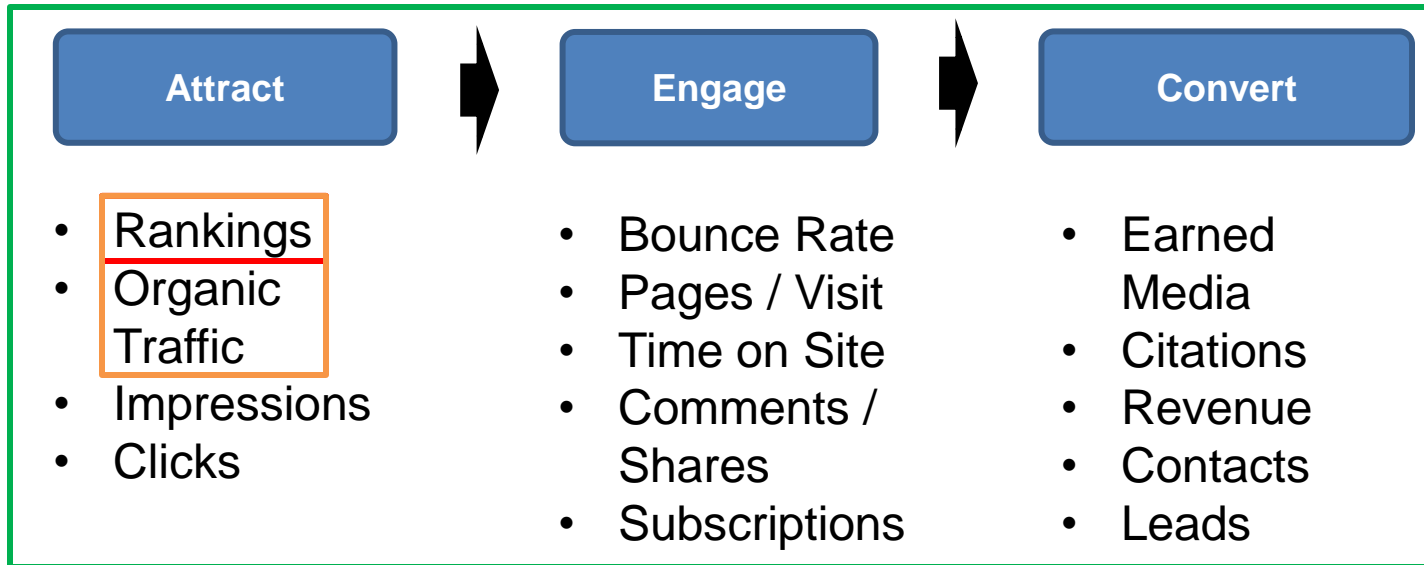
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A 3D bar chart with seven bars of increasing height, colored from red to green. A blue arrow points upwards and to the right, following the general trend of the bars. The chart is set on a grid floor with a '100' label on the x-axis. A semi-transparent grey box contains a list of topics.

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KEY SEO PERFORMANCE METRICS



Bad SEO Focuses On

Better SEO Focuses On

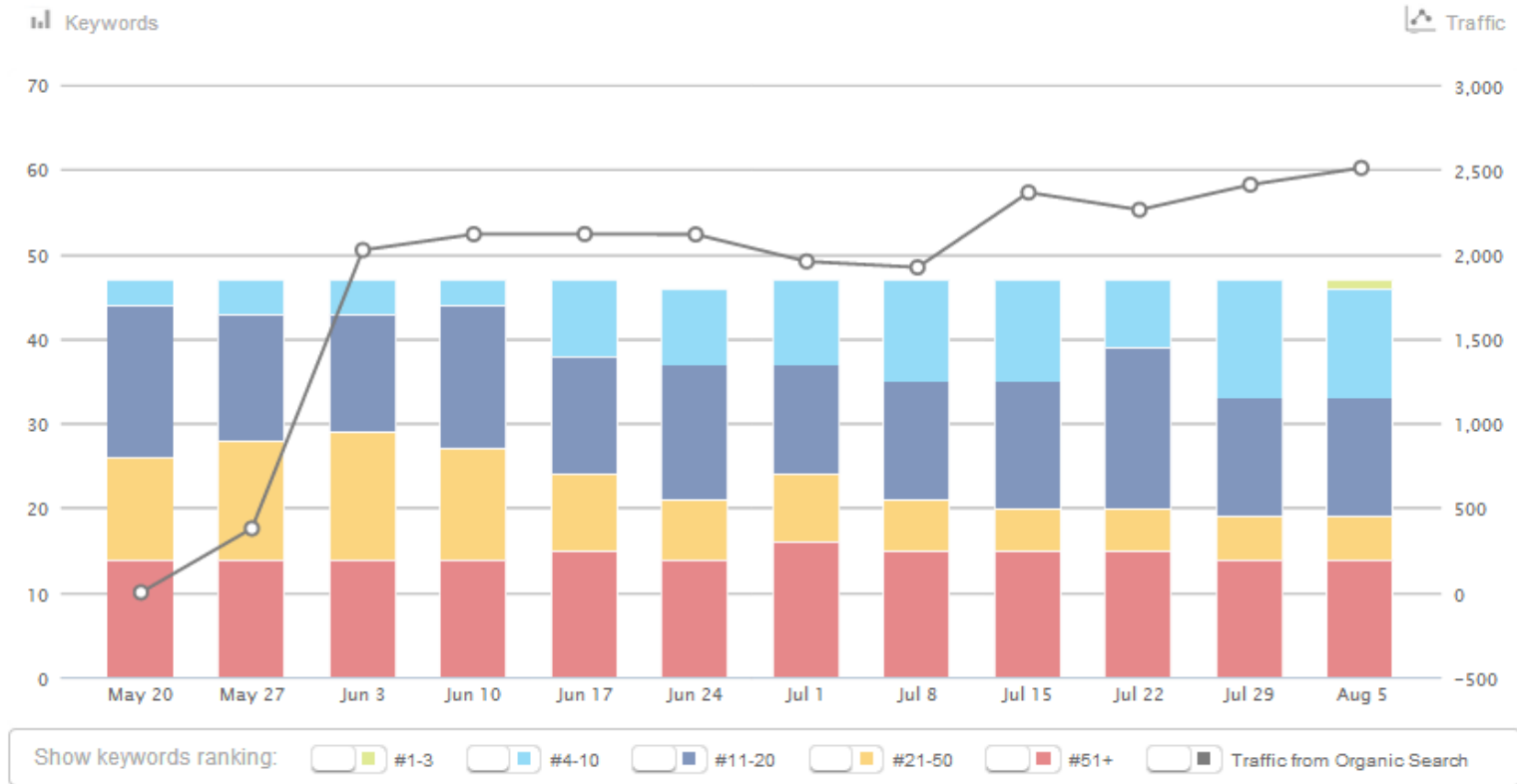
Great SEO Focuses On



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PERFORMANCE TRACKING



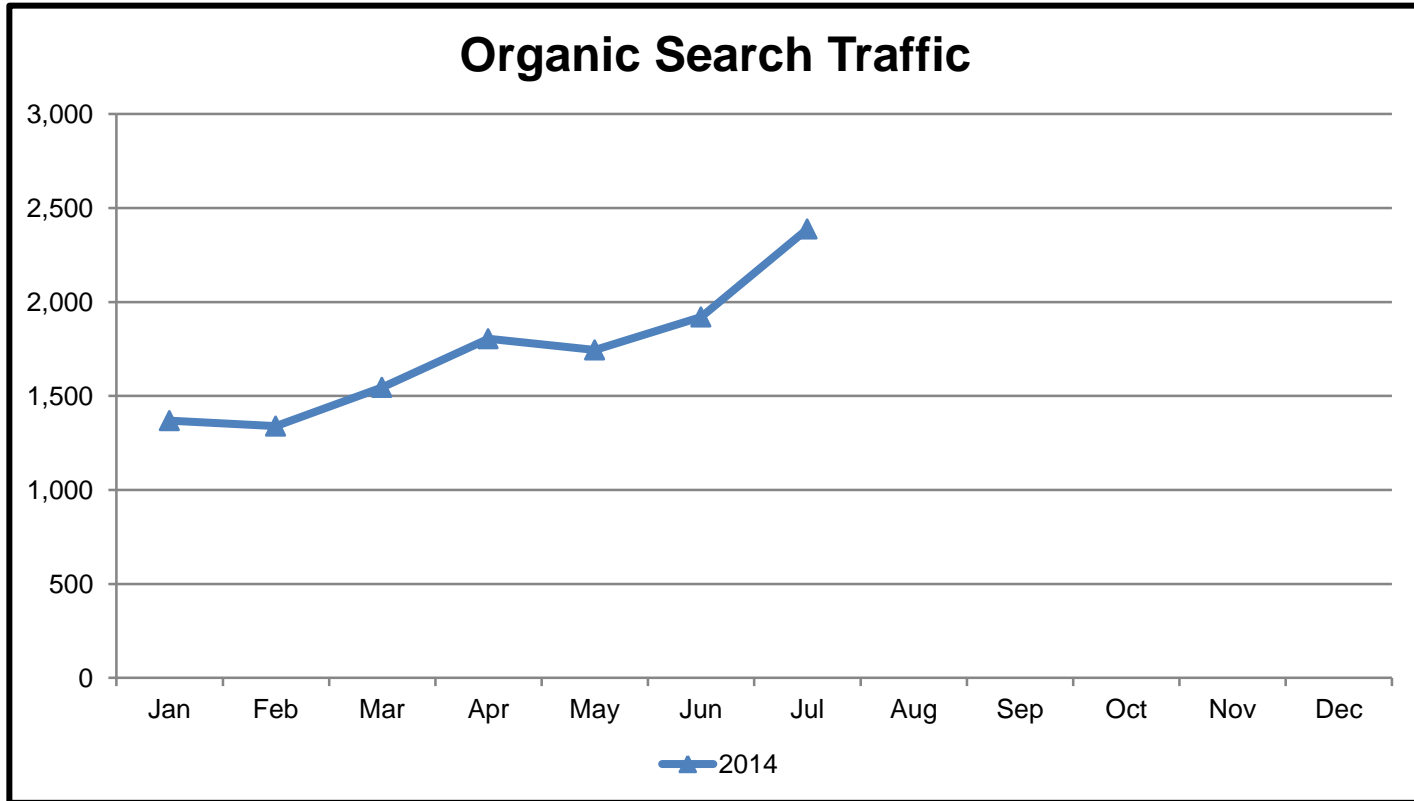
Average visibility should increase both to the target page and sitewide.



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PERFORMANCE TRACKING



Consider seasonality when evaluating organic traffic growth.



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TAKEAWAYS

- **PR professionals who practice SEO are more valuable**
- **Specificity pays off in SEO**
- **SEO is ongoing**
- **Effective SEO doesn't live in a vacuum**
- **Quality and relevance are key!**



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THANK YOU!!!

Let's Connect!

- [Twitter](#) - @eprokop1
- [LinkedIn](http://www.linkedin.com/pub/evan-prokop/3b/a47/839) - www.linkedin.com/pub/evan-prokop/3b/a47/839
- [Google+](https://plus.google.com/+EvanProkop) - plus.google.com/+EvanProkop
- [TopRank Online Marketing](http://www.toprankmarketing.com) – www.toprankmarketing.com
- [TopRank Blog](http://www.toprankblog.com) - www.toprankblog.com



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A blurred, high-speed photograph of a server room aisle. The perspective is from the center of the aisle, looking down its length. The server racks on both sides are heavily blurred, creating a sense of rapid movement. The floor is a polished wooden parquet, and the ceiling has recessed lighting fixtures. A semi-transparent grey box is overlaid on the left side of the image, containing a list of topics in white text.

Introduction
Keyword Research
Optimization
Tracking Performance
Resources
Bonus: 10 Minute Technical Site Diagnosis

BONUS: HELPFUL TOOLS

Keyword Research Tools

- Google AdWords Keyword Planner - <https://adwords.google.com/KeywordPlanner>
- SEMRush - <http://www.semrush.com/>
- UberSuggest - <http://ubersuggest.org/>
- Google Advanced Search - http://www.google.com/advanced_search

Optimization Tools

- SERP Snippet Optimizer - <http://www.seomfo.com/snippet-optimizer.html>
- Keyword Density Analyzer - <http://tools.seobook.com/general/keyword-density/>



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BONUS: HELPFUL TOOLS

Technical Audit / Site Monitoring Tools

- Google Webmaster Tools - <https://www.google.com/webmasters/tools/>
- MOZ - <http://moz.com/>
- Raven Tools - <http://raventools.com/>
- SortSite - <http://www.powermapper.com/products/sortsite/>



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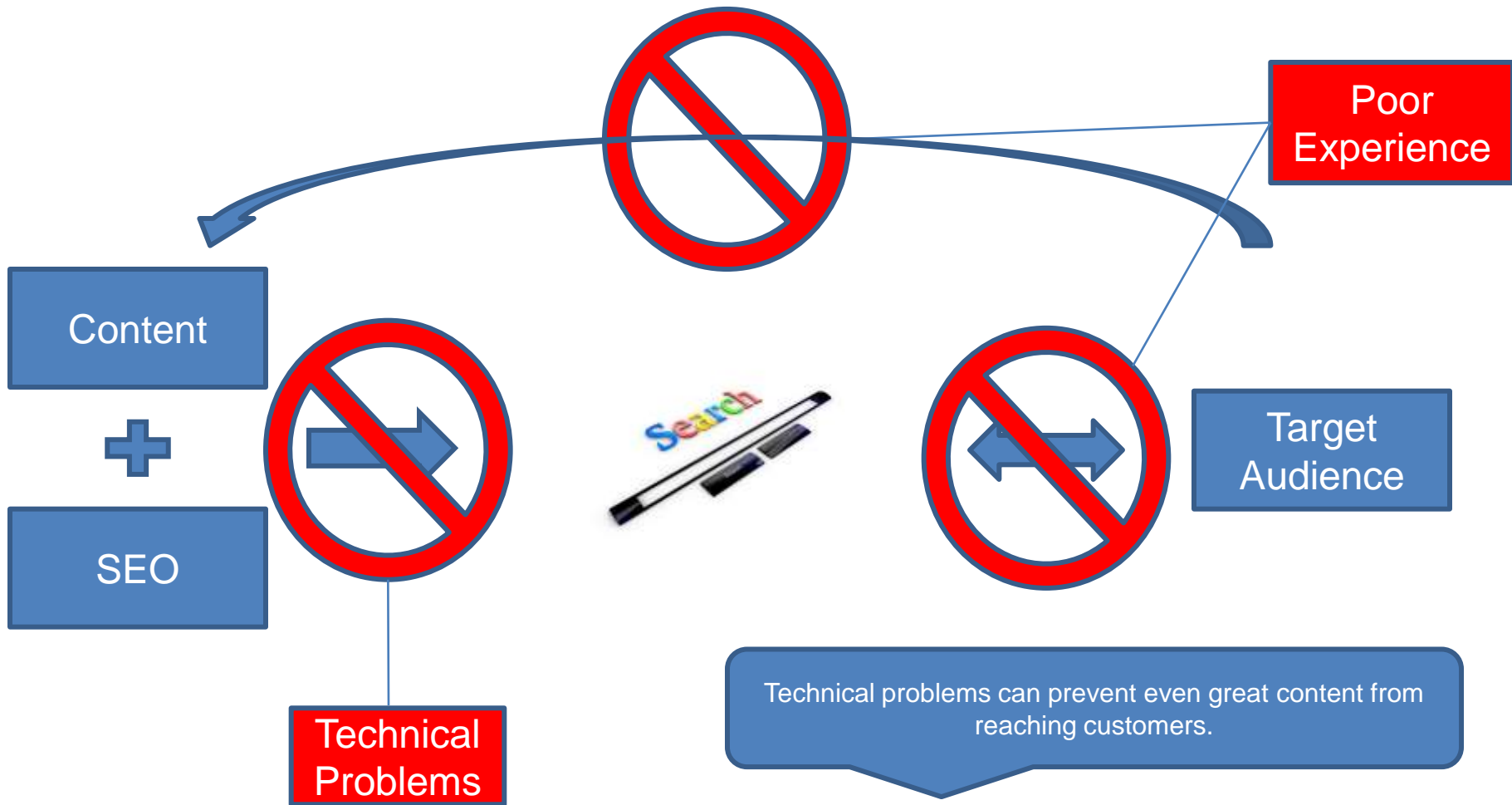
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The image features three interlocking gears of varying sizes, rendered in a 3D style with a metallic silver finish and a glowing blue inner ring. The gears are arranged in a triangular pattern, with one at the top left, one at the top right, and one at the bottom center. A semi-transparent grey rectangular box is overlaid on the center of the image, containing a list of topics in white text.

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TECHNICAL



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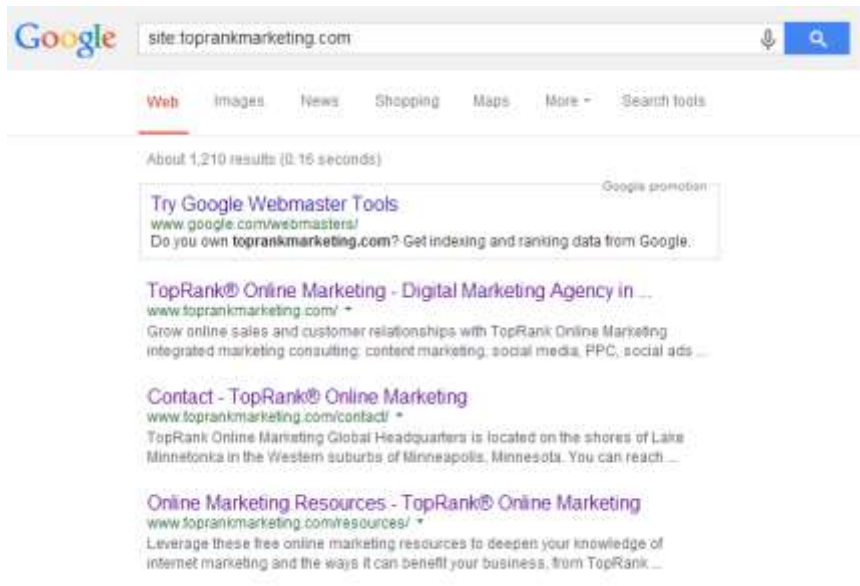


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BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Make Sure Your Content is Being Indexed

- Advanced search - site:yoursiteurl.com
- Seek help if:
 - Site is not showing at all
 - Large discrepancies between # of indexed vs. actual pages



Google Webmaster Tools is excellent for tracking ongoing trending of indexed pages.



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BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Make Sure Your Site is Running Fast

- Page Speed
 - Recommended tool: PingDom Website Speed Test: <http://tools.pingdom.com/fpt/>
- Seek help if your site:
 - Receives a PingDom performance grade less than 50
 - Takes more than 5 seconds to load



Fun Fact: Amazon.com estimates that an increase in their average page load time of just 1 second would result in a loss of \$1.6 billion per year*.



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BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Track and Compare Ongoing SEO Performance Metrics

- Organic visibility
- Organic traffic
- Seek help if:
 - Sharp reductions
 - Prolonged flat or down results

Technical problems tend to impact organic metrics site wide (both positive and negative).



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BONUS: 10 MINUTE TECHNICAL DIAGNOSIS

Take Out the Big Guns

- Obtain a full technical audit
 - Good: automated technical auditing tools
 - Raven Tools
 - MOZ
 - SortSite
 - Best: outside agency or technical SEO professional

If budget allows, it is always recommended to have a full site technical audit performed. While a good audit does cost significantly more up front (dependent on the size of site), it will pay for itself many times over for the majority of websites.



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