

SEO AUDIT

Essential Extras

(reference guide)



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01

Introduction

What this guide is for



Introduction

SEO Audit

Essential Extras

If you have hold of this guide, chances are your in need of an SEO audit!

As the name suggests, at Whitehat, SEO is kind of our thing.

So we wanted to share our expertise on this mindboggling process. To make sure people receive sound information and get the best return on their investment.

This guide will include:

Why an SEO is essential

What an audit entails

Give reference pointers to improve (and be aware of)

Within this guide is everything is included to answer questions, ease your fears and make sure your site is in tip-top condition and earning its rightful place in search engine results.

If you haven't already, be sure to check out our SEO Audit article too. Be a good friend or business pal and share with those who are in need.

Enjoy your guide





02

What is an SEO Audit?

What it can and can't do



Chapter 1

What is an SEO Audit

What is can and can't do?

At Whitehat we like to keep things simple.

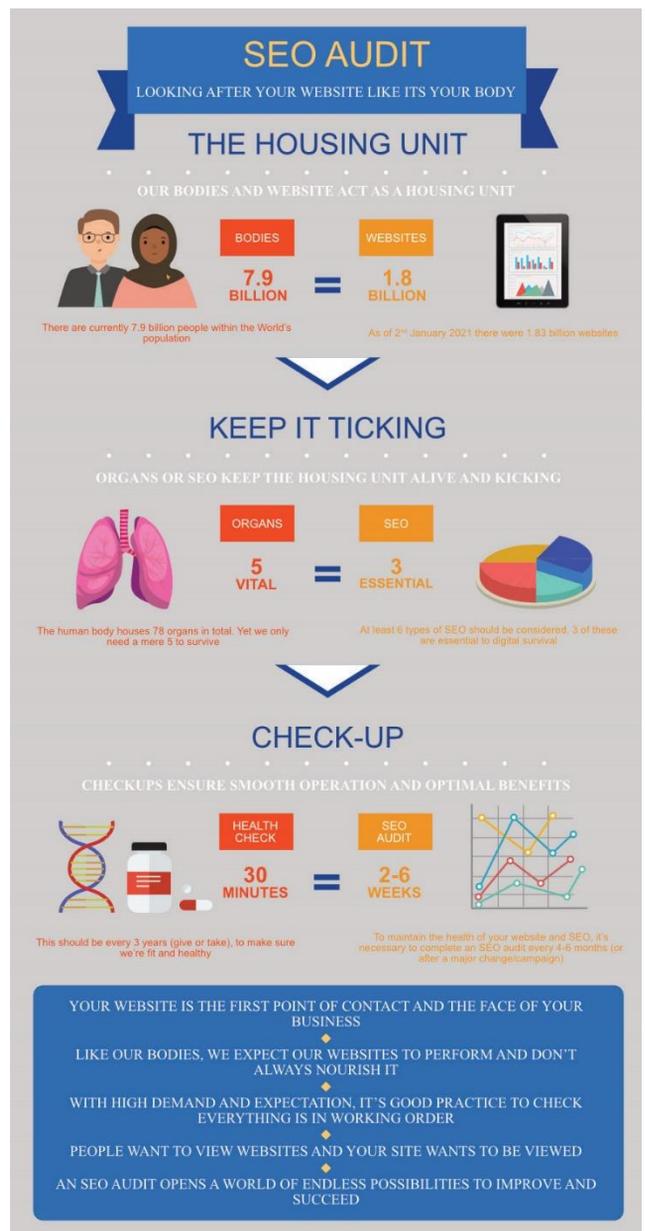
But, on the odd occasion we have to give the full, boring and wordy explanation.

Here we go..

An SEO audit is the process of analysing and improving your web presence organically. Relating to best practices it identifies and highlights areas of strength and weakness. These results aid improvement to succeed with measurable and tangible outcomes.

Keeping it slightly upbeat and relateable, having an SEO audit is the digital equal of you going to the doctor for a check-up. (see diagram)

An SEO audit is amazing and highly recommended, but there are some limitations!





What is an SEO audit

Things an SEO audit can't do:

- Predict rise in site traffic
- Predict increase in qualified leads
- Fix Google rankings
- Be rushed
- A one size fits all
- Do the work for you (I know, this one upsets us too)

Things an SEO audit can reveal:

- Technical SEO issues
- Website structure issues
- On-page SEO issues
- Potential off-site problems
- User experience issues
- Content gaps and opportunities
- Competitive marketplace insights

A comprehensive SEO audit covers:

- structural and content components
- explores keyword research
- competitor analysis
- Site speed and authority
- Plus more to improve your SEO visibility

An SEO audit can take 2-6 weeks to complete. This is dependent on the size and age of your site, also factoring in time elapsed between previous check-ups or changes made to your site.



03

Algorithms

We all want that #1 slot



Chapter 3

Algorithms

We all want that #1 slot

Algorithms are what search engines use to provide the best possible results in SERPs. (Search Engine Results Page)

To keep up with user demand and search intent, algorithms are rapidly improving. Gathering intelligence and becoming more sophisticated.

A lot of time is spent researching the way in which consumers search for and access information, facts, products and services.

Google's goal is to display the best and most relevant results possible to your query, whilst providing the best user experience.

Five recent major algorithms changes are:

- The Panda update
- The Penguin update
- The Hummingbird update
- The Pigeon update
- The Fred update

But how do we adjust?

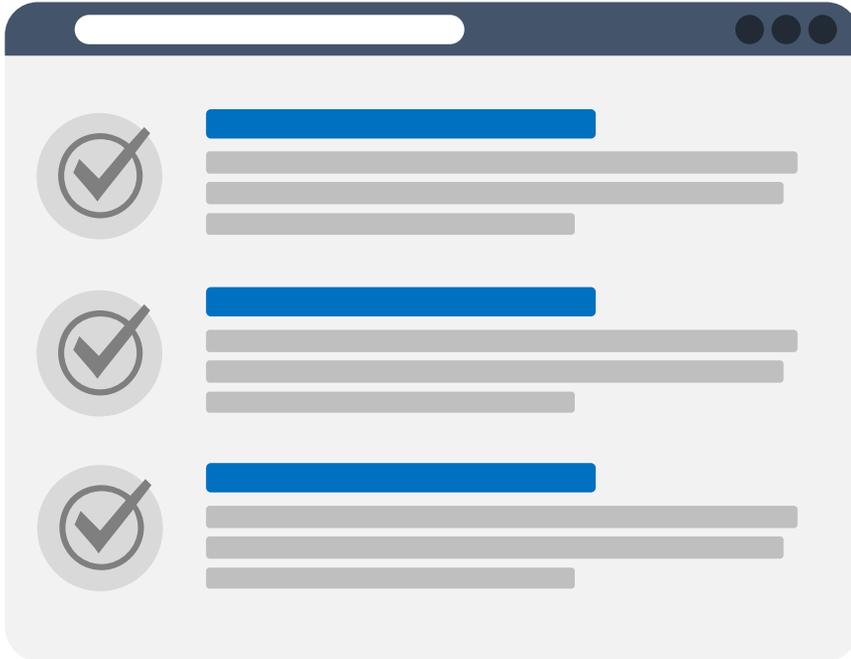
Important factors for algorithms can include:

- Date created/updated
- Content type
- Page title and meta description
- Keywords relevance
- Inbound and outbound links

This is an idea of what is highlighted, there are many more parameters set, depending on the algorithms used at the time.



Algorithms



SERPs

Search Engine Results Page displays the best suited pages returned by a users search query in response to keywords entered into the search bar.

We've all entered weird and wonderful searches into our search bar with the hope of finding that perfect answer, information, product or service. Only to look through the first 5 to see if they fit the desired outcome.

This is why SEO strategy and audit are extremely important, to put you on the road to being recognised and returned as a worthy page in SERPs.

Things you need to think about to rank well in SERPs:

Crawling & indexing – to be visible you need to make sure you can be crawled by bots to be indexed

User intent – you need to understand what your users need, want and why. This will best indicate how they'll search

User experience (UX) – make sure your site architecture and design are functional and pleasing for your users. Search engines use UX feedback indicators for ranking purposes



Algorithms



We all want to be number one in SERPs but how achievable is that?

With paid efforts you can certainly get slightly higher rankings, page authority and traffic. But this is short lived.

To start to raise through the ranks and appear on the first page (or #1 spot) organically, takes time, effort and dedication. Bringing better long-term rewards.

Having a specialised agency or team such as Whitehat SEO can assist you in learning how to reach the your search engine objectives and receive a steady flow of traffic.

Things to consider for your #1 spot:

Specific keywords and long-tail keywords – don't generalise, make sure they're relatable

Regular high-calibre content – this is key and should be updated regularly too

Use media – we are visual creatures and many users search for images

Authoritative backlinks – this is not a numbers game, they need to be relevant and solid.

Track your metrics – if you want to know where you're going, you need to know where you are



04

Which hat to use

Wear the right one



Chapter 4

Which hat to use

Wear the right one

Like any means of success, there's always more ways than one to achieve it.

But not all routes are the most successful or even ethical.

The same occurs in the SEO game.

Some businesses (and agencies) are willing to use risky short-term tactics for quick gain.

We're not saying it doesn't work, we're saying it doesn't pay off in the long run. Plus, WHEN you're finally caught by search engines (especially Google) you will receive hefty penalties.

Google penalties fall under to categories:

Manual – a Google human reviews your site and has determined that your pages are not compliant

Algorithmic – an algorithm has detected failings and issued a penalty

When penalties are issued via an algorithm it is felt by businesses worldwide, when its manual it is your direct problem.

There are many penalties (you can find a comprehensive list from SEJ [here](#)) and ways to fix them, but the trick is to do your best and be the best to avoid such unfavourable lashings.

The way to do this is via Whitehat SEO tactics (you can see why we like that name and tactics!)

Whitehat SEO covers all techniques that operate in good faith, regarding the rules and expectations of the all search engines and their users.



Which hat to use

		
<ul style="list-style-type: none">Relevant keywordsKeyword analysisAuthoritative linksQuality contentInformative metadata and alt tagsSimple navigationMobile optimisationStandards-compliant	<ul style="list-style-type: none">CloakingPurchasing old domainsDuplicate contentLink buyingSocial media automation and buying of followers	<ul style="list-style-type: none">Keyword stuffing or invisible textPoor quality contentCompany purposes and not user intentLink farmingCloakingContent swapping

Algorithms are gaining intelligence and becoming more sophisticated at a rapid rate. So your safest route is to always use, or seek an agency that performs White Hat SEO.

You don't want to be on the wrong end of a search engine!



05

What's your type?

You can have more than one!



Chapter 5

What's your type?

You can have more than one!

You can finally have more than one, without anyone being jealous!!

Before you get too excited were talking about SEO.

SEO has improved and diversified vastly from its humble beginnings. And to stay ahead of the game you use more than one at any time.

We list an overview of the main ones for you as a quick reference guide



Technical SEO investigates behind-the-scene factors that can be optimised to improve your search rankings.

The purpose of technical SEO is to make sure your site is:

- Visible
- Accessible
- Crawled
- Interpreted
- Indexed

Technical SEO is the foundation of your site. Not enough alone to boost you to the top of search engine results, technical SEO as a strong base layer to build upon with the remaining types of SEO.

Technical SEO actions include considering some of the following:

- Root & subdomains
- Permalink structure and URL friendliness
- Secure Sockets Layer (SSL) installed
- Loading speed
- Site navigation (inc TLN, breadcrumbs and footers)
- HTML and XML sitemap (inc image and video XML)
- Robots.txt file
- Structured data markup (Schema.org)
- 404 page not found
- 302 redirects



What's your type?



On-page SEO is basically everything your audience sees when they visit your site. For the most part, this is all the content your website contains.

The main goal of on-page SEO is to create content to satisfy your user intent. Plus be SEO friendly for search engines to effortlessly understand.

Your content needs to:

- answer questions
- solve problems
- be the best quality
- easily accessible

On-page SEO actions take extra care when looking at and optimising:

- URL title tags,
- Headings (H1-H3)
- Meta descriptions
- Alt tags for non-text content
- Anchor text / ID attribution
- List for Google featured snippets
- [Internal and external links](#)
- Formatted for Authority, Relevance and Trust (ART) or Expertise, Authoritativeness, Trustworthiness (EAT)



What's your type?



Off-page is related to all things that happen away from your site (hence the name).

It's where you show search engines you're worthy of rankings.

Brand mentions giving credibility, links pointing to it creating trust and authority, or promotion via [social media platforms](#) for full brand awareness.

Though often neglected, Off-page SEO is a key player in your SEO strategy.

Off-page SEO actions you need to consider:

- Link building
- Link building concepts
- Authoritative incoming links
- Identify and remove bad links

Though off-page is centred around promotion, it's by no means about the number of links and brand mentions but about quality. Buying links or link exchanges are a sure way towards a penalty. Make sure you have high-quality incoming links from relevant authoritative websites.

Leveraging social media platforms is a great way to show search engines you're worth, boost rankings and drive more traffic. If people are talking about you and clicking or sharing your amazing content. It indicates to search engines that you're relevant and people want to see more of you.

Off-page SEO is important and remains one of the essential parts of the whole SEO process. Putting the work in behind the scenes can really pay off and compliment all the hard work you produce on your site.



What's your type?



ALL SEO is beneficial for local SEO. But local SEO is specifically the process of optimising your website so that it appears highly in SERPs for your area, city or country.

In order for local SEO to be effective, you need to sign up to Google and take ownership of your Google My Business (GMB) listing.

Actions to get ahead for local SEO:

- Register for GMB
- Optimise your logo
- ALL pages need NAP information (name, address and phone number)
- Add a Google map
- Encourage and reply to reviews
- Use Schema mark up to give more information

Though these are some of the things to consider, Google also uses some of the following as ranking factors to aid in ranking highly in local searches.

- Backlinks
- Greater depth content
- Keywords
- Photos
- Local citations
- Reviews and star ratings
- Relevance
- Distance (kind of a given!!)

Whether you're an online & local business, online-only business, or local-only business. Local SEO can work wonders for your direct traffic, visibility, local rankings and long-tail keyword ranking.



What's your type?



It's obvious to state that the goal of E-commerce SEO is to make your online store highly visible in SERPs when customers search for the product or service you sell.

Yet, to achieve this high visibility and ranking you have to knuckle down to the nitty-gritty and be specific.

An SEO audit can give you the help needed to identify your main keywords and determine long-tail variations that you can rank for.

Similar to competitor analysis, tools used within the SEO audit will show **who** is using your keywords and long-tail variations, and **what** pages are ranking for the exact kind.

An SEO audit concentrates on uncovering opportunities for optimisation of:

- Keywords,
- Long-tail keywords,
- Meta data
- Product/service descriptions
- Alt tags

Plus addressing technical issues, site structure, and internal linking.

eCommerce SEO helps your brand to be specific and attract qualified leads for higher conversion.



What's your type?



So, as digital markets develop and mobile technologies become extremely sophisticated and more affordable. We need to be aware of mobile SEO and ready for mobile search and being mobile & device friendly.

With such high demand from mobile users, Google created the mobile-first index. They use the mobile version of a website for ranking purposes.

If you're not already optimised for mobile, you will slowly wind down the slippery slope of rankings. This equates to major traffic loss, and we don't want that.

Mobile SEO is the process to ensure the ultimate experience for users, tailored to their device.

They want it visually pleasing (think of device orientation), be actively engaged (can all content be seen or accessed) and most importantly FAST (the 3-second rule and we're not talking food!).

Mobile SEO actions include:

- Mobile-friendly test
- Page load speed
- Mobile website design
- Popup usage (HINT Google doesn't like that)

There are also Accelerated Mobile Pages (AMP). This is a mobile-friendly structure with faster loading pages compared to traditional pages. AMP HTML (a reduced version of HTML) gives better browser pages for mobile.



06

Searching

Where, how, what, why



Chapter 6

Searching

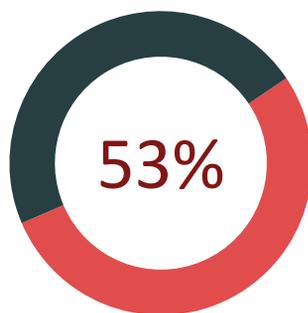
Where, how, what, why

We've all used search engines at one time or another.

Whether it be to see business opening times, what the weather is or where to purchase rare unicorn milk (I dare you to put it in.....go on!)

The fact is everybody literally searches for anything and everything. They want results and they want them fast.

We already know how search engines use algorithms and ranking factors to return the best suited results but we need to know how people are searching to make your SEO strategy effective.



Of traffic is
from organic search

This is not including the 15% from paid search. That's nearly 70% of search reliant on SEO.

This is why it's extremely important to get your SEO audit done and clear SEO strategy in place.

Let's see how people are searching.



Searching

Paid Google Search Results

Ad <https://www.yourwebsite.com/googlesearch/>

★★★★★ Your Website – Keyword Example

Sep 25 2020 - Donec nisi nibh, dignissim mollis egestas non, egestas ac orci. Suspendisse condimentum

Firs Organic Search Results Page

<https://www.yourwebsite.com/googlesearch/results>

★★★★★ Your Website – Keyword Example 1

Sep 25 2020 - Donec nisi nibh, dignissim mollis egestas non, egestas ac orci. Suspendisse condimentum

Second Organic Search Results Page

<https://www.yourwebsite.com/googlesearch/results>

★★★★★ Your Website – Keyword Example 2

Sep 25 2020 - Donec nisi nibh, dignissim mollis egestas non, egestas ac orci. Suspendisse condimentum

Paid search or PPC (pay-per-click) is another way to reach your prospective clients.

Unlike your SEO efforts to receive organic traffic, paid search can cost quite significantly more.

For paid search there are many options, and when paying a higher premium you want to get it right. Just like SEO you may want to enlist the help of professionals to oversee your [PPC management](#).

Paid advertising:

Google Ads

Search Ads

Local search Ads

Remarketing (retargeting) Ads

Social platform Ads (Facebook, twitter, Instagram etc)



Searching



Google Voice Search came on the scene in 2012.

Since then we have begun to incorporate voice search into our daily lives.

Whether computer, mobile, tablet or speaker. At least 41% of adults are searching using voice once a day. (so imagine the children!!)

Voice AI and machine learning are every improving, with Google having 95% accuracy of voice recognition.

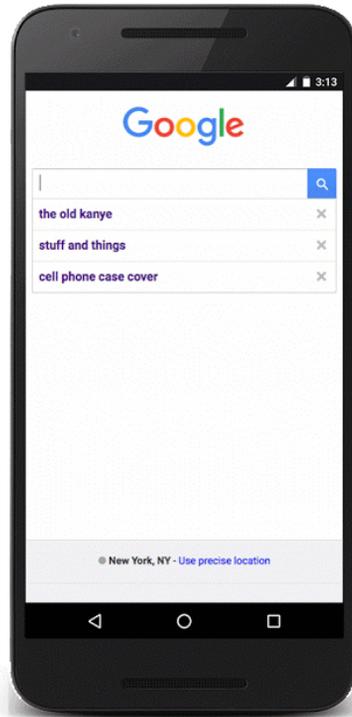
So what does this mean for business?

Voice search affects SEO due to the fact that it concentrates on long-tail keywords and phrases rather than short words.

Content optimised for voice search is written conversationally. As is recommended with an [Inbound Marketing Strategy](#).



Searching



[Google blog](#)

Mobile search, now here's the big one!

90% of the global internet population use a mobile device to go online.

26/03/2021 [statista.com](#)

Searchers are using mobile devices more than ever and search engines are using innovative techniques to tailor to their queries.

Remember, Google use the mobile version of a website for ranking purposes.

We are an impatient breed and want everything yesterday. Mobile SEO is necessary as a damage limitation strategy, as mobile usage is set to soar.

If your site doesn't keep up with the times and optimise accordingly. You will feel the wrath of search engines. This will be felt via a decrease in rankings, traffic, prospects, conversions and ultimately revenue.



07

Architecture

Build on strong foundation



Chapter 7

Architecture

Build on strong foundations

Most of us were privy to hearing a fairy-tale or two when we were younger.

They may have seemed frivolous at the time but much can be learned from these fun themed stories.

The age old tale of the three little pigs shows us that building on strong foundations is the key to long-term success. This can also be applied to your website.

When considering your website structure, your main drivers are:

- User Journey
- Context
- Content
- Search engines

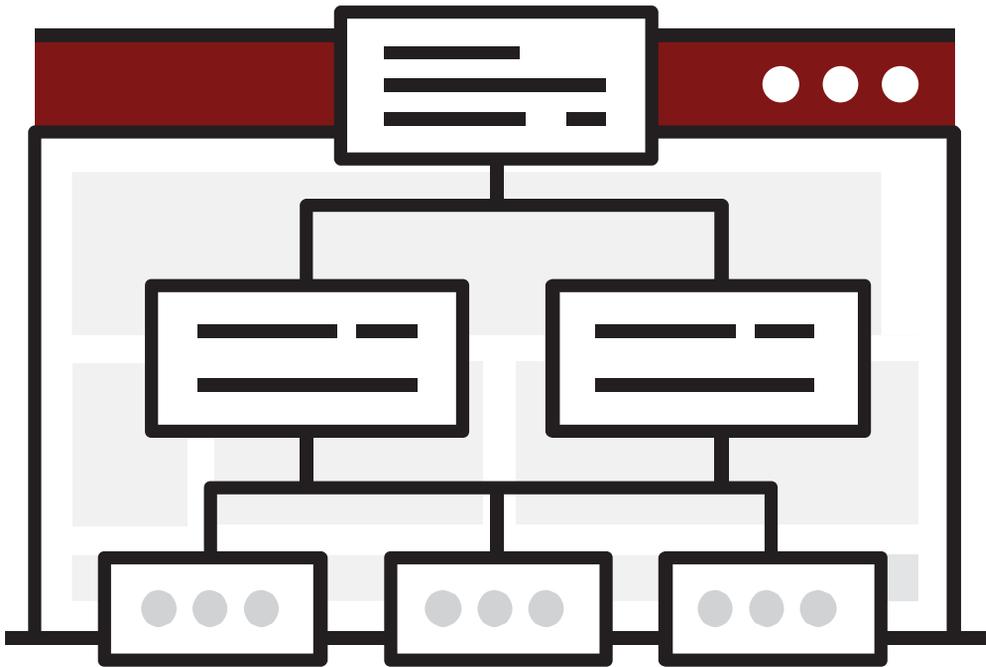
Whether your site is big or small, site architecture is important. As a roadmap that leads search engines to all the important parts of your site. This has an impact on accessibility, overall user experience, crawlability and indexing.

Site structure for users is important in order to create a brilliant experience, easier to navigation and for them to reach their intended goal in the least amount of clicks.

But in order for that to happen you need to make sure your site structure is correct for search engines.



XML file



An XML file or XML sitemap is an important file that lists all the pages of your site that search engines need to know about.

It's full of your individual webpage's URLs, like an archive of every webpage in your website.

This file should be easily discoverable in your site, for search engine crawlers to explore it thoroughly. If your site can't be crawled it will be near impossible to be indexed.

- Good site structure should:
- Group topically related content
- Highlight most important pages
- Keep content simply organized with logical hierarchy

Having an automated plugin/software for updating your sitemap is ideal. As an XML sitemap is not a static file and needs to be updated each time you add or amend pages on your site.



XML file

What needs to be in your XML sitemap?

Depending on your plugin/software, it will include all of your website pages, posts, tags, media, archives and more.

For SEO purposes and maximum optimisation, within your sitemap, there are attributes you will want to include, exclude and organise.

Include

Important pages with high quality content

URLs that search engines can access

Last modified value

Exclude

Pages with duplicate or thin content

Blocked or password protected pages

Organise

Separate sitemap for images or video (if applicable)

Add in robots.txt

The goal is to provide a clear path for search engines to navigate, understand and index your site. An optimised XML file is one way to do this for faster indexing and higher rankings.



Robots.txt



Robots.txt is a simple text file with no HTML markup code, which is hosted on your web server alongside your other files on your website.

This tiny little file instructs search engines on how to access and crawl your site for indexing.

Using specific syntax, you can determine what is or isn't accessible to them.

Robots.txt can be tricky. If not formatted correctly the WHOLE of your site may be on show or completely blocked. (Unfortunately, this does happen)

Once identified this is easily fixable and you will see an improvement.

Things to note about a robots.txt file:

- It's placed in top-level directory (main directory or root domain)
- Your site can only have one robots.txt file but can consist of one or more groups. (subdomains on a root domain uses separate robots.txt files)
- The **/robots.txt** publically available. (this is why you need to proceed with caution when adding)
- Indicate the location of your domain sitemap at the bottom of the file. (list all relevant XML sitemaps)



Robots.txt

How does a robots.txt file speak to search engines?

By the use of Syntax.

This is like a language of robots.txt, which indicate rules or directives to allow or deny access to crawlers.

Robots file syntax terms include (but not limited to):

User-agent: - specific crawler you're giving crawl instructions to

Allow: - instructs the user-agent to crawl a particular URL.

Disallow: - instructs the user-agent to not crawl a particular URL.

Sitemap: - the location of relevant sitemap(s) for your website. Google say 'A sitemap is a great way to show which content *should* be crawled rather than which content *can* or *cannot* be crawled.'

***** - a wildcard that represents any sequence or characters

\$ - matches the end of a URL

Robots.txt SEO best practices

- Locate your robots.txt file (if not you will want to create one)
- Ensure you're not blocking content or pages of site you want crawled
- Links on blocked pages won't be followed
- Use password protection or noindex directive to block sensitive data from search results.
- Add sitemap location



Robots.txt

There are some common useful robots txt rules.

Rule	Sample	
Disallow crawling of the entire website. Keep in mind that in some situations URLs from the website may still be indexed, even if they haven't been crawled.	User-agent: * Disallow: /	
<div style="background-color: #e0f2f1; padding: 5px;"> <p>★ This does not match the various AdsBot crawlers, which must be named explicitly.</p> </div>		
Disallow crawling of a directory and its contents by following the directory name with a forward slash. Remember that you shouldn't use robots.txt to block access to private content: use proper authentication instead. URLs disallowed by the robots.txt file might still be indexed without being crawled, and the robots.txt file can be viewed by anyone, potentially disclosing the location of your private content.	User-agent: * Disallow: /calendar/ Disallow: /junk/	
Allow access to a single crawler	User-agent: Googlebot-news Allow: / User-agent: * Disallow: /	
Allow access to all but a single crawler	User-agent: Unnecessarybot Disallow: / User-agent: * Allow: /	
Disallow crawling of a single web page by listing the page after the slash:	User-agent: * Disallow: /private_file.html	
Block a specific image from Google Images:	User-agent: Googlebot-Image Disallow: /images/dogs.jpg	
Block all images on your site from Google Images:	User-agent: Googlebot-Image Disallow: /	
Disallow crawling of files of a specific file type (for example, .gif):	User-agent: Googlebot Disallow: /*.gif\$	
Disallow crawling of an entire site, but show AdSense ads on those pages, and disallow all web crawlers other than Mediapartners-Google. This implementation hides your pages from search results, but the Mediapartners-Google web crawler can still analyze them to decide what ads to show visitors to your site.	User-agent: * Disallow: / User-agent: Mediapartners-Google Allow: /	
To match URLs that end with a specific string, use \$. For instance, the sample code blocks any URLs that end with .xls:	User-agent: Googlebot Disallow: /*.xls\$	

[Google Search Central](#)

It can be tricky but ideal to learn for optimisation. The developers at Google give an in-depth explanation [here](#).



08

Design

Look and feel your best



Chapter 8

Design

Look and feel your best

Website design is all about your user experience.

Your website may be a prospects first encounter with your business so you want to leave a good impression.

You could be the best there is, with in-depth knowledge and expertise. But if you look confusing, disjointed or rough around the edges, you won't be nurturing many leads or getting high conversion rates.

Important website design elements:

Responsive design

Solid, clean navigation

Speed

Style guide

Visual elements

Good content

What good website design does:

Gives a first impression

Instils trust with clients

Creates consistency

Gives a competitive edge

You have to be the part and look the part too, [web design](#) is important no matter your industry



09

Content

It directly speaks for you



Chapter 8

Content

It directly speaks for you

Content is key!

We hear that phrase all the time. On your site, content matters as much as the design itself.

The pages and information presented, speak directly to your prospects for you.

It's the stuff you put out there to bring them in. So when content is engaging it keeps them with you for longer. But it also need to resolve their issue/query plus give value.

Content creation is becoming more creative.

To stay current, you need to consider numerous forms of content:

- Blog
- Cases studies
- Video
- Podcasts
- eBooks/guides
- Whitepapers
- Infographics
- Checklists
- Courses/ tutorials
- Press release

For consistency, your style of writing or visual creation needs to align with your site and brand.

When considering optimisation of content you should:

- URL title tags,
- Headings (H1-H3)
- Meta descriptions
- Alt tags for non-text content
- Anchor text / ID attribution
- List for Google featured snippets
- [Internal and external links](#)
- Formatted for Authority, Relevance and Trust (ART) or Expertise, Authoritativeness, Trustworthiness (EAT)



10 Keywords

Unlock a whole new world



Chapter 10

Keywords

Unlock a whole new world

Keywords are stand alone words or intricate phrases that are used within your website content that you wished to be ranked for.

They also instruct search engines what your sites content and intent for users.

This targeted SEO allows search engines to best match search results with your targeted audience.

Keywords are also important for off-page SEO as they are on-page SEO. Remember it all interlinks!

How do I find the keywords I need?

You need to know how your audience are searching for your products, services and information you provide.

I know we keep saying it, but it's true. Knowing your buyer personas, their journey and search intent will serve you well in seeking the keywords you require.

Implementing the right SEO keywords will help your site rank above your competitors. To make it effective you have to :

- Use a keyword tool
- Continually research
- Expand your keyword list
- Not use competitive keywords
- Ensure keywords are relevant



Keywords



Now you know what keywords you want to use, where do you use them?

Depending on the specificity of your keywords you may want to attempt all or part of the following list.

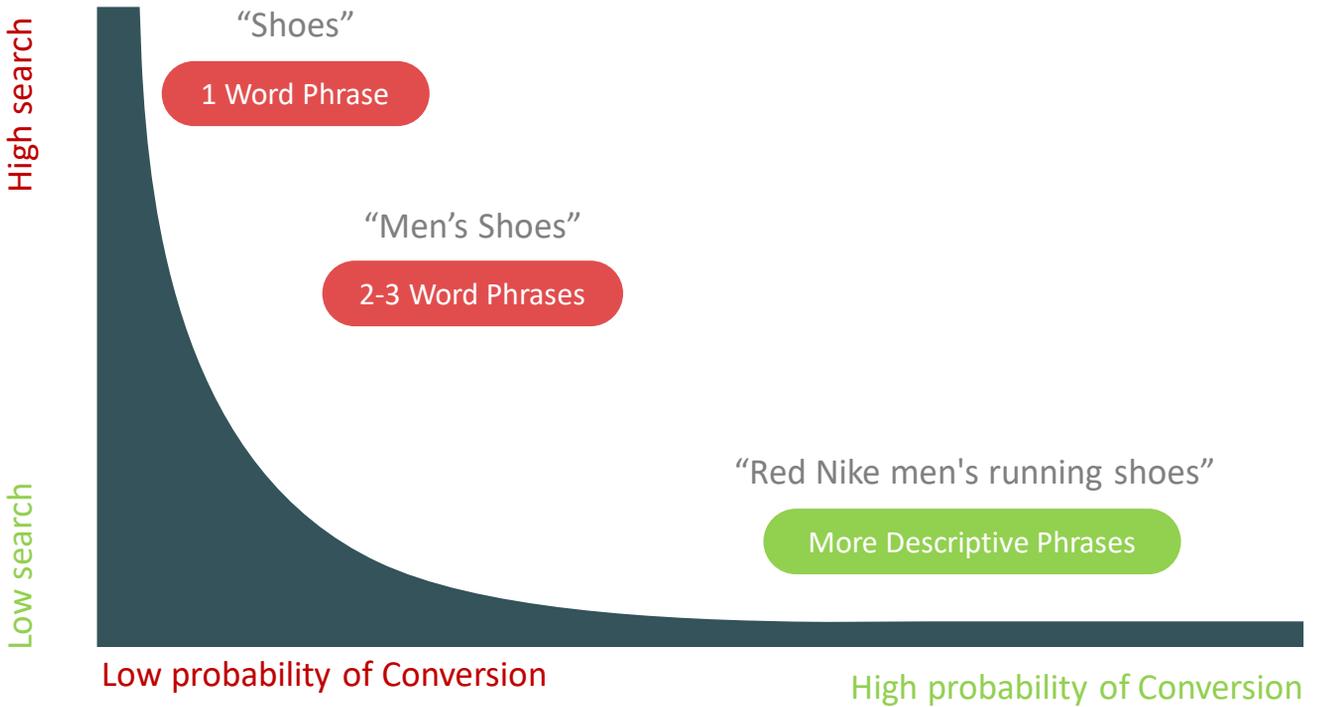
For SEO keyword implementation, for your pages optimise the following:

- Title
- URL
- Meta descriptions and tags
- Image file and alt text
- Anchor text (to link back to specific parts of page)

Its also optimal to use variations of your keywords for better readability and avoidance of keyword stuffing



Keywords



Keywords are great, but singled out they can be expensive, difficult to rank for and alone are not enough to match user search intent.

Users tend to search in the form of phrases.

This is where keyword phrases or longtail keywords come into play.

It all ties back to knowing how, when where and why your user is searching.

This is important to know how to predict what language will be used for search query and how that can be used within your content to be returned as results in SERP.

The example above is simple but how and why it's easier when you become more specific in your phrasing.

When you do keyword and longtail keyword research you will want to formulate a list that enables you to optimise current content and be applied to new content.



11

Backlinks

Careful how you do it



Chapter 11

Backlinks

Careful how you do it

Backlinks are an area people either proceed with caution or they don't!

As they can be misunderstood, backlinks can easily be overdone. But it's not a numbers game but more about the quality of each link you have.

So why are backlinks important to SEO?

One, they are used as a ranking factor in search engines. Two they are seen as a vote of confidence from one site to another.

You could look at it that it's like a friend vouching for your experience or knowledge. Google sees legitimate backlinks from a human perspective. A human has taken the time to view your content and deemed it worthy to mention, link or point to.

If there are many links pointing to a particular page on your site, Google use this information to validate relevance and can have a positive impact on your site ranking position and visibility.

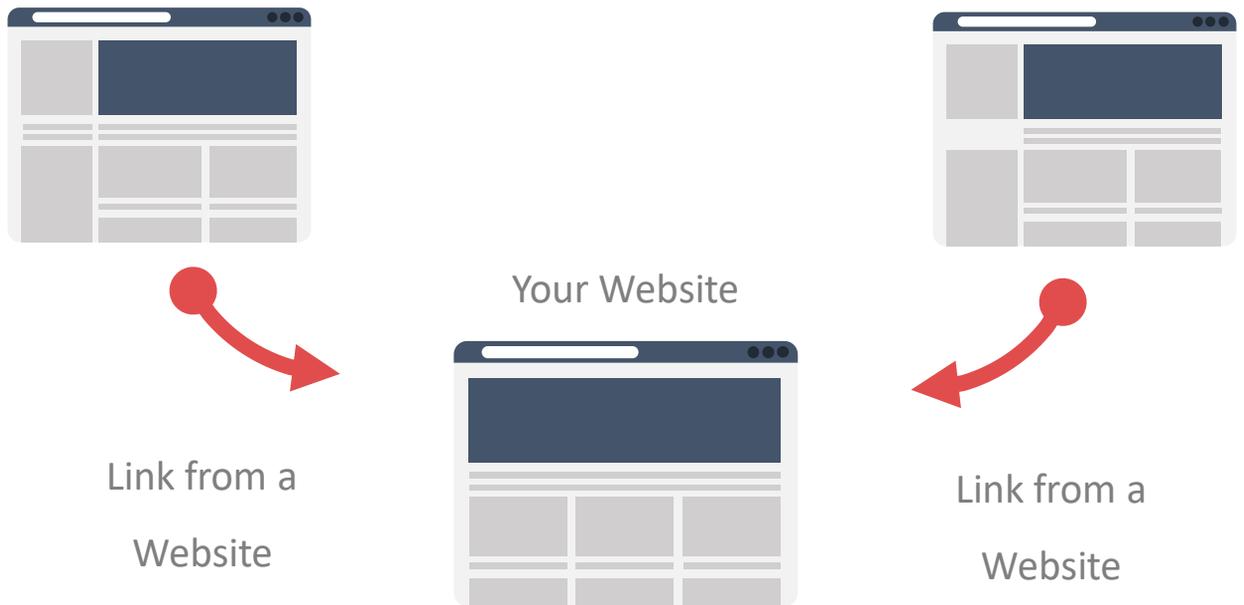
Things you should know about backlinks:

- There are good link and bad links. Unfortunately, not all links are equal
- Use Whitehat SEO link building techniques
- No follow link won't attribute to your rankings
- Natural link are the best

This is all well and good but what you really want to know is **how do I get links from those high authority websites?**



Backlinks



Before you start to improve upon or build new backlinks, you need to get rid of some deadweight. You need to cut all 'bad links' that are holding your site back.

With an SEO audit to uncover them you will reap the benefit from severing toxic links.

Ways to build links:

- Provide great content and regularly blog
- Use media links
- Link to quality websites
- Guest posting
- Give testimonials
- Hold interviews

The key for link building is being unique, genuine, and consistent. People do business with those they like.

If they like your style, content or way of thinking you may just be on your way to getting more links and incoming traffic.



12 Services

How to make this happen



Our services

It's what we do



SEO Audit

We do the boring bits so you don't have to.

Maximise website and online performance without the hassle of piecing all the bits together.

Undergoing an SEO audit gives your site the power to work smarter not harder.

With detailed reporting and analytics, using our experience, methodologies and diagnostics frees your time to concentrate on other areas.

[Click SEO Audit](#)



Inbound Marketing

Attract, convert and close more business.

Using the inbound methodology is the most effective way to grow your business.

Attract the right prospects by building trust and authority. Giving them what they want, when and how.

Using our in-depth knowledge of inbound. We use it to help you win customers and drive business growth.

[Click Inbound Marketing](#)



Website Design

Don't be just a pretty face.

Growth-Driven Design is a smarter, client-focused approach to website design.

The new standard for delivering successful website redesigns, that bring measurable business value.

Cutting the risks and launch time of traditional web design. GDD focuses on real impact, continual learning & development.

[Click Website Design](#)

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from



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