

# International Online Audit

Price: **£299** (Special DIT Normally £399 turnaround 3 days from payment) [Request Consultation](#)

Markets: **Three** Keyword Terms: **Three**

Competitor Analysis: **Three**

- International Search Engine Audit
- Keyword Research 3 Key Search Terms for 3 target markets
- Site Usability Study
- Social Channel Research
- Competitor Research
- Google & Bing Analytics & Search Console Audit

## What's Included

### → International Search Audit

- Broken site links which effect usability and search engine performance.
- Meta Title Description Keyword fix recommendations.
- Sitemap generated added to search consoles.
- Duplicate content check.
- Review site robots.txt.

### → Keyword Research

- Search demand report paid search and organic search.
- Translation comparison
- Related keywords for comparison.

### → Site Usability

- Multi-device testing with recommendations.
- Site speed audit.
- Checkout/Sign-up pages previews across browsers.
- Browser testing.

### → Social Channel Research

- Social posts performance report related to your product service.
- Social channel recommendations with strategy guide.

### → Competitor Research

- SWOT Strength Weakness Opportunity and Threats for each.
- What sites link to them.
- Competitor social activity report of engagement & followers.

### → Google & Bing Audit

- Google Analytics
  - ◆ Referral spam cleanup.
  - ◆ Linking search consoles plus setup if applicable.
  - ◆ Conversion tracking implementation
  - ◆ International dashboard setup
- Search Consoles
  - ◆ Setup if applicable
  - ◆ Account linking
  - ◆ Adding of sitemaps
  - ◆ Recommendation for fixing crawl & domain errors.

### → Recommendations

- These will summarised as:
  - ◆ Quick fixes
  - ◆ Medium Term
  - ◆ Long Term