SEO Teardown Template.

The same 4-page audit template we use to open every new engagement.

The Quick Read.

THE ONE THING THIS SITE DOES WELL

THE ONE THING THIS SITE DOES POORLY

THE 90-DAY PRIORITY

THE NUMBER WE'D MEASURE THIS ON

Turn the page →

The Numbers.

ORGANIC SESSIONS (ROLLING 90 DAYS)

RANKED KEYWORDS

DOMAIN RATING

REFERRING DOMAINS

CORE WEB VITALS — LCP

CORE WEB VITALS — CLS

INDEXED PAGES

PAGES WITH STRUCTURED DATA

WHERE THE TRAFFIC ACTUALLY COMES FROM — TOP THREE SOURCES (%)

The Plan.

NOW (WEEKS 1-4)

NEXT (WEEKS 5-8)

LATER (WEEKS 9-12)

Ready to fill this in together?

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