



Ragan's Google & SEO for Communicators Boot Camp *Key Takeaways*

Framework for a high-level website audit follows a process of analysis from a bot perspective as well as the user's. Start by considering:

- What is the website about?
- Who is going to use it?
- What does it sell/do/inform?
- What are some possible goals?

A technical review starts from a bot perspective by following the same path as a search bot:

- ScreamingFrog
- Robots.txt
- XML Sitemaps
- Source Code

Identify areas of opportunity by taking the user's path to discovering a website:

- Branded Search
 - Results displayed
 - Title Tags
 - Meta Descriptions
 - Rich Snippet

Recommended Plugins and Tools:

- [Redirect Path](#)
- [Detailed Plugin](#)
- [Tag Assistant by Google](#)
- [ScreamingFrog](#)

[Advanced Search Operators](#) can provide a wealth of information while doing heavy lifting. Start with:

- site:
- site:www.google.com -inurl:https
- site:mail.google.com inurl:demo OR inurl:/home/ OR inurl:test OR inurl:-2 OR inurl:screenshot OR inurl:sample OR inurl:portfolio OR inurl:landing

Want to learn more about SEO? Additional Reading:

- [Google Quality Rater Guidelines](#)
- [Moz Beginners Guide to SEO](#)
- [Creating Bookmarklets](#)

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