

Do It Yourself Audit



Step 1

Do an Incognito search:

REVIEWS

Looking to see multiple reviews sites with at least 10 reviews

SEARCH ENGINE RESULTS PAGE (SERP)

Search Your Business Name And City

You want this entire SERP page to be about your business. If it isn't you need more citations and your website SEO optimized. Blogging with the right keyword phrases with your name in it will help.

Step 2

KEYWORDS

Research With KW Finder

Use Main Keywords phrases you want to be known for, such as Business Consultant + your city (GEO Tag)

This also reveals your competition

Look for "green light" keywords. They are easier to rank for

**** Search volume of 10-100 is the sweet spot****

Research With SEMRUSH

Notice your website Domain Authority score

Learn how you compare to competitors

Do you have any toxic backlinks that are impeding backlinks?

Are any of your blogs show up on Google's first 10 pages?

**** Discount/Trial <https://rebelfishlocal.com/tools> ****

Website & Plugins

Website: WordPress

Hosting: Siteground

SEO: Rank Math

Site Speed: WP Rocket

Compress Images: Imagify

Track Traffic: Google Search Console

Site Analytics: Google Analytics

RESOURCES

GTmetrics.com:

For load page time report

Builtwith.com:

Shows how your website is setup and what kind of plugins you have

Local SEO is the
most efficient way to

GET VISIBLE

AS A STORYBRAND GUIDE
OR BUSINESS MADE SIMPLE
COACH IN YOUR CITY

Get a Google Audit Call

<https://rebelfishlocal.com/audit>

