

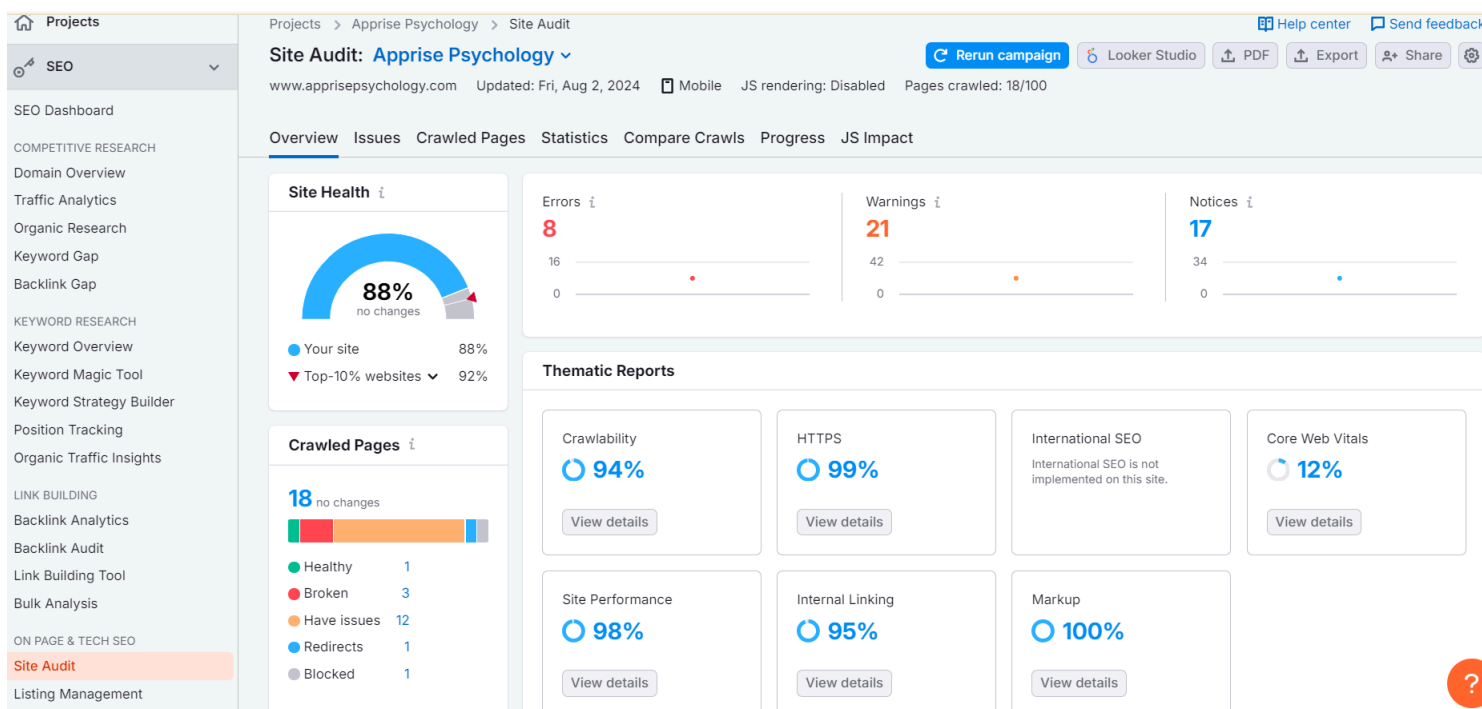
SEMRush Guide Website Audit

Overview

Semrush is an all-in-one tool suite for improving online visibility and discovering marketing insights. The tools and reports can help marketers with the following services: SEO, PPC, SMM, Keyword Research, Competitive Research, PR, Content Marketing, Marketing Insights, and Campaign Management.

Website Audit

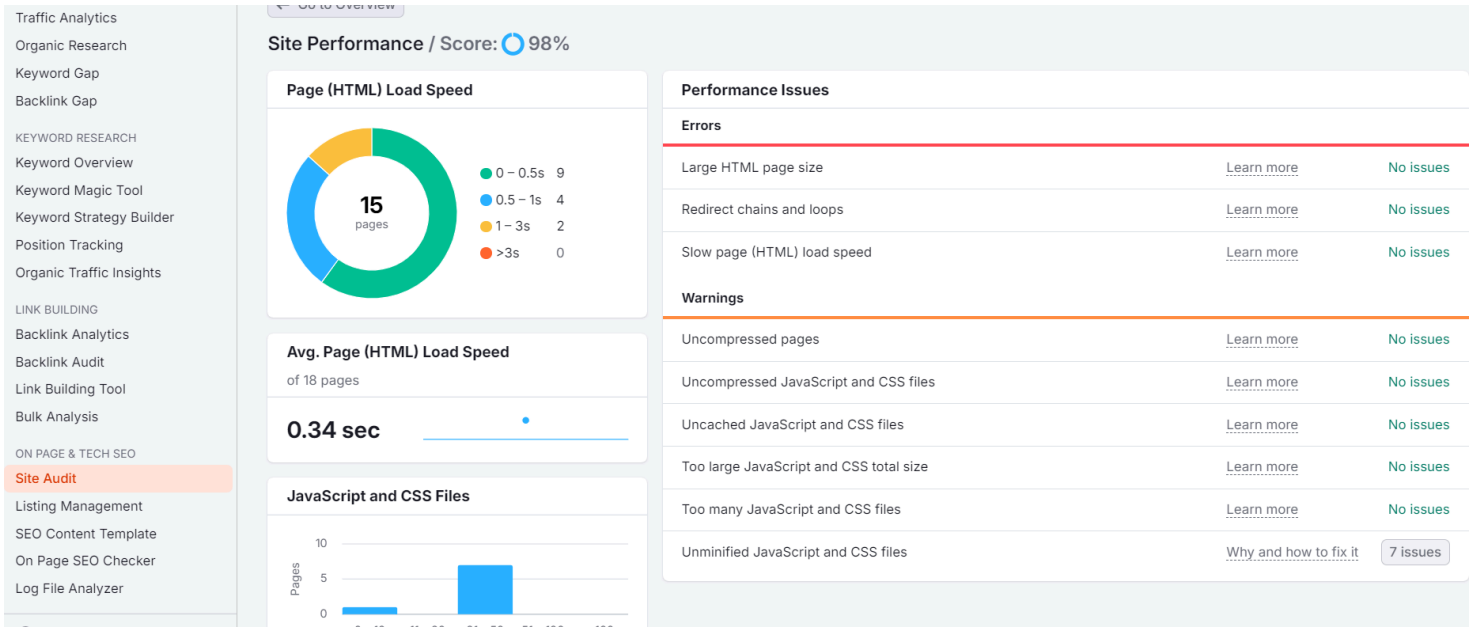
A website audit is essentially a comprehensive look at your website's health, it assesses technical aspects of your website such as SEO, Site Speed, URL structure, crawlability and page indexing. To perform a website audit with SEMRush sign up using a Google account and plug your website URL into the platform underneath the projects tab. This report will be found under the site audit tab on the left navigation menu. For this example the website health is 88% which is actually pretty strong and there are only minor issues that need to be addressed to help improve your website strength.



Interpreting Results

Crawlability - Crawlability refers to how easily search consoles like Google can discover the page.

Site Performance - Site performance evaluates things such as loading speeds and site performance issues. For this example the website performance is at 98% which means that pages load extremely fast which is fantastic !



Internal Linking - Internal linking refers to the links on your site that lead to other pages, you want to make sure that all of the links on your website lead somewhere and that people are not being redirected to pages that can't be found.

Overview - SEMRush will give you an overall site health score and show errors (as shown below) but will provide recommendations to help improve that overall strength of your website and its SEO. Hover over "why and how to fix it" to learn more.

The screenshot shows the 'Top Issues' table in SEMrush. The table has three columns: 'Type of issues', 'Number of issues', and 'About the issue'. The issues listed are: '4xx errors' (2 issues), 'Broken internal links' (5 issues), 'DNS resolution issue' (1 issue), 'Missing h1' (4 issues), and 'Low word count' (3 issues). Each issue has a 'Why and how to fix it' link. There is also a 'View details' button at the bottom left.

Type of issues	Number of issues	About the issue
4xx errors errors	2	Why and how to fix it
Broken internal links errors	5	Why and how to fix it
DNS resolution issue errors	1	Why and how to fix it
Missing h1 warnings	4	Why and how to fix it
Low word count warnings	3	Why and how to fix it