



Before we start, you will need to use the worksheet below to fill in the sections as we take you through each part, step-by-step.

Step

1

Choose your landing pages

Select the pages you wish to analyse and list them in the first column of the quantitative template.



TIP: You should do this for all of your main landing pages - Google Analytics can help you with this if you have it set up.

2

Ranking Phrases

Next, determine how many phrases each page is ranking for.



TIP: You can use [Moz's Keyword Explorer](#) to determine how many phrases you are ranking for on each page.

3

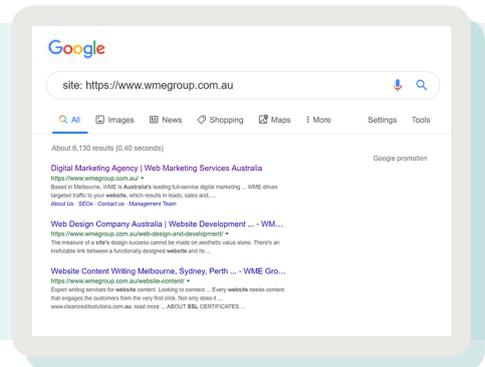
Mobile Performance

Determine whether or not your landing pages are mobile friendly by doing a DIY test. Simply open up your pages in different browsers on a computer screen and resize the window of the browser. If the elements on the page resize or move within the window, then your page is mobile friendly. If not, you [contact WME](#) to help you improve your website's mobile friendliness.

4

Indexed Pages

At the bottom of the worksheet's quantitative section, jot down the number of indexed pages on your website. You can do this with a simple DIY test. Open Google search and simply use the 'site:' operator along with your URL, to see if that page has been indexed or not. In the example to the right, the domain for WME returned 6,130 results which means 6,130 pages have been indexed for WME.



5

Qualitative Section

Now it's time to move on to the qualitative section of the analysis, where you can give a general yes or no response to the listed criteria. Remember, your content needs to be decipherable and engaging for users.



TIP: Content quality is a highly subjective thing to analyse, so we've provided a cheat sheet next to each section in the worksheet, to help you decide whether you should give a yes or no response.

6

Commentary

The worksheet will hopefully give you a broader understanding of your website's content, while the commentary section will help you explore which pages might need some content help. Assess your qualitative and quantitative findings together in a few paragraphs.



Firstly, analyse your quantitative section — the higher your numbers and scores, the better your website is performing on an SEO level.



Secondly, in the qualitative section, the more 'yes's you have, the better! But, you may find some blaring issues if you start to notice a pattern of red 'no's.

SEO Content Analysis – Qualitative Elements

Criteria	Rating	What to look for
 Modern site design	Y N	<ul style="list-style-type: none"> Does your website have a simple and clean modern design? <p>TIP: Take a look at https://www.webdesign-inspiration.com for some modern website designs.</p>
 Detailed info on every page	Y N	<ul style="list-style-type: none"> Does each page have 350-500 words of optimised copy written with keywords and phrases you wish to rank for? <p>TIP: If you need help with keyword research, you can get advice from WME</p>
 Use of multimedia	Y N	<ul style="list-style-type: none"> Is there a mix of high-quality multimedia on your website consisting of written copy, infographics, images and video? <p>TIP: A website with a mix of content types is more engaging for users.</p>
 Effective frequency and positioning of Call To Actions (CTAs)	Y N	<ul style="list-style-type: none"> Do you have several CTAs positioned throughout your homepage, leading to other engaging pages on your website? Do all CTAs throughout your site include engaging copy and graphics? <p>TIP: Examples of CTAs include 'Find out more', 'Sign up today', 'Shop the trend', or 'Buy now'.</p>
 Fitting branding and tone of voice	Y N	<ul style="list-style-type: none"> Is your website consistent in its tone of voice and branding throughout the whole site? Have you removed any old logos, links and references to old products/ services?
 Social media links	Y N	<ul style="list-style-type: none"> Can users easily click through to your social media accounts directly from your website? If you have a mobile app, can they click through to that easily from your website? <p>TIP: Ideal locations for these links are either the top or bottom of a webpage.</p>
 Clear contact details	Y N	<ul style="list-style-type: none"> Can visitors find your contact details easily and are they able to get in touch with a click of the button?
 Blog – freshness of content	Y N	<ul style="list-style-type: none"> If you have a blog, is it updated regularly with fresh content? <p>TIP: Generally, you want to post at least three to four times a month, with every article containing at least 500-1000 words to help it get ranked.</p>
 Website and blog content - readability, relevancy & usefulness	Y N	<ul style="list-style-type: none"> Is the content on your website and blog structured with headings, paragraphs and supporting images? <p>TIP: Break up your content with relevant headlines, fewer syllables and shorter paragraphs.</p>
 Website and blog content – internal linking	Y N	<ul style="list-style-type: none"> Have you linked to other webpages or articles on your site? <p>TIP: Internal linking is all about creating a direct link between your content and products. Wherever relevant, you should strive to link to other webpages and articles on your site.</p>
Commentary		

Next Steps

You might find that some of your pages need more optimised copy, while others might need to be updated to perform better on mobile. Whatever you find, WME have the tools and knowledge needed to help improve your website's content performance.

If you need help improving the content on your website, you can contact WME on **1300 663 995**.