

SEO Audit 2

The 6-Month Stabilization Milestone

The first **six months** following a website launch represent a **critical phase**. During this period, initial algorithmic volatility stabilizes, search engines index core pages, and real-world user interaction data begins to yield **actionable insights**.

However, post-launch site updates often introduce subtle **"technical drift"**—unintended errors, broken links, metadata duplication, and performance degradation.

At the **six month mark**, search engine crawlers transition from initial discovery to **long-term evaluation**. Concurrently, analytics platforms capture sufficient sample sizes to evaluate real user behavior.

Executing a systematic audit accomplishes three essential objectives:

Quantifies Real-World ROI

Measures actual engagement and conversion trajectories against baseline expectations.

Remediates Technical Drift

Identifies and corrects technical anomalies introduced during post-launch content updates or code deployments.

Future-Proofs for Modern Search

Adapts site architecture for generative AI systems, entity mapping, and strict E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) standards.

WHAT'S INCLUDED

Performance & Conversion Tracking

We use multisource data to measure post-launch performance and uncover hidden growth opportunities.

Analytics: Audit engagement rates, average session duration, pages per session, and goal conversions (forms, downloads, calls, emails).

Indexation Review: Compare Google Search Console indexed page counts against live site pages to catch indexing issues.

Search & AI Visibility: Track keyword ranking trends, impressions, and brand presence across Google AI, ChatGPT, Claude, and Perplexity.

Conversion Optimization: Identify high-traffic, low-converting pages and optimize for better user action.

FULL SITE TECHNICAL CRAWL

We repeat the crawl we conducted at the 3 month mark to eliminate technical drift that has emerged since.

Linking

404 errors, broken internal/external links, redirect chains/loops.

Meta Data & Content

Missing or duplicate title tags/meta descriptions, duplicate content, and missing image ALT tags.

Crawlability

XML sitemaps, robots.txt rules, accidental no indexing.

Site Architecture

Orphaned pages, pages with only one incoming link, and code bloat.

CORE WEB VITALS & PAGE SPEED

We measure loading times and site responsiveness across devices to deliver an optimal user experience.

Benchmark LCP (loading speed), INP (responsiveness), and CLS (visual stability).

Test desktop and mobile load times.

Content Structuring for AI Search

Generative AI search engines retrieve bite-sized content "chunks" rather than scanning full web pages. We optimize your site for AI parsing.

Modular Content Blocks

Enforce strict H1, H2, H3 headings and bulleted lists.

Scannable Hierarchy

Streamline heavy client-side JavaScript rendering that blocks AI crawlers.

Script Cleanup

Opportunities for reformatting.

Entity SEO & Author Authority (E-E-A-T)

We strengthen your domain's credibility with search algorithms by connecting your brand to established knowledge graphs and verifying expert authorship.

sameAs Schema Connections

Link organizational schema directly to authoritative sources like Wikipedia and LinkedIn.

Expert Authorship Schema

Implement Person, Author, and Article structured data to validate expert credentials.

Freshness Signals

Configure visible "Last Updated" timestamps, dateModified schema, and dynamic sitemap update triggers.