

SEO Audit 1

90-Day Post-Launch Evaluation & Optimization Framework

Three months after website launch is a **critical** checkpoint for evaluating SEO performance, identifying technical issues, and **optimizing** for growth.

At the 90-day mark, search engines should have crawled and indexed the majority of your site. We go beyond the basics to find out what barriers may be limiting your visibility. We identify structural and technical issues that may impact crawlability, indexation, and rankings. Consistent monitoring, iterative improvements, and alignment with search engine best practices will ensure long-term SEO success.

You work on **growing** your business, and we'll work on **evaluating** and **optimizing** your site's performance.

Built-In Optimization

Our SEO Audit 1 service uses advanced crawling tools, Google Search Console, and performance metrics to evaluate the technical health of your website. We'll find actionable opportunities that will lead to a measurable increase in your traffic and user engagement.

SITE PERFORMANCE REVIEW

Indexation Coverage

Compare total indexed pages against actual site pages, and identify any important pages missing from search results.

Organic Visibility Trends

Analyze search impressions over time and keyword ranking distribution (top 3, top 10, top 20, etc.). Identify early ranking opportunities and pages gaining traction vs. underperforming pages.

Conversion Optimization

Evaluate key landing pages for clear calls-to-action (CTAs) and alignment with search intent.

Core Web Vitals

Metrics Evaluated: Largest Contentful Paint (LCP), Interaction to Next Paint (INP), Cumulative Layout Shift (CLS), First Contentful Paint (FCP), and Time to First Byte (TTFB).

Audit Actions: Review Core Web Vitals report in Google Search Console and validate findings with third-party tools (e.g., PageSpeed Insights, Lighthouse).

Page Speed

Caching: Ensure static resources have cache lifetimes ≥ 30 days (2,592,000 seconds).

Image Optimization: Compress all images, recommend next-gen formats (WebP, AVIF), implement responsive images (srcset), and ensure offscreen images are lazy-loaded.

ADVANCED STRUCTURED DATA IMPLEMENTATION



Schema Expansion Opportunities

Implement and **validate** structured data for Organization, Product, Review, FAQ, HowTo, Article, Event, Breadcrumb, and LocalBusiness.



Best Practices

We **ensure** you use nested schema relationships where applicable, validate using the Google Rich Results Test, and ensure **consistency** with on-page content.

Key Findings

Rather than leaving you with a mountain of raw data, our audit delivers a clear, actionable report structured around a three-tiered framework.

We prioritize **Critical Issues** requiring immediate fixes—such as indexation errors, crawl blockers, and broken pages or UX barriers—to ensure your site's foundation is **completely sound**.

Next, we address **High-Impact Opportunities**, optimizing **Core Web Vitals**, page speed, and metadata to quickly boost performance.

Finally, we map out long-term **Growth Opportunities** like internal linking and Schema enhancements, providing you with a step-by-step roadmap to scale your organic visibility.