

ONLINE MARKETING AUDIT



PREPARED FOR:
DATE:

RESULTS

COMPANY	WEBSITE	GOOGLE RANKING	ALEXA RANKING	STATBRAIN	LINKS IN	LINKS OUT	WEBPAGES	TARGET AGE	INCOME

GOOGLE RANKING: Google Page Rank is determined through a combination of links in, links out, and the overall relevance of the content on your site. 10/10 is the top score.

ALEXA RANKING: The Alexa Traffic Rank is a website popularity rank calculated using a combination of average daily visitors to and pageviews on your site over the past 3 months.

STATBRAIN HITS: The statbrain tool uses a variety of proprietary and metrics to help determine how many hits a website gets per day.

LINKS IN: SEO ranking relies heavily on quality in-bound links - direct links to your site from other sources on the web. Better quality links help your site achieve better rankings in the search engines.

LINKS OUT: Managing the links you have out of your site helps you determine the other side of your ecosystem. Cross-list your outbound links against those of your competitors to get an accurate view of how you stack up.

WEBPAGES: Benchmark the amount of content on yours and your competitors' sites.