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eCommerce Content Audit

For many eCommerce stores content is an afterthought. That's the wrong approach because creating a content strategy and executing against that strategy is derived from your unique selling proposition (USP). What is a USP? Your USP defines your company and your product's unique position in the marketplace. Stop and think about this for a second. What makes your products different? What makes your products unique? Once you can start answering these questions, it will help you craft your content strategy.

This eCommmerce content audit will give you as assessment on your content strategy and point out areas for improvement.

This Content Audit is comprised of 2 parts:

1. Part 1 of our audit is a self-assessment with questions that will help us better understand what you are currently doing for SEO
2. Part 2 is a review where we take a comprehensive look at your site and give feedback on best practices, contact us to complete this section.

PART 1 – SEO SELF ASSESSMENT

- Do you have a list of all of your content?
- Who creates content for the site?
- Are you creating unique product descriptions?
- How often are you adding content?
- Who is your target market? Do you have buyer demographic data?
- Is Google Analytics installed on your site?

PART 2 – BTOWN WEB CONTENT REVIEW

- Crawl the site to create a list of all unique URL's
- Are pages interlinking to other pages on the site?
- Is there duplicate content on the site? Do a test of 5-10 pages to assess the uniqueness
- Determine keywords and traffic metrics for a sample of the URL's provided during the site crawl
- Do keyword research to determine the top 10-20 phrases the site ranks for and where the site ranks
- If Google Analytics is installed on the site, create a report on the top 10 landing pages
- Create a back link report to determine the links that are powering the top 10 landing pages

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