

TECHNICAL SEO AUDIT

A **Technical SEO Audit** is a deep diagnostic review of a website's technical setup and health. It evaluates everything that affects how search engines crawl, index, and understand a website — from broken links and meta tag issues to mobile usability and page speed.

At White Label IQ, we perform a **non-intrusive** audit using professional SEO tools and manual checks. No code or site content is modified during this process. You'll receive a detailed audit report with findings, supporting evidence, and a prioritized action plan to improve your client's SEO performance.

Think of it like a full health checkup for your client's website — uncovering what's working, what's broken, and what needs attention.

Who This Is For / When to Offer It

This service is ideal when your client:

- Has seen a sudden or steady drop in organic traffic or rankings
- Is launching a new website and wants to avoid technical SEO pitfalls
- Has an older website that's never been audited for SEO
- Suspects indexing or crawl issues but doesn't know where to start
- Has been flagged for poor Core Web Vitals, mobile usability, or slow page speed

Triggers to listen for in client conversations:

- "Our traffic is down, and we're not sure why."
- "We're launching a new site and want to make sure it's SEO-ready."
- "We've never looked into SEO — we just built the site and hoped for the best."
- "We got a report from Google Search Console, but we don't understand it."

What's Included

White Label IQ's Technical SEO Audit includes a thorough evaluation of the following areas:

✓ Website Indexing & Crawlability

- GA4 and Search Console setup checks
- Robots.txt and XML sitemap review
- Noindex/meta tag issues
- Canonicalization, redirects, and response codes
- Duplicate content and hreflang (if applicable)

✓ Website Structure

- URL naming conventions and formatting
- Click depth and internal linking
- Orphan page identification
- HTML sitemap presence

✓ On-Page SEO Factors

- Meta titles and descriptions
- Header tags (H1, H2)
- Anchor text analysis
- Image alt attributes
- Open Graph and structured data
- Pagination and security tag checks

✓ Mobile-Friendliness & Usability

- Mobile responsiveness
- Intrusive pop-ups and layout shifts

✓ Page Speed & Core Web Vitals

- Performance scores for key pages
- FCP, LCP, TBT, CLS, Speed Index metrics
- Image and multimedia optimization
- Server stress test results

✓ Forms Optimization

- Field clarity and validation
- Thank-you page presence
- Error handling and redundant field detection

✓ Deliverables

- A detailed, clearly written Technical SEO Audit Report
- Supporting evidence via spreadsheet links (optional)
- Prioritized action plan: What to fix, why it matters, and recommended next steps
- One 60-minute Zoom call to walk through the findings and answer questions

What’s NOT Included (Unless Quoted Separately)

The Technical SEO Audit is a diagnostic and consulting service. It does not include any hands-on implementation or ongoing SEO work.

The following items are not included in the base audit scope:

- ✗ Fixing or resolving any technical SEO issues identified
 - ✗ Code-level changes or developer implementation
 - ✗ Content writing, editing, or keyword optimization
- ✗ Link building or off-page SEO
 - ✗ Security audits beyond basic HTTPS checks
 - ✗ Ongoing SEO monitoring, reporting, or retainer services

These services can be quoted separately if requested after the audit review.

Pricing
Audit Fee Range: \$800 to \$1,600
Final pricing depends on the size, structure, and complexity of the website.

Key Pricing Considerations:

- **Website Size**
Number of pages, subdomains, and templates
 - **Functionality**
Presence of forms, dynamic content, multilingual content, or blog archives
- **Severity of Issues**
More complex or technically heavy sites may require deeper analysis
 - **Tools & Testing**
Stress testing, page speed audits, and mobile usability evaluation are included

Subdomain Policy:

- Subdomains are included **only** if they are an extension of the main site (e.g., blog.domain.com).
- Subdomains that serve as standalone websites are scoped and quoted separately.

Important Notes:

- No free audits or partial/mini audits are provided.
 - Fix implementation or hands-on SEO work is not included in the audit fee.
- A quote for fixing issues can be provided after the audit is complete.

What the Agency Needs to Collect From Their Client

To ensure a smooth audit process, please gather the following information and access before project kickoff:

- **Website URL**
(main domain and any subdomains to include)
 - **Google Search Console Access**
Optional but highly recommended for crawl and indexing data
 - **Hosting or Server Access (Optional)**
Only if stress testing or server response diagnostics are requested
- **CMS or Admin Panel Access**
For reviewing plugins, themes, and structural settings if needed
 - **Designated Point of Contact**
For audit-related clarifications and walkthrough scheduling
 - **GA4 Access**
Viewer or Editor access to Google Analytics 4 for traffic analysis

Access credentials can be shared securely via password managers or agency tools. We will not make any changes—this access is for review purposes only.

Agency’s Responsibilities vs. White Label IQ’s Responsibilities

A clear division of responsibilities ensures the audit is efficient and accurate

Agency	White Label IQ
Gather access credentials (GA4, GSC, CMS, etc.)	Conduct the full technical audit
Confirm which domains/ subdomains to include	Use professional tools and manual review to identify issues
Set expectations with the client	Compile findings and organize evidence
Schedule and attend the Zoom walkthrough	Present a clear, prioritized action plan
Request a quote for implementation (if needed)	Deliver final audit report and participate in review call

Process & Timeline

White Label IQ follows a structured process to deliver a thorough and actionable audit:

Access Collection

The agency collects access credentials and project details from the client and shares them with White Label IQ.

1

Audit Execution

We perform the technical audit using a combination of professional tools (e.g., Screaming Frog, Ahrefs, PageSpeed Insights, GA4, GSC) and manual review.

2

Report & Recommendations

Within 4 to 7 business days, we deliver a comprehensive audit report with:

- Detailed findings
- Supporting evidence (sheets/screenshots)
- A prioritized action plan

3

Review Call

We schedule a 60-minute Zoom call to review the report and answer questions from the agency or client.

4

Optional Implementation Quote

If the agency or client wishes to proceed, a separate quote for implementation can be provided based on the findings.

5

How Agencies Can Sell This Service

Position the Technical SEO Audit as a foundational diagnostic — not just for SEO, but for overall website health and performance. It’s especially valuable before investing in ongoing SEO, launching a new site, or addressing unexplained drops in traffic.

Common Scenarios That Trigger Interest:

- A client’s website has lost rankings or traffic, and they can’t explain why
- A developer or marketing team suspects issues with speed, mobile usability, or indexing
- The client is preparing to relaunch or migrate a site
- SEO hasn’t been reviewed in over a year (or ever)

Talking Points for Sales Conversations:

- “Let’s make sure your site isn’t being held back by avoidable technical issues.”
- “Before we optimize content or build backlinks, let’s make sure the foundation is solid.”
- “This audit gives you a clear roadmap — what’s hurting your visibility and how to fix it.”

This service often builds trust by demonstrating expertise and showing the client exactly where they stand — with zero guesswork.

Common Add-Ons / Upsell Opportunities

- SEO Fix Implementation (based on audit findings)
- Monthly SEO Retainer or Monitoring Plan
- Full SEO Audit (including content and backlink analysis)
- Content Strategy & Keyword Mapping