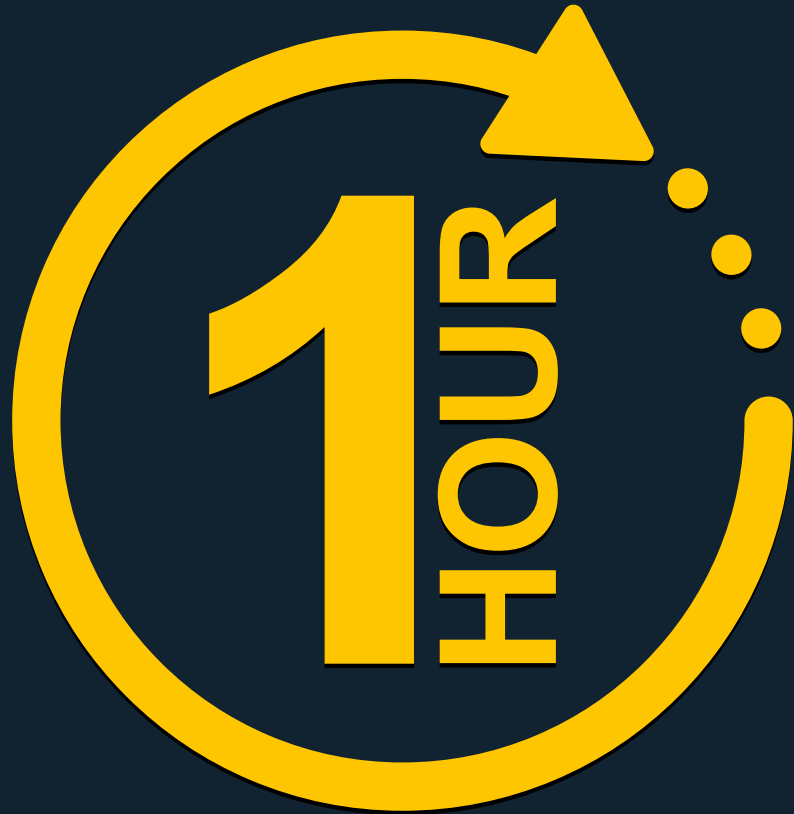


Growth
hacks
that
actually
work



the
Growth Bulletin



SEO AUDIT



01.

Measure site speed



Google uses site speed as a ranking factor for both desktop and mobile searches.

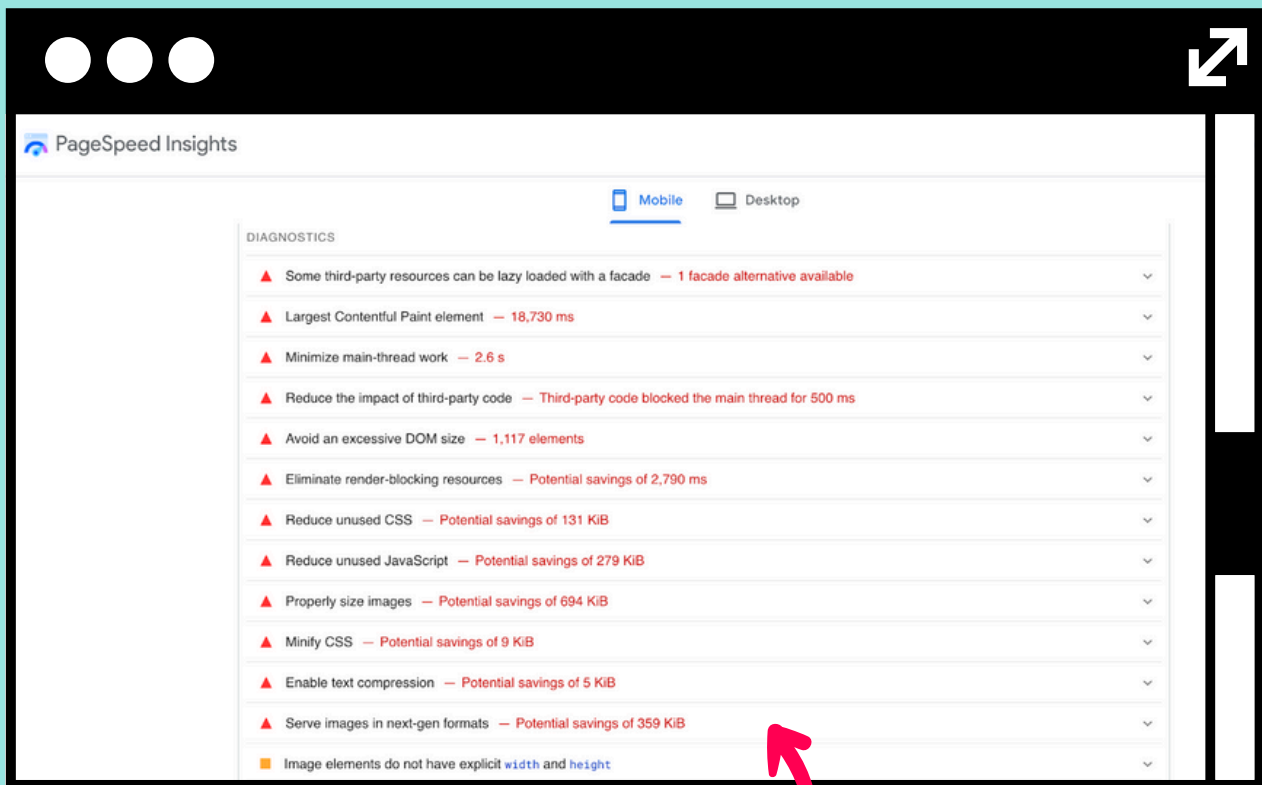
Measure how fast your website really is with:

Page Speed Insights

Click to open

enter your domain here!

A screenshot of the Google PageSpeed Insights website. At the top, there's a search bar with the text "example.com" and a blue "Analyze" button. Below the search bar, the text "Make your web pages fast on all devices" is displayed. Underneath, there are links: "CHECK OUT", "What's new", "Documentation", and "Learn about Web Performance". On the right side, there's an illustration of a laptop, a smartphone, and a tablet, all showing speed-related graphics. A red arrow points from the text "enter your domain here!" to the search bar. Another red arrow points from the text "Click to open" to the "Page Speed Insights" text above the search bar.



After entering your domain, you'll get a **list of fixes** to improve site speed.



These are the easiest ranking boosters in SEO.

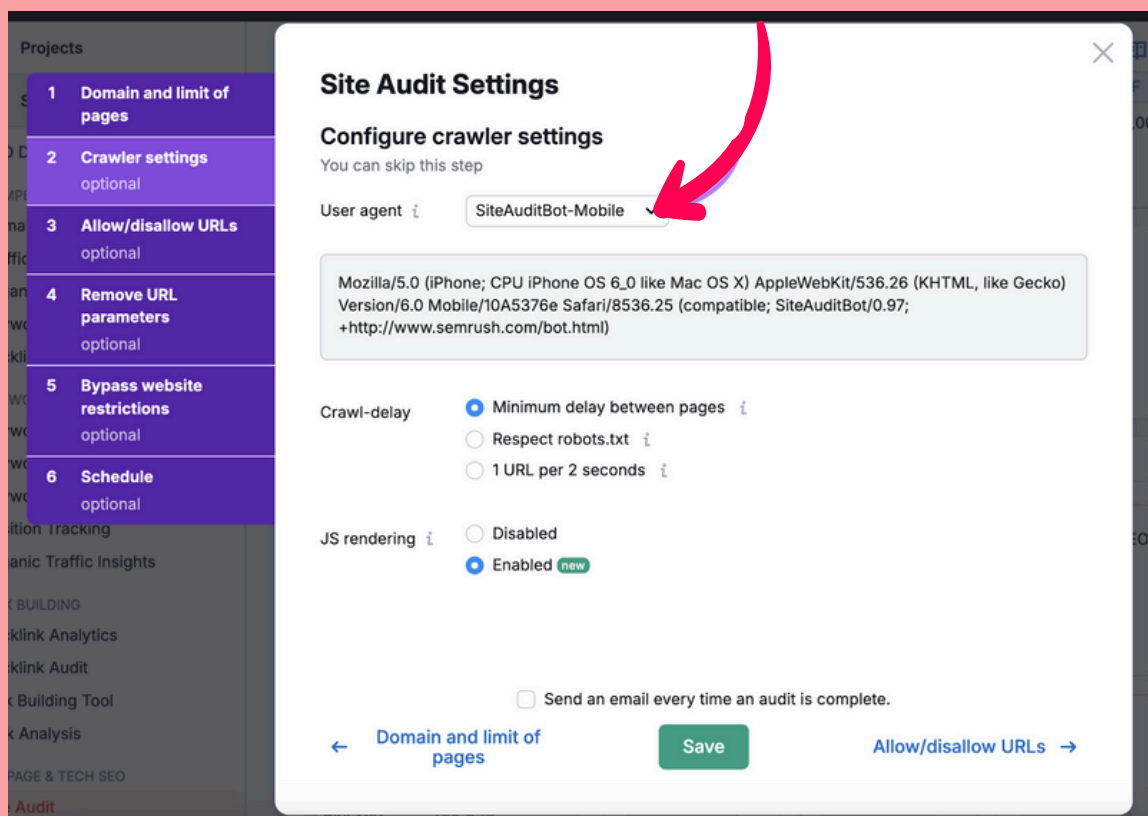
Check mobile friendliness

Google prioritizes mobile-friendly websites in search results.

➤ Use Semrush's Site Audit to assess yours!

click to open!

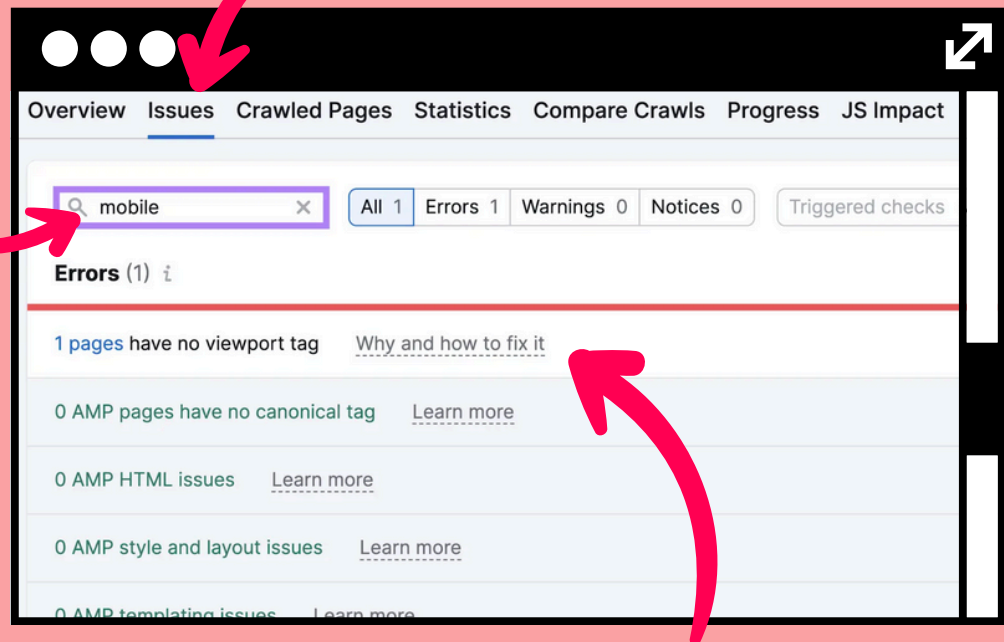
Select “SiteAuditBot-Mobile” as the user agent.



When you get your report:

1. Go to
“Issues” tab

2. Type in
“mobile”



3. Click “ways to
fix”



Another easy
ranking boost!

Google discovers new pages using a process called **crawling**.

Once it crawls a page, it adds it to its **index**.

If any of your site's pages are not **indexed**, **they won't be able to be displayed in Google's search results**.



1. Check your indexing

Google **site:yourdomain.com** to see indexed pages.

- › Are important pages missing?
- Are junk pages (thank-you, tag pages, test URLs) showing up?

If **YES** to junk pages:

- › Add a **noindex** tag to them (ask ChatGPT how).

2. Index good pages

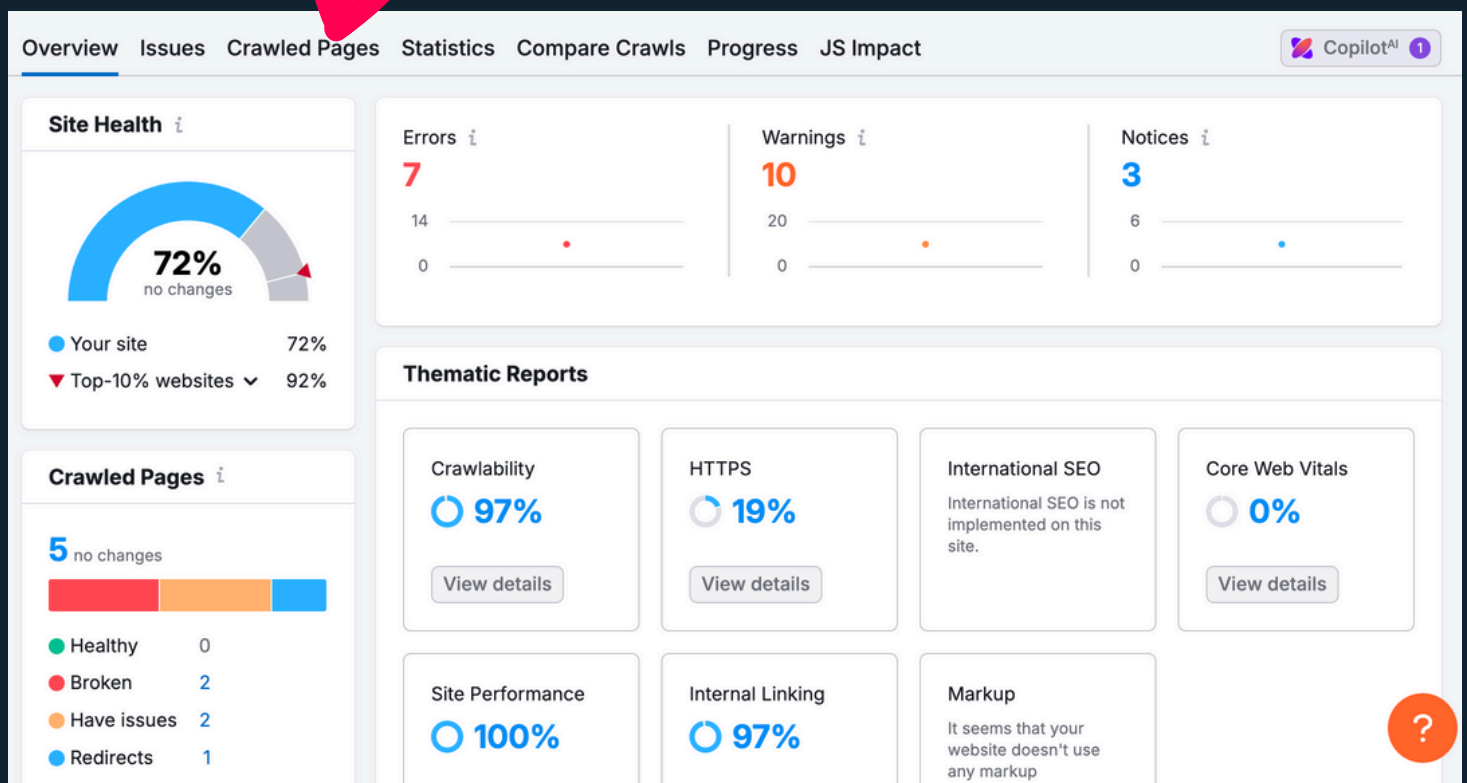
Click here



Use Site Audit > Crawled pages
to find high value pages...

- ⌘ Marked noindex
- ⌘ Blocked by robots.txt
- ⌘ Orphaned pages (no internal links)
- ⌘ Errors (e.g., 404s, 5xx)

Crawled pages



3. Fix indexing issues

Issue	How to Fix	Tool/Where	Difficulty
 noindex tag	Remove the tag or toggle to “index”	SEO plugin (Rank Math, Yoast) or HTML head	 Easy
 Blocked in robots.txt	Remove Disallow: lines blocking important pages	yourdomain.com/robots.txt	 Easy
 Orphaned pages	Link to them from other internal pages	Semrush > Site Audit > Crawlability	 Medium
 404 or 5xx errors	Redirect or restore missing pages	Semrush + WordPress plugin (e.g. Redirection)	 Medium
 Not re-indexed yet	Use “Request indexing”	Google Search Console	 Very Easy

04.

Make sure on-page SEO is on point

You need to fix:

- Title tags
- Meta descriptions
- Image alt tags

Here's how

1. Title tags

- Should be descriptive
- Shorter than 70 characters (to not appear cut off in search results)
- Include your target keyword

2. Meta descriptions

- Should accurately describe the content of the page,
- Compel users to click,
- Be shorter than 160 characters

3. Image alt descriptions

- Should be descriptive
- Shorter than 70 characters (to not appear cut off in search results)
- Include your target keyword

But... do I have to check each one manually?



04.

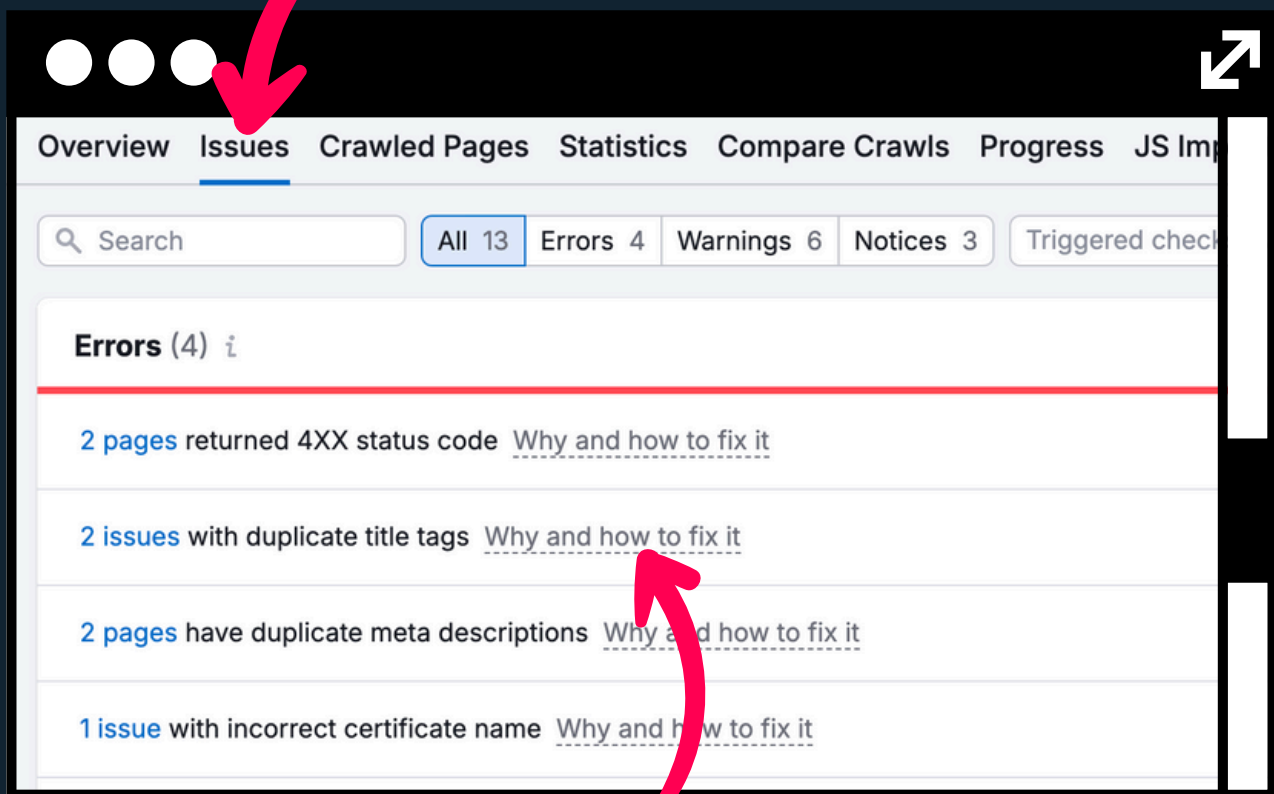
Make sure on-page SEO is on point



Don't worry.

- > Open **Site Audit**
- > Go to “**Issues**” tab
- > Get the full list of fixes to make

1. Go to
“Issues” tab



2. Click “how to
fix”

Make sure on-page SEO is on point



Internal links help Google understand your site structure and crawl it better.

You need to check for:

- Broken internal links
- Too many internal links
- Nofollows in internal links

Again, find a full list of fixes in the [Issues](#) tab of the [Site Audit](#) tool.



If you find any 📵

1. Broken internal links

- Update or remove links pointing to deleted or moved pages

2. Too many internal links

- Remove excessive links from one page (esp. in nav/footers); keep it focused

3. Nofollows in internal links

- Remove `rel="nofollow"` unless linking to unimportant or user-generated content

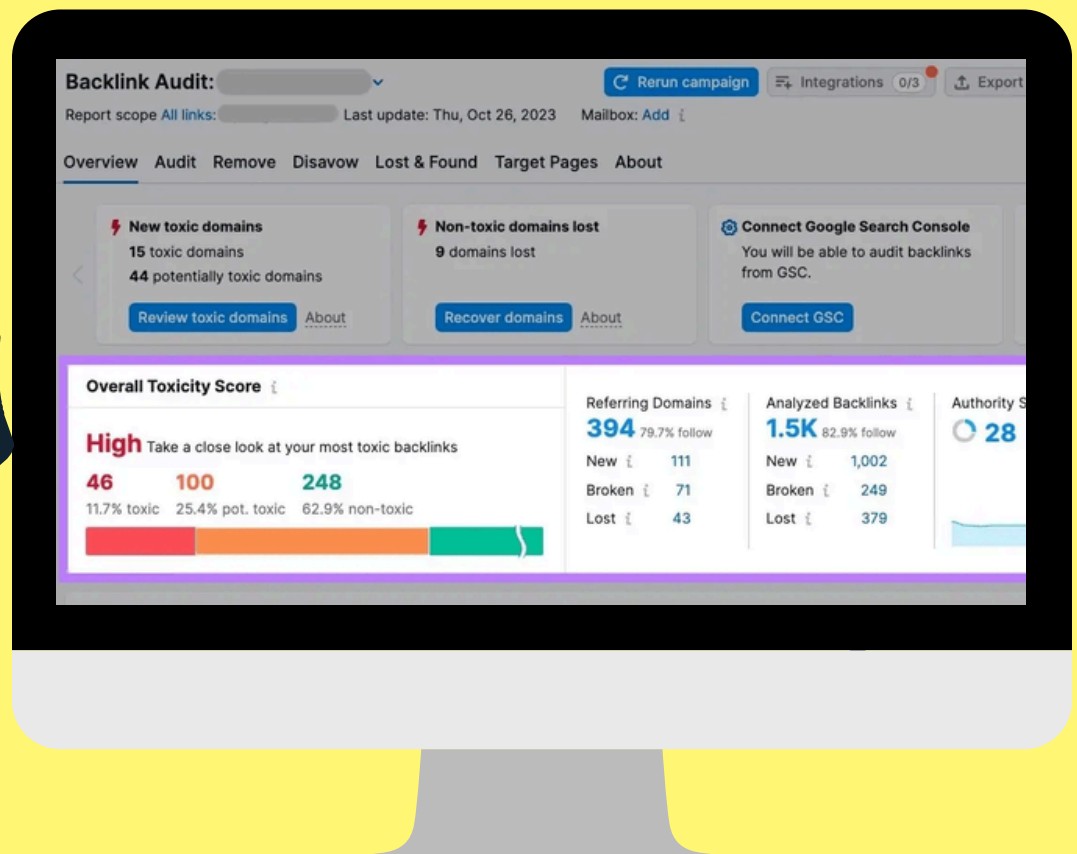
06.

Analyze backlink profile

Backlinks from low-quality or spammy sites can hurt your site's ranking.

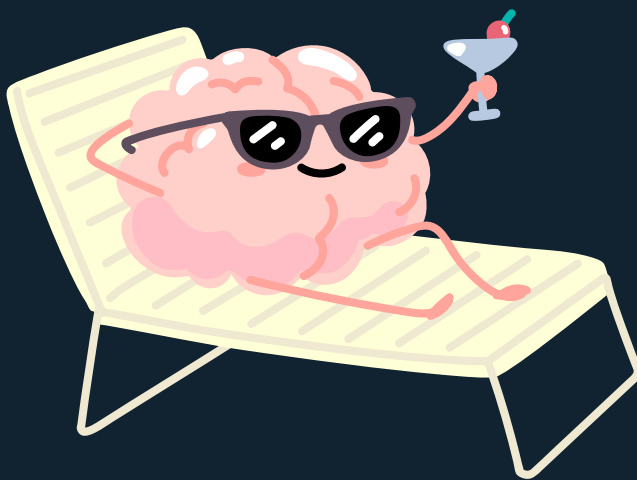


1. Use Semrush's **Backlink Audit tool** to check if your website has any toxic backlinks pointing to it.



2. Download a list of all your site's toxic backlinks.

3. Upload this list to the **Disavow tool** in **Google Search Console** to have it disregard those links so that they don't hurt your site's reputation.



That's it!
You're done.



Site Audit

can run regular,
automated scans of
your website to keep it
healthy.

Get 2 weeks free

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the

Growth Bulletin Team