Most Common SEO Issues

Our SEO experts compiled years of site audit data to identify the most common issues holding businesses back from achieving their digital marketing goals.

LACKLUSTER USER EXPERIENCE

A continued focus on SEO fundamentals can still give you an advantage over your competition.

23%

Nearly 1 in 4 sites still don't render perfectly on mobile devices and 79% load too slowly.

49%

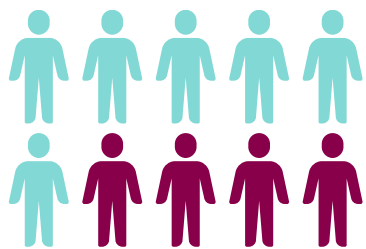Half of sites don't create enough expert, authoritative, trustworthy content.

60%

6 in 10 sites don't consistently optimize on-page elements (titles, header tags, etc.).

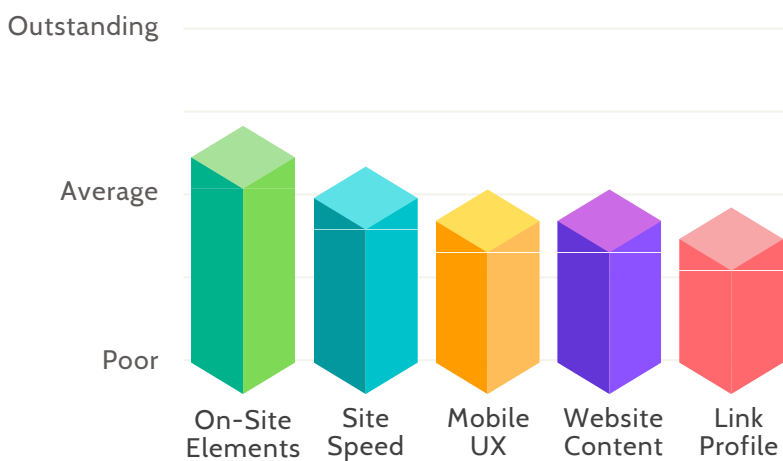## INABILITY TO MEASURE OUTCOMES

41% of marketers have not linked digital marketing results to revenues or profits.

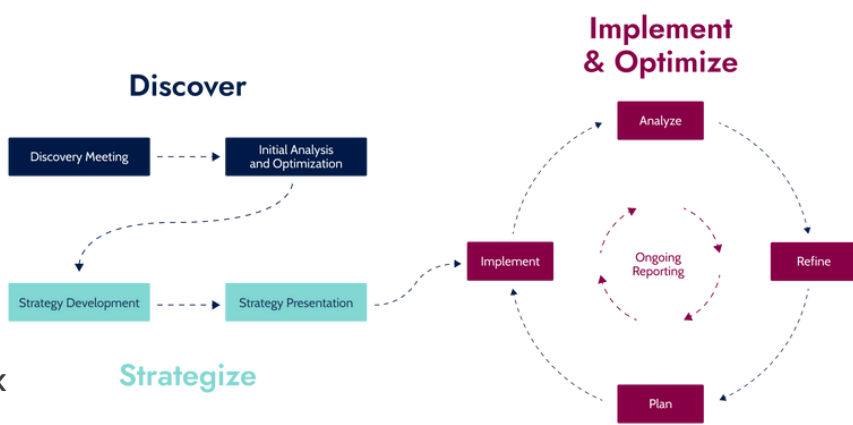Source: CMO Survey, Feb 2022

MISSING SEO BASICS

Most sites we analyzed haven't maintained important ranking signals.

Outstanding

Average

Poor

On-Site Elements | Site Speed | Mobile UX | Website Content | Link Profile

INCOMPLETE SEO STRATEGIES

Many marketers have limited time and resources, pushing SEO planning to the back burner.

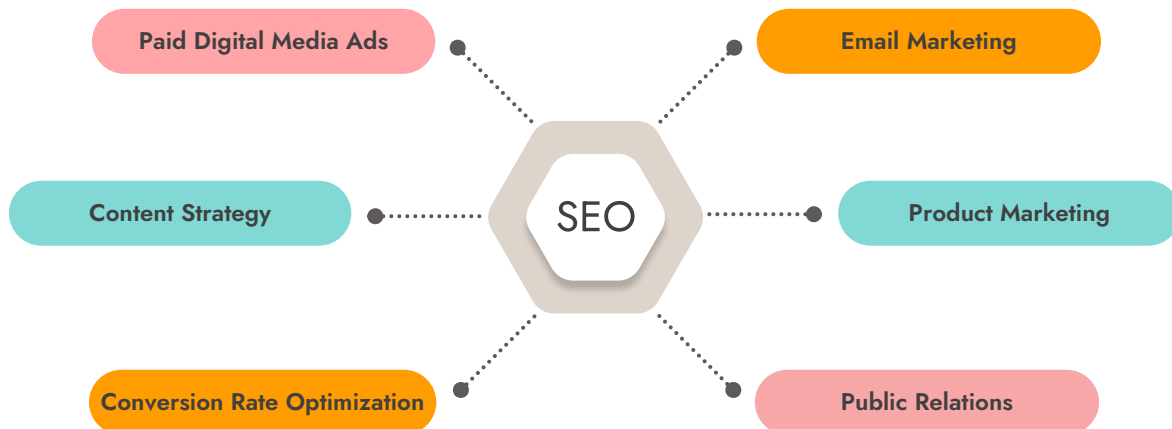A winning strategy includes upfront research and a feedback loop during implementation.

Discover

Discovery Meeting → Initial Analysis and Optimization

Implement & Optimize

Analyze

Implement — Ongoing Reporting — Refine

Strategize

Strategy Development → Strategy Presentation

Plan

The Workshop Way: Our Proven SEO Process

SEO OPERATES IN A SILO

An integrated digital marketing strategy ensures all teams are working together to capture and convert customers during the entire journey.

Paid Digital Media Ads

Email Marketing

Content Strategy

SEO

Product Marketing

Conversion Rate Optimization

Public Relations

MAKE SURE YOUR WEBSITE ISN'T HOLDING YOU BACK!

Go beyond surface metrics to craft strategies that build your brand's authority, engage your target audience, and drive business growth.

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