

## 1 Technical audit

Single out 3-5 main technical issues on [your website.com] and provide recommendations on how to fix them.

## 2 Keyword research

Offer 2-3 new topic/keyword clusters for [your website.com] and provide information on its traffic potential.

## 3 On-page optimization

Provide your suggestions on how to optimize these pages.

- URLs 1

- URLs 2

- URLs 3

## 4 Other

Provide your perspective on the following questions:

- What is the most accurate way to forecast organic traffic (new vs existing website)?

- How would you estimate keyword search volume using free tools?