

Prismoon LLC Enhances Search Engine Optimization (SEO) Services with 180-Point Technical Site Audit

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Prismoon LLC, a full-service digital marketing agency based in McLean, Virginia, has formalized an enhanced methodology for its Search Engine Optimization SEO services, implementing a comprehensive 180-point technical site audit as the foundational assessment for all new client engagements. This expanded approach represents a significant evolution in the agency's service delivery, addressing the increasing complexity of modern search engine algorithms.

The enhanced audit process utilizes industry-leading tools including Screaming Frog and Ahrefs to conduct an exhaustive technical evaluation of client websites. This rigorous assessment examines critical elements ranging from site architecture and mobile responsiveness to page speed optimization and crawlability issues. The formalized methodology ensures that technical foundations are properly established before implementing content strategies or link-building campaigns.

As search engine algorithms continue to evolve with greater sophistication, businesses face mounting

challenges in maintaining and improving their online visibility. Technical SEO issues often remain hidden beneath the surface, undermining even the most well-crafted content and marketing strategies. The 180-point audit addresses this industry-wide challenge by systematically identifying critical errors and optimization opportunities from the initial engagement phase.

"The decision to formalize and expand our technical audit process reflects our commitment to delivering sustainable SEO results," said a spokesperson for Prismoon LLC. "By conducting this comprehensive assessment at the outset of each engagement, we ensure that our clients' websites have the robust technical foundation necessary for long-term search engine success. This approach aligns our success directly with our clients' growth objectives."

The enhanced methodology draws upon the collective expertise of Prismoon Digital Solutions team members, who bring over a decade of experience across various SEO disciplines. The audit encompasses technical SEO, local SEO, and international SEO considerations, providing a holistic view of each client's digital presence. This collaborative approach ensures that all potential technical barriers to search visibility are identified and addressed systematically.

The comprehensive audit examines key performance indicators including site speed, mobile usability, indexation status, duplicate content issues, schema markup implementation, and internal linking structures. Each of the 180 checkpoints has been carefully selected based on current search engine ranking factors and industry best practices. The process also includes competitive gap analysis, helping businesses understand their position relative to industry competitors.

Beyond identifying technical issues, the audit provides actionable insights for both back-end and front-end development priorities. This transparent process enables businesses to understand exactly where improvements are needed and how these changes will impact their search engine performance. The methodology emphasizes solving technical pain points first, creating a stable platform for subsequent content marketing and link-building initiatives.

About us Prismoon: Prismoon is a full-service digital marketing agency helping SMB and mid-market brands grow through data-driven strategy and creative execution. The agency offers a comprehensive suite of services including Search Engine Optimization, Content Marketing, Paid Search and Media Advertising, Web and Graphic Design, E-commerce Marketing, Social Media Marketing and Management, Email Marketing, Online Reputation Management, Page Quality Rating and Website/UX Audits, and Analytics and Reporting. Based in McLean, Virginia, Prismoon serves both small start-ups and well-established corporations, developing unique strategies tailored to each client's specific needs and objectives.

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For more information about Prismoon LLC, contact the company here:Prismoon LLCPrismoon LLC+1 (571) 390 9222info@prismoon.com1775 Tysons Blvd. 5th Floor Suite 1A, McLean, VA 22102, USA

Prismoon LLC

We?re industry-leading experts in SEO, content marketing, social media, web design, PPC, reputation management, e-commerce marketing, email marketing, and page quality?combining creative & analytics-driven methods to achieve client goals and drive growth.

Website: https://prismoon.com/

Email: info@prismoon.com

Phone: +1 (571) 390 9222