



Chicago Website Design SEO Company Expands Free SEO Audit Program to Help Businesses Identify Digital Marketing Opportunities

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Chicago Website Design SEO Company (CWDSC) has expanded its comprehensive Free SEO Audit program to help more Chicago-area businesses understand their digital marketing performance and identify growth opportunities. The enhanced audit program now includes technical SEO analysis, keyword gap assessments, Google Business Profile reviews, backlink evaluations, and personalized strategy consultations.

The expanded audit service comes as businesses increasingly recognize the importance of search engine visibility for customer acquisition. CWDSC, which has operated since 2012 and manages over \$300,000 in monthly AdWords campaigns, developed the enhanced audit program in response to growing demand from companies seeking data-driven insights into their online presence.

"Many businesses struggle to understand why their websites aren't generating the traffic and leads they expect," said Jack Lombardi, founder of Chicago Website Design SEO Company. "Our Free SEO Audit provides actionable insights that companies can implement immediately, whether they choose to work with us

or handle improvements internally. We've structured it to be comprehensive enough that businesses receive genuine value without any obligation."

The audit process begins with a thorough technical review completed within one business day of submission. CWDSC analysts examine website architecture, content optimization, local search performance, and competitive positioning. Following the analysis, businesses receive a detailed report highlighting prioritized issues and opportunities, accompanied by a 30-minute strategy consultation with a senior strategist.

The company's approach differs from typical SEO assessments by combining automated analysis tools with manual review by experienced professionals. This methodology has proven effective across diverse industries, as demonstrated in recent case studies showing significant improvements for clients ranging from medical practices to home service providers.

For Northwestern Hair Restoration, CWDSC achieved an average map pack ranking of 1.8 for competitive Chicago hair replacement searches, resulting in a 20 percent increase in leads and a \$150 reduction in cost per lead. Similar success stories across the company's portfolio of over 500 delivered projects highlight the practical impact of comprehensive SEO strategies.

"The digital landscape continues to evolve rapidly, and what worked for businesses even a year ago may no longer be effective," added Lombardi. "Regular audits help companies stay ahead of algorithm changes and competitive shifts. We designed our audit to be detailed enough that businesses can take action independently if they prefer that approach."

The expanded audit program reflects broader industry trends toward transparency and education in digital marketing services. As search engines refine their algorithms and user behavior shifts toward mobile and voice search, businesses require more sophisticated analysis to maintain visibility.

Chicago Website Design SEO Company specializes in lead generation and conversion optimization for clients ranging from local businesses to multimillion-dollar eCommerce operations. The company provides comprehensive digital marketing services including local SEO, web design, AdWords management, and reputation management. With over 13 years of experience and management of more than 500 hosted websites, CWDSC has established itself as a trusted partner for businesses seeking to enhance their digital presence and drive measurable results through strategic online marketing initiatives.

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Chicago Website Design SEO Company

We are a one-stop-shop digital marketing agency. Our focus is lead generation for local, national and global businesses.

Web design

Google maps optimization

SEO (Search Engine Optimization)

SEM (Search Engine Marketing)

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