01

Sitewide Content Audit

uSERP’s own site, 802 pages. Delivered end of June 2026.

THE PROBLEM

uSERP's own traffic had fallen under 5,000 visits a month.

They require 5,000 a month of any site that hosts their clients' backlinks. Their own site was under their own standard.

They asked me to run the audit on their own site	Based on the results the same audit had already produced for PlushCare and other clients.
All 802 pages, scored and given a next step	Every URL got a category and a specific action, not a label.
I built it with Claude	Automating a method I had worked out by hand across dozens of sites.

RESULT · AHREFS, 1 AUGUST TO 1 OCTOBER 2026

Organic traffic doubled. Traffic value doubled.

Audit delivered end of June 2026. I worked with their content manager through the summer to implement it.

Monthly organic traffic

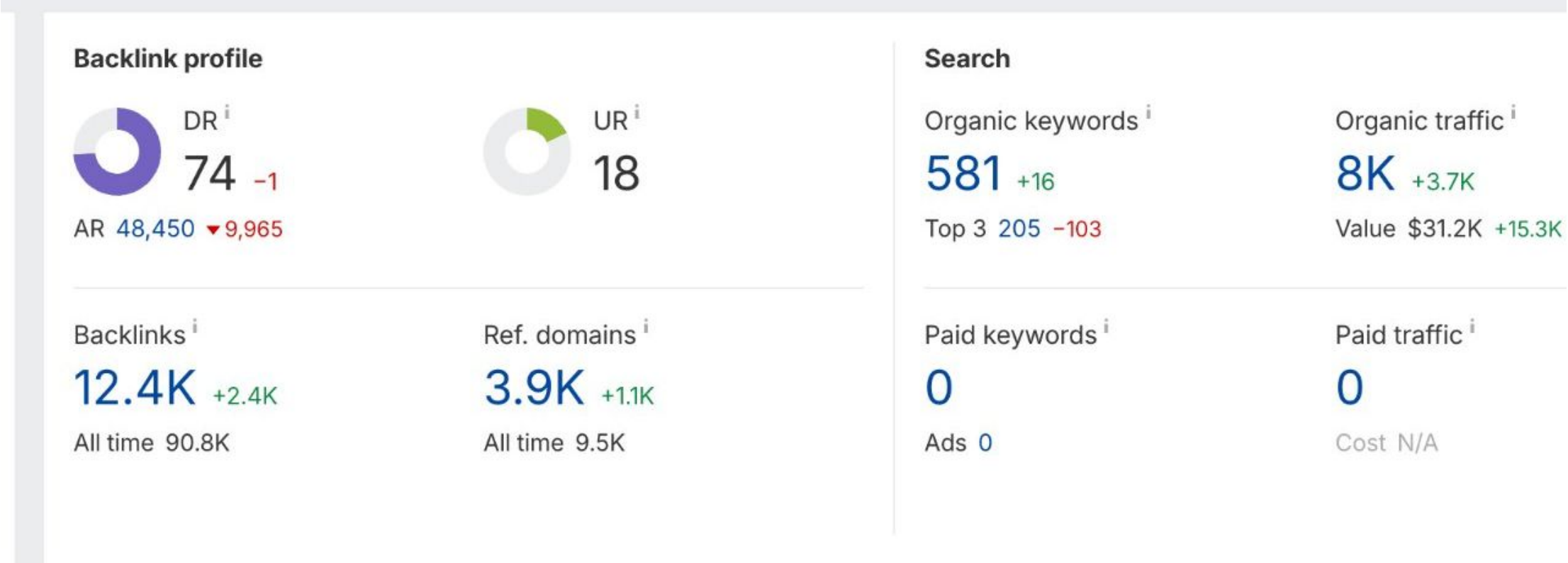
4.3K → **8K**

Monthly traffic value

$15.9K → **$31.2K**

THE AHREFS RECORD

Ahrefs, userp.io, compared against 1 August 2026.



Top 3 rankings fell 103 over the same window. The audit redirected 371 pages, so those rankings went with them.

WHERE THE VALUE LANDED

The biggest value gains came on their own commercial keywords.

The homepage and the outsourcing guide rank for the two terms that sell the service, 11,600 monthly searches between them. Traffic value as of 1 October.

“link building service”	The homepage. +$6.3K a month in traffic value, 4,200 searches a month.
“link building services”	The outsourcing guide. +$3.6K a month, 7,400 searches a month.
“ahrefs tool”	The Ahrefs beginners guide. +$4.6K a month, 2,500 searches a month.

Sitewide content/link audit

I built the audit that scores every URL and tells the team exactly what to prune, update, or keep.

The problem: Hundreds of URLs with no systematic way to decide prune / refresh / keep — and redirect targets were picked by hand.

- A Python pipeline resolves Screaming Frog + Ahrefs + GSC into one row per URL (canonical + slug, 301s resolved; Screaming Frog is source of truth).
- A composite score (clicks, ranking keywords, referring domains, YoY trend, impressions, word count) sorts every URL into Prune / Update / Healthy with a concrete 301 target.
- Guardrails stop bad calls: never prune a page with 10+ referring domains or 100+ internal links; 1,000+ impressions forces Update; page-2 “quick-win” flags.
- **Deliverable: A 2-tab scored .xlsx, 33 columns, color-coded, with verified 301 targets.**

Top pages by traffic value, 1 October 2026.

URL	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume
https://userp.io/	1,116 18.8%		$6.3K		96		link building service userp	4.2K 1.3K
https://userp.io/seo/ahrefs-seo-tools-for-beginn	874 14.7%		$4.6K		34		ahrefs tool	2.5K

The homepage carries 96 ranking keywords and $6.3K a month in traffic value, led by “link building service.”

WHAT THE AUDIT RETURNED

802 pages. 371 redirected, 336 updated, 95 left alone.

707 of those rows carry a redirect target or a content action. uSERP runs the audit as standard process on client accounts now.

3,196 keyword rankings matched to a page

162 page two opportunities on 1,000+ volume terms

39 quick wins at position 11 to 25

19 ghost URLs absent from the crawl

WHAT MADE THIS SITE DIFFERENT

This site sells links, so I counted the links going out of every page.

Broken outbound links and unintended nofollow are a quality problem on the inventory they sell. A standard content audit never looks at them.

Links out	How many external links, how many domains, how many broken, how many nofollowed.
Backlinks in	How many sites link to the page. A 301 carries part of that across.
Internal links in	How many pages on the site link to it.

SCREAMING FROG · CRAWL SETTINGS

Custom Screaming Frog settings to ensure every page is crawled.

Screaming Frog follows links from the homepage, so a page nothing links to never gets crawled. Those orphan pages are what an audit most needs to find.

Crawl Linked XML Sitemaps: ON	Pulls every URL in the sitemap, not only the ones reachable by link.
Crawl limit above the page count	It stops at a default cap with no warning. Set it higher than the site.
Respect robots.txt: on	Keeps blocked pages out, so the audit only scores pages Google can rank.
Verify the row count	A crawl under the expected page count means a setting was wrong.

SCREAMING FROG · EXPORT 1

The first export is the list of every page on the site.

The Internal tab filtered to HTML gives one row per page, including Unique Inlinks, the internal links column a traffic report never shows you.

What each column is for

Address	*the URL itself*	H2-1, H2-2	*heading structure*
Status Code	*keep only 200s*	Word Count	*thin content*
Content Type	*keep only pages*	Canonical Link Element	*matching the sources*
Title 1 + Length	*meta title work*	Indexability	*technical flags*
Meta Description 1	*snippet rewrites*	Unique Inlinks	*internal links in*
H1-1	*the quick win check*		

SCREAMING FROG · EXPORT 2

The second export is every outside link on every page.

Bulk Export → All Outlinks, over 50,000 rows at this site size. Broken and nofollowed outbound links are a quality problem on a site that sells links.

Ext. Outlinks	how many external links the page carries
Ext. Domains	how many different websites it links to
Broken Ext.	outbound links that return an error
Nofollow Ext.	links carrying rel=nofollow, intended or not
Domains List	the actual domains, so partnerships show per page

LAYER 2 · AHREFS

Ahrefs says what each page ranks for and who links to it.

Two exports, both per page rather than per backlink. A backlink-level export cannot be joined to the crawl.

Organic Keywords	Every keyword with position, monthly volume, difficulty and cost per click. Those four numbers are what make a recommendation specific.
Best by Links	Referring domains, URL Rating and dofollow count, one row per page. This decides whether a page can be pruned at all.

LAYER 3 · SEARCH CONSOLE

Search Console says what people actually clicked.

Comparing three months against the same three months a year earlier produces the trend column.

Without it a page that lost 70% looks like one that is flat.

Performance → Pages → Export	Clicks, impressions, CTR and position for both periods, side by side per page.
SEMrush Organic Positions	Optional. Adds keywords Ahrefs does not track, plus search intent.
Minimum viable set	The crawl, Ahrefs keywords and Search Console.

MATCHING THE EXPORTS TO THE PAGES

I made sure each tool's numbers landed on the right page.

Ahrefs lists the seo-agency-tools page twice, splitting its traffic 325 and 141. And 19 addresses Search Console reported traffic for did not exist on the site.

Rewrite every address into one form	The four tools disagree on www, trailing slashes, http and https, and query strings.
Follow redirects to where they land	Otherwise backlinks stay credited to the old address and the live page scores as if it had none.
Merge pages sharing a canonical tag	One row per real page, so nothing is counted twice.

SCORING

I scored every page on seven signals from all four tools.

Each page carries a weighted score built from all four tools, which produces PRUNE, UPDATE or HEALTHY. Then the guardrails overrule it.

Clicks, 3 months	50+ → +3	10+ → +2	1+ → +1
Ranking keywords	20+ → +2	5+ → +1	
Referring domains	20+ → +2	5+ → +1	
Year over year clicks	up 20%+ → +2	flat → +1	down 80%+ → −2
Best page two keyword	500+ volume → +1		
Word count	1,500+ → +1		
Impressions	5,000+ → +1		

SCORING · THE GUARDRAILS

A page with 10 sites linking to it never gets pruned, whatever it scores.

I added five guardrails that override the score outright. Each one came from a page the score got wrong on a client site.

100+ internal links	never prune
10+ referring domains	301, never delete
1,000+ impressions, zero clicks	update, fix the title
Under 50 words, zero clicks	prune at any score
Down 50% year over year	healthy becomes urgent

RECOMMENDATIONS · PRUNE ROWS

Every prune row names the page it should redirect to.

A label saying “prune” leaves the work undone. The target gets found three ways, and when other sites link to the page the row says use a 301, not delete.

1. Keyword overlap	The surviving page ranking for the most of the same keywords.
2. Words in the URL	Where there is no keyword data, the page whose URL shares the most words.
3. Path rules	Author pages to About, news articles to the news hub rather than to each other.

RECOMMENDATIONS · UPDATE ROWS

Every update row names the keyword and what it is worth.

Position, volume, difficulty and cost per click, so an editor sees what the page is going after. Pages demoted from healthy carry an URGENT line.

The content action	Expand a thin page, refresh a declining one, or retarget it.
A title rewrite trigger	Fires when impressions run high and clicks run low.
One internal link suggestion	From a page with 5+ referring domains sharing 3+ content terms.

RECOMMENDATIONS · QUICK WINS

Keywords already at position 11 to 25 come first.

The page already ranks, so on-page work moves it to page one without new content and without new links. 39 came back on the uSERP run.

200+ monthly searches	Below that the ranking is not worth the edit.
Top three shown per page	Ranked by volume, cost per click and difficulty.
Flagged where the H1 omits the term	A page at #14 for a term its H1 never mentions is ranking by accident.

THE FILE I DELIVERED

One row per URL, 34 columns, two tabs.

A content editor works from the row itself. Column D says what to do with the page and column E says how.

A–C	IDENTITY	URL, page title, H1
D–G	ACTION	Action, recommendation, score, word count
H–K	KEYWORDS	Keyword snapshot, total, page one, volume
L–Q	GSC	Clicks, year over year, impressions, CTR, position
R–V	OUTBOUND	Outlinks, domains, broken, nofollow, domain list
W–Z	AUTHORITY	Referring domains, UR, dofollow, internal links
AA–AG	TECHNICAL	Meta description, H2s, canonical, indexability

TWO ROWS, VERBATIM

Two rows from the file: one page to protect, one to redirect.

The first carries 393 backlinks and 809 internal links and is losing traffic. The second has fifteen words on it.

HEALTHY userp.io/link-building/state-of-backlinks-for-seo/

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Protect — 393 referring domains, strong authority page
Watch: down 72% YoY — consider content refresh
CTR opportunity: 2,393 impressions at 0.3% — rewrite meta
Hub page (809 internal links) — don't change URL slug
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PRUNE userp.io/eat

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301 → /seo/eat/    ·    0 clicks, 0 KWs, 15 words
Equity: 3 referring domains — use 301, don't delete
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