

**Extra Bonus Materials**

[Webris' Technical SEO Audit Guide](https://webris.org/technical-seo-audit/)

[Backlinko’s 15-Step SEO Audit Checklist for 2020](https://backlinko.com/seo-site-audit)

[Hubspot's Ultimate Guide to Google Analytics in 2020](https://blog.hubspot.com/marketing/google-analytics)

[Google's COVID-19 Resources](https://cloud.google.com/covid19)