SEO AUDIT ☑CHECKLIST

Website: _____

HTTPS

- ☐ Is HTTPS set up?
- ☐ Is the HTTP version redirecting to HTTPS?
- ☐ Are there any mixed content issues?

Architecture and Navigation

- ☐ Is the site organized in a clear, logical hierarchy?
- ☐ Is the navigation user-friendly and intuitive, making it easy for visitors to find what they're looking for?
- ☐ Is every web page within 3 clicks from the home page?

Speed and Performance

- ☐ Do web pages load within 1-2 seconds?
- ☐ If page speed is an issue, can the factors contributing to slow loading times be fixed or removed?
- ☐ Are there any opportunities to improve page speed even further?

Mobile Responsiveness

- ☐ Is the website mobile-friendly, with a responsive design that automatically adjusts to different screen sizes?
- ☐ Does the website load quickly on mobile devices?
- ☐ Is the font size and spacing large enough to be easily readable on small screens?
- ☐ Are the buttons and links large enough to be easily clicked on a touch screen?

Crawl Errors

- ☐ Has Google Search Console identified crawl errors on the website?
- ☐ If craw errors exist, can the root cause of each error be fixed?

Manual Actions

- ☐ Has the website received a manual action penalty in Google Search Console?
- ☐ If a manual action exists, can the proper steps be taken to address it?
- ☐ Are there any other website issues that could potentially lead to more manual actions that need addressing?

Duplicate Content

- ☐ Is any content duplicated on the website?
- ☐ Have canonical tags been properly implemented to identify the preferred version of duplicate pages?
- ☐ Are there any technical issues causing unintentional duplicate content, such as printer-friendly versions of pages or having both HTTP and HTTPS versions of pages?

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Website: _____

Sitemap

- ☐ Does the website have an XML sitemap?
- ☐ Does the website have an HTML sitemap that's linked in the footer or navigation menu?
- ☐ Is the sitemap automatically created or can a plugin be installed?
- ☐ Is the sitemap up to date and includes all pages on the website that need to be crawled and indexed?
- ☐ Have any errors or issues with the sitemap been found and promptly fixed?

Robots.txt File

- ☐ Is the robots.txt file present in the root directory of the website?
- ☐ Have any important pages or sections of the website been accidentally blocked using the Disallow directive?
- ☐ Are there any directives that conflict with the XML sitemap or other areas of the website that should be crawled by search engines?
- ☐ Is the sitemap location listed in the robots.txt file using the correct rule?

Broken Links and 404 Errors

- ☐ Are there any 404 errors on the site? Are any internal links causing 404 errors?
- ☐ Have steps been taken to fix crucial 404 errors?

Schema Markup

- ☐ Has Schema Markup been implemented on the website?
- ☐ If Schema Markup has been implemented, has it been done correctly and efficiently for each web page that needs it?
- ☐ Are there any opportunities to add new Schema Markup to the website to provide more context to search engines?

SEO AUDIT ☑CHECKLIST

Website: _____

Title Tags

- ☐ Are any of the pages missing title tags?
- ☐ Are any of the title tags duplicated on other pages?
- ☐ Are all title tags within 50-60 characters to ensure they display properly in search results without being truncated?
- ☐ Do all title tags include their page's primary keyword at the beginning?
- ☐ Has a secondary keyword been included in the title tag in a way that reads naturally and provides additional context to users?

Meta Descriptions

- ☐ Are any of the meta descriptions missing?
- ☐ Are any of the meta descriptions duplicated on other pages?
- ☐ Does each web page's meta description accurately reflect the content on the page?
- ☐ Have the primary and secondary keywords for each web page been included naturally in the meta descriptions?

URL Structure

- ☐ Are the URLs concise and easy to read?
- ☐ Does each URL contain the web page's primary keyword to make it SEO-friendly?
- ☐ Are there any URLs with unnecessary dates or numbers that need to be fixed?
- ☐ If a URL has been changed, has a proper 301 redirect been put into place to forward the old URL to the new SEO-friendly URL?

H1 Header Tags

- ☐ Is there an H1 tag present on each page?
- ☐ Does each page have only one H1 tag for proper on-page SEO?
- ☐ Are there any duplicate H1s across the site that need to be fixed?
- ☐ Are all H1s an exact match of their web page's title tag to prevent Google from displaying the wrong title for the listing in the SERPs?

H2-H6 Subheader Tags

- ☐ Has Schema Markup been implemented on the website?
- ☐ If Schema Markup has been implemented, has it been done correctly and efficiently for each web page that needs it?
- ☐ Are there any opportunities to add new Schema Markup to the website to provide more context to search engines?

Keyword Usage and Density

- ☐ Are the top 2-3 target keywords used in the introduction?
- ☐ Are all target keywords being used naturally throughout the content?
- ☐ Is the keyword density for each web page's target keywords within recommended guidelines of 1-2%?
- ☐ Have keyword variations, synonyms, and semantically-related words been used on each web page to enhance topical relevance?

SEO AUDIT ☑CHECKLIST

On-Page SEO Page #2

Website: _____

Image Optimization

- ☐ Are images compressed and appropriately resized to ensure fast loading times?
- ☐ Are images saved in the appropriate file format for their specific type?
- ☐ Has ALT text been added to informative images on each web page to help search engines understand the context of the images?
- ☐ Have keywords been included in relevant image ALT text in a natural way that doesn't disrupt the user experience?
- ☐ Do the image filenames match the target keyword that is being optimized for SEO?

Content Quality and Relevance

- ☐ Is the content for each web page original and unique?
- ☐ Does the content for each web page meet user search intent for its target keywords?
- ☐ Is all content up to date and accurate?
- ☐ Does the content include elements that make it link-worthy to generate natural backlinks?

Internal Linking Structure

- ☐ Does each web page have at least 3-5 outoing internal links to other relevant content?
- ☐ Do the most important web pages have at least 5-10 incoming internal links?
- ☐ Are the most important web pages linked from the homepage?
- ☐ Are the most important web pages linked internally from other high authority pages to capture the most link equity for SEO?
- ☐ Is the anchor text for each internal link keyword-rich and descriptive for the target web page?

User Experience

- ☐ Is the website easy to navigate, with a clear and intuitive menu structure?
- ☐ Does the website load quickly while browsing, with no significant lag times or delays?
- ☐ Are there too many ads on the site that make the content hard to read?
- ☐ Are there any intrusive pop-ups that degrade the user experience?
- ☐ Would a general user feel satisfied if they landed the web page or would they need to visit other websites to fully satisfy the search intent?

SEO AUDIT ☑CHECKLIST

Website: _____

Backlink Profile

- [ ] Do the most important web pages have a similar number of referring domains as the top-ranking competitors?
- [ ] Do the most important web pages have a similar number of total backlinks as the top-ranking competitors?
- [ ] Does the website overall have backlinks from high Domain Authority sites?
- [ ] Do the most important web pages have backlinks from external pages with high Page Authority scores?
- [ ] Do any web pages have a large number of low-quality sites linking to them?
- [ ] If the web page has low-quality backlinks, can those links be removed by contacting the website owners or discounted with Google's Disavow Tool?
- [ ] Do the most important web pages have a good mix of dofollow and nofollow links that indicate a natural backlink profile?

Anchor Text Distribution

- [ ] Do any web pages have a high percentage of backlinks with exact match anchor text that could indicate a link scheme is being used?
- [ ] Are there any low-quality or spammy sites that are linking to the website with exact match anchor text?
- [ ] Are there any high-volume keywords that appear too frequently in the backlink anchor text that looks unnatural?
- [ ] Is there a good mix of branded, partial match, phrase match, and natural anchor text for the backlinks to each web page?

SEO AUDIT ☑CHECKLIST

Local SEO

Website: _____

Google Business and Bing Places Profiles

- ☐ Does the business have both a verified Google Business and Bing Places Profile?
- ☐ Are the profiles fully optimized with product and service descriptions, contact details, and the website address?
- ☐ Do the profiles feature relevant, high-quality images of the business?
- ☐ Is all profile information accurate and up to date?
- ☐ Are profile posts being used to promote events, products, and services on a regular basis?
- ☐ Are customer questions and reviews being responded to in a timely and professional fashion?

Local Business Listings

- ☐ Have all of the relevant high-authority local business listing sites been identified?
- ☐ Has a listing been claimed on each of those business directories?
- ☐ Are the business listings optimized with relevant keywords, categories, and tags to help potential customers find the company online?

Name, Address, Phone Number Consistency

- ☐ Is the business name spelled consistently across all online platforms and directories?
- ☐ Are the address and phone number the same across all platforms, including abbreviations and suite numbers?
- ☐ Are there any typos or errors in the NAP information that need to be fixed?

Local Content

- ☐ Does the website have a unique location page set up for each area served?
- ☐ Are the location pages properly optimized for their local SEO keywords?
- ☐ Have articles been published on the website that answers common questions about the local area that are relevant to the business?
- ☐ Have customer testimonials or reviews from local customers been included on the website for added trust and credibility?