SEO Audit Checklist Template

Section 1: Technical SEO

1.1 Crawlability:

- Use Google Search Console to check for crawl errors.
- Ensure your robots.txt file is properly configured.
- Check your XML sitemap and submit it to search engines.

1.2 Site Speed:

- Analyze site speed using Google PageSpeed Insights.
- Optimize images and leverage browser caching.
- Minimize CSS, JavaScript, and HTML.

1.3 Mobile-Friendliness:

- Use Google's Mobile-Friendly Test to check your site's mobile compatibility.
- Ensure your site has a responsive design.

1.4 HTTPS Security:

- Ensure your site uses HTTPS.
- Check for mixed content issues.

Section 2: On-Page SEO

2.1 Title Tags:

- Ensure each page has a unique and descriptive title tag.
- Include primary keywords in your title tags.

2.2 Meta Descriptions:

- Write unique meta descriptions for each page.
- Include primary keywords and a compelling call to action.

2.3 Headers (H1, H2, H3):

- Use H1 tags for primary headings.
- Use H2 and H3 tags for subheadings and structure.

2.4 URL Structure:

- Use clean, descriptive URLs that include keywords.
- Avoid long and complicated URLs.

2.5 Internal Linking:

- Ensure a strong internal linking structure.
- Use descriptive anchor text for internal links.

Section 3: Content Quality

3.1 Content Relevance:

- Ensure all content is relevant and valuable to your audience.
- Update and refresh old content regularly.

3.2 Keyword Optimization:

- Use primary and secondary keywords naturally throughout your content.
- Avoid keyword stuffing.

3.3 Duplicate Content:

- Use tools like Copyscape to identify and eliminate duplicate content.
- Implement canonical tags where necessary.

3.4 Readability:

- Use tools like Grammarly to check for grammar and readability issues.
- Ensure content is easy to read and understand.

Section 4: Off-Page SEO

4.1 Backlink Profile:

- Analyze your backlink profile using tools like Ahrefs or Moz.
- Identify and disavow toxic or spammy backlinks.

4.2 Social Signals:

- Ensure your content is shareable and engaging on social media.
- Monitor social media mentions and engagement.

Section 5: Local SEO (if applicable)

5.1 Google My Business:

- Claim and optimize your Google My Business listing.
- Ensure all information is accurate and up-to-date.

5.2 Local Keywords:

- Use local keywords in your content and meta tags.
- Create location-specific pages if applicable.

5.3 Reviews and Ratings:

- Encourage customers to leave reviews on Google and other platforms.
- Respond to reviews promptly and professionally.

Section 6: Analytics and Reporting

6.1 Google Analytics:

- Set up and monitor Google Analytics for your site.

- Track key metrics such as traffic, bounce rate, and conversions.

6.2 Performance Reports:

- Regularly review SEO performance reports.
- Adjust your strategy based on data and insights.