SEO Audit Checklist

1. Keyword Research
   - Are you using the right keywords that people search for?
   - Do your keywords appear naturally in your content?

2. Meta Tags
   - Does each page have a unique title tag (under 60 characters)?
   - Does each page have a unique meta description (under 160 characters)?

3. Content Quality
   - Is your content informative, clear, and free of spelling/grammar mistakes?
   - Are you using headings and subheadings to organize your content?

4. On-Page SEO
   - Are you using your keywords in titles, headings, and throughout the text?
   - Do your images have descriptive alt text?

5. Mobile Optimization
   - Is your website mobile-friendly and easy to navigate on small screens?
   - Does your site load quickly on mobile devices?

6. Site Speed
   - Does your website load quickly (within 3 seconds)?
   - Have you compressed large images and minimized unnecessary plugins?

7. Technical SEO
   - Is your site using HTTPS for secure connections?
   - Do you have an XML sitemap submitted to search engines?

8. Internal Links
   - Do you have links within your content that point to other relevant pages on your site?
   - Are there any broken links that need fixing?

9. Backlinks
   - Do you have links from other reputable websites pointing to your site?
   - Are you actively working to get more quality backlinks?

10. Local SEO
    - Is your business name, address, and phone number listed on your site?
    - Do you have a Google My Business profile set up and optimized?

11. Analytics
    - Are you using a tool like Google Analytics to track your website's performance?
    - Are you regularly checking your data to see what's working and what needs improvement?

12. User Experience
    - Is your website easy to navigate?
    - Is your content engaging and valuable to your visitors?

By checking these items regularly, you can ensure your website is optimized for search engines and provides a great experience for your visitors.