

SEO Audit Checklist

Site:

Start date:

End date:

STEP 1: CONFIRM YOUR SEO STRATEGY

- Set out goals for SEO.
- Determine which metrics you'll track.
- Decide on which part of the funnel you'll target.

STEP 2: CRAWL YOUR WEBSITE

- Crawl.
- Find technical errors.
- Fix technical errors.

STEP 3: REMOVE LOW- QUALITY CONTENT

- Identify low-performing content.
- Identify potential refreshes.
- Remove bad content from site.

STEP 4: ROBOTS.TXT

- Check your robots.txt file.
- Add necessary robots tags.



**STEP 5:
FIX PAGE SPEED
PROBLEMS**

- Run speed test.
- Fix easy problems.
- Make plans to fix more technical/fundamental issues.

**STEP 6:
MOBILE-
FRIENDLINESS**

- Use GSC to check mobile-friendliness.
- Fix easy issues and validate.
- Make plans to fix more technical/fundamental issues.

**STEP 8:
TITLE TAGS AND
META
DESCRIPTIONS**

- Check title and meta tags of top pages.
- Rewrite weak tags.
- Check back to see how changes have helped CTR.

**STEP 9:
KEYWORDS**

- Identify top keywords.
- Research new keywords.
- Add to content calendar.

**STEP 10:
COMPETITOR
ANALYSIS**

- Find keyword ideas from competitors.
- Add to content calendar.



**STEP 11:
CONTENT AND
ON-PAGE SEO**

- Run a content check on top pages.
- Optimize on-page SEO.
- Proofread.

**STEP 12:
INTERNAL
LINKS**

- Use GA to find internal links.
- Add necessary internal links.
- Cut internal links to improve site structure.

**STEP 13:
BACKLINKS**

- Internal backlink check.
- Competitor backlink check.
- Build industry relations.

**STEP 14:
REDIRECTS**

- Identify redirect candidates and implement.
- Check old redirects to ensure proper implementation.

**STEP 15:
TRACK RESULTS**

- Add keywords to SpyFu tracking dashboard.
- Set a schedule to check the results of this audit.

