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.