

# On-Page SEO Audit Template/Checklist



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## 1. URL Structure:

- URLs are descriptive and SEO-friendly.
- URLs contain targeted keywords where appropriate.
- Avoids special characters and unnecessary parameters.

## 2. Title Tags:

- Unique and descriptive titles for each page.
- Titles contain primary keywords.
- Titles are within the recommended length (around 50-60 characters).

## 3. Meta Descriptions:

- Unique and compelling meta descriptions for each page.
- Meta descriptions include relevant keywords.
- Meta descriptions are within the recommended length (around 150-160 characters).

## 4. Header Tags (H1, H2, H3, etc.):

- Proper usage of header tags to structure content.
- Primary keyword included in H1 tag.
- Subheadings are used logically and contain relevant keywords.

## 5. Keyword Usage:

- Keywords are naturally incorporated into the content.
- Avoids keyword stuffing (overuse of keywords).
- Keywords are used in image alt attributes.

## 6. Content Quality:

- High-quality, original, and valuable content.
- Content is easy to read and understand.
- Content provides a solution or valuable information to users.

## 7. Images and Multimedia:

- Images have descriptive file names.
- Images include ALT tags with relevant keywords.
- Proper use of multimedia elements (videos, infographics, etc.).

## 8. Internal Links:

- Proper internal linking to relevant pages within the website.
- Anchor text used for internal links is descriptive and optimized.

## 9. External Links:

- Outbound links to authoritative and relevant websites.
- Proper use of nofollow attribute where necessary.

## 10. Mobile-Friendliness:

- Website is responsive and mobile-friendly.
- Mobile pages load quickly.
- Content is easily accessible on mobile devices.

## 11. Page Loading Speed:

- Pages load quickly (within 2-3 seconds).
- Compressed images and minimized CSS/JavaScript files for faster loading.

## 12. Technical SEO:

- Proper use of robots.txt file.
- XML sitemap is generated and submitted to search engines.
- Website is secured with HTTPS.
- No crawl errors in Google Search Console.

## 13. Social Sharing:

- Social sharing buttons are present on relevant pages.
- Open Graph tags are implemented for social media sharing.

## 14. User Experience (UX):

- Intuitive navigation and clear calls-to-action.
- Minimal use of pop-ups that may obstruct content.

## 15. Analytics and Tracking:

- Google Analytics is installed and tracking website traffic.
- Conversion tracking is set up for important actions (if applicable).

## 16. Content Updates:

- Regularly updated content to keep it fresh and relevant.

*I hope you found this SEO audit template helpful!*

**Sunny Grewal**

Founder, SEOwithsunny.com