SEO Audit Template/Checklist

1. Website Structure and Accessibility:

- ☐ Clean and logical site structure (URLs, directories).
- ☐ XML sitemap is created and submitted to search engines.
- ☐ Robots.txt file is properly configured.
- ☐ 404 error pages are customized and user-friendly.

2. Keyword Research and Analysis:

- ☐ Relevant keywords identified for each page.
- ☐ Long-tail keywords considered for specific content pieces.
- ☐ Competitor keyword analysis conducted.

3. On-Page SEO:

Title Tags:
- ☐ Unique and descriptive titles for every page.
- ☐ Primary keywords included in titles.

Meta Descriptions:
- ☐ Unique meta descriptions for each page.
- ☐ Compelling descriptions that encourage clicks.

Header Tags:
- ☐ Proper use of H1, H2, H3 tags for content hierarchy.
- ☐ Keywords included in header tags.

Keyword Density:
- ☐ Natural integration of keywords throughout the content.
- ☐ Avoid keyword stuffing; maintain natural flow.

Image Optimization:
- ☐ Descriptive file names for images.
- ☐ Alt attributes contain relevant keywords.

4. Content Quality and Relevance:

- ☐ High-quality, unique, and informative content.
- ☐ Content adds value to the user; solves problems or provides information.
- ☐ Regular content updates and additions.

5. Mobile Optimization:

- ☐ Responsive design ensuring compatibility with all devices.
- ☐ Mobile-friendly images and multimedia elements.
- ☐ Fast loading speed on mobile devices.

6. Website Speed and Performance:

- ☐ Pages load within 2-3 seconds.
- ☐ Compression and minification of CSS, HTML, and JavaScript files.
- ☐ Browser caching enabled.

7. Technical SEO:

- ☐ Website is secure (HTTPS).
- ☐ Proper use of canonical tags.
- ☐ Redirects (301, 302) are correctly implemented.
- ☐ Schema markup used where applicable.

8. Backlinks Analysis:

- ☐ Backlink profile analyzed for quality and relevance.
- ☐ Disavow tool used to remove toxic backlinks.
- ☐ Competitor backlink analysis conducted.

9. Social Media Integration:

- ☐ Social sharing buttons on content pages.
- ☐ Open Graph tags for social media sharing.
- ☐ Social media profiles linked from the website.

10. Local SEO (if applicable):

- ☐ Google My Business profile optimized and updated.
- ☐ Consistent NAP (Name, Address, Phone Number) across the web.
- ☐ Local keywords integrated into content.

11. Analytics and Monitoring:

- ☐ Google Analytics installed and configured.
- ☐ Conversion tracking set up for key website actions.
- ☐ Regular SEO audits scheduled for monitoring progress.

12. User Experience (UX):

- ☐ Intuitive navigation and clear calls-to-action.
- ☐ Mobile usability tested.
- ☐ Low bounce rates and high average session duration.

13. Content Marketing and Link Building:

- ☐ Regular content creation and promotion strategy in place.
- ☐ Guest posting and outreach for backlink building.

14. Security:

☐ Website is protected against malware and hacking attempts.
☐ Regular security audits conducted.

15. Legal Compliance:

☐ Privacy policy, terms of service, and disclaimer pages present.
☐ Compliance with GDPR and other relevant data protection laws.

I hope you found this SEO audit template helpful!

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