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.

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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.

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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.

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