

SEO AUDIT CHECKLIST

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On-page SEO

<input checked="" type="checkbox"/> Check to see that you have a call to action on every page	With no calls to action, most users will leave the site and never return.
<input checked="" type="checkbox"/> Check to see that you have created a keyword map	https://www.youtube.com/watch?v=IU0AwGOKh5Y
<input checked="" type="checkbox"/> Check your LSI keywords for each primary keyword	https://lsigraph.com/
<input checked="" type="checkbox"/> Compress all of your images	https://tinypng.com/
<input checked="" type="checkbox"/> Check to see that all URLs, title tags, and h1 tags match	This helps Google better understand what your page is about.
<input checked="" type="checkbox"/> Create an HTML sitemap and post it in the footer	https://www.mysitemapgenerator.com/start/free.str.html
<input checked="" type="checkbox"/> Check to see if you have NAP in footer	When targeting local keywords, put your name, address, and phone (NAP) on all pages.
<input checked="" type="checkbox"/> Create a privacy policy and terms of use page	https://www.freeprivacypolicy.com/
<input checked="" type="checkbox"/> Make sure you do not have multiple h1 tags	https://seositecheckup.com/tools/heading-tags-test
<input checked="" type="checkbox"/> Do not target the same keyword on multiple pages	https://seoscout.com/features/keyword-cannibalization-tool
<input checked="" type="checkbox"/> Check for duplicate content on your website	https://www.siteline.com/
<input checked="" type="checkbox"/> Make sure text links are not broken or going to http	https://www.deadlinkchecker.com/
<input checked="" type="checkbox"/> Check your URL structure	URL structure needs to make sense and tell users where they are on the site.
<input checked="" type="checkbox"/> Check for duplicate title tags	https://www.screamingfrog.co.uk/seo-spider/
<input checked="" type="checkbox"/> Check for duplicate meta descriptions	https://www.screamingfrog.co.uk/seo-spider/
<input checked="" type="checkbox"/> Check for zombie pages	Google does not like pages with little or no traffic
<input checked="" type="checkbox"/> Check all image alt tags	https://www.seoptimer.com/alt-tag-checker
<input checked="" type="checkbox"/> Check internal linking for all pages	https://www.seoreviewtools.com/internal-link-analyzer/
<input checked="" type="checkbox"/> Check for long blocks of content	Short paragraphs will hold users on the page longer. Use short paragraphs.
<input checked="" type="checkbox"/> Check for orphan pages	https://www.screamingfrog.co.uk/find-orphan-pages/
<input checked="" type="checkbox"/> Install Yoast, if you are using WordPress	https://yoast.com/
<input checked="" type="checkbox"/> Check your keyword difficulty	https://ads.google.com/home/tools/keyword-planner/
<input checked="" type="checkbox"/> Check your outbound links	https://moz.com/link-explorer
<input checked="" type="checkbox"/> Check your keyword prominence	For added oomph, place your keywords as close to the top as possible.

Off-page SEO

<input checked="" type="checkbox"/> Check to see that you are set up on Google My Business	https://support.google.com/business/workflow/9289460?hl=en
<input checked="" type="checkbox"/> Check for unlinked mentions	https://www.semrush.com/kb/1064-how-to-convert-unlinked-mentions-into-backlinks
<input checked="" type="checkbox"/> Check your competitors' domain authority	https://moz.com/domain-analysis
<input checked="" type="checkbox"/> Check your competitors' backlink profile	https://moz.com/blog/find-competitor-backlinks-next-level
<input checked="" type="checkbox"/> Check your business citations	https://www.brightlocal.com/local-seo-tools/citation-tracker/
<input checked="" type="checkbox"/> Check for guest posting opportunities	https://solvid.co.uk/180-websites-that-accept-guest-posts/
<input checked="" type="checkbox"/> Check to see that your social media profiles are current	If it has been a while since your last post, it's time to update your social media

Technical SEO...

✓ Check to see that you have an SSL installed	https://www.sslshopper.com/ssl-checker.html
✓ Check to see that you have an XML sitemap	https://www.xml-sitemaps.com/
✓ Check to see that you have a preferred version of your website	https://www.boostability.com/content/how-to-select-and-set-a-preferred-domain-for-your-website
✓ Check to see that you have a canonical link for every page	https://seositecheckup.com/tools/canonical-tag-test
✓ Check to see that Google Analytics is installed	https://support.google.com/analytics/answer/1032399?hl=en#zippy=%2Cin-this-article
✓ Check to see that Google Search Console is installed	https://support.google.com/webmasters/answer/9008080?hl=en
✓ Check to see that Bing Webmaster Tools is installed	https://www.bing.com/webmasters/help/getting-started-checklist-66a806de
✓ Check to see if you have robots.txt in place	https://support.google.com/webmasters/answer/6062598?hl=en
✓ Check to make sure your website is indexable	https://support.google.com/webmasters/answer/9012289?hl=en
✓ Check your site speed	https://developers.google.com/speed/pagespeed/insights/
✓ Check your structured data	https://search.google.com/structured-data/testing-tool
✓ Check to see that conversion tracking is set up	https://support.google.com/google-ads/answer/6095821?hl=en

User Experience (UX) SEO...

✓ Check to make sure your website is mobile responsive	https://search.google.com/test/mobile-friendly
✓ Create great content	Google each of your keywords and see what the ranking websites have for content
✓ Check to see what your competitors have that you do not	This can give you ideas on what your potential web page visitors are looking for
✓ Check to make sure your website creates a sense of trust	Can you give something away for free? This creates trust.
✓ Check to see that your contact form is working properly	If your contact form is not working, it needs to be fixed immediately.
✓ Check to see that your contact form is not too long	Keep the number of fields in your contact form as low as possible, usually 3 or less
✓ Check to make sure the benefit your product or service provides is the primary focus	Do your web pages convey the BENEFIT users will receive from using your service?
✓ Check to make sure your pages do not contain spelling or grammatical errors	https://www.powermapper.com/products/sortsite/checks/website-spell-checker/
✓ Check to make sure you have pictures of yourself	Personal pictures convey a strong sense of trust
✓ Check to include user testimonials	Testimonials are a form of social proof that foster a strong sense of trust