

SEO Audit Checklist

1 What Are Your Strategic Objectives?

List your long-term goals for your SEO campaign and business:

- 1.
- 2.
- 3.

*Make sure your Strategic Objectives are S.M.A.R.T (Specific, Measurable, Attainable, Realistic, and Timely).

Example: "IR Plumbing will easily grow its lead volume from organic search by 10% within the next 6 months."

2 Keyword Analysis

- Are your keywords following the S.M.A.R.T principle?
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3 Competitor Analysis

- Are your keyword selections too ambitious?
 - Are your keyword selections too conservative?
 - Are there any low hanging fruits or "easy win" keywords?
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4 Technical Analysis

- How quickly does your website load?
- Is your website mobile friendly?
- Does your website have keyword cannibalization?
- Does your website have 302 redirects?
- Does your website have redirect chains?

- Does your non-preferred domain 301 redirect to the preferred?
 - Does the non-secure version of your website 301 redirect to the secured version?
 - Is your robots.txt file blocking search engine crawlers?
 - Does your website have a sitemap?
 - Does your site show up #1 when you perform a “site:” search in Google?
 - Does your site have duplicate META data?
 - Does your site have duplicate copy on any of your pages?
 - Does your website have 404 errors that have link equity?
 - Is your site architecture efficient for search engines and users?
 - Are your URL structures clean and SEO-optimized?
 - Do your internal links use exact match anchor text?
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5 Page-Level Analysis

- Has your content been copied on any other websites?
 - Is your keyword in the title?
 - Is the keyword in the META description?
 - Is the target keyword within the first few sentences?
 - Is the URL SEO-optimized and clean?
 - Does the ALT tag on the first image of the page contain the target keyword?
 - Does the last sentence of the content include the target keyword?
 - Are there internal links? If so, are they placed the right way?
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6 Content Analysis

- Is your content unique and original?
 - Is your content useful and informative?
 - Is your content better than your competitors?
 - Is your content engaging?
 - Is your information accurate and factual?
 - Is your content long enough?
 - Is your content free of grammar and spelling errors?
 - Are there broken links in your content?
 - Are advertisements overwhelming your content?
 - Is your blog comment section free of link spam?
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User Experience Analysis

- Is your bounce rate below 90%?
- Is your average time spent on site less than 1 minute?
- What is your percentage of goal completions? Is the percentage consistent with industry standards?
- What pages are causing the most exits?
- Are you getting a high percentage of return visitors?
- Are your branded searches in the top 10 of all search queries for your website?
- Does your content get natural social shares?

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Link Analysis



- Are the majority of your links relevant to your website's theme?
- Are your links placed on authoritative websites?
- Is your link profile diversified?
- Is your percentage of homepage and deep page links balanced?
- Are branded anchors your most frequently used anchor text?
- Does exact match anchor text percentage exceed 1%?
- How many linking root domains do you have compared to your competitors?
- Is your historical link velocity steady and consistent over time?

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Citation Analysis



- Is your NAP-W information consistent across all online citations?
- Have you identified business directories that you haven't submitted your company to?