



Technical SEO Audit

Crawlability & Indexing

Robots.txt Check	Ensure important pages aren't blocked. Action: Review the robots.txt file for unintended disallows.
XML Sitemap	Verify its presence and submission to search engines. Action: Check for errors and update frequency.
Index Coverage	Check the number of indexed pages in Google Search Console. Action: Compare to expected number and investigate discrepancies.
Broken Links	Identify and fix broken internal and external links. Action: Use a crawler to find 404 errors.
Redirects	Ensure proper implementation of redirects (301 for permanent, 302 for temporary). Action: Audit redirect chains and loops.
Mobile-Friendliness	Test website's responsiveness on different devices. Action: Use Google's Mobile-Friendly Test.

Site Speed & Performance

Page Load Time	Assess page speed using tools like PageSpeed Insights and GTmetrix. Action: Identify and address slow-loading elements.
Image Optimization	Ensure images are compressed and properly sized. Action: Use tools to compress images without losing quality.
Caching	Implement browser and server-side caching. Action: Leverage caching plugins or configure server settings.
Minification	Minify CSS, JavaScript, and HTML files. Action: Remove unnecessary characters from code files.
Content Delivery Network (CDN)	Use a CDN to distribute content across multiple servers. Action: Improve loading times for users in different geographic locations.
Hosting	Analyze hosting plans and server locations. Action: Ensure the site is hosted in the correct geographic location and the server is adequate for the traffic.

On-Page SEO Audit

Keyword Usage

Title Tags	Ensure each page has a unique title tag with relevant keywords. Action: Check title length (ideally under 60 characters).
Meta Descriptions	Write compelling meta descriptions that include target keywords. Action: Keep descriptions concise (under 160 characters).
Header Tags	Use H1-H6 tags to structure content and include relevant keywords. Action: Ensure only one H1 tag per page.
Content Body	Incorporate keywords naturally within the body of the content. Action: Avoid keyword stuffing.
Image Alt Text	Add descriptive alt text to images, including relevant keywords. Action: Improve accessibility and search engine understanding.
URL Structure	Create SEO-friendly URLs that are concise and include keywords. Action: Avoid long, complex URLs.

Content Quality & Relevance

Content Length	Ensure content is comprehensive and provides value to users. Action: Aim for longer, in-depth content.
Readability	Write content that is easy to understand. Action: Use tools to assess readability scores (e.g., Flesch Reading Ease).
Freshness	Keep content updated and relevant. Action: Regularly review and update content to reflect current information.
Originality	Ensure content is unique and not duplicated from other sources. Action: Use plagiarism checkers to identify and address duplicate content.
User Engagement	Analyze bounce rate, time on page, and other engagement metrics. Action: Improve content to increase user engagement.
Content Accuracy	Ensure all claims, statistics, and facts presented are accurate and up-to-date. Action: Vet content for any false or misleading information.

Off-Page SEO Audit

Backlink Profile

Backlink Quantity	Assess the number of backlinks pointing to the website. Action: Use tools like Ahrefs, SEMrush, or Majestic to analyze backlink data.
Backlink Quality	Evaluate the authority and relevance of referring domains. Action: Focus on acquiring backlinks from high-quality, reputable sources.
Anchor Text Distribution	Analyze the distribution of anchor text used in backlinks. Action: Ensure a natural mix of branded, generic, and keyword-rich anchor text.
Toxic Backlinks	Identify and disavow harmful backlinks. Action: Use tools to identify potential toxic links and submit a disavow file to Google.
Link Diversity	Check the diversity of backlink sources (e.g., blogs, news sites, directories). Action: Acquire links from a variety of relevant sources.
Referring Domains	Assess the number of unique domains linking to the site. Action: Aim to increase this number.

Competitive Analysis & Reporting

Competitor Analysis

Identifying Competitors	Determine key competitors in the search landscape. Action: Identify competitors ranking for target keywords.
Keyword Gaps	Identify keywords competitors are ranking for but the website is not. Action: Use tools to find keyword opportunities.
Content Gaps	Analyze content topics covered by competitors but not by the website. Action: Identify content opportunities to fill gaps.
Backlink Analysis	Compare backlink profiles to identify link-building opportunities. Action: Analyze competitor backlinks to find potential sources.
Content Strategy	Assess competitor's content strategy, including frequency, content types, and engagement. Action: Compare with your strategy.
Technical SEO Comparison	Compare technical SEO aspects like site speed, mobile-friendliness, and site structure. Action: Review and resolve technical SEO issues.

Social Signals & Brand Mentions

Social Media Presence	Evaluate the website's presence and engagement on social media platforms. Action: Ensure active and engaging social media profiles.
Social Shares	Monitor social shares of website content. Action: Encourage social sharing through share buttons and engaging content.
Brand Mentions	Track mentions of the brand across the web. Action: Use tools like Google Alerts or Mention to monitor brand mentions.
Reputation Management	Monitor online reviews and feedback. Action: Address negative reviews promptly and professionally.
Local Citations	Verify the consistency and accuracy of NAP (Name, Address, Phone number) information across online directories. Action: Update any incorrect or outdated information.
Industry Authority	Evaluate the website's authority within its industry. Action: Participate in industry discussions and contribute valuable content to establish authority.

Reporting & Recommendations

Audit Summary	Provide a summary of key findings from the SEO audit. Action: Highlight strengths and weaknesses.
Prioritized Recommendations	List actionable recommendations based on the audit findings. Action: Prioritize recommendations based on impact and effort.
Implementation Plan	Outline a plan for implementing the recommendations. Action: Include timelines and responsibilities.
Performance Tracking	Define metrics to track the impact of implemented changes. Action: Monitor key performance indicators (KPIs) like organic traffic and rankings.
Regular Monitoring	Set up ongoing monitoring to detect new issues and track progress. Action: Schedule regular audits to maintain SEO health.
Reporting Schedule	Establish a reporting schedule to communicate results and progress. Action: Regular report to stakeholders on SEO efforts.