



FREE LEAD MAGNET · 2024
EDITION

Complete **SEO** Audit Checklist

50+ actionable points to boost your Google rankings, increase organic traffic, and fix critical website issues — all in one clear, structured guide.

50+

AUDIT
POINTS

14

SEO
CATEGORIES

100%

ACTIONABLE

Introduction to SEO Audits

Understand what an SEO audit is and why every serious business needs one.

What is an SEO Audit?

An SEO audit is a comprehensive evaluation of your website's ability to rank in search engines like Google. It identifies technical errors, on-page weaknesses, content gaps, and off-page opportunities that are preventing your site from reaching its full potential.

Why is it important?

Without a proper SEO audit, you are flying blind. You might be losing thousands of potential customers every month simply because Google cannot properly crawl, understand, or trust your website. A structured audit gives you a clear, prioritised roadmap to fix the right things in the right order.

Key Benefits of an SEO Audit



Improve Search Rankings

Identify and fix the exact issues holding your pages back from page 1 of Google.



Increase Organic Traffic

More visibility means more qualified visitors arriving at your site every single day.

Website Health Overview

Start every audit with these foundational checks before diving deeper into the detail.

i These six checks form the baseline of your audit. If any of these fail, everything else on your site will underperform. Fix these first before optimising individual pages.



Google Indexing Status

Run **site:yourdomain.com** in Google to check indexed pages. Low numbers may indicate crawl or noindex issues.



Domain Authority (DA)

Check your DA via Moz or Ahrefs. Higher DA means more trust. Target DA 30+ for competitive niches.



Spam Score

Moz's Spam Score reveals toxic backlink patterns. A score above 30% signals you may need a disavow file.



SSL / HTTPS

HTTPS is a confirmed ranking signal. Any HTTP page is a trust and security risk. Verify your SSL certificate is valid.



Mobile-Friendliness

Over 60% of searches happen on mobile. Use Google's Mobile-Friendly Test to identify layout



Site Speed — Core Web Vitals

Use Google PageSpeed Insights to measure LCP, CLS, and INP. Pages scoring under 50 need

Technical SEO Checklist

14 technical factors that determine whether Google can crawl, index, and rank your site.



XML Sitemap Present & Submitted **PRIORITY**

Sitemap.xml must list all important URLs and be submitted via Google Search Console.



Robots.txt Properly Configured

Ensure robots.txt is not blocking important pages. Verify Googlebot can access all critical content.



No Broken Links (404 Errors) **FIX FIRST**

Crawl with Screaming Frog to identify and fix all broken internal and external links.



No Redirect Chains or Loops

Each redirect must go A → B directly. Chains (A → B → C) waste crawl budget and dilute link equity.



Canonical Tags Implemented

Every page should have a self-referencing canonical tag to prevent duplicate content issues.



Clean, SEO-Friendly URL Structure

URLs should be short, use hyphens (not underscores), include the keyword, and avoid parameters.



Core Web Vitals Optimised **CRITICAL**

LCP under 2.5s, INP under 200ms, CLS under 0.1. These are direct Google ranking factors.

Technical SEO Checklist (continued)

Crawlability, indexation, and structured data factors that protect and amplify your rankings.

✓ **Mobile Responsiveness Verified**

Google uses mobile-first indexing. Every page must render flawlessly on phones and tablets.

✓ **HTTPS Enabled Site-Wide**

No mixed content warnings. All pages, assets, and resources must load over HTTPS.

✓ **Googlebot Crawl Access Confirmed**

Use Search Console's URL Inspection tool to verify Googlebot can crawl and render key pages.

✓ **No Unwanted Noindex Tags**

Check important pages are not accidentally tagged with noindex via meta robots or X-Robots-Tag headers.

✓ **Structured Data / Schema Markup** **HIGH IMPACT**

Implement Organisation, Article, FAQ, and Product schema where relevant to earn rich SERP results.

✓ **Pagination Handled Correctly**

Use proper signals for paginated content so each page can be individually valued by Google.

✓ **Crawl Budget Not Wasted**

Block low-value URLs (session IDs, filter params) in robots.txt so Googlebot focuses on important content.

On-Page SEO Checklist

Optimise every page so Google clearly understands your content and keyword relevance.

✓ **Unique Title Tags (Under 60 Characters)** **CRITICAL**

Each page needs a distinct title tag with the primary keyword near the front. Never duplicate title tags.

✓ **Meta Descriptions (Under 160 Characters)**

Write compelling meta descriptions that include the keyword and a clear value proposition to boost CTR.

✓ **H1 Tag Present and Optimised**

Every page must have exactly one H1 tag containing the primary keyword, describing the page's main topic.

✓ **Proper Hierarchy: H2 and H3 Tags**

Use H2 for main sections and H3 for sub-sections. A logical heading structure helps Google understand content.

✓ **Keyword Placement in Headings**

Include primary and secondary keywords naturally within H1, H2, and H3 tags for stronger topical relevance.

✓ **Image Alt Tags Optimised**

Every image needs a descriptive alt attribute. Include keywords where relevant. This also supports accessibility.

✓ **Internal Linking Strategy** **HIGH IMPACT**

Link to relevant internal pages using descriptive anchor text to distribute authority and help crawlers discover content.

✓ **Target Keyword in the URL**

URLs should contain the primary keyword. Example: /seo-audit-checklist not /page?id=12345

✓ **Content Readability Optimised**

Use short paragraphs (2-3 sentences max), bullet points, and subheadings to make content scannable for users.

✓ **Natural Keyword Density (1-2%)**


Keywords should appear naturally throughout content. Avoid stuffing — Google penalises unnatural repetition.


✓ **No Duplicate Content Issues** **CRITICAL**


Use canonical tags or 301 redirects to consolidate duplicate pages. Duplicate content dilutes rankings.

Content SEO Checklist


Great content remains the most powerful ranking factor. Here's how to audit yours.

 **Google's E-E-A-T:** Google evaluates Experience, Expertise, Authoritativeness, and Trustworthiness. Every piece should demonstrate real-world knowledge and provide genuine value beyond what is already ranking.

 **High-Quality, Original Content** **CRITICAL**
Every page must offer unique, valuable information. Thin or copied content is penalised by Google's Helpful Content update.


 **Content Matches Search Intent**
Analyse the top 10 results for your keyword. If they're listicles, your page should be too. Match what Google rewards.


 **Strategic Keyword Targeting**
Each page should target one primary keyword and 3-5 secondary variations. Use Keyword Planner or Ahrefs for research.

 **LSI (Latent Semantic Index) Keywords Used**
Include semantically related terms and synonyms throughout your content to build topical relevance and depth.

 **Comprehensive Content Length**
For competitive keywords, aim for 1,500+ words. Analyse competitors' word counts and aim to be more thorough.

 **Content Updated Regularly** **HIGH IMPACT**
Refresh old posts with new statistics, examples, and insights. Google rewards freshness for time-sensitive topics.

 **Images, Videos & Infographics Included**
Rich media increases time-on-page and reduces bounce rates — both positive ranking signals. Optimise file sizes for speed.

 **Blog Structure & Categories Maintained**
Organise content into topic clusters with pillar pages to build topical authority and improve crawl efficiency.

 **Content Formatting: Lists, Tables & Bullets**
Structured formatting boosts readability, featured snippet chances, and makes content easier to scan on mobile.

Off-Page SEO Checklist

Build authority and trust signals beyond your website through links and brand mentions.



Backlink Profile Analysis **CRITICAL**

Use Ahrefs, Semrush, or Moz to review all backlinks. Identify high-quality links and toxic ones that need disavowing.



Quality Backlinks (Not Spam)

Prioritise links from high-DA, relevant industry websites. A single Forbes link outweighs 100 directory spam links.



Anchor Text Diversity

Your anchor text profile should be natural: 60% branded, 20% generic (click here, learn more), 20% keyword-rich.



Domain Authority of Referring Domains

Track the DA of your link sources. Links from DA 40+ domains have meaningful impact; DA 20 or below has diminishing returns.



Competitor Backlink Analysis **HIGH IMPACT**

Find where your competitors get links and target the same sources. This is one of the fastest ways to close the authority gap.



Social Signals (Shares & Mentions)

Social engagement increases content visibility, generates natural links, and contributes to brand authority signals.



Local Citations (If Applicable)

For local businesses, consistent NAP (Name, Address, Phone) across directories like Yelp, YellowPages, and Bing Places is essential.

Local SEO Checklist

Dominate your local market on Google Maps and local search results.



Why Local SEO Matters: 46% of all Google searches seek local information. If your Google Business Profile is not fully optimised, you are invisible to nearby customers who are ready to buy right now.



Google Business Profile Fully Optimised **CRITICAL**

Complete every field: category, services, hours, description, photos, Q&A, and posts. Incomplete profiles rank lower in Maps.



NAP Consistency Across All Platforms

Your Name, Address, and Phone number must be identical everywhere online — website, Google, Yelp, Facebook, and directories.



Local Keywords Integrated

Include "[service] + [city/suburb]" keywords in page titles, headings, meta descriptions, and content naturally.



Reviews & Ratings Managed **HIGH IMPACT**

Actively request reviews from happy customers. Respond to all reviews — positive and negative — within 24 hours.



Google Maps Visibility Confirmed

Search your business category + city in Google Maps. If you don't appear in the top 3, your local optimisation needs work.



Local Citations Built

Get listed on Yelp, YellowPages, Bing Places, Apple Maps, and at least 20 industry-specific directories for your niche.



Location-Specific Landing Pages

If you serve multiple cities, create a dedicated, unique page for each location with localised content and keywords.

User Experience (UX) Checklist

Google ranks websites that users love. Poor UX means higher bounce rates and lower rankings.



Mobile-Friendly Design **CRITICAL**

Google indexes the mobile version of your site first. Every page must be fully functional and visually correct on all screen sizes.



Intuitive Navigation Structure

Users should find any page within 3 clicks from the homepage. Clear menus, breadcrumbs, and a search function all reduce friction.



Fast Loading Pages **CRITICAL**

53% of mobile users abandon sites that take more than 3 seconds to load. Target under 2 seconds for all key pages.



Clear Call-to-Action (CTA) Buttons

Every page should guide users toward a specific action — "Get a Free Quote", "Book a Call" — with visible, high-contrast buttons.



Bounce Rate Monitored & Reduced

A bounce rate above 70% signals a mismatch between user expectations and page content. Use Analytics to identify problem pages.



Professional UI/UX Design

Consistent typography, a coherent colour palette, proper spacing, and professional imagery all increase trust and time on site.



Basic Accessibility Compliance **HIGH IMPACT**

Use alt text on images, sufficient colour contrast, keyboard-navigable menus, and ARIA labels for form fields. Accessibility helps SEO too.


Conversion Optimisation Checklist

Turn your organic traffic into leads and paying clients with these CRO essentials.

- Clear Primary CTA on Every Page** **CRITICAL**
Each page should have one dominant CTA above the fold. Competing CTAs confuse users and reduce overall conversion rates.
- Lead Capture Forms Optimised**
Keep forms to 3-5 fields maximum. Every extra field reduces completion rates by approximately 10%. Test for mobile usability.
- Landing Pages Purpose-Built**
Service-specific landing pages outperform generic homepages for conversions. Remove navigation to reduce distractions.
- Trust Signals Prominently Displayed** **HIGH IMPACT**
Show testimonials, case studies, client logos, awards, and certifications. Trust signals dramatically increase conversion rates.
- Contact Information Visible**
Phone number, email, and physical address should appear in the header, footer, and on a dedicated contact page.
- Conversion Tracking Fully Set Up**
Track form submissions, phone calls, button clicks, and purchases in both Google Analytics and Google Search Console.

Analytics & Tracking Checklist

You cannot improve what you do not measure. Ensure your tracking is bulletproof.

 **Data-Driven SEO:** Without proper tracking, you are guessing. Every decision — content to create, pages to optimise, keywords to target — should be backed by real data from your own website.

Google Analytics 4 (GA4) Installed CRITICAL

Verify GA4 is correctly installed on every page. Use Google Tag Assistant to confirm the tag fires without errors.

Google Search Console Connected

GSC shows which keywords drive clicks, impressions, and position — plus which pages have indexing issues. It is free and essential.

Conversion Tracking Enabled

Configure key events in GA4: form_submit, phone_call_click, purchase, and any other conversion actions for your business.

Event Tracking Configured

Track key user interactions: scroll depth, video plays, CTA button clicks, file downloads, and outbound link clicks.

Goals & KPIs Clearly Defined


Define specific SEO goals: target organic traffic growth, keyword ranking milestones, and monthly lead targets with benchmarks.

Monthly Traffic Analysis Reports

Review organic traffic trends, top landing pages, keyword performance, and user behaviour monthly to guide your SEO strategy.

Competitor Analysis Checklist

Study what's working for your competitors and strategically outperform them.

 **The Shortcut to Ranking:** Your competitors have already proven which keywords and content formats Google rewards in your niche. Reverse-engineering their success is faster than building from scratch.

Identify Your Top 5 SEO Competitors

Search your target keywords and note who ranks in positions 1-5 consistently. These are your true SEO competitors.

Analyse Their Keyword Rankings **HIGH IMPACT**

Use Semrush or Ahrefs to see every keyword your competitors rank for. Find high-volume, low-difficulty terms you have not targeted yet.

Analyse Their Backlink Profiles

Export their top 50 referring domains and create a targeted outreach list. Guest posts, partnerships, and resource mentions are all fair game.

Identify Content Gaps **CRITICAL**

Find topics your competitors rank for that you do not cover. These are immediate content opportunities with proven search demand.

Compare Overall Performance Metrics

Benchmark your DA, organic traffic, indexed pages, and keyword count against competitors to set realistic improvement targets.

Common SEO Mistakes to Avoid

These six mistakes are responsible for 80% of ranking failures. Check them immediately.



Duplicate Content

Identical content across multiple URLs confuses Google about which page to rank. Use canonical tags or 301 redirects to consolidate.



Keyword Stuffing

Forcing keywords unnaturally into content triggers spam filters. Write for humans first — include keywords where they flow naturally.



Poor Mobile Experience

Text too small, buttons too close together, or content wider than the screen — all punished by Google's mobile-first indexing algorithm.



No Internal Linking

Without internal links, important pages sit in isolation. Google cannot properly discover or weight pages that have no links pointing to them.



Ignoring Technical SEO

Brilliant content means nothing if Google cannot crawl and index it. Technical issues are the invisible ceiling on your rankings.



Slow Website Speed

A 1-second delay reduces conversions by 7%. Page speed is a confirmed ranking factor and directly impacts user experience scores.

Final Audit Summary

Your complete SEO health depends on all six pillars working together in harmony.

- ✓ **Congratulations** on completing your SEO audit review. Use this summary as your ongoing reference. A healthy strategy requires all six pillars to be continuously monitored — neglecting any one area creates a ceiling on your growth.



Technical SEO

Crawlability, indexation, site speed, Core Web Vitals, SSL, sitemap, robots.txt, and schema markup all verified and optimised.



On-Page SEO

Title tags, meta descriptions, heading hierarchy, keywords, image alt text, URL structure, and internal linking all optimised.



Content SEO

Original, in-depth content matching search intent with proper keyword usage, LSI terms, media, and regular freshness updates.



Off-Page SEO

Quality backlink profile built, anchor text diversified, toxic links disavowed, and competitor links analysed and targeted.



Local SEO



UX & Conversion

READY TO RANK HIGHER?

Need a Professional SEO Audit?

Our experts conduct a full, in-depth analysis of your website and deliver a clear, prioritised action plan to improve your Google rankings and generate more qualified leads.



Technical SEO
Analysis



Keyword Opportunity
Report



Competitor
Benchmarking



Action Priority
Roadmap



No
Obligations

 **Request Your Free Website Audit**

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Expert SEO & Digital Marketing · Trusted Globally