SEO Audit Checklist

The SEO Checklist that can positively impact organic rankings!

ACCESSIBILITY

Search engines are constantly trying to improve their search results by making sure they provide the best possible
results for users: one of the factors that search engines consider is accessibility. If search engines and users can't
access your website, it might as well not exist.

Tracking

☐ Google Search Console is set up for this website.

☐ Google Analytics is set up for this website.

☐ Google Analytics and Google Search Console are linked.

Robots.txt

☐ There is a robots.txt file.

☐ The robots.txt file is not restricting access to important sections of the website.

☐ The robots.txt file is not blocking search engine spiders from crawling the website.

Robots Meta Tags

☐ Robots Meta Tags are not blocking important pages.

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HTTP Status Codes

☐ There are no 5xx HTTP status codes on the website.

☐ There are no 4xx HTTP status codes on the website.

☐ The 404 pages are being used correctly.

☐ The website is using 301/7 HTTP redirects and not 302 HTTP redirects, Meta refresh redirects, or JavaScript based redirects.

☐ There are no redirect chains.

XML Sitemap

☐ There is a XML Sitemap.

☐ There is an Image Sitemap.

☐ There are priorities, frequencies, and lastchange attributes properly structured.

☐ The XML Sitemap/s have been submitted to Google Search Console.

Website Architecture

☐ Every subfolder used in the URL is a working page.

☐ There are not more than 3 subfolders used in the URL.

☐ The website uses absolute URLs.

Flash and JavaScript Navigation

☐ The website is not using Flash or JavaScript navigation.

Website Performance

☐ Website compression and catching are enabled.

☐ Images are optimized for the web.

☐ The Google Pagespeed Insight scores are above 50.

INDEXABILITY

We've identified the pages that search engines are allowed to access. Next, we need to determine how many of those pages are actually being indexed by the search engines.

Site: Command

- ☐ There are no duplicate content warnings for the website.
- ☐ The number of returned results are the same as the WMT indexed count.

Search Engine Penalties

- ☐ There are no search engine penalties.

Search Engine Spiders

- ☐ The website looks relatively the same when the user-agent is Googlebot.
- ☐ The goal page, if there is one, has a meta robots noindex tag.
- ☐ The website has passed Google's Mobile-Friendly test.
- ☐ There is not duplicate HTTP/HTTPS versions of the website.
- ☐ The HTTP version of the website is pointing to the HTTPS version.
- ☐ Canonical Tags, if needed, are being utilized correctly.

ON-PAGE RANKING FACTORS

Now it's time to turn our attention to the characteristics of our website's pages that influence the website's search engine rankings.

URLs

- ☐ URLs are descriptive and optimized.

Content

- ☐ The Homepage has at least 150 words worth of optimized content.
- ☐ Landing Pages have at least 300 words of original content.
- ☐ Any on-page content contains targeted keywords in the first few paragraphs.
- ☐ Any on-page content is grammatically clean and free of spelling errors.
- ☐ Any on-page content is not contained inside Flash, overly complex JavaScript, or images.
- ☐ Any on-page content is valuable to its audience.
- ☐ There is no duplicate content.
- ☐ There is no hidden content or keyword stuffing.

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Title Tags

☐ There are no empty Title Tags.

☐ There are no duplicate or too long Title Tags.

☐ The Title Tags are not over optimized and contain relevant keyword/s.

Meta Descriptions

☐ There are no empty Meta Descriptions.

☐ There are no duplicate or too long Meta Descriptions.

☐ The Meta Descriptions are not over optimized and contain relevant keyword/s.

Meta Keywords

☐ There are no Meta Keywords.

HTML Markup

☐ There is only one <h1> tag per page and it contains the primary keyword.

☐ The rest of the <h> tags are present and utilized properly.

☐ The text to HTML ratio is greater than 20%.

Images

☐ All images contain alt txt, are optimized, and include the primary keyword.

☐ All image filenames are optimized and include the primary keyword.

Outlinks

☐ No outlinks are broken.

☐ Any outlinks point to trustworthy websites and use relevant anchor text.

Schema

☐ There is schema present on the proper pages.

☐ The schema code has passed Google's Structured Data Testing Tool.

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OFF-PAGE RANKING FACTORS

Lastly, we're going to focus on the ranking factors that are generated by external sources.

Popularity

- [ ] The website has been gaining organic traffic YoY.
- [ ] The website is receiving backlinks from popular websites.

Trustworthiness

- [ ] The website does not practice cloaking.
- [ ] There are no manual actions taken in Google Search Console.

Backlink Profile

- [ ] The website has a quality backlink profile.
- [ ] The website's PageRank is above 2.

Social

- [ ] Facebook and YouTube have been claimed and optimized.
- [ ] Any Google+ pages have been absorbed into the Google Business Page listing.

Local

- [ ] Has a Google Business Page and Bing Places for Business. Both are claimed.
- [ ] All of the information on GBP and BPB is correctly filled out.
- [ ] Website is listed on Apple Maps.
- [ ] At least half of the 50 citation sources are claimed and filled out.

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