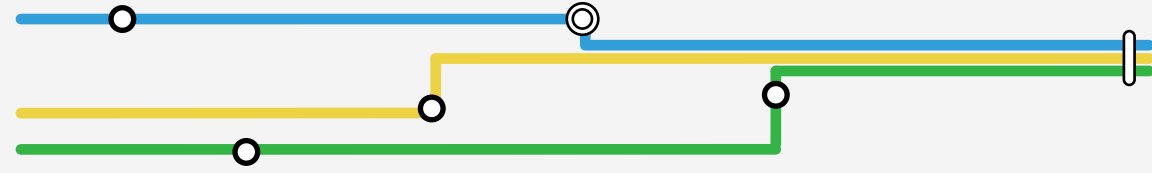


# SEO AUDIT CHECKLIST



## On-site analysis

## Competitive analysis

## keyword research

### Health Check

- Perform a site search ("site:www.yourdomain.com")
- Perform brand searches (product/service name)
- Review the total pages indexed
- Duplicate content review (www vs. non-www, etc)

### Usability Review

- Site load time
- Home page layout
- Landing interior pages → Keyword focus
- Quality/frequency of CTA

### Content Review

- Quality
- Length
- Human or goal-focused
- Ease of read/use

### Server Redirect/Response Codes

- 301  302
- 307  404
- 410  500
- 503

### Page Structure 1

- Search-friendly URLs
- Complete and relevant Title Tags
- Unique, relevant Meta Descriptions
- Number of links on the page

### Page Structure 2

- Review of internal link structure (including anchor text)
- Image names
- Image sizes
- Semantic HTML review

### Competitive Site List

- Industry competitors (primary market) → List 3-5 leaders of industry and direct competitors
- Niche competitors (secondary market) → List 2-3 competitors that specialize in specific areas of your industry
- Industry blogs, publications, associations → List 25-50 influential industry sites

### Content Analysis

- Top pages  Link building potential
- Quality  Types of content
- Frequency  Calls to action
- Uniqueness  User-generated content

### Social Media

- Active channels
- Level of engagement
- Frequency
- Relationship with influencers
- Personal brands within the brand

### Traffic Analysis

- Alexa.com
- Compete.com
- Hitwise.com
- Quantcast.com
- Semrush.com

### Link Analysis

- Total number of inbound links
- Total number of linking domains
- Link building content
- Quality of links
- Source of link generation
- Ease of replication
- Distribution channels

### Creating the keyword list

- Enter website and competitors' sites/pages to Google Keyword tool
  - Service
  - Product
  - Details
  - Features
  - Benefits
- Pull keywords currently driving traffic from analytics
- Survey customers (past/present)
- Listen on social channels via Social Mention or Topsy

### Grade Keywords

- Relevance
- Volume
- Difficulty (organic, paid)
- Value per conversion
- Estimate cost of traffic

### Research Tools

- Ubersuggest
- Soolve

Find out what is preventing your site from ranking well in the search engines. Learn what requires your immediate attention.

On-site analysis

Understand why your competitors are out-performing you online. Get a grasp of what you should be doing to catch up.

competitive analysis

Discover where you should start for next-step site improvements. Unleash the potential for a higher ranking in the SERPs.

keyword research

