

SEO AUDIT CHECKLIST

1. Keyword Research and Analysis

- ☐ Identify and prioritize target keywords related to their business.
- ☐ Ensure that keywords align with user intent and relevance.
- ☐ Conduct competitor analysis to discover additional keyword opportunities.

2. On-Page SEO

- ☐ Optimize meta titles and descriptions for key pages.
- ☐ Ensure proper use of header tags (H1, H2, etc.) with relevant keywords.
- ☐ Check and improve the URL structure for clarity and SEO-friendliness.

3. Content Quality and Relevance

- ☐ Assess the quality and relevance of existing content.
- ☐ Identify opportunities to create new, valuable content.
- ☐ Ensure content is easily readable and well-organized.

4. Technical SEO

- ☐ Check for crawl errors and fix any broken links.
- ☐ Ensure proper implementation of XML sitemaps.
- ☐ Optimize website speed and performance using the tools at <https://pagespeed.web.dev/>



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5. Mobile Optimization

- ☐ Ensure responsive design and a seamless user experience on mobile devices.
- ☐ Use the test at <https://ready.mobi/> to see how your site looks on a variety of devices.
- ☐ Optimize images and multimedia for faster mobile loading times.

6. Backlink Analysis

- ☐ Evaluate the backlink profile for quality and relevance.
- ☐ Identify and disavow any harmful or spammy backlinks.
- ☐ Seek opportunities for acquiring high-quality backlinks through outreach and content partnerships.

7. Local SEO (if applicable)

- ☐ Claim and optimize your Google Business Profile listing at <https://google.com/business>
- ☐ Ensure consistent name, address, phone number (NAP) information across online platforms.
- ☐ Use a system to get positive online reviews from satisfied customers. Watch the webinar at <https://upatdawn.biz/webinar> and get a free trial.

8. Social Media Integration

- ☐ Assess social media presence and integration on the website.
- ☐ Encourage social sharing and engagement with website content.
- ☐ Develop a content calendar for regular and strategic social media updates.



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9. User Experience (UX)

- ☐ Evaluate website navigation and user flow.
- ☐ Optimize for a positive user experience, including clear Calls to Action (CTAs).
- ☐ Conduct A/B testing on critical pages to improve conversion rates.

10. Analytics and Measurement

- ☐ Set up or review your Google Analytics and Google Search Console data.
- ☐ Monitor and analyze key performance indicators (KPIs) such as organic traffic, bounce rate, and conversion rates.
- ☐ Implement event tracking to understand user interactions on your website (e.g., form submissions, video views).

