

Website Audit Template

1. Technical SEO

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| ■ Check robots.txt and XML sitemap setup |
| ■ Ensure website uses HTTPS |
| ■ Verify mobile-friendliness (responsive design) |
| ■ Page speed optimization (Core Web Vitals) |
| ■ Fix crawl errors (404, redirect chains, server errors) |
| ■ Check indexing status in Google Search Console |

2. On-Page SEO

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| ■ Optimize title tags and meta descriptions |
| ■ Ensure correct use of H1, H2, H3 headings |
| ■ Image optimization (alt text, compression) |
| ■ Internal linking strategy |
| ■ Keyword optimization and content relevance |
| ■ Avoid duplicate content |

3. Off-Page SEO

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| ■ Backlink profile analysis |
| ■ Identify toxic/spammy backlinks |
| ■ Competitor backlink comparison |
| ■ Social signals & brand mentions |

4. Content Audit

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| ■ Review blog posts for relevance and quality |
| ■ Check for thin or outdated content |
| ■ Optimize for featured snippets & rich results |

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| ■ Ensure proper keyword targeting |
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5. UX & Design

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| ■ Easy navigation and clear structure |
| ■ CTA (Call-to-Action) optimization |
| ■ Check for intrusive pop-ups or ads |
| ■ Test cross-browser compatibility |

6. Analytics & Tracking

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| ■ Verify Google Analytics setup |
| ■ Check Google Tag Manager configuration |
| ■ Ensure goal/conversion tracking |
| ■ Monitor bounce rate and engagement metrics |