



SEO Audit Checklist

The world of SEO is full of advice, good and bad. What's really important, and what's a distraction? Here's how to tackle an SEO audit and focus on the factors that actually get you found on Google.

TECHNICAL OR ON-SITE SEO

- All the pages can be reached by a crawler - check both with and without JavaScript (we use Screaming Frog SEO Spider)
- All HTML is valid and semantic
- All pages are mobile-friendly
- No broken links, images, fonts or other assets
- Images, scripts, and fonts load quickly
- Language is set on every page
- Every page has a title tag and content type
- Load scripts asynchronously where possible
- Minimize the number of server requests made
- robots.txt exists and is set to allow Googlebot
- If your site is extremely large, provide a sitemap.xml to Google
- Ensure there is only one version of your site (www or no www, secure or insecure)
- Structured data is provided for your news/blogs, events, organization, and real-world office locations
- Remove any external service that isn't actively in use (e.g. Hotjar, Optimizely, AddThis, etc.)

BACKLINKS

- Check your incoming links for toxic backlinks
- Disavow toxic links using Google Search Console
- Link generously to other high-quality sites

CONTENT QUALITY AND PAGE EXPERIENCE

- All pages pass Core Web Vitals
- Site is mobile-friendly
- Site is secure and free of malware
- Server runs HTTPS, with HTST enabled
- No Intrusive Interstitials
- Content is *actually good*.

HEALTH CHECK

- Set up keyword position tracking (we like SEMrush and Moz)
- Compare your keywords and backlinks to your competitors
- Update your top content regularly
- Make sure your internal links point heavily to your most important pages

IMPROVE YOUR USER EXPERIENCE

- Answer visitor questions quickly, succinctly, and without jargon
- Write simply and clearly. Don't make your visitor work.
- Simplify your site architecture
- Avoid creating dead-end pages or paths
- Improve your site speed