

SEO Audit Checklist

Use this checklist as a guide as you do an SEO audit on your website.

Off-page SEO Audit

- Robots.txt:** Does your site have a robots.txt file to make it more crawlable to search engines?
- Site loading speed:** Do your web pages load in three seconds or less?
- XML sitemap:** Does your site have an XML sitemap listing all its most important links?
- Backlinks:** Does your website have any backlinks from other reputable sites? Are those backlinks working properly?
- URL structure:** Are all your site's URLs clear, properly structured, and easy to understand?
- Site security:** Does your site have all the necessary security features, including an SSL certificate, secure hosting, and anti-virus measures?
- Website structure:** Are your web pages organized and easy to navigate?
- Server Settings:** Does your website server respond quickly? Is it secure?

On-page SEO Audit

- Keywords:** Do the keywords on your website match the keywords your target audience is searching for?
- Internal links:** Do you have internal links in your website, especially to your most important pages?
- Metadata:** Do your web pages have titles, meta descriptions, and proper page headings?
- Image and video optimization:** Do your images have ALT and title tags and are they compressed to the right size? Are your videos properly categorized and titled?