

SEO Audit Checklist

ACCESSIBILITY



<input type="checkbox"/>	HOW MANY PAGES ARE INDEXED BY GOOGLE, BING & YAHOO?
<input type="checkbox"/>	DOES THE SITE USE QUERYSTRINGS IN URL? DYNAMICALLY GENERATED?
<input type="checkbox"/>	ARE ANY IMPORTANT ELEMENTS OF THE SITE IN FLASH?
<input type="checkbox"/>	ARE ANY IMPORTANT ELEMENTS OF THE SITE IN JAVA SCRIPT?
<input type="checkbox"/>	DOES THE SITE USE REAL TEXT (HTML) OR PICTURES?
<input type="checkbox"/>	ARE ANY PAGES MORE THAN 3 CLICKS FROM HOME PAGE?
<input type="checkbox"/>	DOES THE SITE USE A CMS? (IF YES, WHICH ONE?)
<input type="checkbox"/>	DO IMAGES HAVE ALT TEXT?
<input type="checkbox"/>	ARE 301 REDIRECTS IN PLACE? ARE THERE ANY 302 REDIRECTS?
<input type="checkbox"/>	DOES THE NON-WWW RESOLVE TO WWW?
<input type="checkbox"/>	ARE THERE ANY DUPLICATE CONTENT ISSUES?
<input type="checkbox"/>	HOW DOES THE SITE HANDLE 404 SERVER RESPONSES?
<input type="checkbox"/>	DO THEY HAVE ANY BROKEN LINKS?
<input type="checkbox"/>	DO THE PAGES LOAD QUICKLY?
<input type="checkbox"/>	DO THEY HAVE A STRONG INTERNAL LINK STRUCTURE
<input type="checkbox"/>	DO THEY HAVE ROBOTS.TXT AND SITEMAP.XML FILES?

KEYWORDS



<input type="checkbox"/>	LIST KEYWORDS SUGGESTED BY CURRENT SITE'S CONTENT
<input type="checkbox"/>	ACCESS SITE'S ANALYTICS (IF AVAILABLE) FOR ADDITIONAL KEYWORDS
<input type="checkbox"/>	CHECK KEYWORD SEARCH VOLUME
<input type="checkbox"/>	CHECK RANKINGS FOR THEIR TARGETED KEYWORDS
<input type="checkbox"/>	LIST COMPETITORS SHOWING FOR THOSE KEYWORDS
<input type="checkbox"/>	ARE TITLE TAGS DESCRIPTIVE? DO THEY CONTAIN KEYWORDS?
<input type="checkbox"/>	DO THEY HAVE DUPLICATE TITLE TAGS?
<input type="checkbox"/>	ARE META DESCRIPTIONS DESCRIPTIVE? DO THEY CONTAIN KEYWORDS?
<input type="checkbox"/>	DO THEY HAVE DUPLICATE META DESCRIPTIONS?
<input type="checkbox"/>	ARE KEYWORDS USED IN URLS, HEADINGS, BODY TEXT, BOLD?
<input type="checkbox"/>	ARE KEYWORDS USED IN INTERNAL LINKS?
<input type="checkbox"/>	ARE KEYWORDS USED IN IMAGE ALT TEXT?

LINKS



<input type="checkbox"/>	HOW MANY INBOUND LINKS DO THEY HAVE? (COMPARE TO COMPETITORS)
<input type="checkbox"/>	HOW MANY DIFFERENT DOMAINS LINK TO THEM? (COMPARE TO COMPETITORS)
<input type="checkbox"/>	IS THEIR ANCHOR TEXT KEYWORD FOCUSED?
<input type="checkbox"/>	DO THEY LINK INTERNALLY WITH GOOD ANCHOR TEXT?
<input type="checkbox"/>	DO THEY HAVE A DMOZ LISTING? YAHOO DIRECTORY?
<input type="checkbox"/>	DO THEY HAVE ANY WIKIPEDIA LISTINGS?
<input type="checkbox"/>	DO THEY HAVE A BLOG?
<input type="checkbox"/>	HAVE THEY CLAIMED THEIR GOOGLE PLACES PAGE? (IF APPLICABLE)
<input type="checkbox"/>	HAVE THEY CLAIMED OTHER LOCAL LISTINGS? (IF APPLICABLE)
<input type="checkbox"/>	WHAT LINKABLE ASSETS DO THEY HAVE?
<input type="checkbox"/>	WHAT ARE THEIR MOST LINKED-TO PAGES?
<input type="checkbox"/>	ARE THEY ACTIVE IN SOCIAL MEDIA? WHICH PLATFORMS?