

SEO AUDIT CHECKLIST

- Fresh Quality Content:** Be specific and original. Update existing content for relevancy and new interlinking opportunities
- Keywords:** Use keywords naturally in content, titles, and meta descriptions. Be sure to use at least three times within the body
- Internal Linking:** Implement internal linking to guide users and search engines to related content
- Image Optimization:** Proper naming convention, alt text, and file size
- Header Tags:** Use header tags (H1, H2, etc.) to structure content and highlight key points
- Meta Data:** Create descriptive and keyword-rich title tags and meta descriptions
- URL Structure:** Use SEO-friendly and descriptive URLs that include target keywords
- External Linking:** Build high-quality backlinks from reputable and relevant websites to improve site authority
- Social Media Engagement:** Social signals can indicate content quality and relevance; link to social platforms
- Responsive Design:** Ensure the site is responsive and provides a good user experience on mobile devices
- Site Speed:** Increase website loading speed through compression, caching, and optimizing any images
- Site Structure:** Review your site's structure for a logical, navigable, scalable layout

Full Article

