



## Technical SEO Audit

### Crawlability & Indexing

<b>Robots.txt Check</b>	Ensure important pages aren't blocked. <b>Action:</b> Review the robots.txt file for unintended disallows.
<b>XML Sitemap</b>	Verify its presence and submission to search engines. <b>Action:</b> Check for errors and update frequency.
<b>Index Coverage</b>	Check the number of indexed pages in Google Search Console. <b>Action:</b> Compare to expected number and investigate discrepancies.
<b>Broken Links</b>	Identify and fix broken internal and external links. <b>Action:</b> Use a crawler to find 404 errors.
<b>Redirects</b>	Ensure proper implementation of redirects (301 for permanent, 302 for temporary). <b>Action:</b> Audit redirect chains and loops.
<b>Mobile-Friendliness</b>	Test website's responsiveness on different devices. <b>Action:</b> Use Google's Mobile-Friendly Test.

### Site Speed & Performance

<b>Page Load Time</b>	Assess page speed using tools like PageSpeed Insights and GTmetrix. <b>Action:</b> Identify and address slow-loading elements.
<b>Image Optimization</b>	Ensure images are compressed and properly sized. <b>Action:</b> Use tools to compress images without losing quality.
<b>Caching</b>	Implement browser and server-side caching. <b>Action:</b> Leverage caching plugins or configure server settings.
<b>Minification</b>	Minify CSS, JavaScript, and HTML files. <b>Action:</b> Remove unnecessary characters from code files.
<b>Content Delivery Network (CDN)</b>	Use a CDN to distribute content across multiple servers. <b>Action:</b> Improve loading times for users in different geographic locations.
<b>Hosting</b>	Analyze hosting plans and server locations. <b>Action:</b> Ensure the site is hosted in the correct geographic location and the server is adequate for the traffic.

## On-Page SEO Audit

### Keyword Usage

<b>Title Tags</b>	Ensure each page has a unique title tag with relevant keywords. <b>Action:</b> Check title length (ideally under 60 characters).
<b>Meta Descriptions</b>	Write compelling meta descriptions that include target keywords. <b>Action:</b> Keep descriptions concise (under 160 characters).
<b>Header Tags</b>	Use H1-H6 tags to structure content and include relevant keywords. <b>Action:</b> Ensure only one H1 tag per page.
<b>Content Body</b>	Incorporate keywords naturally within the body of the content. <b>Action:</b> Avoid keyword stuffing.
<b>Image Alt Text</b>	Add descriptive alt text to images, including relevant keywords. <b>Action:</b> Improve accessibility and search engine understanding.
<b>URL Structure</b>	Create SEO-friendly URLs that are concise and include keywords. <b>Action:</b> Avoid long, complex URLs.

### Content Quality & Relevance

<b>Content Length</b>	Ensure content is comprehensive and provides value to users. <b>Action:</b> Aim for longer, in-depth content.
<b>Readability</b>	Write content that is easy to understand. <b>Action:</b> Use tools to assess readability scores (e.g., Flesch Reading Ease).
<b>Freshness</b>	Keep content updated and relevant. <b>Action:</b> Regularly review and update content to reflect current information.
<b>Originality</b>	Ensure content is unique and not duplicated from other sources. <b>Action:</b> Use plagiarism checkers to identify and address duplicate content.
<b>User Engagement</b>	Analyze bounce rate, time on page, and other engagement metrics. <b>Action:</b> Improve content to increase user engagement.
<b>Content Accuracy</b>	Ensure all claims, statistics, and facts presented are accurate and up-to-date. <b>Action:</b> Vet content for any false or misleading information.

## Off-Page SEO Audit

## Backlink Profile

<b>Backlink Quantity</b>	Assess the number of backlinks pointing to the website. <b>Action:</b> Use tools like Ahrefs, SEMrush, or Majestic to analyze backlink data.
<b>Backlink Quality</b>	Evaluate the authority and relevance of referring domains. <b>Action:</b> Focus on acquiring backlinks from high-quality, reputable sources.
<b>Anchor Text Distribution</b>	Analyze the distribution of anchor text used in backlinks. <b>Action:</b> Ensure a natural mix of branded, generic, and keyword-rich anchor text.
<b>Toxic Backlinks</b>	Identify and disavow harmful backlinks. <b>Action:</b> Use tools to identify potential toxic links and submit a disavow file to Google.
<b>Link Diversity</b>	Check the diversity of backlink sources (e.g., blogs, news sites, directories). <b>Action:</b> Acquire links from a variety of relevant sources.
<b>Referring Domains</b>	Assess the number of unique domains linking to the site. <b>Action:</b> Aim to increase this number.

## Competitive Analysis & Reporting

### Competitor Analysis

<b>Identifying Competitors</b>	Determine key competitors in the search landscape. <b>Action:</b> Identify competitors ranking for target keywords.
<b>Keyword Gaps</b>	Identify keywords competitors are ranking for but the website is not. <b>Action:</b> Use tools to find keyword opportunities.
<b>Content Gaps</b>	Analyze content topics covered by competitors but not by the website. <b>Action:</b> Identify content opportunities to fill gaps.
<b>Backlink Analysis</b>	Compare backlink profiles to identify link-building opportunities. <b>Action:</b> Analyze competitor backlinks to find potential sources.
<b>Content Strategy</b>	Assess competitor's content strategy, including frequency, content types, and engagement. <b>Action:</b> Compare with your strategy.
<b>Technical SEO Comparison</b>	Compare technical SEO aspects like site speed, mobile-friendliness, and site structure. <b>Action:</b> Review and resolve technical SEO issues.

## Social Signals & Brand Mentions

<b>Social Media Presence</b>	Evaluate the website's presence and engagement on social media platforms. <b>Action:</b> Ensure active and engaging social media profiles.
<b>Social Shares</b>	Monitor social shares of website content. <b>Action:</b> Encourage social sharing through share buttons and engaging content.
<b>Brand Mentions</b>	Track mentions of the brand across the web. <b>Action:</b> Use tools like Google Alerts or Mention to monitor brand mentions.
<b>Reputation Management</b>	Monitor online reviews and feedback. <b>Action:</b> Address negative reviews promptly and professionally.
<b>Local Citations</b>	Verify the consistency and accuracy of NAP (Name, Address, Phone number) information across online directories. <b>Action:</b> Update any incorrect or outdated information.
<b>Industry Authority</b>	Evaluate the website's authority within its industry. <b>Action:</b> Participate in industry discussions and contribute valuable content to establish authority.

### Reporting & Recommendations

<b>Audit Summary</b>	Provide a summary of key findings from the SEO audit. <b>Action:</b> Highlight strengths and weaknesses.
<b>Prioritized Recommendations</b>	List actionable recommendations based on the audit findings. <b>Action:</b> Prioritize recommendations based on impact and effort.
<b>Implementation Plan</b>	Outline a plan for implementing the recommendations. <b>Action:</b> Include timelines and responsibilities.
<b>Performance Tracking</b>	Define metrics to track the impact of implemented changes. <b>Action:</b> Monitor key performance indicators (KPIs) like organic traffic and rankings.
<b>Regular Monitoring</b>	Set up ongoing monitoring to detect new issues and track progress. <b>Action:</b> Schedule regular audits to maintain SEO health.
<b>Reporting Schedule</b>	Establish a reporting schedule to communicate results and progress. <b>Action:</b> Regular report to stakeholders on SEO efforts.