

SEO Audit Checklist

A comprehensive checklist for auditing your website's SEO health. Cover technical SEO, on-page optimisation, off-page factors, content strategy, and local SEO to identify gaps and improve your search rankings.

93% <small>ONLINE EXPERIENCES BEGIN WITH SEARCH</small>	75% <small>USERS NEVER SCROLL PAST PAGE 1</small>	6 <small>AUDIT SECTIONS</small>	Free <small>SEO AUDIT CHECKLIST</small>
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How to Use This Checklist

Work through each section systematically. Tick items that are fully implemented and verified. Use the score boxes to rate each area out of 10. Prioritise quick wins first, then tackle medium-effort and major projects. Results can inform your SEO strategy and help you brief an agency or in-house team.

This audit covers **six core areas** of SEO: Technical SEO, On-Page SEO, Off-Page SEO, Content & Keywords, Local SEO, and Analytics & Tracking. A thorough audit typically takes 2–4 hours depending on the size of your website.

What This Audit Covers

- ✓ Technical site health & crawlability
- ✓ On-page optimisation factors
- ✓ Backlink profile & off-page signals
- ✓ Content quality & keyword strategy
- ✓ Local SEO (if applicable)
- ✓ Analytics & tracking setup

Common Issues Found

- ✗ Missing or duplicate title tags
- ✗ Slow page speed & poor Core Web Vitals
- ✗ Broken links & redirect chains
- ✗ Thin content & keyword cannibalisation
- ✗ Missing schema markup
- ✗ Incomplete Google Business Profile

Website URL:

Audit Date:

Audited By:

1 Technical SEO Audit

Ensure search engines can crawl, index, and render your website correctly. Technical issues can block your content from appearing in search results entirely.

Site Speed & Core Web Vitals

- Largest Contentful Paint (LCP)** is under 2.5 seconds on both mobile and desktop
- First Input Delay (FID)** / Interaction to Next Paint (INP) is under 200ms
- Cumulative Layout Shift (CLS)** is under 0.1 — no unexpected layout movement
- PageSpeed Insights** score is ≥ 90 desktop, ≥ 70 mobile
- Server response time (TTFB)** is under 200ms

Mobile & Security

- Site is **fully mobile-responsive** — passes Google Mobile-Friendly Test
- SSL/HTTPS** is active on all pages with no mixed content warnings
- HTTP to HTTPS **redirects** are properly configured (301, not 302)

Crawlability & Indexation

- XML sitemap** is present, submitted to Google Search Console, and up to date
- Robots.txt** is correctly configured — not blocking important pages
- Canonical tags** are set on all pages to prevent duplicate content issues
- URL structure** is clean, descriptive, and uses hyphens (not underscores or parameters)
- Crawl errors** in Google Search Console are reviewed and resolved
- No **redirect chains** (more than one redirect hop) exist — all redirects go direct
- 404 pages** are identified and either fixed or redirected to relevant content
- Structured data / Schema markup** is implemented (Organisation, LocalBusiness, FAQ, Product, etc.)
- Hreflang tags** are implemented correctly (if multilingual or multi-region site)

Technical SEO Score: / 10

2 On-Page SEO

Optimise individual pages to rank higher and earn more relevant traffic. On-page factors are within your direct control.

Title Tags & Meta Descriptions

- Every page has a **unique title tag** between 50–60 characters with the primary keyword near the front
- Every page has a **unique meta description** between 150–160 characters with a clear CTA
- No **duplicate title tags** or meta descriptions exist across the site

Header Hierarchy & Content Structure

- Each page has **exactly one H1** tag containing the primary keyword
- Header hierarchy** follows logical order (H1 → H2 → H3 → H4) with no skipped levels
- Keyword density** is natural (1–2%) – primary keyword appears in first 100 words, headers, and throughout
- LSI keywords** and related terms are naturally incorporated throughout the content

Images & Media

- All images have **descriptive alt text** that includes relevant keywords where appropriate
- Image **file names** are descriptive and keyword-rich (e.g., seo-audit-checklist.webp)
- Images are **compressed and optimised** (WebP format, lazy loading for below-fold images)

Internal Linking & URLs

- Internal linking strategy** is in place – 3–5 contextual internal links per page
- Internal link **anchor text** is descriptive and keyword-relevant (not “click here”)
- Content quality** is high – original, in-depth, and regularly updated
- URL slugs** are short, descriptive, and contain the target keyword

On-Page SEO Score: /10

3 Off-Page SEO

Off-page factors measure your website's authority, trustworthiness, and reputation across the web.

- Backlink profile** has been audited – toxic or spammy links identified and disavowed
- Domain Authority (DA)** / Domain Rating (DR) is tracked and benchmarked against competitors
- Active **link building** is underway (guest posts, digital PR, resource links, directories)
- Local citations** are consistent (NAP: Name, Address, Phone) across all directories
- Google Business Profile** is claimed, verified, and fully optimised
- Social signals** – active social media profiles link back to the website
- Brand mentions** are monitored and unlinked mentions are converted to backlinks

Off-Page SEO Score: /10

4 Content & Keywords

Content is the foundation of SEO. Ensure your keyword strategy is data-driven and your content meets search intent.

- Keyword research** has been conducted using data-driven tools (Google Keyword Planner, Ahrefs, SEMrush)
- Search intent** is mapped for each target keyword (informational, navigational, commercial, transactional)
- Content gaps** have been identified – topics competitors rank for but you do not
- Competitor keyword analysis** reveals opportunities for differentiation and targeting
- A **content calendar** is in place with regular publishing schedule (blog, guides, case studies)
- No **keyword cannibalisation** – each keyword targets a single, dedicated page
- Thin content** pages (under 300 words with no unique value) have been improved or consolidated

Content & Keywords Score: /10

5 Local SEO

If you serve a local area or have a physical location, local SEO is essential for appearing in Google Maps and local search results.

- Google Business Profile** is fully completed: categories, description, photos, hours, services
- NAP consistency** (Name, Address, Phone) is identical across all online directories and citations
- Local citations** are present on key directories (Yell, Thomson Local, Bing Places, Apple Maps)
- Reviews** are actively managed – positive reviews encouraged, negatives responded to professionally
- LocalBusiness schema markup** is implemented on the website with correct structured data
- Location pages** exist for each area served (if multi-location), with unique content per page
- Local keywords** (e.g., "SEO agency London") are targeted in titles, headers, and content

Local SEO Score: /10

6 Analytics & Tracking

Without proper tracking, you cannot measure what is working. Ensure analytics are correctly configured and reporting is in place.

- Google Analytics 4 (GA4)** is installed and tracking all pages correctly
- Google Search Console** is verified and sitemap is submitted
- Conversion tracking** is set up for key actions (form submissions, phone calls, purchases)
- Goals / Key Events** are configured in GA4 to track business-critical conversions
- UTM parameters** are used for campaign tracking and attribution
- Regular reporting** is in place (weekly or monthly) with actionable insights

Analytics Score: /10

! Action Plan & Scoring Summary

#	AREA	SCORE	PRIORITY
1	Technical SEO	/ 10	H / M / L
2	On-Page SEO	/ 10	H / M / L
3	Off-Page SEO	/ 10	H / M / L
4	Content & Keywords	/ 10	H / M / L
5	Local SEO	/ 10	H / M / L
6	Analytics & Tracking	/ 10	H / M / L
TOTAL SCORE		/ 60	

Score Interpretation
50-60: Excellent SEO foundation – focus on refinement and ongoing content.
35-49: Good base but significant gaps exist. Prioritise sections scoring below 6.
Below 35: Major SEO issues. Seek professional support to build a remediation plan.

Priority Action Matrix

QUICK WINS (THIS WEEK)	MEDIUM EFFORT (THIS MONTH)	MAJOR PROJECTS (QUARTER)
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Notes

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Completed by: _____ Date: _____ Next Review: _____

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