

 41-STEP

 SEO

 AUDIT

 CHECKLIST

41-STEP SEO AUDIT CHECKLIST

Running an SEO audit is a key element of ongoing success.

Make sure to perform a thorough SEO investigation every 3-6 months to check for issues and keep up with the latest developments in search marketing.

Use this 41-step checklist to run a in-depth SEO audit.

CRITICAL SEO AUDIT

- ☒ Ensure you're ranking for your brand name
- ☒ Inspect your branded search appearance
- ☒ Ensure the right version of your site is indexed
- ☒ Detect any indexation issues
- ☒ Check for Google penalties
- ☒ Run a website crawl

RANKING AUDIT

- ☒ Assess your target keywords
- ☒ Examine keywords you're already ranking for
- ☒ Analyze your organic search traffic

ON-PAGE SEO AUDIT

- ☒ Examine your title tags and meta descriptions
- ☒ Check your headings and formatting
- ☒ Inspect your internal linking
- ☒ Audit your image SEO
- ☒ Check for broken links
- ☒ Eliminate zombie pages
- ☒ Check for duplicate content
- ☒ Evaluate your content quality

ANALYZE YOUR UX SIGNALS

- ☒ Examine your bounce rate
- ☒ Keep an eye on your dwell time
- ☒ Monitor your goals and conversions
- ☒ Inspect your exit pages
- ☒ Compare New vs Returning visitors

TECHNICAL SEO AUDIT

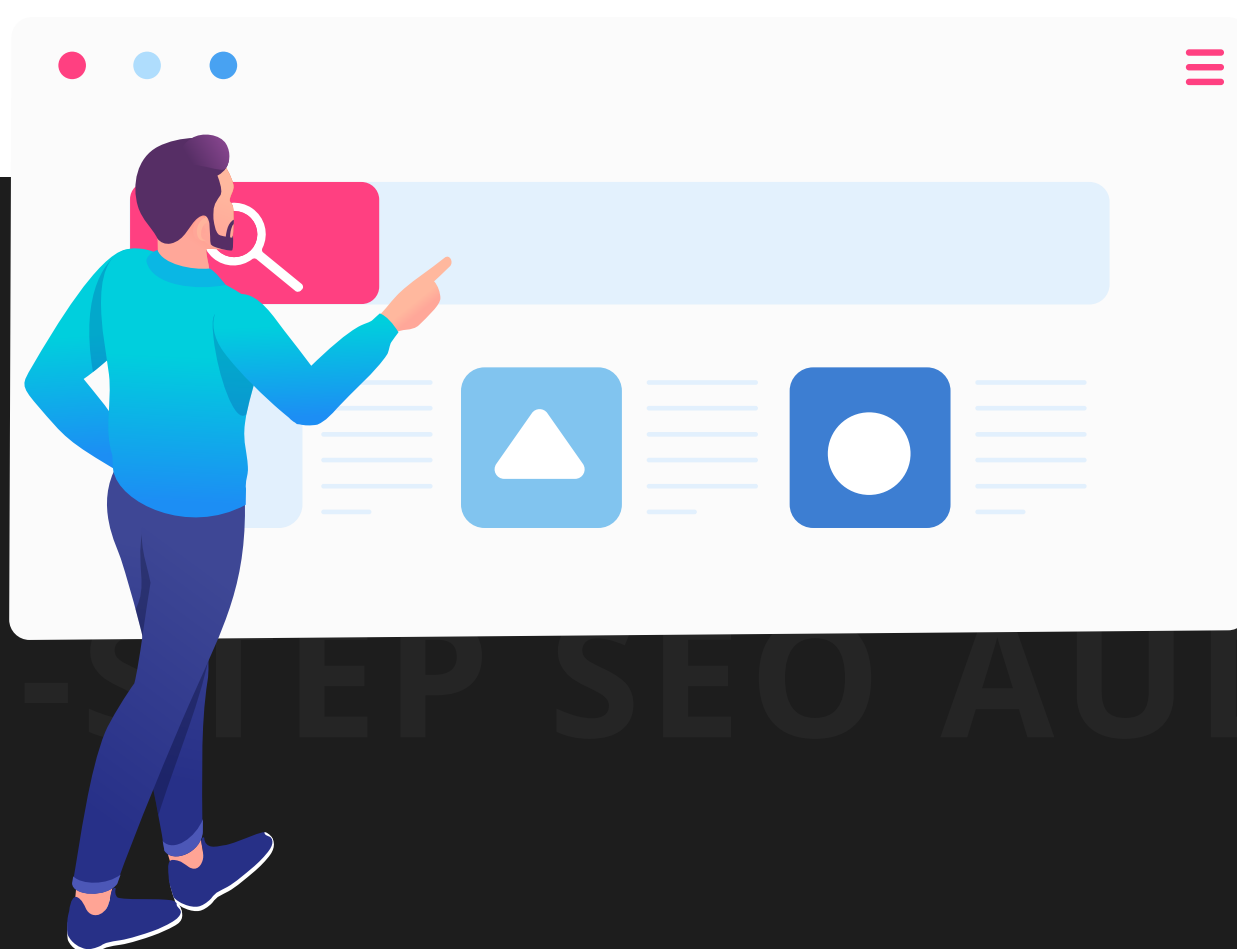
- ☒ Verify your site is mobile-friendly
- ☒ Ensure your site is super-fast
- ☒ Double-check your site-architecture
- ☒ Verify you're using the optimal URL structure
- ☒ Inspect your robots.txt
- ☒ Confirm your sitemaps
- ☒ Make sure you have breadcrumbs enabled
- ☒ Ensure you have a set canonical URL
- ☒ Verify your structured data
- ☒ Inspect your 404 pages
- ☒ Make sure you have HTTPS
- ☒ Check for redirect issues

BACKLINK ANALYSIS

- ☒ Audit your backlink profile
- ☒ Inspect referring domains
- ☒ Check the anchor text
- ☒ Identify toxic backlinks
- ☒ Investigate new internal linking opportunities

BONUS SEO AUDIT

- ☒ Competitive analysis
- ☒ Verify NAP consistency (important for Local SEO)



41-STEP SEO AUDIT

Next steps

Need a full SEO audit?

Get a free SEO audit now!

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