

SEO Audit Checklist

1. Technical SEO Audit

- Check site loading speed
- Ensure mobile-friendliness
- Verify HTTPS implementation
- Inspect XML sitemap and robots.txt
- Fix broken links and pages

2. On-Page SEO Audit

- Review title tags and meta descriptions
- Optimize header tags (H1, H2, etc.)
- Check keyword usage and density
- Ensure image optimization (alt text, file names)
- Assess content quality and relevance

3. Off-Page SEO Audit

- Analyze backlink profile
- Identify toxic backlinks
- Monitor social signals

4. Local SEO Audit

- Optimize Google My Business listing
- Check local citations and NAP consistency
- Manage online reviews and ratings

5. Content SEO Audit

- Review content for originality and relevance

- Use internal linking effectively
- Analyze content performance and engagement metrics

6. SEO Performance Monitoring

- Track keyword rankings
- Monitor organic traffic trends
- Set up and analyze Google Analytics and Search Console data

Read the complete article

[Understanding SEO Audits: How to Choose SEO Audit Services](#)