



# SEO Audit Checklist

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## SEO Audit Checklist

- Check on-site structure
- Review technical errors (like robots.txt and XML sitemap issues)
- Test site speed
- Analyze on-site user behavior
- Check indexed pages
- Review mobile friendliness

## On-page SEO

- Conduct keyword research
- Determine audience personas
- Ensure target keyword (and negative keyword) lists are updated
- Review content strategy
- Identify any thin, duplicate, or outdated content
- Pinpoint broken links or redirects that need updating
- Analyze your backlink profile
- Disavow any backlinks if needed
- Review your internal linking strategy

## Off-page SEO

- Review your Microsoft and Google Business Profiles (if applicable)
- Check any profiles on third-party websites
- Ensure all info in off-page directories is updated
- Review social media profiles for accuracy and completeness
- Competitor analysis