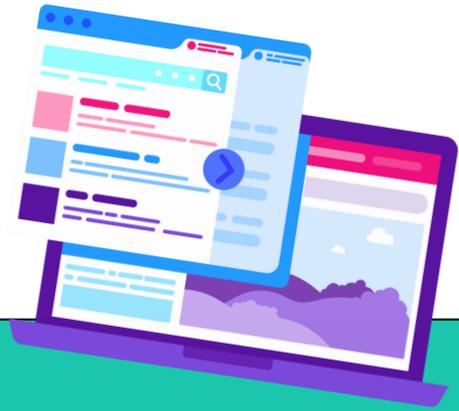


# SEO Audit Checklist



## Technical SEO

- **Website Crawlability**
  - Verify robots.txt file for proper configuration
  - Check XML sitemap completeness and submission to search engines
  - Ensure no critical pages are blocked by robots meta tags
- **Site Speed & Performance**
  - Analyze page load times using [Google PageSpeed Insights](#)
  - Optimize image sizes and implement lazy loading
  - Minimize render-blocking resources
  - Enable browser caching
- **Mobile Responsiveness**
  - Test mobile-friendliness
  - Ensure responsive design across all device types
  - Check mobile page speed and performance
- **Technical Infrastructure**
  - Verify SSL certificate and HTTPS implementation
  - Check for 404 errors and broken links
  - Implement proper redirect management (301 redirects)
  - Optimize server response times, if applicable
- **Structured Data & Schema Markup**
  - Implement appropriate schema markup for content types
  - Validate structured data using [Google Rich Results Test](#)
  - Ensure schema markup is accurate and comprehensive
- **URL Structure**
  - Create clean, descriptive URLs
  - Implement canonical tags to prevent duplicate content issues
  - Ensure URLs are readable and keyword-focused



What is SEO exactly?  
[Find out](#)



**Emerald**  
Strategic Marketing

## On-Page SEO

- **Keyword Optimization**

- Conduct [comprehensive keyword research](#)
- Analyze keyword difficulty and search intent
- Optimize title tags with primary keywords
- Include keywords naturally in headers (H1, H2, H3)



- **Meta Descriptions**

- [Write compelling meta descriptions](#) under 160 characters
- Include primary keywords
- Create unique meta descriptions for each page

- **Header Tags**

- Use H1 tag for primary page topic
- Structure content with hierarchical H2, H3 tags
- Ensure headers are descriptive and keyword-relevant

- **Image Optimization**

- Add descriptive, keyword-rich alt text to images
- Compress and optimize image file sizes
- Use relevant file names for images



- **Internal Linking**

- Create a logical internal linking structure
- Use descriptive anchor text
- Link to relevant supporting content

- **Content Optimization**

- Ensure content comprehensively covers topic
- Match content with search intent
- [Optimize for Generative Search Engines](#)
- Include LSI (Latent Semantic Indexing) keywords



Take a deep dive into  
[SEO Copywriting](#).



# Content Audit

- **Content Quality Assessment**
  - Review content relevance and accuracy
  - Check content depth and comprehensiveness
  - Remove or update outdated content
  - Ensure no [keywords are cannibalized](#)
- **Content Gap Analysis**
  - Identify missing topics in your content strategy
  - Analyze competitor content
  - Plan new content to fill identified gaps
- **Content Performance**
  - Analyze top-performing content
  - Identify low-performing pages for improvement
  - Check average time on page and engagement metrics
- **Content Formatting**
  - Use clear, scannable formatting
  - Include bulleted and numbered lists
  - Break up text with subheadings and multimedia
- **Content Freshness**
  - Regularly update existing content
  - Add recent statistics and examples
  - Maintain a content update schedule



Learn how to write B2B  
Website Copy that Converts



## Off-Page SEO

- **Backlink Analysis**
  - Audit current backlink profile
  - Identify high-quality referring domains
  - Remove or disavow toxic backlinks
- **Link Building Strategy**
  - Develop targeted link acquisition plan
  - Create linkable, high-quality content
  - Engage in strategic guest posting
- **Brand Mentions**
  - Monitor brand mentions across web
  - Convert unlinked mentions to backlinks
  - Engage with online communities
- **Social Signals**
  - Optimize social media profiles
  - Encourage social sharing of content
  - Build social media engagement



## Local SEO

- **Google Business Profile**
  - Claim and [optimize Google Business Profile](#)
  - Ensure accurate NAP (Name, Address, Phone) information
  - Add business categories and attributes
- **Local Citations**
  - Audit existing local citations
  - Ensure consistent business information
  - Build citations on relevant platforms
- **Local Content**
  - Create location-specific content
  - Include local keywords
  - Highlight local events and community involvement



## User Experience (UX) & Engagement

- **Navigation & Site Structure**
  - Ensure intuitive website navigation
  - Create clear site hierarchy
  - Implement breadcrumb navigation
- **Page Experience**
  - Minimize pop-ups and intrusive interstitials
  - Ensure fast, smooth page interactions
  - Optimize for Core Web Vitals
- **Engagement Metrics**
  - Analyze bounce rate
  - Track average session duration
  - Monitor pages per session
- **Accessibility**
  - Ensure WCAG compliance
  - Optimize for screen readers
  - Use sufficient color contrast



## SEO Analytics & Monitoring

- **Performance Tracking**
  - Set up Google Analytics and Search Console
  - Track keyword rankings
  - Monitor organic traffic trends
- **Reporting**
  - Create monthly SEO performance reports
  - Identify improvement opportunities
  - Track key performance indicators (KPIs)
- **Continuous Improvement**
  - Conduct quarterly comprehensive audits
  - Stay updated with SEO algorithm changes
  - Adapt strategy based on performance data



## E-E-A-T Optimization

*Experience, Expertise, Authority, Trust*

- Ensure author credentials and bios are included for content creators
- Link to authoritative sources to support claims
- Showcase trust signals (testimonials, certifications, case studies)
- Maintain up-to-date and accurate content
- Secure website with HTTPS and display security badges
- Establish a strong brand presence across online platforms
- Improve website reputation through high-quality backlinks and mentions



**Increase your brand credibility**  
**with these 7 tips**

