

Full SEO Audit Cheat Sheet

1. Audit your domain

Affected aspects: Indexing, user experience, brand reputation, security, and rankings

Domain History

Multiple Versions of Your Site

Typosquatting Possibility

Extra reading: <u>Duplicate Content in SEO</u>
- How to Find & Fix It

2. Revise your site structure

Affected aspects: Crawlability and indexing, user experience, rankings, and even revenue

Content Taxonomy and Hierarchy

Click Depth

Extra reading: How to Visualize Your Website Structure in 7 Steps

3. Check your internal linking

Affected aspects: Crawling and indexing, PageRank distribution, rankings

Amount of Links

Anchor Texts

Broken Links

Orphan Pages

Navigation

Extra reading: Internal Links for SEO:
Best Practices 2022

4. Audit your URL structure

Affected aspects: User experience, rankings

URLs' Length

Dynamic URLs

Extra reading: Google URL Structure
Guidelines

5. Look over your content

Affected aspects: Rankings, brand reputation

Amount of Content

Performance

Lacking Content

Outdated Content

E-A-T Signals

Interstitials

Scrapped Content

Extra reading: The 8-Step Process for Full Website Content Audit

6. Examine your images

Affected aspects: User experience, site speed, rankings

Format and Size

Name and File Structure

Alt Texts

Broken Images

Extra reading: Image SEO Optimization— a Guide for SEO Experts andWebmasters

7. Run your backlink profile audit

Affected aspects: Rankings, brand awareness

Number and Progress

Quality

Anchor Texts

Unusual Spikes

Extra reading: Link Equity Guide: 12
Signals of Backlink Quality

8. Assess your localization success

Affected aspects: Rankings, user experience, revenue

Hreflang Implementation

Localized and Optimized Text

Extra reading: International SEO Ultimate
Guide

9. Watch out for your redirects

Affected aspects: Crawlability and indexing, user experience

Types

Number

Chains and Loops

Extra reading: The Essential SEO Guide to URL Redirects

10. Check out HTTPS

Affected aspects: Security

SSL Certificate

Mixed Content

Extra reading: How to migrate your site to HTTPS: an SEO case study

11. Review yourCore Web Vitals

Affected aspects: Site speed, UX, rankings

LCP

FID

CLS

Extra reading: How We Improved Core
Web Vitals & What Correlations We Found
[Case Study]

12. Evaluate your site's mobile friendliness

Affected aspects: User experience, rankings

Proper Mobile Configuration

Readability and Touchpoints

Extra reading: How To Make Your Website Mobile Friendly?

13. Go through your code and script

Affected aspects: Crawlability and indexing, site speed, rankings

Unnecessary Code

Analytics Tags

Rel Canonical

Meta Titles and Descriptions

H1 - H6 Tags

Meta Robots Tag

Structured Data

Extra reading: Extra reading: Technical SEO Audit Checklist (with a Free Template)

14. Check out your sitemap(s)

Affected aspects: Crawlability and indexing

No Sitemap

Sub-sitemaps

Empty, Blank, or 404 Sitemap

Pages Listed

Extra reading: Sitemap XML | Website Auditor

15. Inspect your Robots.txt file

Affected aspects: Crawlability and indexing

Amount of Links

Anchor Texts

Broken Links

Orphan Pages

Navigation

Extra reading: Robots.txt Settings | Website Auditor