

SEO Audit Checklist

Checklist · 29 items · 7 sections

Audit your site completely: technical SEO, on-page, content quality, and backlinks. For deeper coverage on each area see the Technical SEO Checklist for infrastructure, the On-Page SEO Checklist for content optimisation, and the Off-Page SEO Checklist for backlinks and authority. The Website Audit Checklist is a broader version covering UX and conversion too.

Open the editable version online:

<https://genechecklist.com/checklist/seo-audit-checklist>

TECHNICAL SEO

- Set up Google Search Console
HIGH
- Set up Google Analytics 4
HIGH
- Submit XML sitemap to Google Search Console
HIGH
- Check robots.txt is not blocking important pages
HIGH
- Verify HTTPS is enabled and working
HIGH
- Fix broken links (404 errors)
HIGH
- Check site crawlability with Screaming Frog or Ahrefs
HIGH
- Check for duplicate content issues
- Verify canonical tags are correct

CORE WEB VITALS

- Improve page speed: aim for 90+ on PageSpeed Insights
HIGH
- Optimize Largest Contentful Paint (LCP < 2.5s)
HIGH
- Fix Cumulative Layout Shift (CLS < 0.1)
HIGH

- Improve First Input Delay / INP

MOBILE

- Ensure site is mobile-friendly (use Google Mobile Test)
- Check mobile viewport meta tag is set

HIGH

HIGH

ON-PAGE SEO

- Ensure all pages have unique title tags (50-60 chars)
- Ensure all pages have unique meta descriptions (150-160 chars)
- Use H1 tag on every page (only one per page)
- Use H2–H6 tags for content hierarchy
- Include target keyword in title, H1 and first paragraph

HIGH

HIGH

HIGH

HIGH

- Add alt text to all images
- Use descriptive, keyword-rich URLs
- Add internal links to related pages

HIGH

HIGH

CONTENT

- Compress and optimize all images (WebP format)
- Check for keyword cannibalization
- Update outdated content (refresh dates and data)

HIGH

SCHEMA

- Add schema markup (FAQ, Article, Product as relevant)

OFF-PAGE

- Check backlink profile for toxic links
- Identify and pursue new backlink opportunities