# SEO Audit Checklist

*This document outlines a comprehensive SEO audit checklist intended to help website owners and marketers evaluate and enhance their site’s visibility in search engines. Use this structured guide to identify optimization opportunities and track your progress.*

## 1. General Website Information

|  |  |  |
| --- | --- | --- |
| **Website URL** | **Audit Date** | **Auditor** |
| {#siteInfo}{websiteUrl} | {auditDate} | {auditorName}{/siteInfo} |

## 2. Technical SEO

Check these elements to ensure the site’s technical foundation is solid:

{#technicalSeo}

* **{checkItem}:** {status}

{/technicalSeo}

## 3. On-Page SEO

Review each page to assess critical elements of on-page optimization:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Page URL** | **Title Tag** | **Meta Description** | **H1 Tag** | **Status** |
| {#onPageChecks}{pageUrl} | {titleTag} | {metaDescription} | {h1Tag} | {status}{/onPageChecks} |

## 4. Content Quality

Evaluate content for value, uniqueness, and readability:

{#contentChecks}

* **{section}:** {finding}

{/contentChecks}

## 5. Mobile-Friendliness

{#isMobileFriendly}**Result:** The site is mobile-friendly and meets usability standards.{/isMobileFriendly}{^isMobileFriendly}**Result:** The site is not mobile-friendly. Consider implementing responsive design and mobile optimizations.{/isMobileFriendly}

## 6. Page Speed

**Average Load Time:** {averageLoadTime}

**Speed Issues Identified:**

{#speedIssues}

* {issue}

{/speedIssues}

## 7. Backlink Profile

Summary of backlink health and diversity:

|  |  |  |  |
| --- | --- | --- | --- |
| **Domain** | **Link Type** | **Trust Score** | **Anchor Text** |
| {#backlinks}{domain} | {linkType} | {trustScore} | {anchorText}{/backlinks} |

## 8. Indexability

**Total Indexed Pages:** {indexedPages}

**Sitemap Present:** {sitemapStatus}

**Robots.txt Checked:** {robotsTxtStatus}

## 9. Security

{#hasSsl}**SSL Status:** Website has a valid SSL certificate.{/hasSsl}{^hasSsl}**SSL Status:**Warning — SSL certificate is missing or invalid.{/hasSsl}

## 10. Final Recommendations

{#recommendations}

1. {item}

{/recommendations}

**Prepared by:** {auditorName}

**Date:** {auditDate}