

Here is a list of items to check when doing an SEO site audit. Throughout this course, it is shown how to do each of these things.

Technical analysis, indexing, and accessibility

- 1) Is your site indexed in Google?
- 2) Are all the pages accessible and crawlable? Are they linked to?
- 3) Check for duplicate content and correct use of the canonical tag and 301 redirects.
- 4) Robots.txt file to restrict access to areas of your site you don't want to be indexed.
- 5) Sitemap.xml file to make sure all the pages you want are crawlable.
- 6) Page click-depth - how many clicks does it take users to get to important pages?
- 7) Mobile-friendliness.
- 8) Text in a nice and readable font.
- 9) Website load speed.
- 10) The site uses https.

On-page analysis and content

- 1) Content stays on a niche topic.
- 2) Keyword research and keyword variation.
- 3) Appropriate keyword density.
- 4) Avoid multiple articles targeting the same keywords.
- 5) Content is written with good grammar.
- 6) Content is interesting and compelling.
- 7) Images optimized with title and alt tag keywords.
- 8) Site uses rich media like photos and videos.
- 9) Pages on the site are cross-linked with keywords in the anchor text.
- 10) URLs use keywords, don't have too many subdirectories, use hyphens or underscores to separate words after the domain, and are under 100 characters.
- 11) Blog posts over 500 words.

- 12) Sales pages over 200 words.
- 13) Content is sticky and has a good dwell time, meaning people stay and read.
- 14) Title meta tag and description meta tags use keywords and are attractively written - unique for each page.
- 15) Some use of outbound links to relevant, authoritative sites.
- 16) Prevent and remove user-generated spam like bot-generated or spammer-written comments or paid blog articles.
- 17) Avoid many thin-content pages that are auto-generated.
- 18) Monitor and avoid high bounce rates using Google Analytics.
- 19) Proper use of H1 and H2 tags (one H1 tag for your main headline and a few H2 for subheadlines).

Off-page analysis

- 1) Building your domain authority with backlinks, citations, and brand mentions off your site.
- 2) Limit back backlinks and black hat SEO strategies, especially by freelancers you hire.

Keyword analysis

- 1) Level of competition and traffic per keyword.