

SEO Audit Worksheet

	Yes	No	Notes
Crawling and Indexing Audit:			
Is the Robots.txt in the root directory of your domain?			
Is the "disallow function" correct?			
Are there any urls that aren't be indexed that should be?			
Are there any urls that shouldn't be indexed that are currently?			
Is there a link to your XML Sitemap in robots.txt?			
Is the XML sitemap file stored in your the correct directory?			
Does the XML sitemap file contain all URLs in the correct form?			
Are all of your most important URLs included?			
Is the XML sitemap file up to date and current?			
Is the current sitemap uploaded to GSC?			
When you search for you brand name, does it appear first?			
When you search for your brand name + subpages, do they appear in the first SERPs position?			
Is your website mobile friendly?			
Do you have any orphan URLs?			
On-Page Elements			
Is there only one H1 heading?			
Have the H-tags been inserted in chronologically descending order?			
Are H-tags used exclusively for formatting headlines, but not for formatting other layout elements?			
Does each URL have an individual meta description?			
Have you exhausted the maximum length of over 250 characters per description?			
Does the meta-description contain the central keyword of the target page?			
Does the meta-description contain a call to action?			
Are there URLs without ALT attributes?			
Does the ALT attribute contain a relevant keyword?			
Is your url structure as short as possible?			
Do you use talking URLs?			
Do you avoid session IDs?			
Are there any special characters in my URLs?			
Is the encoding of my URLs correct?			
Is my loading time per page too long?			
How long is the time "Time to first byte"?			
Are large CSS/JS/HTML files compressed?			
Are image sizes optimized?			
Does the canonical tag point to itself?			
Does the canonical tag contain an absolute URL, not a relative URL?			
Is only one canonical tag implemented per URL?			
Does the canonical tag point to a page tagged with noindex or redirect?			
Does "rel=prev" or "rel=next" point to a page with noindex?			
Does the canonical tag always refer to the page itself when paginating?			
Ranking Factors			
Were there any major ranking fluctuations in the last three months?			
Are there significant ranking losses compared to last year?			
Did you make any changes to your website before the ranking losses? If so, which ones?			
Were links to your website set up before the ranking changes?			
Has any content been removed or added?			
Content Evaluation			
Is your ads to content ratio too high?			
Are your ads on your website pages valuable to your users?			
Are all of your ads below the fold on your site pages?			
Does the page title contain the main keyword?			
Does the H1 heading contain the main keyword?			
Can the central keyword be found in the meta-description?			
Is there a main keyword in the body text?			
Are synonyms of the main keyword used in the subheadlines?			
Do ALT tags contain the main keyword?			
Did you use the main keyword in the URL?			
Do you have any instances of keyword cannibalization?			
What are the results of your TDF*IDF analysis?			
Link Structure			
Is the home page linked to all important category pages?			
Are there links from product pages to the thematically relevant category pages?			
Are there links from category pages to other relevant category pages?			
Are there links from product pages to other thematically suitable product pages?			
Do links from the content refer to other topic-relevant subpages?			
Are the same link texts always used for internal links to the same subpages?			
Are the anchor texts in the footer correct?			
Are there larger link blocks instead of meaningful and user-friendly navigation?			
Status Codes			
Is a correct error page displayed for status code "404"?			
Are there current server errors (5xx codes)?			
Do most of your URLs deliver a status code of "200 OK"?			
Is your website accessible with "www," as well as without "www"?			
Can you access your website with both "https" and "http"?			
Are there any forwarding chains?			
Are the 301 redirects working?			
Is the page redirected to the correct one?			
Technique, Scripts, and Coding			
Is JavaScript used for content output?			
Are the JS files at the end of your HTML/source code?			
Do JavaScripts prevent pages from loading?			
Is content integrated via iframe?			
Are the iframes used really necessary, and do they offer the user added value?			
Are we using Adobe Flash on the site?			
Should we continue using adobe flash on the site?			
Is Flash only used for individual elements or for the entire website?			
Do Flash elements hinder the performance of the site?			
Can Flash content be implemented with other technical solutions?			
Internationalization			
Does the URL language also change when you select a different language version?			
Are your navigation menus translated?			
Have the country versions been stored in the GSC?			
Have currencies or units been adjusted to the respective country?			
Are the hreflang tags implemented correctly?			
Do the pages have an rel=alternate reference?			
Are the language/country codes correct?			
Are language versions forwarded correctly?			