



SEO Audit Checklist

This checklist was created based upon the SEO audit guide by Matt Jackson.

Read the full details on the blog post: <https://matt-jackson.com/seo/seo-audit/>

Basic Audit

Quick technical checks:

- Https / www. redirects using 301 (<http://www.redirect-checker.org/>)
- Homepage has canonical url.
- Homepage top when searching for brand name or site:domain.com

Screaming Frog Crawl:

- Response codes – important pages blocked by robots.txt?
- Note 404 error responses
- Missing page titles, meta descriptions, H1's, Directives -> No canonicals, No GA and no GSC Data.
- Check Directives -> noindex pages contain nothing important.

Site Speed:

- Check via Pingdom and GTmetrix.

Search Console checks:

- Index status - Check for downward indexing trends.
- Crawl rate - Check for less pages crawled per day + longer time downloaded – sign of bad hosting or other issue.
- Mobile usability errors
- Structured data errors.

Use experience and analytics:

- Check mobile landing page high bounce / low pages per session for problems.
- Use Panguin tool against analytics to check for penalties.

Links:

- Check Ahrefs broken links for easy wins to 301.
- Find low DR spam links to disavow.

Advanced Audit Extras

Cannibal pages:

- “Site:domain.com keyword” search to find potential cannibals.
- Fix via de-optimisation, noindex, or delete + 301 redirect.

Demographics:

- Does your demographic profile match the landing page format and USP?
- How do you compare with the top 3 ranking pages?



Google CTR Quick Wins:

- Search Analytics, filter by exact landing page.
- Find keywords on page 1 with low CTR.
- Locate SERP and plan optimisation to improve it.

Index Bloat / Low Value Landing Pages:

- Find pages that receive little to no organic traffic, Google analytics, Default Chanel Grouping -> Landing Pages. Filter by low sessions.
- If they are targeting good keywords, then optimise them better for rankings.
- If they are duplicating existing keywords, fix via noindex, or delete + 301 redirect.

Featured Snippets:

- Use SEMrush to find where you rank on page 1 where a featured snippet already exists. Optimise content to win the snippet.
- Or use Google Search Console to find page 1 rankings that look like “informational” keywords, then check to see if they display one, and go about winning it.

Keyword Gaps:

- For each main page, export a list of all keywords from Ahrefs and SEMrush.
- Combine these in Keyword Grouper Pro, noting down the main themes and user intentions.
- Generate supplemental FAQ's using Answerthepublic.
- Decide on content form and placement based upon what already ranks in position 1-3.

Site Specific

Local:

- Check citation consistency of information
- Check citation gaps vs competitors.

Ecommerce:

- Check that filters don't create non-canonical pages with duplicate content.
- Check product page schema.org is active and valid.

Affiliate / News:

- Check for instances of duplicate content or thin pages that can be deleted + redirected.
- Avoid cannibals by using a site structure and internal linking policy that attributes the main pages.

Good luck with your SEO audit, and if you have any questions or want a done for you service, email me at info@matt-jackson.com