

SEO Audit Checklist for Chillomania

	Description	Tools	Priority	Actions to take	Notes	Action Required
Technical SEO						
Ensure "Mobile-Friendliness".	In web design and SEO, mobile friendly means that a website works the same and provides a seamless user experience (UX) regardless of the device it's accessed on. Users can see all the same images, copy, and text on a desktop, tablet, or phone.	Mobile-Friendly Test	High	Incorporate Responsive Website Design. Reduce Page Load Speed. Monitor Page Experience & Core Web Vitals. Follow General SEO Best Practices. Integrate Mobile SEO into Your Web & Content Creation Processes.	This page is easy to use on a mobile device	No
Identify Crawl Errors & Broken Links	Crawl errors are problems that prevent search engines from accessing or indexing your site's pages. They can be caused by server issues, robots.txt rules, redirects, or faulty URLs. Broken links are links that lead to non-existent or inaccessible pages, either on your site or on external sites.	Screaming Frog	Medium	Use a web-based SEO audit tool and check for 404 errors pages.	The hyperlink on your website is pointing to a page on another website, but that page no longer exists. -a "404 Not Found" error when it's visited or crawled by Screaming Frog. https://cdn.shopify.com/s/files/1/0068/4543/1868/products/Linden-Lamp_So	Yes
Optimize your Site Speed	Website speed optimization is the set of strategies and best practices implemented to make a website as fast as possible. Website speed optimization offers other benefits as well, like a higher conversion rate, lower bounce rate, and improved user experience.	PageSpeed Insights	Medium	Limit the use of external scripts. Reduce redirects. Improve server response time. Optimize images. Compress Images	MOBILE -Speed Index 2.2 s - Document doesn't have a <title> element - Document does not have a meta description - Reduce unused JavaScript. DESKTOP. - Speed Index 0.9 s	Yes
Ensure your site is secure with HTTPS	HTTPS uses the SSL/TLS protocol to encrypt communications so that attackers can't steal data. SSL/TLS also confirms that a website server is who it says it is, preventing impersonations. This stops multiple kinds of cyber attacks (just like food safety prevents illness).	Let's Encrypt	High	Need of a SSL or TLS certificate installed on your website.	Page has the required certificates	No
Optimize your site images ALT tags and size	Definition: An alt tag, also known as "alt attribute" and "alt description," is an HTML attribute applied to image tags to provide a text alternative for search engines. Applying images to alt tags such as product photos can positively impact an ecommerce store's search engine rankings.	Screaming Frog	High	Keep your alt text fewer than 125 characters. Add context that relates to the topic of the page. Describe the image, and be specific.	Problem in the size of the images -Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption - Image elements do not have [alt] attributes	Yes
Check the Meta Page Title	The title tag and meta description (otherwise known as the "SEO title" and "SEO description") inform Google and other search engines about what the topic of your website is about. This information also shows up in the search results for users to see, and optimizing it can help them click through to your site.	Screaming Frog	High	Keep it under 60 characters,Write a unique description for each page; Try to summarize content accurately; Avoid generic descriptions; Use sentence case;	Missing	Yes
Use header tags (H1,H2,etc.) for content	Header tags, also known as heading tags, are used to separate headings and subheadings on a webpage. They rank in order of importance, from H1 to H6, with H1s usually being the title. Header tags improve the readability and SEO of a webpage.	Screaming Frog	Medium	Always include an H1 tag. Use only one per page. Include the primary keyword for your content.Use up to 70 characters in the tag length.	H1 Style and functionality finally combined H2 missing	Yes
Optimize Meta Descriptions	The meta description summarizes a page's content and presents that to users in the search results. It's one of the first things people will likely see when searching for something, so optimizing it is crucial for SEO. It's your chance to persuade users to click on your result!	Screaming Frog	Medium	Keep the meta description within the recommended length, typically between 150-160 characters Create unique descriptions for each page on your site. Analyze the meta descriptions of your competitors	Missing	Yes
Content SEO						
Refresh outdated content	Refreshing outdated content allows you to improve your SEO performance by adding better keywords, potentially increasing its rankings again.	Copy.ai	Medium	Make sure the content still matches search intent. Cover the topic more comprehensively. Look for opportunities to make the content stand out.	Check with the copywriting department	Yes
Backlink check	A backlink is when one website links to another with an anchor text. An example of a backlink is any article you find that links to another source or website. You can find examples of website backlinks all over the internet, especially on popular blog sites that link back to relevant content.	Free Backlink Check	Medium	Select a backlink analysis tool. Enter each domain and collect the information you want	No backlinks for https://idyllic-memaid-3b17b8.netlify.app/	Yes
Keyword Opportunities on the webiste	The Keyword Opportunity KPI analyzes the possibility for improvement for search rankings by comparing current rankings to Google's estimated search traffic volume and competition rating.	Free Keyword Gener	High	Pick keywords with search potential.Use your primary keyword effectively. Optimize your content with secondary keywords. Include internal links.	Check with the copywriting department	Yes

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