

8-POINT SEO 101 AUDIT

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Title Tag	The title tag uses BOTH a primary keyword and a secondary keyword and stays within 60 characters.	The title tag uses a primary keyword OR a secondary keyword and stays within the character limit.	The title tag is over 60 characters but may use a relevant keyword.	The title tag is over 60 characters + the title tag doesn't include the primary keyword.	
URL	The URL uses no filler words, includes the primary keyword, and gives Google a key into the post subject matter.	The URL uses no filler words and includes either a primary OR secondary keyword.	The URL may use a primary or secondary keyword, but may use filler words and doesn't necessarily describe topic at hand.	The URL doesn't include the primary keyword + the URL includes filler words.	
Headline	The headline stays between 20-70 characters and uses the primary keyword (and possibly a secondary keyword) to accurately describe the subject matter.	The headline stays between 20-70 characters (roughly) and uses either a primary keyword OR a secondary keyword.	The headlines are over the character limit but may include a related keyword.	The headlines don't include the primary or secondary keywords + it doesn't relate to the subject matter + the headline is significantly over character limit.	
Internal Links	3-6+ internal links are included and anchor text accurately represents linked content.	2-4 internal links are included but could better represent the linking subject matter.	1-2 internal links are included but anchor text doesn't match subject matter well enough.	No internal links to related content are included.	
Meta Description	The meta description is between 120-158 characters and includes a primary keyword, secondary keyword, and a CTA.	The meta description is between 120-158 characters and includes a primary keyword and possibly a CTA.	The description may be under 120 characters or over 158 characters and include a relevant keyword but no CTA.	The meta description is off-topic or doesn't properly reflect the subject matter.	
Target Keyword	The target keyword is used frequently (5-8+ times) throughout the post in a relevant way that's useful to readers.	The target keywords is used a few times (3-5 times) throughout the post in a way that's useful to readers.	The target keyword is used a few times but may not be relevant to the sentence or seem "stuffed" into the content.	The post doesn't have a strong subject matter that relates to the primary keyword or idea.	
Secondary Keywords	Long-tail and secondary keywords are used often throughout the post (5-8+ times).	Long-tail and secondary keywords are used a few times throughout the post (3-5 times).	Long-tail and secondary keywords are only used a couple of times throughout the post (1-3 times).	The post doesn't include any secondary or long-tail keywords.	
Relevancy	The tone of voice is consistent with brand standards + the subject matter relates back to the company's avatar.	The tone of voice is consistent with brand standards but could better relate to the company's avatar or core purpose.	The tone of voice is consistent but content is not relevant to the brand (or vice versa).	The post doesn't reflect the tone of voice or ideas of the brand.	

Action Items

Final Score