

Full SEO Audit Cheat Sheet

1. Audit your domain

Affected aspects: Indexing, user experience, brand reputation, security, and rankings

Domain History

Multiple Versions of Your Site

Typosquatting Possibility

Extra reading: [Duplicate Content in SEO - How to Find & Fix It](#)

2. Revise your site structure

Affected aspects: Crawlability and indexing, user experience, rankings, and even revenue

Content Taxonomy and Hierarchy

Click Depth

Extra reading: [How to Visualize Your Website Structure in 7 Steps](#)

3. Check your internal linking

Affected aspects: Crawling and indexing, PageRank distribution, rankings

Amount of Links

Anchor Texts

Broken Links

Orphan Pages

Navigation

Extra reading: [Internal Links for SEO: Best Practices 2022](#)

4. Audit your URL structure

Affected aspects: User experience, rankings

URLs' Length

Dynamic URLs

Extra reading: [Google URL Structure Guidelines](#)

5. Look over your content

Affected aspects: Rankings, brand reputation

Amount of Content

Performance

Lacking Content

Outdated Content

E-A-T Signals

Interstitials

Scrapped Content

Extra reading: [The 8-Step Process for Full Website Content Audit](#)

6. Examine your images

Affected aspects: User experience, site speed, rankings

Format and Size

Name and File Structure

Alt Texts

Broken Images

Extra reading: [Image SEO Optimization – a Guide for SEO Experts and Webmasters](#)

7. Run your backlink profile audit

Affected aspects: Rankings, brand awareness

Number and Progress
Quality
Anchor Texts
Unusual Spikes

Extra reading: [Link Equity Guide: 12 Signals of Backlink Quality](#)

8. Assess your localization success

Affected aspects: Rankings, user experience, revenue

Hreflang Implementation
Localized and Optimized Text

Extra reading: [International SEO Ultimate Guide](#)

9. Watch out for your redirects

Affected aspects: Crawlability and indexing, user experience

Types
Number
Chains and Loops

Extra reading: [The Essential SEO Guide to URL Redirects](#)

10. Check out HTTPS

Affected aspects: Security

SSL Certificate
Mixed Content

Extra reading: [How to migrate your site to HTTPS: an SEO case study](#)

11. Review your Core Web Vitals

Affected aspects: Site speed, UX, rankings

LCP
FID
CLS

Extra reading: [How We Improved Core Web Vitals & What Correlations We Found \[Case Study\]](#)

12. Evaluate your site's mobile friendliness

Affected aspects: User experience, rankings

Proper Mobile Configuration
Readability and Touchpoints

Extra reading: [How To Make Your Website Mobile Friendly?](#)

13. Go through your code and script

Affected aspects: Crawlability and indexing, site speed, rankings

Unnecessary Code
Analytics Tags
Rel Canonical
Meta Titles and Descriptions
H1 - H6 Tags
Meta Robots Tag
Structured Data

Extra reading: [Extra reading: Technical SEO Audit Checklist \(with a Free Template\)](#)

14. Check out your sitemap(s)

Affected aspects: Crawlability and indexing

No Sitemap
Sub-sitemaps
Empty, Blank, or 404 Sitemap
Pages Listed

Extra reading: [Sitemap XML | Website Auditor](#)

15. Inspect your Robots.txt file

Affected aspects: Crawlability and indexing

Amount of Links
Anchor Texts
Broken Links
Orphan Pages
Navigation

Extra reading: [Robots.txt Settings | Website Auditor](#)