

SEO Audit

Complete List of Action Steps

Preparing For The Audit

- _____ Download the blank SEO Audit Checklist so you can use it to track your findings as you go through this course and complete your own SEO audit.
- _____ Answer the questions (or ask your client the questions) needed before you start the audit.
- _____ Register for and bookmark the software mentioned in this section for quick access.

On-Site Optimization

- _____ Complete your keyword research and finalize your list of keywords you will be using.
- _____ Use the keyword density analyzer to see how your website is already using the keywords.
<http://tools.seobook.com/general/keyword-density/>
- _____ Update your top page's titles and descriptions.
- _____ Review and correct if needed, your URL structure.
- _____ Review and correct your canonical URLs. Make sure a preferred URL is set.
- _____ Appropriately incorporate header tags into your page.
- _____ Review and update the text formatting used.
- _____ Check the quantity and quality of the content on your top site pages and update if needed.

- _____ Create an internal link structure.
- _____ Check your images to make sure they are friendly for search engines and easy on your site loading time.
- _____ Check for broken links.
- _____ Review your website's overall user friendliness and make any changes.
- _____ Check your website's page speed and make any changes to speed up your website's load time.

Website Standards & Tools

- _____ Register for a Google Analytics account and set it up on your website.
- _____ Check your website statistics for the top reports we reviewed to see how your website is already performing. This will help you see how well your website performs after you start applying the strategies you learn in this course.
- _____ Create an XML sitemap and submit it in your Google Webmaster Tools account.
- _____ Check to see if you have a robots.txt file and update if necessary. If you don't have one and believe you need one, create one now and upload it to your website.

Off Site SEO

- _____ Complete an incoming link analysis.
- _____ Create a list of high quality websites that you would like to have link to your website. Create a schedule for reaching out to website owners, writing guest posts, or other ways for getting your website listed on these websites.
- _____ Check your website domain authority to see where you stand.
- _____ If you have a local business website, download the list of local directories and begin submitting your website to these directories. You can always hire a virtual assistant on [oDesk](#) or similar website to do this for you.

Competition Analysis

- _____ Take a few minutes to identify who your online competitors are.
- _____ Research what backlinks your competitors have using [SEMRush](#) or [Open Site Explorer](#).
- _____ Review the list of questions in this section and have a closer look at what your competitors are doing.
- _____ Now that you know what your competitors are doing, outline a plan for matching what they are doing and taking advantage of what they are not doing.