**SEO Audit**

|  |  |  |  |
| --- | --- | --- | --- |
| **Customer Name** |  | **Website** |  |
| **Auditor Name** |  | **Completion Date** |  |
| **Pages Audited** |  | | |

|  |  |  |
| --- | --- | --- |
| **Performing Well** | **Needs Improvement** | **Critical Fix** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Website Traffic** |  | **Top Source** |  |
| **Bounce Rate** |  | **Session Duration** |  |

**Website Overview**

Give a general overview of the website health and performance here.

**Conversion**

Before turning your focus to ranking high in search engines, it's important to make sure your website is set-up to convert the traffic the website receives. This ensures you get the most out of your SEO efforts. These are the additional techniques your website can implement to increase conversion.

|  |  |
| --- | --- |
| **Call-to-Action** |  |

|  |  |
| --- | --- |
| **Social Proof** |  |

|  |  |
| --- | --- |
| **User Friendliness** |  |

|  |  |
| --- | --- |
| **Navigation** |  |

|  |  |
| --- | --- |
| **Current Rankings** |  |

|  |  |
| --- | --- |
| **Content** |  |

|  |  |
| --- | --- |
| **Resourceful-ness** |  |

|  |  |
| --- | --- |
| **Mobile Friendly** |  |

|  |  |
| --- | --- |
| **Necessary Pages** |  |
| **Favicon** |  |

|  |  |
| --- | --- |
| **Logo** |  |

|  |  |
| --- | --- |
| **Email Capture** |  |

**On Page Optimization**

With your website better set-up to convert visitors, attention needs to turn to better optimizing the websites you'd like to target. This means each page needs to be set-up for search engines to crawl and index correctly to achieve top rankings.

|  |  |
| --- | --- |
| **Keywords** |  |

|  |  |
| --- | --- |
| **Unique Titles** |  |

|  |  |
| --- | --- |
| **Title Length** |  |

|  |  |
| --- | --- |
| **Description Length** |  |

|  |  |
| --- | --- |
| **URL Structure** |  |

|  |  |
| --- | --- |
| **Canonical URLs** |  |

|  |  |
| --- | --- |
| **Title Tags** |  |

|  |  |
| --- | --- |
| **Text Formatting** |  |

|  |  |
| --- | --- |
| **Use of Internal Link Structure** |  |

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| --- | --- |
| **Optimized Images** |  |

|  |  |
| --- | --- |
| **Image Tags** |  |

|  |  |
| --- | --- |
| **Image File Names** |  |

|  |  |
| --- | --- |
| **Use of "nofollow" tag for External Links** |  |

|  |  |
| --- | --- |
| **Broken Links** |  |

|  |  |
| --- | --- |
| **Custom 404 Page** |  |

|  |  |
| --- | --- |
| **Ad Placement** |  |

|  |  |
| --- | --- |
| **Consistent Look & Feel** |  |

|  |  |
| --- | --- |
| **Page Speed** |  |

**Website Standards & Tools**

It is important to use the tools search engines provide you so they can notify you of any errors they find when crawling your website and so you can monitor what's happening with your website in search engines.

|  |  |
| --- | --- |
| **Google Webmaster Tools** |  |

|  |  |
| --- | --- |
| **Google Analytics** |  |

|  |  |
| --- | --- |
| **Bing**  **Webmaster Tools** |  |

|  |  |
| --- | --- |
| **XML Sitemap** |  |

|  |  |
| --- | --- |
| **Robots .txt** |  |

**Off Page Optimization**

With your website properly optimized, you're ready to start marketing your website elsewhere on the internet.

|  |  |
| --- | --- |
| **# of Incoming Links** |  |

|  |  |
| --- | --- |
| **Domain**  **Authority** |  |

|  |  |
| --- | --- |
| **Unique**  **Referring Domains** |  |

|  |  |
| --- | --- |
| **Any Referring Spam Domains** |  |

|  |  |
| --- | --- |
| **External Links Pointing to Top Pages** |  |

|  |  |
| --- | --- |
| **Variety of Anchor Text** |  |

**Competition Analysis**

It's important to take note of what SEO strategies your competitors are doing so you can stay ahead of them and take advantage of what they are not doing.

*Include competition analysis metrics here including:*

* Incoming links
* Words on page
* Title comparison
* Description comparison
* Use of header tags
* Use of alt tags
* Use of keywords
* External links

**Conclusion**

*Include a final overview of the findings and any recommendations for moving forward.*