

SEO Audit Template

Web-Smart.Co

Best SEO Agency in Hertfordshire

Professional SEO audit template used by Web-Smart.Co. Use this comprehensive checklist to analyse on-page SEO, technical issues, backlinks, and identify actionable optimisation opportunities.

On-Page SEO Analysis

- ' Meta titles optimised (50-60 characters, include keywords)
- ' Meta descriptions compelling (150-160 characters)
- ' H1 tags present and optimised on all pages
- ' Proper heading hierarchy (H1 > H2 > H3)
- ' URL structure clean and keyword-rich
- ' Image alt text descriptive and keyword-optimised
- ' Internal linking strategy implemented
- ' Content length adequate (minimum 300 words per page)
- ' Keyword density appropriate (1-2% for target keywords)
- ' Content provides value and answers user questions

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Technical SEO

- ' SSL certificate active (HTTPS)
- ' Mobile-friendly (responsive design)
- ' Page speed under 3 seconds
- ' XML sitemap created and submitted
- ' Robots.txt configured correctly
- ' Canonical tags implemented
- ' Schema markup for rich snippets
- ' No duplicate content issues
- ' 404 errors monitored and fixed
- ' Proper redirects (301) in place

Off-Page SEO & Backlinks

- ' Number of backlinks and domain authority
- ' Quality of referring domains (not spammy)
- ' Anchor text diversity
- ' Social media presence and engagement
- ' Google My Business optimised
- ' Local citations accurate and consistent
- ' Online reviews and reputation
- ' Competitor backlink analysis
- ' Link building opportunities identified
- ' Disavow toxic backlinks if necessary

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Content Strategy

- ' Blog content published regularly
- ' Content covers target keywords
- ' Long-tail keywords targeted
- ' Content provides comprehensive answers
- ' Multimedia (images, videos) included
- ' Content updated regularly
- ' User intent matched
- ' Engaging headlines and introductions
- ' Clear calls-to-action
- ' Shareable content for social media

Local SEO (if applicable)

- ' Google My Business fully optimised
- ' NAP (Name, Address, Phone) consistent everywhere
- ' Local keywords targeted
- ' Location pages created
- ' Local citations built
- ' Reviews actively managed
- ' Local schema markup implemented
- ' Geographic keywords in content
- ' Embedded Google Map on contact page
- ' Local directories listings

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Analytics & Tracking

- ' Google Analytics 4 configured
- ' Google Search Console set up
- ' Goal tracking implemented
- ' Conversion tracking active
- ' Traffic sources monitored
- ' Keyword rankings tracked
- ' Bounce rate analysed
- ' User behaviour reviewed
- ' Monthly reports generated
- ' ROI measured

Want a Professional SEO Audit?

Web-Smart.Co SEO Foundation Pack includes:

- Complete technical SEO audit
- Keyword research and strategy
- Only £1,499 - Book your audit today!