



Rank Local Engine

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Complete SEO Audit Checklist (Expert-Level)

1. Technical SEO Audit

✓ Website Speed (Core Web Vitals)

What to check:

- Largest Contentful Paint (LCP) < 2.5s
- First Input Delay (FID) < 100ms
- Cumulative Layout Shift (CLS) < 0.1

How to fix:

- Compress images (WebP format)

- Enable caching & CDN
- Minify CSS, JS, HTML
- Use lazy loading

Tools:

- Google PageSpeed Insights
 - GTmetrix
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✓ Mobile-Friendliness

What to check:

- Responsive design
- Text readability
- Button spacing

How to fix:

- Use mobile-first design
- Fix viewport issues
- Avoid intrusive popups

Tools:

- Google Mobile-Friendly Test
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✓ Crawlability & Indexability

What to check:

- Pages indexed properly
- Crawl errors
- Orphan pages

How to fix:

- Fix noindex issues
- Improve internal linking
- Submit pages to search engines

Tools:

- Google Search Console
 - Screaming Frog SEO Spider
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✓ XML Sitemap & Robots.txt

What to check:

- Sitemap exists and updated
- Robots.txt not blocking key pages

How to fix:

- Submit sitemap to Search Console
 - Allow important pages in robots.txt
-

✓ Broken Links & Errors

What to check:

- 404 errors
- Redirect chains

How to fix:

- Fix or redirect broken URLs
- Clean redirect chains

Tools:

- Ahrefs
- Semrush

2. On-Page SEO Audit

✓ Title Tags & Meta Descriptions

What to check:

- Unique titles
- Keyword placement
- Length (50–60 characters)

How to fix:

- Add primary keyword at start
- Make titles compelling
- Avoid duplication

✓ Heading Structure (H1, H2, H3)

What to check:

- One H1 per page
- Logical hierarchy

How to fix:

- Structure content clearly
- Include keywords naturally

✓ Keyword Optimization

What to check:

- Primary + secondary keywords

- Keyword stuffing

How to fix:

- Use keywords naturally
 - Add LSI keywords
-

✓ URL Structure

What to check:

- Short, readable URLs
- Keyword inclusion

How to fix:

- Remove unnecessary parameters
 - Use hyphens instead of underscores
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✓ Internal Linking

What to check:

- Proper linking between pages
- Anchor text relevance

How to fix:

- Link to important pages
 - Use descriptive anchors
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3. Content Audit

✓ Content Quality & Relevance

What to check:

- Value to users
- Depth of content

How to fix:

- Add examples, data, FAQs
 - Improve readability
-

✓ Duplicate Content

What to check:

- Duplicate pages
- Copied content

How to fix:

- Use canonical tags
 - Rewrite duplicate content
-

✓ Thin Content

What to check:

- Pages with low word count
- No real value

How to fix:

- Expand content

- Merge weak pages
-

✓ Content Freshness

What to check:

- Outdated posts

How to fix:

- Update stats, links, keywords
 - Republish content
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✓ Search Intent Alignment

What to check:

- Informational vs transactional mismatch

How to fix:

- Match content to intent
 - Analyze top-ranking pages
-

4. Off-Page SEO Audit

✓ Backlink Profile Quality

What to check:

- High-quality vs spam links

How to fix:

- Build backlinks from authority sites
 - Remove low-quality links
-

✓ Toxic Links

What to check:

- Spammy domains

How to fix:

- Disavow harmful links
-

✓ Anchor Text Distribution

What to check:

- Over-optimized anchors

How to fix:

- Use branded + natural anchors
-

✓ Domain Authority

What to check:

- Overall authority score

How to fix:

- Focus on link-building + content
-

5. User Experience (UX)

✓ Navigation

What to check:

- Easy menu structure
- Clear categories

How to fix:

- Simplify navigation
 - Add breadcrumbs
-

✓ Bounce Rate

What to check:

- High bounce pages

How to fix:

- Improve content
 - Add internal links
-

✓ Time on Site

What to check:

- Low engagement

How to fix:

- Add videos, visuals, storytelling
-

✓ Page Layout

What to check:

- Cluttered design

How to fix:

- Improve spacing
- Use clean UI

Tools:

- Google Analytics
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6. 📍 Local SEO (If Applicable)

✓ Google Business Profile

What to check:

- Profile completeness
- Reviews

How to fix:

- Add photos, services, posts
 - Respond to reviews
-

✓ NAP Consistency

What to check:

- Name, Address, Phone consistency

How to fix:

- Keep same info everywhere
-

✓ Local Citations

What to check:

- Listings in directories

How to fix:

- Submit to local directories
 - Fix incorrect listings
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7. Tools Summary

- Google Search Console – indexing & performance
 - Google Analytics – user behavior
 - Ahrefs – backlinks
 - Semrush – full audit
 - Screaming Frog SEO Spider – technical crawl
 - Google PageSpeed Insights – speed
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Priority Action Plan (What to Fix First)

High Priority (Immediate Impact)

- Fix indexing issues (Search Console)
 - Improve Core Web Vitals
 - Remove broken links
 - Optimize title tags & meta descriptions
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Medium Priority

- Improve content quality & depth
 - Fix internal linking
 - Clean backlink profile
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Low Priority (Ongoing Growth)

- Build backlinks
 - Update old content regularly
 - Improve UX & engagement
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Final Tip

A strong SEO audit isn't about checking boxes — it's about **fixing what moves rankings fast:**

- Technical issues → first
- Content → second
- Authority → third