

A STEP-BY-STEP SEO AUDIT PROCESS



1 Crawling & Indexing Analysis

- ✓ Use tools like **Screaming Frog** or **DeepCrawl** to identify crawling/indexing issues.
- ✓ Check for **broken links, redirects, duplicate content**, and **XML sitemap errors**.
- ✓ Review **robots.txt** to ensure important pages aren't blocked.

2 On-Page SEO Evaluation

- ✓ Optimize **title tags, meta descriptions, and headers** for target keywords.
- ✓ Improve **image SEO** (alt text, file sizes).
- ✓ Implement **structured data & schema markup** for better visibility.
- ✓ Strengthen **internal linking & anchor text** for SEO flow.

3 Off-Page SEO Assessment

- ✓ Use **Ahrefs** or **Semrush** to analyze your **backlink profile**.
- ✓ Identify and disavow **toxic or low-quality links**.
- ✓ Research **competitor backlinks** and **link-building opportunities**.
- ✓ Assess **social media presence** and engagement metrics.

4 Site Structure & Internal Linking

- ✓ Audit your **site architecture & information hierarchy**.
- ✓ Fix **orphan pages** and ensure deep content is accessible.
- ✓ Enhance **internal linking** to distribute PageRank.
- ✓ Implement **breadcrumb navigation & XML sitemaps**.

5 Page Speed & Performance

- ✓ Use **Google PageSpeed Insights** or **WebPageTest** to test load times.
- ✓ Optimize **images, scripts, and CSS** for faster speeds.
- ✓ Implement **caching, compression, and code minification**.
- ✓ Improve **Core Web Vitals** (LCP, FID, CLS) for a better user experience.

6 Mobile Optimization

- ✓ Ensure your website is **fully responsive** and adapts to all screen sizes.
- ✓ Test with **Google's Mobile-Friendly Test** tool.
- ✓ Optimize for **mobile page speed** and reduce excessive pop-ups.
- ✓ Improve **tap targets** and ensure text is readable without zooming.

7 Content Audit

- ✓ Identify **outdated, duplicate, or thin content** and update or remove it.
- ✓ Optimize content based on **search intent and user engagement**.
- ✓ Ensure each page has **clear CTAs and structured formatting**.
- ✓ Use **Google Search Console** to identify underperforming pages.

