SEO audit checklist

While each SEO audit process can differ since there is no universal approach, there are a handful of basic issues that you should be looking for.

We've outlined below the essential features of SEO audits that you should be including in your checklist.

(1) **Check for manual actions:** Manual actions are when a human reviewer at Google has determined that your site doesn't comply with their webmaster guidelines.

The result of this is that some or all of your site won't be shown in Google's search results. You are unlikely to have manual actions unless you've done something seriously wrong. However, it should still be the first thing you check because if you have one, you'll be stuck before you even start.

(2) **Check organic traffic:** Google updates its search algorithms all the time, meaning it's important to check organic traffic drops coinciding with the updates.

(3) **Check for HTTPS-related issues:** HTTPS is a secure protocol for transferring data to and from visitors. You should be checking each page on your site using HTTPS by visiting them and ensuring there is a lock icon on the address bar.

(4) **Check indexability issues:** Google search results come from its index, which is a database of web pages. Your pages need to be indexed to stand any chance at ranking.

(5) **Check for mobile-friendliness:** Mobile-friendliness has been a huge ranking factor everywhere since Google moved to mobile-first indexing in 2019.

6 **Check page speed:** Page speed has been a small ranking factor on desktop since 2010 and mobile since 2018.

7 **Check for broken pages:** Having broken pages on your site is never good, and if these pages have backlinks, they are effectively being wasted because they point to nothing.

8 **Check for sitemap issues:** A sitemap lists the pages that you want search engines to index. It shouldn't list things like redirects, non-canonicals or dead pages, as those send mixed signals to Google.

9 **Check for declining content:** Rankings will rarely last forever since content can become outdated, meaning the search traffic will often start to drop off. You can solve this by updating and republishing old content.

10 **Check for content gaps:** Content gaps occur when you miss important subtopics in your content. Not including this content means you won't rank for as many long-tail keywords and potentially won't rank as high as you could for your main target keywords.