

SEO Audit Checklist

27 checks to audit your own website | zahidawais.com

Technical basics

- ☐ Site loads over HTTPS on every page
- ☐ Pages load fast on mobile (check PageSpeed Insights)
- ☐ Core Web Vitals pass in Search Console
- ☐ XML sitemap exists and is submitted to Search Console
- ☐ robots.txt does not block important pages
- ☐ No important pages marked noindex by mistake
- ☐ No broken internal links or redirect chains

On-page SEO

- ☐ Every page has a unique title tag under about 60 characters
- ☐ Every page has a unique, helpful meta description
- ☐ One clear H1 per page
- ☐ Main keyword appears naturally in the title, H1 and first paragraph
- ☐ Images have descriptive file names and alt text
- ☐ Important pages are linked from other relevant pages

Content

- ☐ Each page matches the search intent of its keyword
- ☐ Content answers real customer questions clearly
- ☐ Author name and expertise are visible on articles
- ☐ Older posts are updated or merged when they go out of date
- ☐ FAQ sections with short, direct answers where useful

Off-page and trust

- ☐ Backlinks come from relevant sites with real traffic
- ☐ Anchor text is mostly branded or natural
- ☐ Your brand details are the same everywhere online
- ☐ Google Business Profile is complete (for local businesses)
- ☐ You collect real reviews from real customers

AI search (AEO and GEO)

- ☐ Key questions are answered in 40 to 60 words near the top
- ☐ Organization and Person schema describe your brand
- ☐ Your brand is mentioned on trusted sites in your niche

☐ You check how AI tools describe your business every few months