



Technical SEO Site Audit

Quick overview

- Check indexed pages
 - Site: Search in Google
 - Homepage is the first result (or near the top)
- Review number of organic landing pages in Google analytics
 - This is often the best measure of how many pages are indexed AND Google finds valuable
- Search for brand and branded terms
 - Is the homepage showing up at the top, or are correct pages showing up?
- Check Google's cache for key pages
 - Content shows up
 - Navigation links are present
 - Check for hidden content / links
- Do a mobile search for your brand and key landing pages
 - Your listing has the "mobile friendly" label
 - Landing pages are mobile friendly

Notes:

On-page optimization

- Title tags are optimized
 - Optimized
 - Unique
 - 55-60 characters (512 pixels)
- Important pages have click-through rate optimized titles and meta descriptions
- Pages are not missing page titles and meta descriptions
- The on-page content includes the primary keyword phrase multiple times as well as variations and alternate keyword phrases
- There is a significant amount of optimized, unique content on key pages
- The primary keyword phrase is contained in the H1 tag
- Images' file names and alt text are optimized to include the primary keyword phrase associated with the page.
- URLs are descriptive and optimized
- URLs are clean
 - No excessive parameters
 - URLs are static
- URLs are short (115 characters or shorter)

Notes:

Content

- Homepage is optimized
 - At least one paragraph of text
 - Enough content to give search engines an understand of what the page is about (typically at least 150 words)
 - Content is unique
- Landing pages are optimized
 - At least a couple paragraphs of content - enough to help search engines understand what the page is about

- Is the text templated or completely unique
- Site contains real and substantial content
 - Is there real content on the site or is the “content” simply a list of links
- Proper keyword targeting
 - The intent behind the keywords match the intent of the landing page
 - Pages exist to target head terms, mid-tail terms, and long-tail keywords
- Keyword Cannibalization
 - site:search in Google for important keyword phrases does not reveal a significant amount of pages competing for the same term
 - There is are no duplicate page titles or duplicate content
- Content exists to help users convert and is easily accessible to users
 - Content to help educate users about the product or service
- Content formatting
 - Content is formatted well and is easy to read quickly
 - H tags are used
 - Images are used
 - Text is broken down into easy to read paragraphs
- Good headlines on blog posts
 - Headlines are well written and draw users in.
- Amount of content versus ads
 - There is significant unique content above the fold
 - There are not an excessive amount of ads above the fold

Notes:

Duplicate Content

- There should be one URL for each piece of content
 - URL parameters are not used, or are otherwise dealt with
 - The same content doesn't exist on different URLs (often product/category related)
- Do an in quotes search to check for duplicate content
 - Content does not show up elsewhere on the domain

- Content has not been scraped
 - If scraped file a content removal request with Google.
- The same content does not exist on different sub-domains
- The same content does not exist on a secure version of the site
- The same content is not replicated on other domains owned by the company
- Printer friendly pages are not causing duplicate content

Notes:

Accessibility and Indexation

- Entire site, or key pages, have not been blocked in the robots.txt file
- Content displays correctly when JavaScript, cookies, and CSS are turned off
- Navigation & Internal links display correctly when JavaScript, cookies, and CSS are turned off
- Content is the same when you set the user agent to Googlebot
- There are not excessive 4xx or 5xx errors in a crawl report (Moz, Screaming Frog, etc)
- XML sitemaps are listed in the robots.txt file
- XML sitemaps are submitted to Google/Bing Webmaster Tools
- Important pages do not contain the meta robots noindex tag (Moz, Screaming Frog, etc)
- Duplicate / thin content has the noindex command or is disallowed in robots.txt
- Goal pages are prevented from receiving organic visits

Notes:

Site architecture and internal linking

- Number of links on a page is reasonable (100-200 typically)
- Vertical linking structures are in place
 - Homepage links to category pages.
 - Category pages link to sub-category and product pages as appropriate
 - Product pages link to relevant category pages.
- Horizontal linking structures are in place
 - Category pages link to other relevant category pages.
 - Product pages link to other relevant product pages.
- Links are in content
 - Does not utilize massive blocks of links stuck in the content to create internal links
- Footer does not use a block of links instead of proper navigation.
- Footer does not link to landing pages with optimized anchors.
- Internal anchor text is used appropriately
- No/minimal broken links

Notes:

Technical issues

- 301 redirects are being used for all redirects
- 302, 307, meta refresh, and JavaScript redirects are not used as they pass little to no value.
- Redirect chains are not used
- Content is not served using JavaScript
- Links are not served in JavaScript (unless intentionally done so)
- Content is not pulled in via iFrames
- Flash is not used to deliver content
- No errors in Google Webmaster Tools

- XML sitemaps in place
- XML sitemaps are not band aids for poor site architecture
- XML sitemaps are structured to show indexation problems
- XML sitemaps follow proper XML protocols
- Canonical version of the site established through 301s
- Canonical version of site is specified in Google Webmaster Tools
- Rel canonical link tag is properly implemented across the site
- Uses absolute URLs instead of relative URLs

Notes:

Site speed

- Pages load in a reasonable amount of time
- Make sure compression is enabled
- Caching is enabled
- Images are optimized for the web
- CSS/JS/HTML is minified
- There are not excessive number of HTTP requests
- Site is hosted on a fast server

Notes:

Mobile

- Site renders properly for mobile and tablet visitors
- A mobile experience is set up (responsive design, dynamic serving, dedicated mobile site)
- Analytics is set up properly if separate mobile content exists
- Mobile configuration is specified
 - Responsive - The viewport meta tag is used
 - Dynamic serving - The Vary HTTP header is used
 - Mobile site - Mobile content uses the canonical tag to point to the desktop version
 - Mobile site - Desktop content uses the rel alternate tag to point to the mobile version
- Buttons are not too close together for mobile visitors
- The mobile experience matches up with the intent of mobile visitors
- Ensure faulty mobile redirects do not exist

Notes:

International

- International version of content is indicated in the URL
 - Subdomain
 - ccTLD
 - Directory
- Country based targeting is enabled in webmaster tools
- Hreflang / rel alternate is properly implemented if relevant
- If there are multiple versions of a site in the same language (such as /us/ and /uk/, both in English), the copy has been updated so that they are unique
- Make sure the currency reflects the country targeted
- URL structure is in the native language

Notes:

Analytics

- Analytics tracking code is on every page
- There is only one instance of a GA property on a page
- Analytics is properly tracking and capturing internal searches
- Demographics tracking is set up
- Adwords and Adsense are properly linked if you are using these platforms
- Internal IP addresses are excluded
- UTM Campaign Parameters are used for other marketing efforts
- Meta refresh and JavaScript redirects are avoided
- Event tracking is set up for key user interactions

Notes: