



Advanced SEO Audit Checklist 2025

Step-by-Step Guide to Rank #1 on Google

SEO Technical Optimization



Speed



Mobile



Indexing



Security

Technical SEO Essentials

Technical SEO

Site Speed

- ✔ Optimize images (compress, use WebP format)
- ✔ Minify CSS, JavaScript, and HTML files
- ✔ Implement browser caching and CDN delivery
- ✔ Eliminate render-blocking resources
- ✔ Implement lazy loading for below-the-fold content
- ✔ Reduce server response time (TTFB < 200ms)

Crawlability

- ✔ Verify XML sitemap is correctly formatted and submitted to Google Search Console
- ✔ Check robots.txt for blocked critical pages or resources
- ✔ Ensure all important pages are crawlable (noindex/nofollow tags)
- ✔ Fix broken links (404 errors)
- ✔ Optimize crawl budget by eliminating duplicate content
- ✔ Use rel="canonical" to specify preferred URL versions

HTTPS

- ✔ Implement SSL certificate across all pages
- ✔ Fix mixed content issues (HTTP resources on HTTPS pages)
- ✔ Ensure HSTS header is properly configured
- ✔ Verify SSL certificate is up-to-date and valid
- ✔ Check for security vulnerabilities

Indexation

- ✔ Review Google Search Console for indexing errors and warnings
- ✔ Check index coverage for excluded pages
- ✔ Ensure important pages are indexed
- ✔ Fix duplicate content issues
- ✔ Implement proper pagination with rel="prev/next" tags

SEO Tool	Best For	Price
Screaming Frog	Technical site audits	Freemium

SEO Tool	Best For	Price
Google PageSpeed Insights	Performance analysis	Free
GTmetrix	Speed and performance	Freemium

On-Page SEO

Titles

- ✓ Keep title tags under 60 characters
- ✓ Include primary keyword near the beginning
- ✓ Make titles compelling and clickable
- ✓ Ensure unique titles for each page
- ✓ Avoid keyword stuffing

Meta Descriptions

- ✓ Keep meta descriptions under 160 characters
- ✓ Include primary keyword naturally
- ✓ Add compelling call-to-action
- ✓ Make descriptions unique and relevant
- ✓ Match search intent

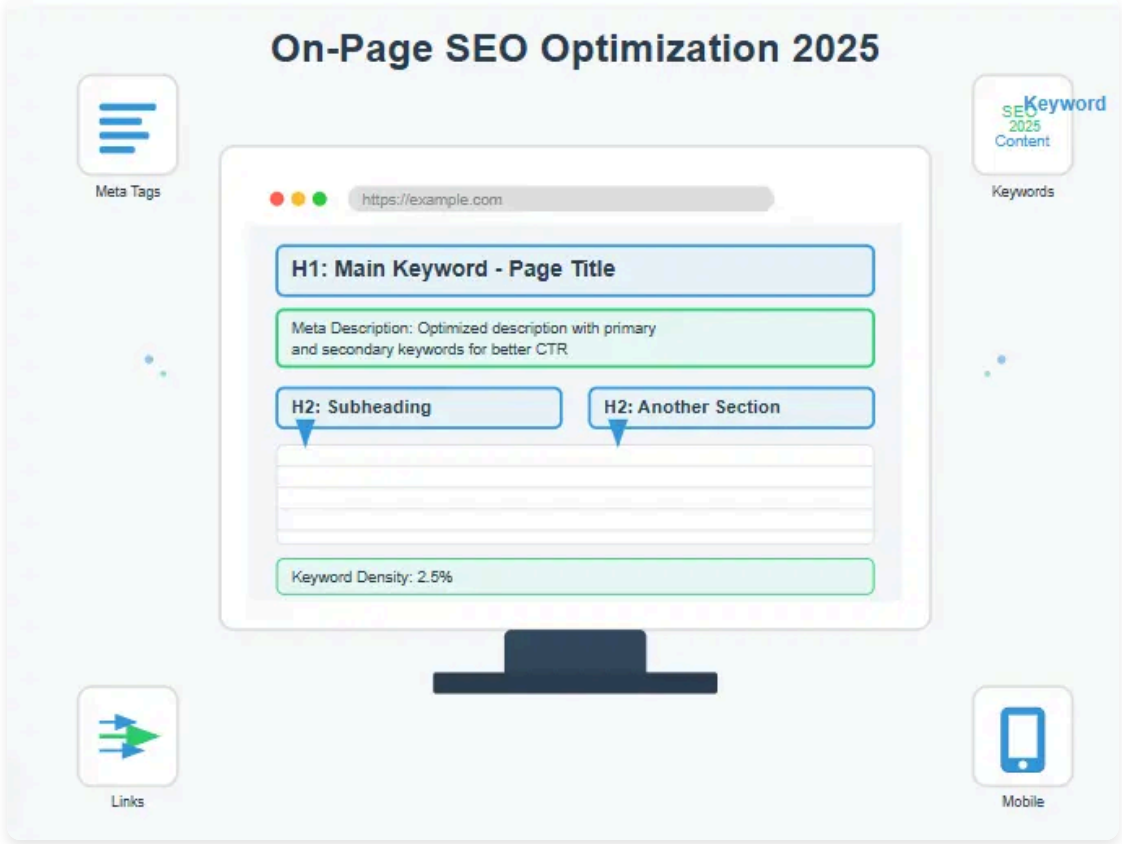
Internal Links

- ✓ Use descriptive anchor text with keywords
- ✓ Link to relevant pages within your site
- ✓ Ensure all internal links work properly
- ✓ Create a logical site structure
- ✓ Use contextual linking within content
- ✓ Implement breadcrumb navigation

Headings

- ✓ Use only one H1 per page
- ✓ Structure content with H2s and H3s
- ✓ Include keywords in headings naturally
- ✓ Maintain logical heading hierarchy
- ✓ Make headings descriptive and scannable

<https://www.seoraf.com/wp-content/uploads/2025/09/SEO-Audit-Checklist-2025--On-Page-Optimization.webp>



Proper on-page SEO optimization helps search engines understand your content better

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Content Optimization

Keyword Use

- ✓ Research and target relevant keywords
- ✓ Include primary keyword in first paragraph
- ✓ Use semantic keywords and variations
- ✓ Maintain natural keyword density (1-1.5%)
- ✓ Target long-tail keywords for specific intent
- ✓ Match content to search intent

E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)

- ✓ Showcase author credentials and expertise
- ✓ Cite authoritative sources and research
- ✓ Provide comprehensive, in-depth content
- ✓ Update content regularly for freshness
- ✓ Include author bylines and bios
- ✓ Display trust signals (testimonials, reviews)

Images with Alt Text

- ✓ Use descriptive, keyword-rich alt text
- ✓ Optimize image file names before uploading
- ✓ Compress images to improve page speed
- ✓ Use appropriate image formats (WebP, JPEG, PNG)
- ✓ Include captions where relevant
- ✓ Implement responsive images

Pro Tip

Content that demonstrates E-E-A-T signals is 3x more likely to rank for competitive queries. Focus on creating comprehensive, authoritative content that addresses user needs completely.

Content Type	Word Count	Keyword Density	Priority
Blog Posts	1000-2000	1-1.5%	High

Content Type	Word Count	Keyword Density	Priority
Pillar Pages	3000+	0.5-1%	High
Product Descriptions	200-300	1-2%	Medium
Category Pages	300-500	0.5-1%	Low

Off-Page SEO

Backlinks

- ✓ Earn high-quality backlinks from authoritative sites
- ✓ Focus on relevant backlinks in your niche
- ✓ Use diverse anchor text distribution
- ✓ Monitor and disavow toxic backlinks
- ✓ Build links through content marketing
- ✓ Conduct regular backlink audits

Brand Mentions

- ✓ Monitor unlinked brand mentions
- ✓ Convert unlinked mentions to links
- ✓ Track brand sentiment across the web
- ✓ Engage with mentions on social media
- ✓ Build relationships with journalists and influencers

Authority Signals

- ✓ Build topical authority through comprehensive content
- ✓ Establish expertise in your niche
- ✓ Get featured in industry publications
- ✓ Earn mentions from authoritative sources
- ✓ Develop a strong social media presence
- ✓ Participate in industry events and discussions



Analyzing your backlink profile is essential for off-page SEO success

Quality Over Quantity



One high-authority relevant backlink can be more valuable than dozens of low-quality links. Focus on earning links from reputable sources in your industry.

UX & Core Web Vitals

Mobile-Friendly

- ✓ Ensure responsive design works across all devices
- ✓ Make navigation touch-friendly
- ✓ Optimize font sizes for mobile readability
- ✓ Use mobile-friendly forms
- ✓ Test with Google's Mobile-Friendly Test
- ✓ Implement Accelerated Mobile Pages (AMP) if needed

CLS (Cumulative Layout Shift)

- ✓ Include size attributes for images and videos
- ✓ Avoid dynamically injecting content above existing content
- ✓ Use CSS aspect ratio boxes for media
- ✓ Reserve space for ads and embedded content
- ✓ Target CLS score below 0.1

LCP (Largest Contentful Paint)

- ✓ Optimize and compress images
- ✓ Preload key resources
- ✓ Improve server response times
- ✓ Eliminate render-blocking resources
- ✓ Use a CDN for faster content delivery
- ✓ Target LCP time under 2.5 seconds

FID (First Input Delay)

- ✓ Reduce JavaScript execution time
- ✓ Break up long tasks
- ✓ Use web workers for complex operations
- ✓ Minimize main thread work
- ✓ Target FID time under 100ms

Core Web Vital	Good	Needs Improvement	Poor	Impact on SEO
LCP	≤2.5s	2.5s – 4.0s	>4.0s	High

Core Web Vital	Good	Needs Improvement	Poor	Impact on SEO
FID	≤100ms	100ms – 300ms	>300ms	Medium
CLS	≤0.1	0.1 – 0.25	>0.25	High

★ Bonus Tips

Schema

- ✓ Implement JSON-LD structured data markup
- ✓ Use relevant schema types (Article, Product, LocalBusiness, etc.)
- ✓ Test markup with Google's Rich Results Test
- ✓ Monitor rich snippet performance in Search Console
- ✓ Implement FAQ schema for Q&A content
- ✓ Use HowTo schema for instructional content

AI Tools

- ✓ Use AI for content ideation and research
- ✓ Leverage AI tools for keyword research
- ✓ Implement AI-powered content optimization
- ✓ Use AI for automated meta descriptions
- ✓ Leverage AI for image optimization
- ✓ Monitor AI-generated content quality

Competitor Gap Analysis

- ✓ Identify keywords where competitors outrank you
- ✓ Analyze competitor content strategies
- ✓ Find content gaps in your own site
- ✓ Study competitor backlink profiles
- ✓ Monitor competitor technical implementations
- ✓ Identify unique value propositions



Implementing schema markup can lead to enhanced search results with rich snippets

Helpful Resources

For more detailed guidance on advanced SEO techniques, visit [SEORAF.com](https://seoraf.com) or check out these resources:



- [Moz SEO Learning Center](#)
- [Ahrefs SEO Guide](#)
- [Google Search Central](#)


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☒ On-Page Optimization

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