
Advanced SEO Audit Checklist

A comprehensive guide to technical, on-page, and off-page optimization for 2026 and beyond.

Phase 1: Technical SEO Audit

The foundation of high rankings is a technically sound website that search engines can easily crawl, index, and understand.

. Crawlability & Indexing

- ☐ XML Sitemap is submitted in Google Search Console and error-free.
- ☐ Robots.txt is not blocking important pages or resources (CSS, JS, images).
- ☐ Google Search Console Index Coverage report shows no critical errors.
- ☐ Site architecture is logical, with important pages accessible within 3-4 clicks.

. Page Speed & Core Web Vitals

- ☐ Largest Contentful Paint (LCP) is ≤ 2.5 seconds.
- ☐ Interaction to Next Paint (INP) is ≤ 200 ms.
- ☐ Cumulative Layout Shift (CLS) is ≤ 0.1 .
- ☐ Images are compressed (WebP/AVIF) and served via a CDN.
- ☐ Browser caching is enabled for static assets.

. Mobile-Friendliness

- ☐ Site has a responsive design that works on all screen sizes.
- ☐ Tap targets (buttons, links) are appropriately sized and spaced.
- ☐ Content is legible without zooming on mobile devices.

. Structured Data (Schema)

- ☐ Relevant schema (e.g., Article, Product, LocalBusiness) is implemented.
- ☐ Schema markup is validated using Google's Rich Results Test.

Phase 2: On-Page & Content Audit

Optimize your content to satisfy user intent and demonstrate expertise, authoritativeness, and trustworthiness (E-E-A-T).

. Content Quality & Relevance

- ☐ Content aligns with the search intent of target keywords.
- ☐ Content is comprehensive and provides more value than competing pages.
- ☐ Author expertise is clearly displayed to build E-E-A-T.

. Keyword & On-Page Optimization

- ☐ Target keyword is in the title tag, H1, and within the first 100 words.
- ☐ Meta descriptions are compelling, under 160 characters, and include a call-to-action.
- ☐ Heading structure (H1, H2, H3) is used logically and hierarchically.
- ☐ Images have descriptive alt text and optimized file names.
- ☐ Internal links use descriptive anchor text and point to relevant content.

Phase 3: Off-Page & Authority Audit

Build your site's authority and reputation through strategic off-page SEO and brand management.

. Backlink Profile Analysis

- ☐ Backlink profile is analyzed for toxic/spammy links using a tool like Ahrefs or SEMrush.
- ☐ Anchor text distribution is natural and not over-optimized.
- ☐ New, high-quality backlinks are being acquired consistently.

. Brand Mentions & Local SEO

- ☐ Unlinked brand mentions are identified and converted to links.
- ☐ Google Business Profile is fully optimized with accurate information and reviews.

Phase 4: Performance & Measurement

Track your progress to prove ROI and guide your ongoing strategy.

Analytics & KPI Tracking

- ☐ Google Analytics 4 is properly installed with conversion goals tracked.
- ☐ Core Web Vitals and organic performance are monitored in Google Search Console.
- ☐ Keyword rankings are tracked for target terms.

four Action Plan

se the checklist above to identify your site’s weaknesses. Your next steps should be:

1. Prioritize fixes that will have the biggest impact (e.g., indexation issues or Core Web Vitals failures).
2. Create a content plan to fill identified gaps and build topical authority.
3. Develop a sustainable strategy for acquiring high-quality backlinks.
4. Schedule regular (quarterly) audits to maintain performance.

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