

Easy-to-Follow Guide for Performing a Website Audit

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Pre-Audit Preparation

- **Gather Tools:** Google Analytics, Google Search Console, Screaming Frog, and PageSpeed Insights.
- **Set Goals:** Define what you aim to achieve (e.g., improved load times, better mobile experience).

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Technical SEO Audit

- **Crawl the Website:** Use Screaming Frog to identify broken links, duplicate content, and crawl errors.
- **Check Mobile-Friendliness:** Use Google's Mobile-Friendly Test.
- **Analyze Page Speed:** Run PageSpeed Insights for performance suggestions.
- **Review HTTPS Status:** Ensure all pages use HTTPS.

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On-Page SEO Audit

- **Title Tags and Meta Descriptions:** Check for uniqueness, length, and keyword optimization.
- **Header Tags:** Ensure proper use of H1, H2, H3 tags for hierarchy and keywords.
- **Content Quality:** Assess for relevance, keyword usage, and readability.

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Off-Page SEO Audit

- **Backlink Profile:** Use tools like Ahrefs or Moz to evaluate the quality and quantity of backlinks.
- **Social Signals:** Review social media engagement and presence.

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User Experience (UX) Audit

- **Navigation and Structure:** Ensure intuitive navigation and clear structure.
- **Design and Accessibility:** Check for responsive design and accessibility features (e.g., alt text for images).

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Reporting and Action Plan

- **Document Findings:** Create a report with identified issues and recommendations.
- **Prioritize Actions:** Develop a prioritized action plan based on impact and effort.

7

Implementation and Monitoring

- **Implement Changes:** Address the identified issues based on the action plan.
- **Monitor Results:** Track performance changes using Google Analytics and Search Console.

◆ Downloadable Checklist

Pre-Audit

- Gather Tools
- Define Goals

Technical SEO

- Crawl website
- Mobile-friendliness
- Page speed
- HTTPS check

On-Page SEO

- Title tags
- Meta descriptions
- Header tags
- Content quality

Off-Page SEO

- Backlink profile
- Social signals

User Experience (UX)

- Navigation
- Design and accessibility

Reporting and Action Plan

- Document findings
- Prioritize actions

Implementation and Monitoring

- Implement changes
- Monitor results

Feel free to download and use this checklist to ensure a comprehensive audit of your website.