

SEO
Unlocked

NEILPATEL

SEO AUDIT CHECKLIST

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

SEO AUDIT CHECKLIST

Go through this list to ensure each step is optimized.

We suggest you export these and make your own spreadsheet or database to refer to.

SET YOURSELF A GOAL SUCH AS...

to increase your finances or to decrease your outgoings.

Increase sales to your customer base, retaining them, or provide great service to them.

Gearing yourself to develop new customers, offer new or existing products, or increasing your market presence.

Product related goals like seeking to reach a standard of excellence.

Increasing efficiency within your company, via training, incentives, and best practice plans.

What are your goals? Write them here to refer to later

Tools available to use

- Google Search Console
- Ubersuggest

1 CAN YOU BE SEEN ONLINE?

The simplest of all checks!

WHY DO WE NEED TO CHECK THIS?

There are four chances of seeing your domain -there needs to be only one.

- Go to your own google engine and insert your domain name.
- Go to your own site to see if and how it loads.

Use one of the following (insert your own site's name where it reads 'yourdomainname')

`http:// yourdomainname`

`http://www. yourdomainname`

`https:// yourdomainname`

`https://www.yourdomainname`

2 TRAFFIC CHECKING

WHY CHECK THIS?

To see if anything is out of the ordinary like peaks or troughs in your traffic.
When you find them, take a note.

Sign up to Google Analytics and Ubersuggest

Once you've signed up, enter your domain name into the analytics search area to check your traffic. Make a note of it or a screen capture for future reference.

DOES YOUR SITE HAVE ANY AREAS THAT DROP OR PEAK SUDDENLY?

3 DUPLICATED CONTENT

WHY CHECK THIS?

Duplicate content confuses Google's algorithms and as a result it weakens your ranking for certain pages

ALL ISSUES	CRITICAL ERRORS	WARNINGS	RECOMMENDATIONS
SEO ISSUES ANALYZED			
1 issues with no sitemap.xml to optimize interaction with bots What is this and how do I fix it?			
468 pages have a low word count What is this and how do I fix it?			
45 pages with duplicate meta descriptions What is this and how do I fix it?			
329 pages with duplicate <title> tags What is this and how do I fix it?			
42 pages without a H1 heading What is this and how do I fix it?			

DID YOU FIND DUPLICATE CONTENT AND IF SO DID YOU FIX IT?

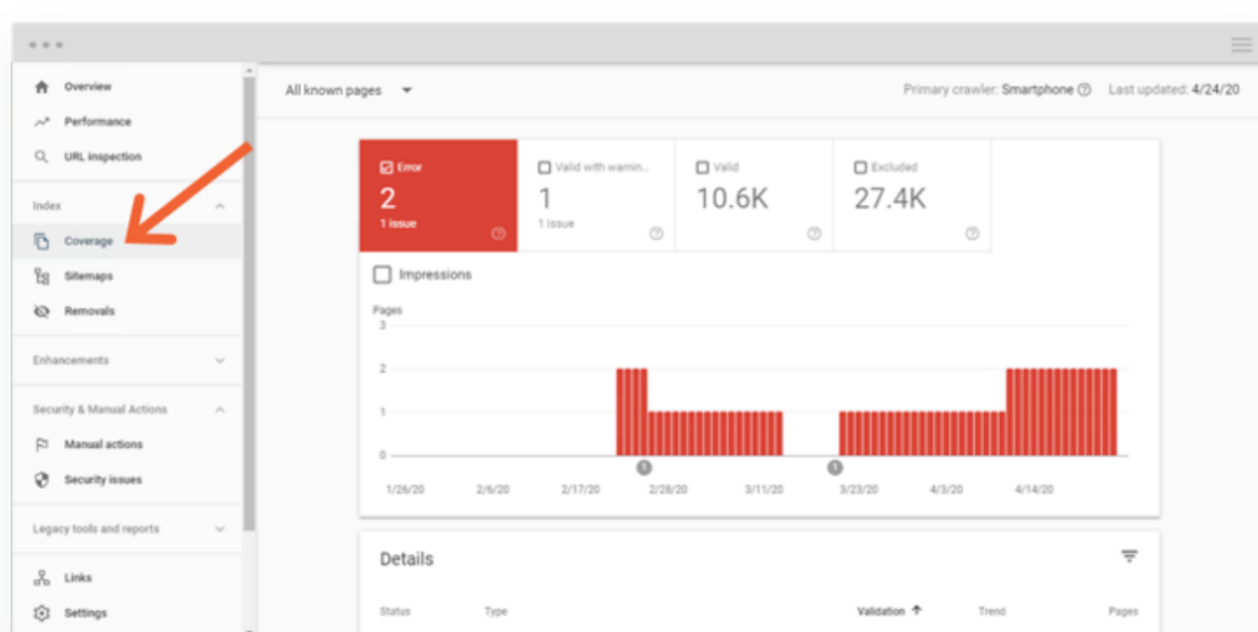
4 FIND YOUR SITE ERRORS FOR URLS

WHY CHECK THIS?

This is Google’s way of telling you that you have errors on your site which affect your ranking. Each error needs redirection or correction.

Use [Google search console](#) and [Ubersuggest](#) to make notes of other site issues and address them if you can at this point.

Site Errors: **Google Search Console**



Check Errors and amend the site content to make sure you have 0 errors

HAVE YOU FOUND ANY SITE ERRORS AND REDIRECTED WHERE REQUIRED?

5 PAGE TITLE LENGTH


WHY CHECK THIS?

It's essential that your character limits are within Google's set parameters or certain words or characters could be omitted.

Page Title Length

Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page.

81 pages with a <title> tag that is too long [What is this and how do I fix it?](#)



HAVE YOU REDUCED THE SIZE OF THE PAGE TITLES?

6 META DESCRIPTION LENGTHS

WHY DO YOU NEED TO CHECK THIS?

Meta descriptions convince users to click, so make sure you use the optimum space here.

Meta Description Length

500 pages with no meta description [What is this and how do I fix it?](#)

WHAT IS THIS?

Meta descriptions can significantly increase the chance of someone clicking on your content in the search results. The meta description lets people know what to expect on the page they are about to open. If you choose not to add an optimized and intriguing meta description, the search engine will typically add the first sentence of the page. Usually, that will not be enough to pique the interest of the person searching and they might not click.

HOW DO I FIX IT?

Go through your site content and add relevant and unique meta descriptions to each page to increase your chances of intriguing searchers to click through to your content.

To learn about writing an effective meta description, check out [this](#) article.

HAVE YOU OPTIMIZED THE DESCRIPTIONS FOR THE LENGTH?

7 REDIRECT ERROR CODES

WHY CHECK FOR THIS?

Some pages become redundant for whatever reason.

If you redirect them properly you will reduce bounce rates and improve your site's performance rankings.

Redirects

WHAT IS THIS?

If you are redirecting pages on your site and want to benefit from passing along the traffic and link juice, you want to make sure you are using 301 permanent redirects. Temporary redirects like 302, 303, and 307 redirects are not a problem if you plan to turn that off at some point.

HOW DO I FIX IT?

You are going to want to review all of the temporary redirects (302, 303, and 307) to make sure they are in fact temporary. If they were for some reason added to a page that is permanently redirected, the best thing you can do is change the redirect to a 301 permanent redirect so you can benefit from the transfer of traffic and link juice from the old page.

✕

0 pages have temporary redirects [Learn more](#)

MAIN ERROR CODE KEYS

- 301** Okay as long as there is no redirect loop.
- 302** Okay, but manually change to 301 after a few months. This error is often associated with out of stock product codes.
- 400** Users can't reach your page.
- 403** Users aren't authorized to view your page.
- 404** Usually this means the page has been taken by the owner.
- 500** This is an internal error that will involve the web development team.

HAVE YOU FOUND ANY 404 ERRORS THAT NEED REDIRECTING? (FIX THEM)

8 ANCHOR TEXT

WHY CHECK THIS?

Links to your site are vital for relevance on Google.

Checking your anchor texts ensures you have a healthy share of branded items first. This allows you to fix those that may or may not be relevant.

Anchor Text

SOURCE PAGE TITLE & URL TARGET PAGE	DOMAIN SCORE	PAGE SCORE	LINK TYPE	ANCHOR TEXT	FIRST SEEN	LAST SEEN
Keyword research tools to boost your SEO - Blog Source: ah.godaddy.com/blog/keyword-research-tools-to-boost-your-seo/ Target: app.neilpatel.com/en/ubersuggest/	100	0	Text	Ubersuggest	08/30/2019	08/30/2019
Keyword research tools to boost your SEO - Blog Source: uk.godaddy.com/blog/keyword-research-tools-to-boost-your-seo/ Target: app.neilpatel.com/en/ubersuggest/	100	0	Image	Ubersuggest	12/24/2019	02/23/2020
TAKE YOUR BLOG TO NEW HEIGHTS WITH THESE TOP CONTENT TIPS Source: linkedin.com/pulse/take-your-blog-new-heights-top-content-tips-tonya-parker/ Target: summit.neilpatel.com/	100	0	Text	Advanced Content Marketing Summit 2017	02/18/2019	06/11/2019
How to make a blog in 7 steps - Blog Source: in.godaddy.com/blog/how-to-make-a-blog-in-7-steps/ Target: neilpatel.com/	100	19	Image	NeilPatel.com	07/14/2019	03/11/2020
Cut through the clutter with these 5 SEO experts - GoDaddy Blog Source: godaddy.com/garage/out-clutter-5-seo-experts/ Target: neilpatel.com/	100	25	Image	Neilpatel.com	01/23/2020	01/26/2020
Hardy Haberland - YouTube Source: youtube.com/channel/UCVixA-SZE0H0V4gqR-8rW4?sub_confirmation=1 Target: neilpatel.com/	100	0	Text	https://neilpatel.com/	05/15/2019	05/15/2019
Attract customers to local shops with a strong online presence - Blog Source: au.godaddy.com/blog/attract-customers-local-shops-strong-online-presence-2/ Target: neilpatel.com/2016/01/28/how-to-attract-more-local-customers-a-complete-guide-to-local-seo/	100	0	Text	search in places like Yelp and Google	07/21/2018	08/30/2019

CONFIRM AND FIX ANY ANCHOR TEXT THAT DOESN'T LOOK RELEVANT?

9 CHECK YOUR THIN CONTENT

WHY CHECK THIS?


Thin content highlights areas of less quality within your site.

If you focus on improving them or removing them altogether, your rankings will improve.

Consider grouping certain areas of thin content together if you find you cannot flesh it out as you'd like.

Thin Content

Review your low word
Count pages and Find
Duplicate Titles & Duplicate
Descriptions

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HAVE YOU FOUND AND FIXED PAGES THAT HAVE THIN CONTENT?

10 CHECK FOR MISSING IMAGE ALT TEXT

WHY CHECK THIS?


Missing image text prevents users from knowing what your site is about. Ensure these are optimized for better user experience and for Google's relevance checks.

Check which Image Alt text needs adding

Alt Text Example

```

```



HAVE YOU FOUND MISSING ALT TEXT AND CORRECTED THIS?

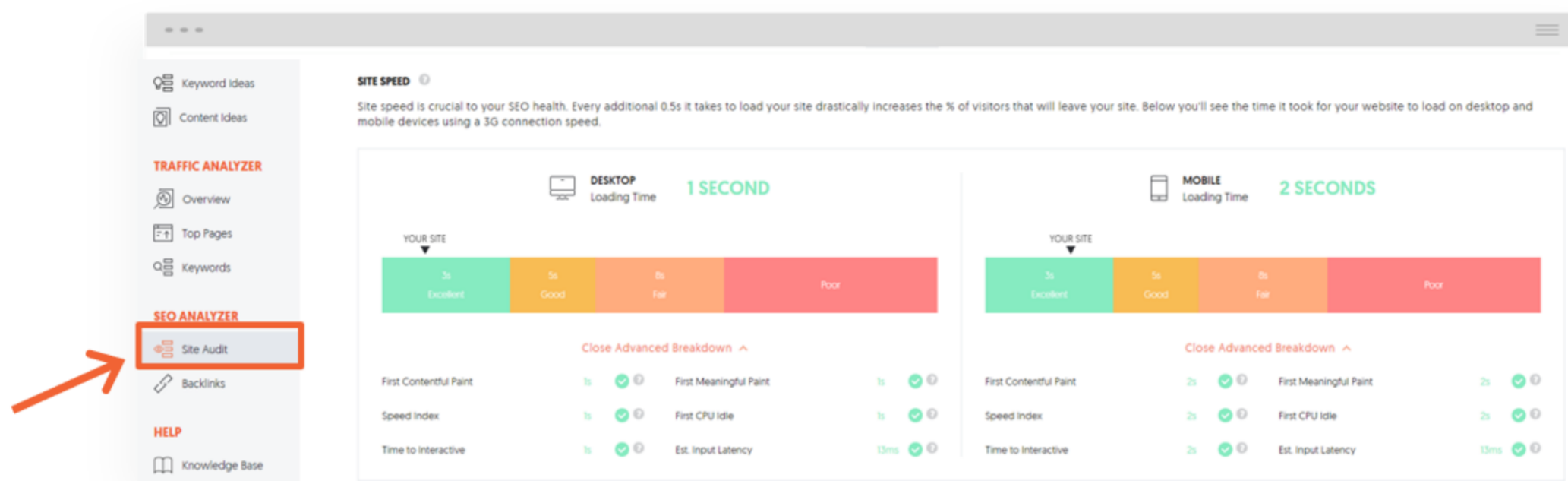
11 PAGE SPEED

WHY CHECK THIS?

Page speed is a real conversion killer.

Your rankings improve, your sales, and your bounce rate, when you optimize your page speed.

2. Bounce Rate: Page Speed



HAVE YOU FOUND PAGES TO OPTIMIZE FOR PAGE SPEED AND NOTED CHANGES TO IMPROVE THE SPEED?

12 INTERNAL LINKS

WHY CHECK THIS?

The more relevant links you can spread around your site, the more Google’s algorithms can determine what you deem important.

Internal Links

This can be good to see your competitors content focus.



CONFIRM IF YOU HAVE A GOOD AMOUNT OF INTERNAL LINKS TO CONTENT YOU WANT TO RANK?

13 CLEAN UP BAD BACKLINKS

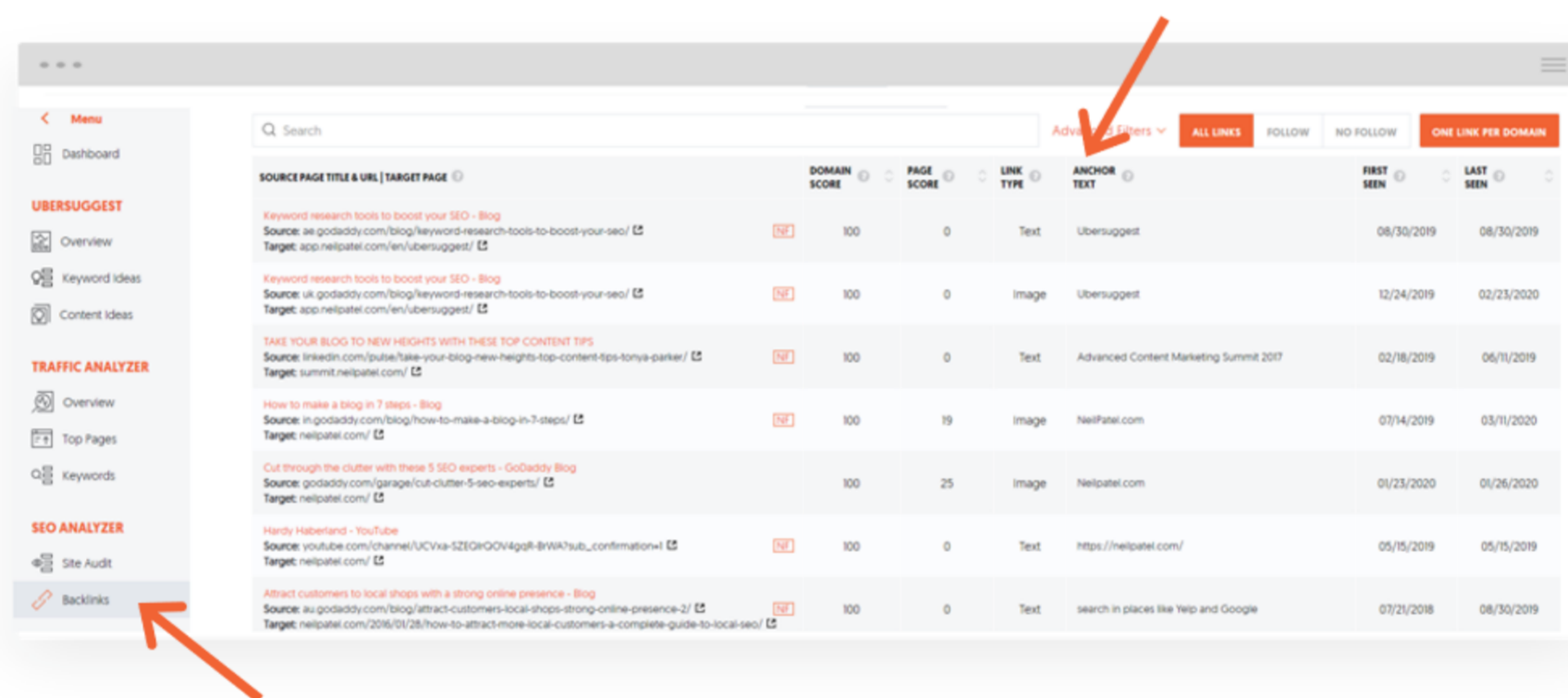
WHY CHECK THIS?

Bad backlinks will incur penalties from Google.
 A poor backlink is determined by relevancy to your site.

The first step...

Cleaning Up Low Quality Backlinks

Export anchors that do not match the content.



Next

Reach Out

Reach out where possible to get the links removed.

Hello [owner's name],

My name is [your name] and I work for [yourwebsite.com]. We are trying to remove some backlinks pointing to our website created by a previous SEO company that worked for us. Unfortunately, they used sloppy methods to build backlinks to our company, and they have also spammed your website with blog comments. I would like to apologize for this, and hopefully you can help us remove these links.

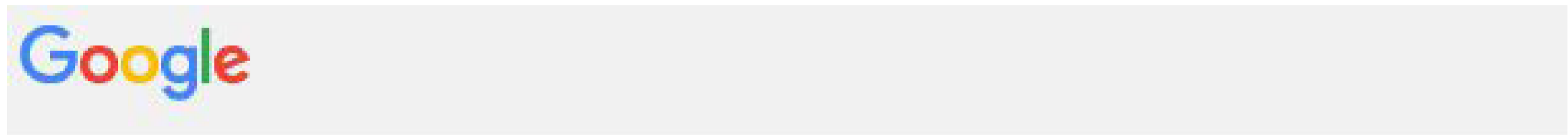
Our site is linked on your website here: [Link to the page]. It points to this URL [your URL] using this anchor text: [your anchor text].

Please let me know if you can help me with this.

Thanks,
[your name]
[your social media profile]



If all else fails, use [Disavow](#) with **utmost caution** ...



Search Console

Disavow links

If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site. You should still make every effort to clean up unnatural links pointing to your site. Simply disavowing them isn't enough. [More information.](#)



CAN YOU CONFIRM IF YOU HAVE FOUND ANY BAD NEIGHBORHOOD LINKS AND DISAVOWED THEM?

14 SCHEMA

WHY CHECK THIS?

Schema is the equivalent of labeling your content in regards to Google's search algorithms.

Schema

What is structured data?

Structured data, also called schema, is a type of code that makes it easier for search engines to crawl, organize, and display your content.

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "url": "http://www.your-company-site.com",
  "contactPoint": [{
    "@type": "ContactPoint",
    "telephone": "+1-401-555-1212",
    "contactType": "customer service"
  }]
}
```

Salad - Thai Green Mango Salad Recipe



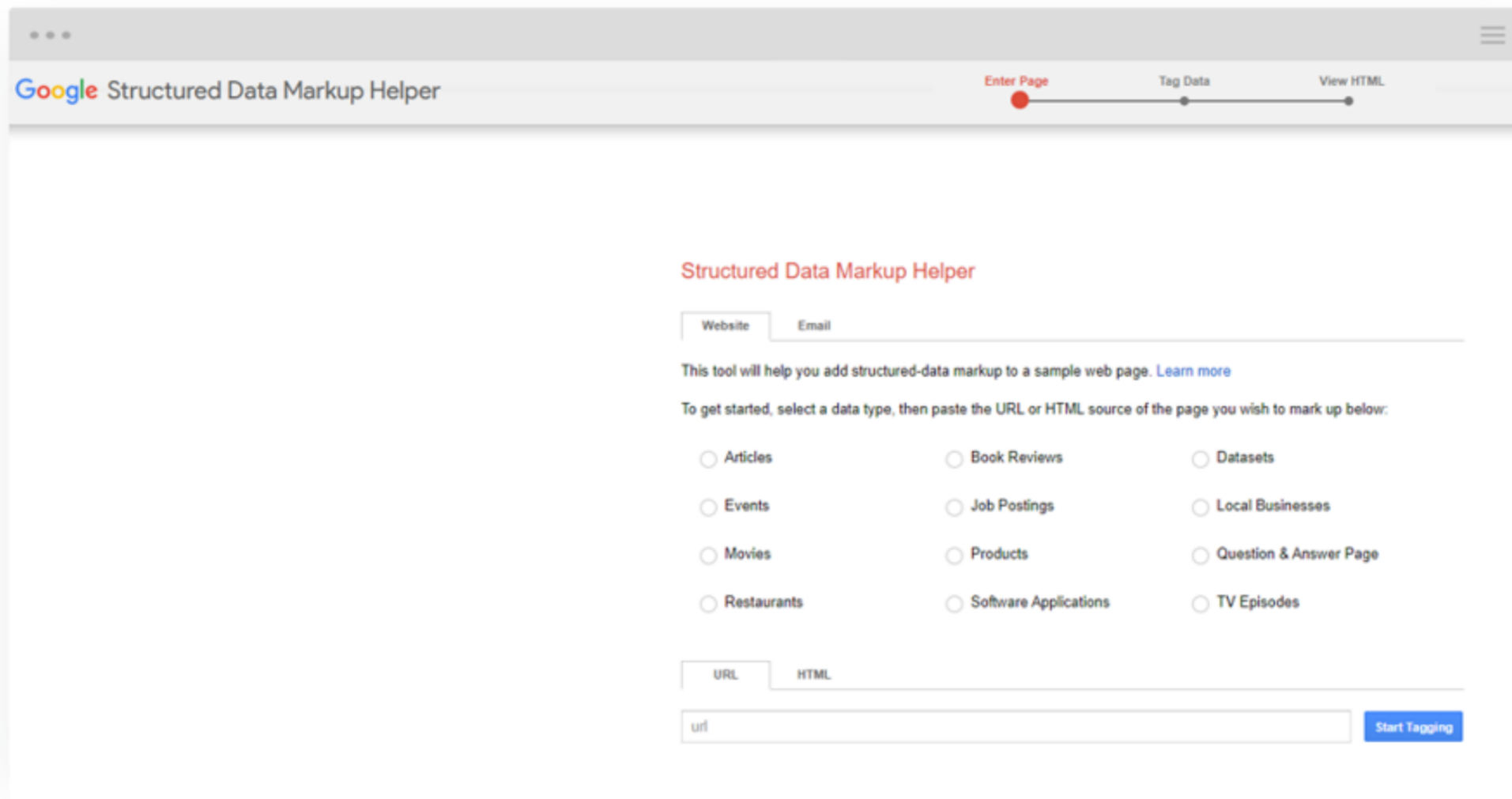
★★★★★ 5 reviews - Total cook time: 20 mins

You asked for a one-page printable version of my step-by-step Green Mango Salad recipe, so here it is! This salad will blow you away with its ...

thaifood.about.com/od/thaisnacks/r/greenmangosalad.htm -

[Cached](#) - [Similar](#)

Schema



CAN YOU CONFIRM YOU HAVE SET UP THE SCHEMA ON THE SITE?

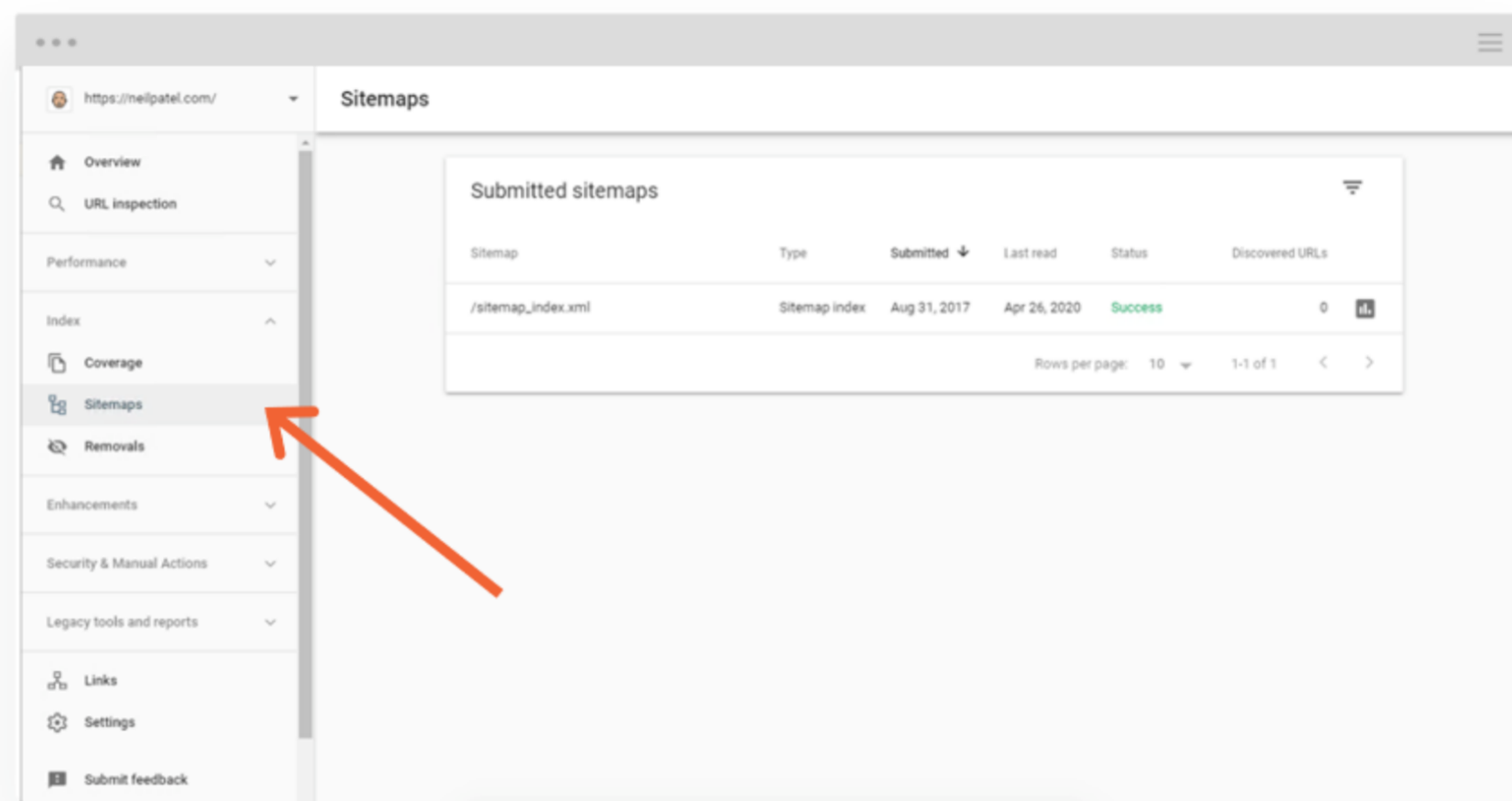
15 CHECK YOUR SITE MAP

WHY CHECK THIS?

Monitoring your online page ranking is important to understand what Google values. It shows where you may need to improve the quality of the content.

Sitemaps

- ✓ Are the pages being indexed correctly?
- ✓ Have you submitted your sitemap within Google Search Console



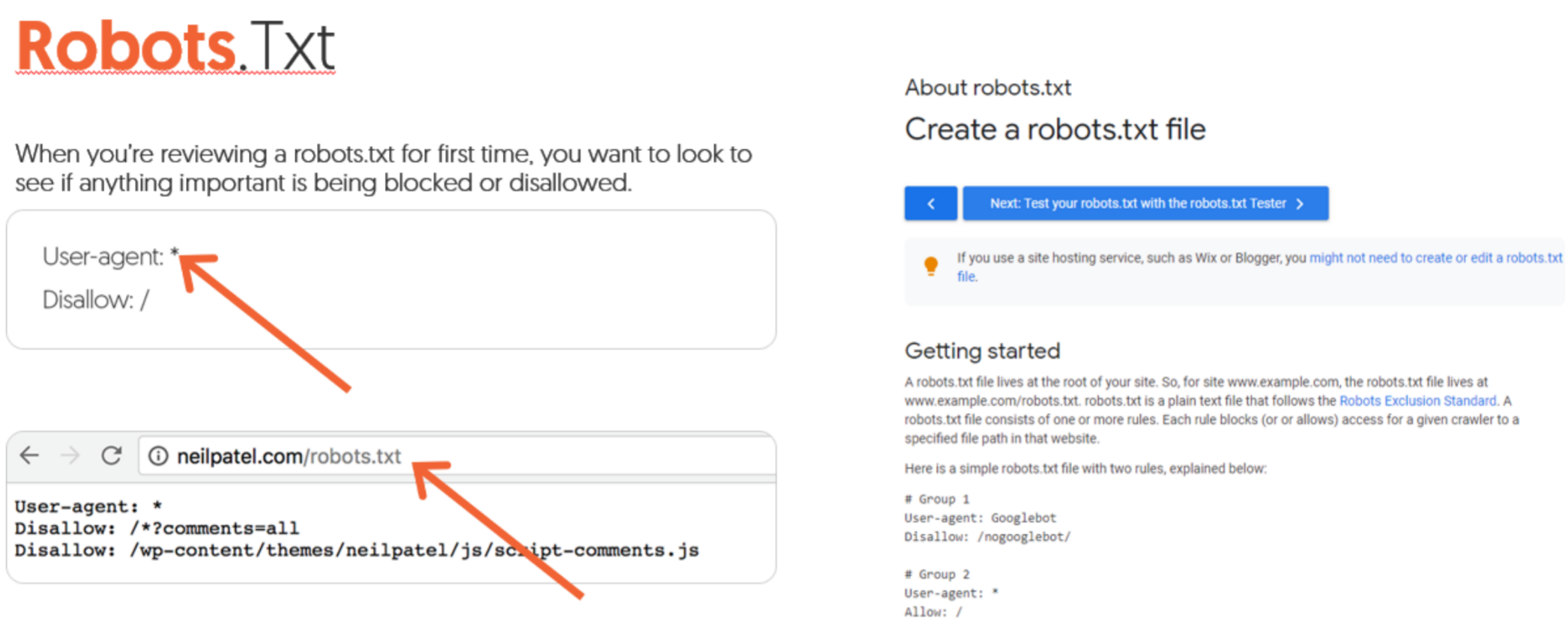
DO YOU HAVE A SITEMAP BEING INDEXED?

16 CHECK ROBOTS.TXT

WHY CHECK THIS?

This can stop all traffic to your site if set up incorrectly. Robots.txt can also allow Google’s robot to check the site quicker.

Check Robots.txt with a tool like this [Robots.txt Checker](#)



Insert this code: `<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">` into the head of each page.

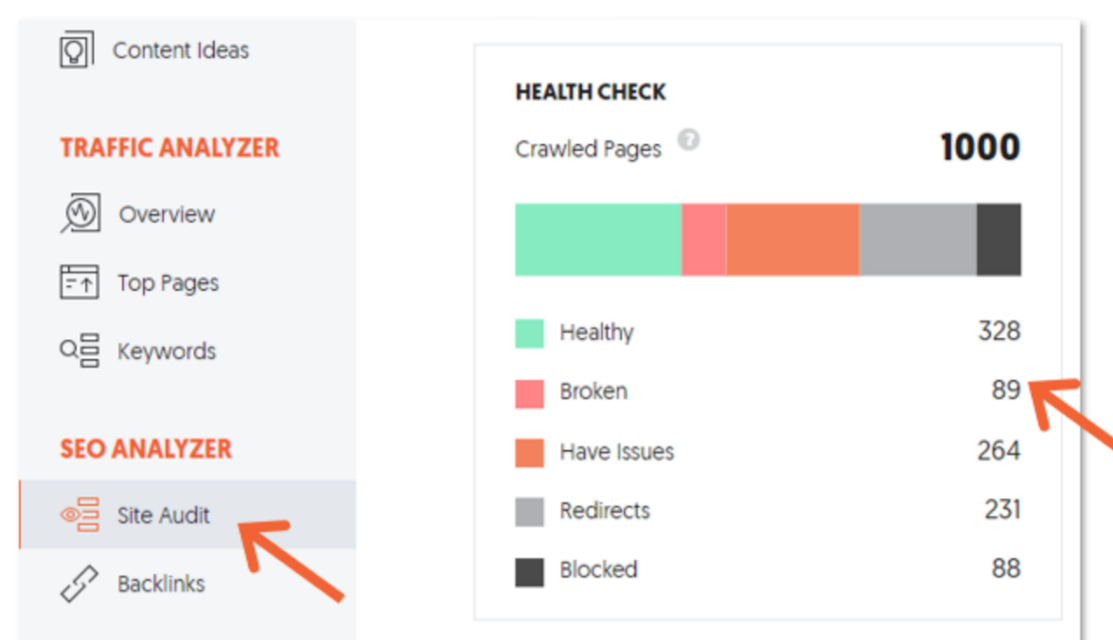
DOES YOUR ROBOT.TXT BLOCK ANY CONTENT AND IF IT DOES CAN YOU AMEND IT?

17 FOR BROKEN LINKS

WHY CHECK THIS?

Ubersuggest can find broken links on your site which help improve user experience and shares link juice around the site.

Broken Links



CAN YOU CONFIRM YOU HAVE FIXED ANY BROKEN LINKS?