

SEO Tools and Audit Checklist

A practical checklist for website owners, marketers, SEO consultants, and client projects

Use this checklist to review technical SEO, on-page SEO, content, links, local SEO, analytics, and visibility in traditional and AI-powered search.

Recommended SEO Tools

SEO area	Tools and purpose
Search performance	Google Search Console, Bing Webmaster Tools — rankings, impressions, indexing, crawl errors, and Core Web Vitals.
Traffic and conversions	Google Analytics 4, Microsoft Clarity — organic traffic, user behavior, conversions, and recordings.
Technical crawling	Screaming Frog, Sitebulb, Semrush Site Audit — broken links, redirects, duplicate content, metadata, and canonicals.
Keyword research	Google Keyword Planner, Semrush, Ahrefs, Ubersuggest — keywords, search volume, competition, and content opportunities.
Backlinks	Ahrefs, Semrush, Moz Link Explorer — backlink quality, lost links, anchor text, and competitor links.
Page speed	PageSpeed Insights, Lighthouse, GTmetrix, WebPageTest — performance and Core Web Vitals.
Structured data	Google Rich Results Test, Schema Markup Validator — schema errors and rich-result eligibility.
Local SEO	Google Business Profile, BrightLocal, Whitespark — local rankings, citations, reviews, and NAP consistency.
Content optimization	Surfer, Frase, NeuronWriter, Clearscope — topic coverage, structure, and optimization.
Reporting	Looker Studio, Google Sheets, AgencyAnalytics — dashboards, reports, and progress tracking.
Security and uptime	Wordfence, Sucuri, UptimeRobot — malware, security issues, and downtime.
AI/AEO/GEO	Search Console, Bing Webmaster Tools, schema tools, and brand/entity monitoring — answer visibility and citation readiness.

Pre-Audit Setup

- Confirm the correct website, domain version, and business objectives.
- Identify target countries, cities, languages, and audiences.
- Record products, services, conversion actions, and priority pages.
- Confirm access to Search Console, GA4, CMS, hosting, CDN, and website files.
- Export current rankings, traffic, conversions, backlinks, and indexed pages.
- Create a tracking sheet with issue, URL, impact, priority, owner, status, and deadline.

Technical SEO Audit

- Website is accessible using HTTPS and HTTP redirects to HTTPS.
- Preferred domain version redirects correctly.
- robots.txt exists and does not block important pages.
- XML sitemap exists, loads correctly, and contains only canonical indexable URLs.
- Sitemap is submitted in Google Search Console and Bing Webmaster Tools.
- Important pages are indexed; unimportant pages use noindex where appropriate.
- No major crawl errors, soft 404s, JavaScript rendering issues, or orphan pages.

- URLs are short, descriptive, lowercase, and use hyphens.
- Canonical tags point to the correct preferred URLs.
- Redirects use 301 for permanent changes; chains and loops are fixed.
- Broken links and incorrect HTTP status codes are fixed.
- A useful custom 404 page exists.
- Website is responsive and usable on mobile devices.
- Images are compressed, correctly sized, and use WebP or AVIF where appropriate.
- CSS, JavaScript, plugins, tracking codes, caching, CDN, and server response time are reviewed.
- Core Web Vitals are checked for mobile and desktop.
- SSL, mixed content, CMS updates, admin security, malware protection, and uptime are checked.
- Images have alt text, forms have labels, contrast is sufficient, and keyboard navigation works.

On-Page SEO Audit

- Each important page targets one primary search intent.
- Keywords match the page content and do not cause unnecessary cannibalization.
- Every indexable page has a unique, accurate title tag.
- Primary topics appear naturally in titles and headings.
- Meta descriptions are unique, useful, and include a call to action where appropriate.
- Each page has one clear H1 and logical H2/H3 headings.
- The opening section answers the main query quickly.
- Content is easy to scan with short paragraphs, lists, tables, images, and examples.
- Important pages include clear calls to action.
- Internal links use descriptive anchor text and connect related content.
- Important pages are not buried deeply in the site structure.
- Breadcrumbs are used where helpful.

Content Audit

- Content demonstrates first-hand knowledge or experience.
- Content answers the user's actual question accurately and clearly.
- Statistics, claims, and recommendations use reliable sources.
- Content is original and provides value beyond competing pages.
- Thin, duplicate, outdated, and cannibalizing pages are improved, consolidated, redirected, or removed.
- Pages include practical steps, examples, screenshots, or solutions where useful.
- Content reflects the target audience and location.
- Blog posts support relevant services, products, or conversion goals.
- Content gaps are identified against competitors.
- Content clusters are connected through internal links.
- Author information, credentials, and update dates are clear where relevant.
- AI-assisted content is reviewed and improved by a human.

AEO and GEO Audit

- Main questions are answered directly near the beginning.
- Content uses clear question-and-answer sections.
- Definitions and processes are explained in simple language.
- Pages use useful lists, steps, tables, and concise answer blocks.
- Important facts are supported by credible references.
- Organization, author, product, service, and location details are consistent.
- Relevant schema is implemented and matches visible content.
- Brand information is consistent across the website, social profiles, directories, and publications.
- Important entities and services are described consistently.
- Pages contain concise passages that can stand alone as answers.
- Brand mentions and citations are monitored where possible.

Local SEO Audit

- Google Business Profile is claimed, verified, and accurately categorized.
- Business name, address, phone, hours, website, appointment links, and service areas are correct.
- Description, services, products, photos, and local landing pages are useful and current.
- Customer reviews are monitored and answered professionally.
- NAP information is consistent across relevant directories.
- Location pages include useful local context and directions.
- LocalBusiness schema is implemented correctly.
- Local rankings are tracked by location.

Off-Page SEO Audit

- Backlinks are exported from a reliable SEO tool.
- Referring domains are relevant and diverse.
- Important pages receive quality backlinks.
- Lost, broken, suspicious, and manipulative links are reviewed.
- Anchor text is natural and varied.
- Competitor backlink gaps are identified.
- Unlinked brand mentions and relevant digital PR opportunities are found.
- Paid or sponsored links comply with search engine guidelines.
- Social profiles and business listings link to the official website.

Analytics and Conversion Audit

- GA4 tracking is installed correctly and connected to Search Console.
- Contact forms, phone clicks, email clicks, WhatsApp clicks, purchases, bookings, downloads, and sign-ups are tracked where relevant.
- Internal traffic and referral spam are reviewed.
- Organic traffic is segmented by landing page.
- Branded and non-branded queries are compared.
- Organic conversions are connected to landing pages.

- Reports compare performance month over month and year over year.
- Reports show business outcomes, not only rankings.

Audit Prioritization Template

Classify each issue by business impact and implementation urgency.

Priority	Use for	Example
Critical	Issues blocking crawling, indexing, security, or conversions.	Important pages blocked by robots.txt.
High	Issues strongly affecting rankings or user experience.	Many broken pages, missing titles, or poor mobile performance.
Medium	Improvements with measurable but less urgent impact.	Weak internal linking or outdated content.
Low	Refinements and long-term improvements.	Minor metadata or formatting improvements.

Issue Tracking Template

Issue	URL	Impact	Recommendation	Priority	Owner	Status	Deadline

Recommended workflow

1. Define business goals and target audience.
2. Collect access to Search Console, Analytics, CMS, hosting, and business listings.
3. Crawl the website and review indexing, redirects, canonicals, and performance.
4. Review titles, headings, content, internal links, keywords, competitors, and backlinks.
5. Check local SEO, schema, AEO, GEO, analytics, and conversion tracking where relevant.
6. Prioritize issues by impact and implementation effort.
7. Assign tasks, deadlines, and owners.
8. Re-crawl and re-test after fixes.
9. Monitor rankings, traffic, conversions, indexing, and technical health monthly.

Core starter stack: Google Search Console, GA4, PageSpeed Insights, Screaming Frog, Google Rich Results Test, Google Business Profile, Google Sheets, and Looker Studio.