

SEO AUDIT FOR YOUR WEBSITE IN 3 SIMPLE STEPS

Unlock The First Step of Your SEO Confidence Know Your Numbers, Know Your Competitors

This comprehensive SEO Audit Checklist is your tool to unearth the hidden strengths and weaknesses of your website's SEO. It guides you through a thorough evaluation, providing clear insights into your competitive standing and pinpointing improvement areas. By using this guide, you're setting a robust foundation for your SEO success.

Let's dive in and transform your SEO knowledge into power!

What you will find in this doc:

- Basic SEO concepts
- Clear implementation phases and steps
- Actionable and fillable fields
- Up-to-date resources and links
- Result-proven free & paid tools
- On-Page SEO Auditing
- Keyword Ranking Audit & Competitor Analysis
- Off-Page SEO Auditing



Your SEO Navigator: Telly Ipock

- Founder of LinearTech, an established website development and online marketing agency, successfully helping small businesses build an online presence for over 10 years
- Master's Degree in Software Engineering
- Full Stack Web Developer
- Former Google Search Engine Evaluator
- Seasoned instructor of SEO and web design workshops at the Small Business Center
- Passionate in aiding entrepreneurs and small business owners in navigating fast-evolving digital marketing trends and technologies
- Driven to share knowledge through hands-on workshops and courses

BASIC SEO CONCEPTS

Before diving into the action steps below, it's crucial to familiarize yourself with these fundamental SEO concepts listed at the beginning of each section. Feel free to refer back to them whenever needed.

- **SEO (Search Engine Optimization):** The practice of increasing website traffic by enhancing visibility on search engines through organic (non-paid) methods.
- **Keyword / Search Phrase:** Words or phrases users enter into search engines to find information.
- **Long-Tail Keyword:** Longer, more specific keyword phrases that visitors are more likely to use when they are closer to making a purchase or specific inquiry.
- **Audience Persona / Ideal Customer Avatar:** representations of your ideal customers based on market research and data.
- **Monthly Search Volume:** The average number of times a keyword is searched in a search engine per month.
- **SERP (Search Engine Results Page) Ranking:** The position that a website holds on a Search Engine Results Page (SERP) for a specific keyword.

RESOURCES

Keyword Research Tools:

- [Google Search Suggest](#)
- [MOZ SEO](#)
- [Keyword Tool](#) (local search, free / paid)
- [Ahrefs Free Keyword Generator](#) (free / paid)
- [Ubersuggest](#) (free / paid)
- [Semrush](#) (free / paid)
- [ChatGPT](#) (free / paid)

SEO Audit Tools:

- Google Chrome Lighthouse Tools (free)
- [Google PageSpeed Insights](#) (free)
- [Google Search Console](#) (free)
- [Ubersuggest Backlink Checker](#) (free)
- [ahrefs Backlink Checker](#) (free)
- [Moz Free SEO Tools](#) (free / paid)
- [GTMetrix](#) (free)

STEP 1: ON-PAGE SEO AUDIT

On-Page SEO Concepts:

- **Page Meta Description:** A brief summary of a web page's content, displayed below the page title in search engine results. Per Google's recommendation: up to **160 characters**.
- **Page Title:** The text that appears in the tab of your browser and in search engine results to describe what your page is about. Per Google's recommendation: up to **60-70** characters.
- **Image Alt Text:** A text alternative for images on a web page, which is crucial for both SEO and accessibility. Keep it descriptive and concise, typically around 125 characters or less.
- **Image Title:** It provides additional information about the image to the user, often displayed as a tooltip when a user hovers over the image. (255 characters or less)
- **Image Meta Description:** It is a text attribute that is used to describe an image in more detail.

1. Pick 1-2 most important website pages for SEO audit. e.g. www.lineartech.us/services

Page 1: _____

Page 2: _____

2. Use [Google Chrome's Lighthouse Audit Tool](#) to find out these pages' SEO scores and issues.

Page 1 Score: _____

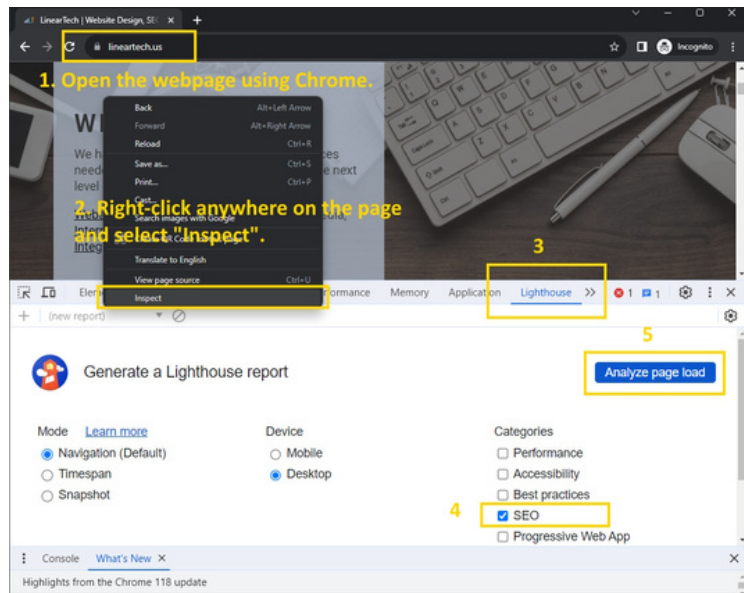
Page 1 Issues: _____

Page 2 Score: _____

Page 2 Issues: _____

How to use Google Chrome's Lighthouse Audit Tools

1. Open the webpage using Google Chrome browser.
 2. Right-click anywhere on the page and select "Inspect".
 3. Navigate to the Lighthouse tab.
 4. Ensure the "SEO" checkbox is selected.
 5. Click on the Generate report button.
- Once the audit is complete, a detailed report will appear showcasing the SEO score out of 100, along with specific SEO-related insights and recommendations for improvement.



Watch this YouTube video I've put together for you for a detail step-by-step guide on how to use Lighthouse and what each Category means and why it's important for SEO.

STEP 2: KEYWORD RANKING AUDIT & COMPETITOR ANALYSIS

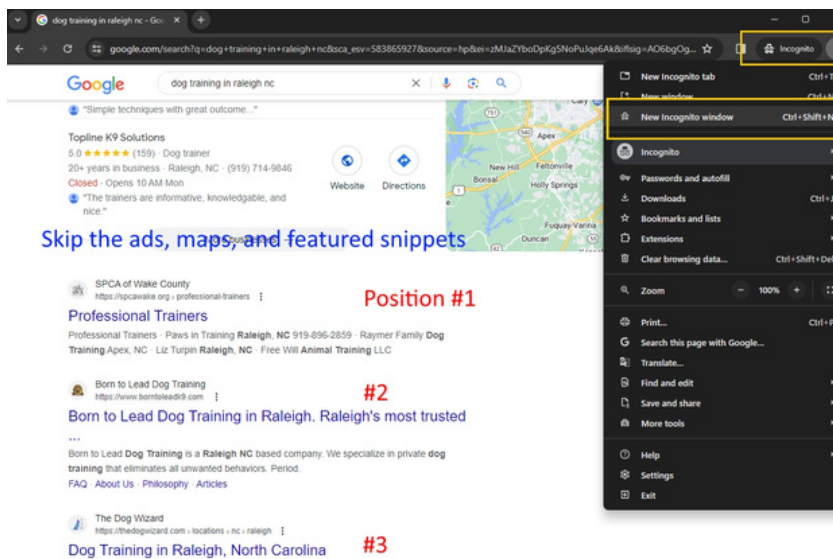
1. Pick one keyword string (search phase) to focus on for your business. e.g. “dog training”

2. Define one target location to focus on for the above product or service. e.g. “Raleigh, NC”

3. Ranking: search for the above keyword with the target location (e.g. “dog training in Raleigh, NC”) in Google, preferably using Chrome browser with the incognito setting, what is the [SERP \(search engine result page ranking\)](#) of your business / website?

Page Ranking Position:

Watch this YouTube Video for how to search with Incognito Mode in Chrome.



4. Competitors: Identify the top 1-2 competitors from the Search Engine Result Page above.

Competitor 1:

Competitor 1 Ranking Position:

Competitor 2:

Competitor 2 Ranking Position:

5. What are the SEO scores of your top two competitors' webpages by Chrome Lighthouse?

Competitor 1 Page SEO Score:

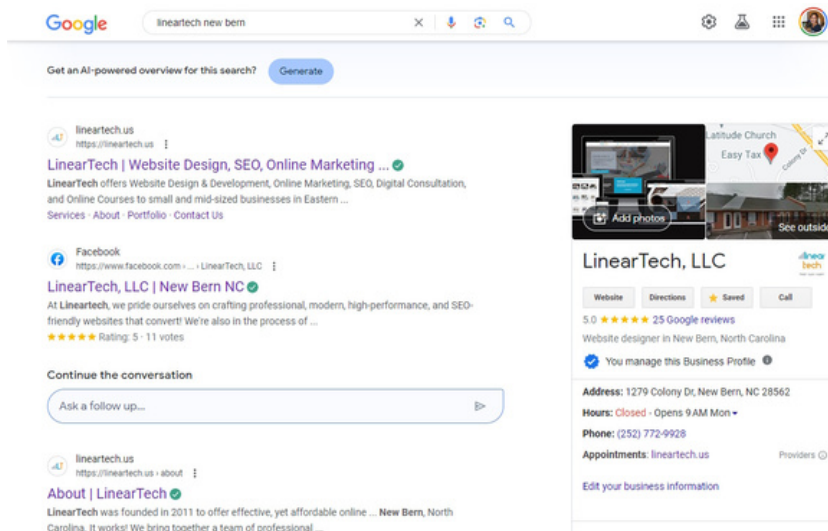
Competitor 1 Page SEO score:

STEP 3: OFF-PAGE SEO AUDIT

Off-Page SEO Concepts:

- **Local SEO:** The process of optimizing your online presence to attract more business from relevant local searches.
- **Google Business Profile (GBP) / Google My Business:** A free listing on Google that allows businesses to appear in local search results and on Google Maps. It's essential for local SEO as it helps businesses show up in relevant local searches, provides key business information to potential customers, and improves overall online visibility.
- **Online Directories:** Websites that list businesses in specific categories such as Google My Business, Bing Places, Yelp, Yellow Pages, and Apple Maps. Being listed in relevant online directories can improve your website's visibility and search engine ranking.
- **Backlinks:** Links from other websites such as online directory websites and social media platforms to your site. They are crucial for SEO as they signal to search engines that others vouch for your content. High-quality backlinks can significantly boost your site's authority and ranking in search engine results pages (SERPs).

1. Does your business have a Google Business Profile? Google your business name plus the city to see if you have a listing on Google. e.g. "LinearTech New Bern"



2. Backlinks: Use [Ubersuggest's backlinks checker](#) or [ahrefs's backlink checker](#) to find out how many backlinks your website's domain has.

Your website's No. of referring domains:

No. of backlinks:

STEP 3: OFF-PAGE SEO AUDIT (CON.)

3. Competitors: Now find out how many backlinks your competitors's website's domain has.

Competitor webpage's No. of referring domains:

No. of backlinks:

4. Online directories: Use [Moz Local Listing Score Checker](#) to find out how many online directories your business is listed on and which ones are missing.

No. of Correct Listings:


No. of Incorrect Listings:

No. of Missing Listings:

NEXT STEPS

1. Reiterate: Pick another page and go through [Step 1 \(On-Page SEO Audit\)](#), to audit other pages on your website, in the order of significance.
2. Pick another keyword or a keyword group to go through [Step 2 \(Keyword Ranking Audit\)](#).
3. Pick another competitor to go through [Step 2](#) and [Step 3](#) for Competitor Analysis and Off-Page SEO Audit.
4. Check out [LinearTech's Resources page](#) for SEO Implementation worksheets and checklists.

 *You Did It!* 

 *Great job on starting the first step on your SEO journey - auditing the SEO of your website and business!*

Remember, SEO is a marathon, not a sprint - slow and steady wins the race. Yet, with each tick on this checklist, you're a stride closer. Didn't check all boxes? No sweat! 😊

And, if this checklist has ignited your SEO curiosity and you're seeking more guidance on implementing these steps, the [SEO Confidence Workshop](#) is your next stop! Sign up to explore comprehensive lessons, real-time guidance, and elevate your SEO game to the next level.

Your journey from SEO curious to SEO confident begins [here](#).