

SEO AUDIT CHECKLIST - 2024

EPICRANKS.COM

Crawl Your Website

Sign up for Google Search Console. Fix broken links and redirects. Identify issues that need your attention.

Tools: Google Search Console (GSC), Screaming Frog

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Check It's Indexed

Type "site:mywebsite.com" in Google's search bar to confirm indexing and submit your sitemap.

Tools: GSC

Have a Logical Site Structure

Organize your site into categories with main topics as branches and subtopics as leaves.

Tools: SEMrush or MindNode

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Optimize On-Page Elements

Research keywords relevant to your content and include them in your page titles, headers, and meta descriptions.

Tools: Moz, Yoast

Boost Content Quality

Answer common questions in your field in detail to create valuable content for your audience.

Tools: RankIQ

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Enhance Internal Linking

Whenever you write a new piece of content, link it to other relevant pages and posts on your site.

Tools: Link Whisper

Make Mobile-Friendly

Use a responsive design for your website, automatically adjusting to fit the screen size of any device.

Tools: Premium WordPress Theme

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Improve Site Speed

Compress images and use a content delivery network (CDN) to speed up page load times.

Tools: Google PSI, Premium WP Theme, TinyPNG, WP Rocket

Identify Keyword Opportunities

Use tools like Google Keyword Planner to discover popular keywords and phrases related to your products or services.

Tools: Keywords Everywhere, GSC, SEMrush

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Increase Backlinks

Create high-quality content that other sites want to link to, and reach out to relevant websites to share your content.

Tools: SEMrush, Ahrefs, Moz