



# **Free Website SEO Audit Checklist**

**Improve Your Website Rankings, Traffic & Lead Generation**

### **3. SEO Titles & Meta Descriptions**

- ✓ Every page has a unique SEO title
- ✓ Meta descriptions are written for every page
- ✓ Important keywords are included naturally
- ✓ Titles are clear and clickable
- ✓ Titles stay within recommended character limits

Why it matters:

Good SEO titles improve rankings and increase click-through rates from Google search results.

### **4. Keyword Optimization**

- ✓ Primary keywords are used naturally
- ✓ Pages target specific search intent
- ✓ Keywords appear in headings and content
- ✓ No keyword stuffing
- ✓ Content answers customer questions clearly

Why it matters:

Targeting the right keywords helps your website attract the right visitors.

### **5. On-Page SEO Structure**

- ✓ Pages use proper heading structure (H1, H2, H3)
- ✓ URLs are clean and readable
- ✓ Internal links connect related pages
- ✓ Important pages are easy to access
- ✓ Images include alt text

Why it matters:

Strong on-page SEO helps Google understand your content and improves user experience.

This checklist helps you review the most important parts of your website SEO. Tick each item as you go. If you find several gaps, a free SEO review can help identify the fastest wins.

## 1. Website Speed & Performance

- ✓ Website loads in under 3 seconds
- ✓ Images are optimized and compressed
- ✓ Unused plugins/scripts are removed
- ✓ Mobile speed is optimized
- ✓ Caching is enabled
- ✓ Website performs well on PageSpeed Insights

Why it matters:

Slow websites reduce rankings, increase bounce rates, and lose potential customers.

## 2. Mobile Optimization

- ✓ Website is mobile-friendly
- ✓ Text is easy to read on phones
- ✓ Buttons are easy to click
- ✓ Navigation works smoothly on mobile devices
- ✓ Pages adjust correctly to different screen sizes

Why it matters:

Most users now visit websites from mobile devices. Google also prioritizes mobile-friendly websites.

## 6. Technical SEO Basics

- ✓ SSL certificate installed (HTTPS)
- ✓ No broken links or 404 errors
- ✓ XML sitemap submitted to Google
- ✓ Robots.txt file is configured correctly
- ✓ Website is indexed properly by Google

Why it matters:

Technical SEO issues can prevent your website from ranking correctly.

## 7. Content Quality

- ✓ Content is original and valuable
- ✓ Pages answer customer problems clearly
- ✓ Content is updated regularly
- ✓ Blog posts target useful keywords
- ✓ Calls-to-action are included naturally

Why it matters:

High-quality content builds trust and improves rankings over time.

## 8. User Experience & Conversion Optimization

- ✓ Website design looks professional
- ✓ Contact information is easy to find
- ✓ Forms are simple and functional
- ✓ Clear calls-to-action are visible
- ✓ Website builds trust and credibility

Why it matters:

Good SEO brings traffic. Good user experience converts visitors into leads and customers.

## Quick SEO Tools to Check Your Website

- Google PageSpeed Insights
- Google Search Console
- Google Analytics
- Ubersuggest
- Ahrefs Webmaster Tools

## Need Help Improving Your SEO?

We offer a FREE personalized SEO review to help identify:

- ✓ SEO issues affecting rankings
- ✓ Missed traffic opportunities
- ✓ Website performance problems
- ✓ Ways to improve lead generation

Request Your Free SEO Review

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