

Website Content Audit Checklist For SEO

Wondering how to keep your content up-to-date?
Grab our quick checklist to learn the essentials.



Basics

- ✓ **SEO Improvement:** Identify non-optimized content for search engines.
- ✓ **User Engagement:** Evaluate metrics like time on page, bounce rate, and social media shares
- ✓ **Lead Generation:** Define how effective your content is when it comes to generating leads for your business
- ✓ **Content Repurposing:** Identify website content suitable for repurposing

Assess and Refine Your Content

- ✓ **Performance Metrics:** Organic traffic, bounce rate, conversion rate, social engagement, time on page.
- ✓ **Relevance:** Target audience and business goals alignment.
- ✓ **Quality:** Writing quality, accuracy, grammatical errors, inserted links.
- ✓ **Strategy Adjustments:** Modify your strategy based on new data and insights.

Create a Content Inventory

- ✓ **URLs:** List of web pages.
- ✓ **Content Type:** Blog post, landing page, etc.
- ✓ **Title:** Headline of the content.
- ✓ **Date Published:** Original publication date.
- ✓ **Keywords:** Focus and secondary keywords targeted in the content.

Use Content Audit Tools

- ✓ **Grammarly:** Grammar and spelling check
- ✓ **Google Analytics:** Website traffic analysis
- ✓ **Ahrefs:** backlinks analysis and content optimization for SEO
- ✓ **Google Search Console:** Website metrics and SEO performance
- ✓ **Yoast:** SEO optimization for WordPress content