

# Website Audit

## [Beginner Edition]

Did you know that your website could perform even better?  
Grab this checklist and start auditing today to improve SEO performance.



### Technical SEO Audit

- ✓ **Page Speed:** Test page load times and optimize for faster performance.
- ✓ **Non-Indexed Pages:** Find and resolve non-indexed pages to ensure proper indexing.
- ✓ **Broken Links:** Identify and fix broken links like 404 errors for proper site functionality.
- ✓ **Sitemaps:** Ensure your sitemap includes only relevant, working pages for better indexing.
- ✓ **Robots.txt:** Make sure the file restricts access to non-essential pages while allowing key ones to be crawled.

### SEO Content Audit

- ✓ **Duplicate Content:** Identify and resolve any duplicate content across your site.
- ✓ **Keyword Cannibalization:** Find and fix competing pages targeting the same keywords.
- ✓ **Meta Tags:** Make sure all pages have unique and optimized meta titles and descriptions.
- ✓ **Image Optimization:** Ensure all images have alt text and are compressed for faster loading.
- ✓ **Heading Tags:** Use H1, H2, etc., correctly to maintain a clear content structure.
- ✓ **Internal & External Linking:** Review internal links for effective navigation and external links for relevancy.

### 7 Best Website Audit Tools

- ✓ **Siteliner:** Identifies duplicate content and broken links across your site.
- ✓ **Google Search Console:** Helps identify indexing issues and technical errors.
- ✓ **Ahrefs:** Offers comprehensive site audits to reveal technical and content issues.
- ✓ **Google Analytics:** Tracks key website performance metrics like clicks and engagement.
- ✓ **Screaming Frog:** Crawls your website to find technical issues like broken links.
- ✓ **SEMrush:** Provides site audits, detecting technical SEO and content issues.
- ✓ **Google PageSpeed Insights:** Analyzes page speed on mobile and desktop and provides optimization tips.