

20-Minutes or Less SEO Audit Checklist

1 Web Browser

- You can expose crawling issues by disabling JavaScript and cookies in your browser settings.
- Make sure that the website is not cloaking content.

2 Homepage

- First impressions are lasting impressions, so check your website meticulously for problems.
- Note any thoughts/emotions that run through you while examining the website. Find out why you feel negative or positive about different areas. Address problems.
- Test for visitor-experience issues by turning JavaScript off/on on browser.
- Make sure website does not have the following canonical issues:
 1. WWW and non-WWW versions of your website
 2. A homepage URL that redirects to another domain
 3. Title tags that are poorly written and/or duplicated elsewhere

3 Global Navigation

- This is the set of links found in the navigation, header and footer bars.
- Inspect your global navigation for missing or broken links with JavaScript turned off in your browser.

4 Categories & Subcategories


- Every category/subcategory page should have a definable purpose. Then, justify that purpose with well-written content.
- Evaluate the category/subcategory links for the following:
 1. Do links point to the correct pages?
 2. Is there excessive hyperlinking to irrelevant pages?
 3. Is effective anchor-text nomenclature being employed for backlinks?

5 Optimized Web Content

- Make sure the following elements have been optimized:
 1. Title tags
 2. Meta descriptions
 3. URLs
 4. Alt-image tags
 5. H1 & H2 tags
 6. Limited use of Flash/Javascript

6 Off-Page SEO

- Use Open Site Explorer to pull important metrics about the website. Compare the metrics to its competitors.
- Use a keyword-tracking tool to see that your whole website has been indexed, and that it ranks for competitive keywords.
- Check for duplicate content because you don't want your open pages competing with each other, nor do you want your site penalized by search engines for plagiarism.



1 <http://www.inmotionhosting.com>

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Is your site TRUSTWORTHY?:


1. Would you trust the information presented on this website?
2. Would you refer the website to a friend or relative?
3. Would you give the website your credit-card number?

Maximize your site for READABILITY:

1. Is content placement logical?
2. Are the text blocks too chunky?
3. Are the columns too wide?
4. Is the line height appropriate?
5. Are there any distracting images?

[title] Title tags should be properly formatted for SEO best practices, keyword-specific and no more than 75 characters in length.

[meta description] Well-written descriptions can influence click-through rates, which is a confirmed ranking factor.



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OPEN SITE EXPLORER

[http:// www.inmotionhosting.com](http://www.inmotionhosting.com) Search

Metrics:

- Page Authority
- Domain Authority
- Link Root Domains
- Total Links
- Anchor Text Distribution of Inbound Links
- Facebook Shares
- Facebook Likes
- Tweets
- Google +1

Common indexation issues:

1. Web page has a noindex tag.
2. A sitemap has not been submitted to the search engines.
3. Improper editing of robot.txt file.
4. Website has been banned from the SERPs by the search engines.

