

SEO Audit Template

The Digital Marketing Templates Library

BACKLINKO

1. Mobile-friendliness

Use Google's [Mobile-Friendly Test tool](#) to see how mobile-friendly the site is.

Google now relies on its [mobile index](#), even for desktop users.

2. Multiple versions of the site

In a web browser, type in these 4 different versions of the homepage URL:

- <http://example.com>
- <https://example.com>
- <http://www.example.com>
- <https://www.example.com>

They should all redirect to one URL. If not, set up 301 redirects to avoid duplicate content problems.

3. Website loading speed

Use Google's [PageSpeed Insights](#) and [WebPageTest](#) to test the homepage and several other important pages. Faster loading speeds help with search rankings.

4. "Zombie Pages"

These are pages that don't have value and can be deleted. (Like archive pages, category and tag pages, search result pages, etc.)

Check how many pages are in Google's index by searching Google for "site:example.com".

Deleting or no indexing Zombie Pages can improve your crawl rate and rankings.

5. Indexing problems

Check the "Index coverage" report in [Google Search Console](#).

And to be extra sure, run a crawl with [Screaming Frog](#) too.

Make sure any noindexed pages are blocked on purpose.

6. Organic search traffic

Look at the site's organic search traffic in [Google Analytics](#). (Acquisition >> All Traffic >> Channels >> Organic Search)

I recommend checking out the last 12-24 months. That way you'll be able to see seasonal variance.

Come back to this report after making any changes in order to see their effects.

7. On-page fundamentals

For this step, follow our free [on-page SEO template](#) for each of the site's top pages.

You can also use an SEO audit tool like [Seobility](#) or [SEMrush](#) to save time and go deeper.

8. Keyword rankings

In addition to traffic data in Google Analytics, monitoring keyword rankings is a great way to see progress.

You can use an SEO tool like [SEMrush](#) or [Ahrefs](#) to set up rank tracking. Or if you're on a budget, you can check rankings manually with an incognito browser window.

9. Backlinks

Enter the site's domain into a tool like Ahrefs, SEMrush or [Moz](#). Make note of the site's Domain Authority and number of referring domains.

Then look at the most common anchor text to make sure it looks natural. The top anchor text should usually be branded terms or the site's name.

Additionally, most of the site's links should be from legit websites.

Finally, check Google Search Console to see if there's a [manual action](#) against the site. If so, you may need to [disavow](#) some links.

10. Broken links

Look for 404 errors in Google Search Console's [Index Coverage report](#). There will probably be some, which is fine. But if any important pages have errors, you should fix the problems.

Next, use a tool like [Broken Link Check](#) or Ahrefs to find broken internal and external links.

11. Competitive analysis

Use Ahrefs or SEMrush to see what keywords the site's main competitors are ranking for. You can use that info to make a list of promising keywords to target.

Next, look for patterns in the pages that are ranking for those keywords. That will tell you what types of content tend to do well in the industry.

Finally, check who's linking to those pages. This will be important for link building later.

12. Opportunities to improve site content

Site content can be spruced up with [modern copywriting practices](#). Which can help reduce bounce rates, increase dwell time and improve rankings.

That means:

- A. Very short introductions
- B. Small paragraphs
- C. Lots of subheaders
- D. Visuals, images and video

13. UX signals and [search intent](#)

Does the site provide what searchers are looking for?

Is its content up to date? Well designed?

Is it presented the way Google wants for the keywords it's targeting? (Check by making a

Google search for those keywords. If the top results all use one format or style of article, that's what Google wants.)

14. Website architecture

Can you get to every page on the site from the homepage in 3 clicks or less?

Are the most important pages closer to the homepage? (Or do they at least have plenty of internal links pointing to them?)

15. Featured Snippet opportunities

Are the major pieces of content set up to take Featured Snippets?

Here are the 5 main things that are needed:

- A. Mobile-optimized content
- B. HTTPS installed
- C. Lots of headers (H2 and H3 tags)
- D. Short answers to questions (42 words)
- E. Links out to authority resources

I hope you found this SEO audit template helpful! You can see our complete library of 20+ other marketing templates [here](#). Including 6 other SEO templates.

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