



Free SEO Audit Template

1. Site Structure and Technical SEO

Is your website designed with a clear structure, featuring a logical hierarchy and organisation?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are your website's URLs descriptive and rich in keywords?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Does your website contain duplicate content?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is your website properly equipped with the appropriate HTML tags and free from any broken links or errors?	Yes <input type="checkbox"/> No <input type="checkbox"/>

2. On-Page Optimisation

Is the website equipped with pertinent, high-quality content that is optimised for your target keywords?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Does the website utilise appropriate header tags and feature well-structured content?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are the meta descriptions and title tags on the website optimised?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is there internal linking present on the website?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are the pages equipped with a clear call-to-action?	Yes <input type="checkbox"/> No <input type="checkbox"/>



3. Off-Page Optimisation

Does the website have high-quality backlinks from reputable sources?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Does the website maintain a strong social media presence and actively engage with its audience?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is the website included in local directories and optimised for local search?	Yes <input type="checkbox"/> No <input type="checkbox"/>

4. Keyword Research

Is the website optimized for keywords that are relevant to your business and your target audience?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are there long-tail keywords that focus on specific niches and enhance conversion rates?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is the content easily readable without any awkward keyword stuffing?	Yes <input type="checkbox"/> No <input type="checkbox"/>

5. Analytics and Reporting

Are there effective tools available for tracking analytics?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is the website's performance being tracked and evaluated through key performance indicators (KPIs)?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are you utilising reporting tools to monitor progress and pinpoint areas that need enhancement?	Yes <input type="checkbox"/> No <input type="checkbox"/>