

Recipe for an SEO Audit

Your Ingredients for Organic Traffic Success

Keyword Research

TOOLS

- Google Search Console
- Moz
- Google Adwords (Keyword Planner)
- Excel/Google Sheets

DIRECTIONS

- Identify real-world and search competitors
- Identify ranking keywords for your site and your competitors' sites
- Identify relevant keywords you want to rank for
- Consolidate and analyze the data

Backlink Analysis (and Other External Factors)

TOOLS

- SEMrush
- Moz
- Google Search Console
- Google Analytics
- Excel/Google Sheets

DIRECTIONS

- Record backlinks for your site and your competitors' sites
- Record traffic source data
- Record social media "backlinks"
- Check for ranking penalties

Competitive Content Assessment

TOOLS

- Screaming Frog
- Excel/Google Sheets

DIRECTIONS

- Create content inventory
- Analyze content and record observations

Site Architecture Analysis

TOOLS

- Google Search Console
- Google PageSpeed Insights
- SEMrush
- Screaming Frog
- Moz
- Excel/Google Sheets

DIRECTIONS

- Check indexation
- Perform a crawl audit
- Analyze on-page technical SEO (H1s, meta information, etc.)
- Analyze information architecture and internal linking strategy for your site and your competitors' sites
- Test page speed
- Test mobile-friendliness

User Experience

TOOLS

- Google Analytics
- Excel/Google Sheets

DIRECTIONS

- Check user signal metrics
- Analyze meta information from a user's perspective
- Analyze internal linking from a user's perspective
- Note any images or copy that performs well on your site
- Navigate your site on mobile devices and record observations