



Website SEO Checklist

Search Engine Optimization (SEO) is an important component of digital marketing. Increasing your search rankings for keywords related to your business drives sales and increases brand awareness. An SEO audit helps to establish a baseline of your performance and provides a plan to make improvements. Use this checklist as a starting point for your own SEO audit.

Getting stuck or don't have the time to complete the audit yourself? Reach out to us at hello@kalyber.com or on social media via [@KalyberHQ](https://twitter.com/KalyberHQ).

General SEO

The general portion of an SEO audit checks high-level items that can have an impact on your SEO.

- There is a single version of the website.

There are often variations of a website URL including https and http. All variations should redirect to a single variation, typically https.

- Title tags are well-written, the correct length, and contains your keywords.

The title needs to entice searchers to click. You can use [SERPsim](#) to check your title.

- The site uses heading tags correctly.

You should have a single h1 tag with your keyword. Use other heading tags to organize the content and use appropriate keywords where it makes sense.

- There are no SEO page errors.

You can use a tool such as [Ahrefs](#) or [Screaming Frog](#) to scan your website for SEO errors. You are looking for 404, missing meta descriptions, and other on-page SEO errors.

- The site has been checked for duplicate content.

Google can penalize your rankings for duplicate content. You can use [CopyScape](#) to scan your site for duplicate content.

- What's being indexed by Google has been validated.

You want to make sure that your site is being indexed and that the number of pages indexed is correct. You can do this with [Google Search Console](#) or [Google](#) itself. This is done by using the site: operator like so — [site:kalyber.com](#).

- The site comes up in search engine results when searching for the brand name.

Your brand is your lifeblood, so it's important that you, and not your competition, rank high when someone searches specifically for your name.

Technical SEO

Technical SEO deals with actions that will involve some kind of development knowledge. A common example is optimizing JavaScript or how it is loaded on the page. Others, while technical, can be addressed with tools. An example would be image compression.

- The pages in the site load quickly.

Page speed is important for many reasons. According to a [June 2020 study by Google for mobile](#), a 0.1% increase in lead generation rates by 5.5%. A simple check is using the developer tools in Chrome. The network tab will tell you how long it took to load a page.

- The site passes Google PageSpeed Insights.

Google will begin using page experience as a ranking factor in May 2021. Enter your website into Google's [PageSpeed Insights](#) and review the results. See our [blog post](#) for additional information.

- The robots settings is correct for the site.

Your [robots.txt](#) and [robots meta tag](#) tell search engines what to index. Make sure they are not blocking indexing and are setup correctly. You can find your [robots.txt](#) at [yoursite.com/robots.txt](#).

- The site has been checked to see which keywords it currently ranks for.

You will need a tool to scan your site as part of this check. We use [Ahrefs](#). It provides the ranking for keywords and an estimate of the amount of traffic you get from the keyword.

- A sitemap has been created and validated.

Your website should have a [sitemap](#) that provides the site's structure to search engines along with the pages that should be indexed. You can generally find it at [yoursite.com/sitemap.xml](#). Here is a link to our [page sitemap](#): <https://kalyber.com/page-sitemap.xml>.

- Structured data is being used throughout the site.

Structured data provides additional information about a page. This is particularly useful for reviews, products, events, and other content that may warrant more information. You can validate your structured data with [Google's Rich Results Test](#).

- All broken links have been fixed.

Broken links are bad for user experience and SEO. You can use the free [Dead Link Checker](#) to scan your site.

Technical SEO

- All orphan pages have been found and fixed.

An orphan page is a page that isn't linked to from elsewhere in your website. You want to avoid orphan pages so that you can build link equity across your website. You will need a tool such as Ahrefs or Screaming Frog to scan your site.

- The site renders all content on mobile properly.

In March 2021 Google will move to mobile-first indexing. In reality, desktop sites will no longer be indexed. Make sure that all important content displays on your mobile site for important pages.

Need more help with your SEO?

You can find more in-depth information on our SEO process and this checklist on our [SEO Audit – What Marketers Need To Know](#) blog post. We also offer a free SEO audit for you. You can always contact us or schedule a free 15-minute call. We'll be glad to review your needs and answer questions you may have.