

1 · Strategy and intent

Confirm what the website should achieve before reviewing individual tags.

Website / project: _____ Review date: _____

Reviewer: _____ Next review: _____

- ☐ Define the business outcomes SEO should support: enquiries, sales, bookings, registrations or awareness.
- ☐ Identify the audiences, locations and decision stages that matter most.
- ☐ List the services, products or expertise that deserve dedicated visibility.
- ☐ Map important pages to a distinct search intent: learn, compare, decide or act.
- ☐ Confirm each page has a useful next step and an accountable owner.
- ☐ Record current benchmarks for organic visits, impressions, leads and conversions.
- ☐ Identify competitors and alternative sources customers may consider.
- ☐ Write down constraints: platform, approvals, legal requirements, seasonality and available expertise.

Notes / highest-priority action

2 · Content and structure

Review usefulness, clarity, originality and internal relationships.

- ☐ Every important page has one clear audience and purpose.
- ☐ Titles, descriptions and headings describe the visible content accurately.
- ☐ Core services are reachable through primary or secondary navigation.
- ☐ Cornerstone pages link to focused supporting guides, case studies and tools.
- ☐ Contextual links use wording that tells readers what they will find.
- ☐ Overlapping pages are differentiated, consolidated or redirected.
- ☐ Claims are supported by evidence, examples, experience or transparent sourcing.
- ☐ Important pages answer practical questions rather than repeating marketing language.
- ☐ Older material is checked for factual accuracy, broken links and changed services.
- ☐ Images, diagrams, tables and downloads add understanding rather than decoration.

Notes / highest-priority action

3 · Technical foundations

Check whether important content can be found, processed and used reliably.

- ☐ Important pages return the correct 200 status and retired URLs use relevant redirects.
- ☐ Robots.txt does not block resources needed to render or understand pages.
- ☐ Noindex directives are intentional and reviewed before launch.
- ☐ Canonical tags point to the preferred crawlable version of each page.
- ☐ The XML sitemap contains intended indexable URLs and excludes redirects or errors.
- ☐ Internal links do not lead through unnecessary redirects or broken destinations.
- ☐ Pages use HTTPS consistently without mixed-content warnings.
- ☐ Layouts work on narrow screens, zoomed views and keyboard navigation.
- ☐ Images have dimensions, efficient formats and useful text alternatives.
- ☐ Structured data is valid, relevant and consistent with visible content.
- ☐ Analytics and conversion events work without exposing sensitive information.

Notes / highest-priority action

4 · Local and reputation signals

Confirm the business identity and geographic relevance are accurate.

- ☐ Business name, address, phone number, hours and website links are consistent.
- ☐ Google Business Profile categories and services reflect the real operation.
- ☐ Location or service-area pages contain distinct local information.
- ☐ Reviews are requested ethically and answered professionally.
- ☐ Organization or LocalBusiness schema matches visible contact details.
- ☐ Professional associations, partners and trusted directories use accurate information.
- ☐ Case studies and project examples demonstrate real geographic or industry experience.
- ☐ Images and descriptions on business profiles remain current.

Notes / highest-priority action

5 · Measurement and improvement

Turn audit findings into a repeatable improvement process.

- ☐ Group findings by business impact, risk, effort and dependency.
- ☐ Fix crawling, indexation, security and conversion failures before cosmetic issues.
- ☐ Assign an owner and target date to each approved recommendation.
- ☐ Annotate major releases, migrations and campaigns in analytics records.
- ☐ Review search data by landing page, query theme, device and location.
- ☐ Compare lead quality and business outcomes—not only traffic totals.
- ☐ Monitor important URLs after redirects, redesigns or content consolidation.
- ☐ Schedule quarterly reviews for priority pages and an annual site-wide audit.
- ☐ Document what changed, why it changed and what evidence will determine success.

Notes / highest-priority action
