



SEO Audit Checklist – 2025 Edition

1. Keyword Research

- Identify primary keywords with clear search intent (informational, navigational, transactional).
- Find LSI/semantic keywords for topical depth.
- Check keyword difficulty vs. domain authority.
- Map keywords to specific pages to avoid cannibalization.

2. On-Page Optimization

- Target keyword in Title Tag (60 characters max).
- Target keyword in Meta Description (155 characters max).
- Use H1 for main keyword, H2/H3 for subtopics.
- Add internal links to related content.
- Include outbound links to authoritative sources.
- Optimize images with descriptive alt text.

3. Content Quality

- Provide clear, concise answers early in the article.
- Cover all related subtopics for topical authority.
- Use bullet points and short paragraphs for readability.
- Add statistics, case studies, or examples.
- Ensure EEAT (Expertise, Experience, Authority, Trustworthiness) is visible.

4. Technical SEO

- Mobile-friendly design (Responsive Layout).
- Page load speed under 3 seconds.

- Use HTTPS and valid SSL certificate.
- No broken links or 404 errors.
- Submit XML Sitemap to Google Search Console.
- Fix crawl errors in Search Console.

5. Answer-Engine Optimization (AEO)

- Add FAQ schema.
- Use Q&A format for common questions.
- Structure How-To content with steps and schema markup.
- Include featured snippet-ready answers (40–60 words).

6. Generative Engine Optimization (GEO)

- Add data, studies, and authoritative quotes.
- Keep content freshness with regular updates.
- Use structured data for easier AI parsing.
- Ensure facts are from reputable sources.

7. Link Building & Authority

- Perform backlink gap analysis.
- Acquire links from relevant, high-authority domains.
- Create link-worthy assets (checklists, reports, tools).
- Disavow toxic backlinks.

8. User Experience (UX)

- Add table of contents with jump links.
- Use clear CTAs (calls to action).
- Make navigation intuitive.
- Reduce pop-up intrusiveness.
- Ensure readability across devices.