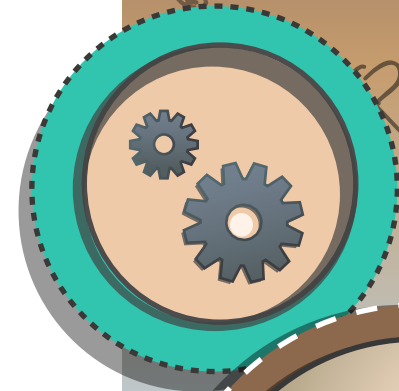


SEO Audit Check-List



Indexability

- Check your website for broken links
- Check your robots.txt
- Check your XML sitemap
- Check 302-redirects
- Check content in Flash and JavaScript or images

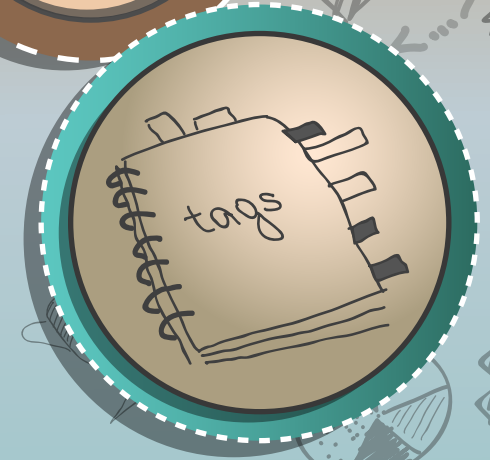
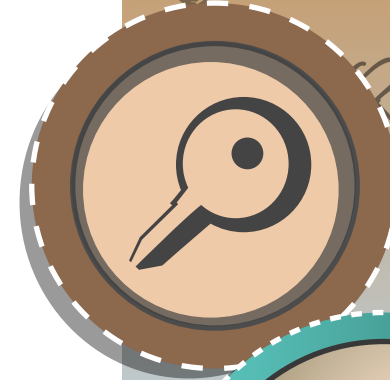


HTML



On-the-page Optimization

- Check keywords in your URLs
- Check your Title tags length
- Check for duplicate Title tags
- Check keywords in your Title tags
- Check your Description tags length
- Check for duplicate Description tags
- Check keywords in your Description tags
- Check for the presence of H1 headings
- Check number of H1 headings on a page
- Check keywords in your H1 headings





Links & Backlinks

- Check the number of outgoing links from your pages
- Check the number of your backlinks
- Compare your backlinks with your competitors' backlinks

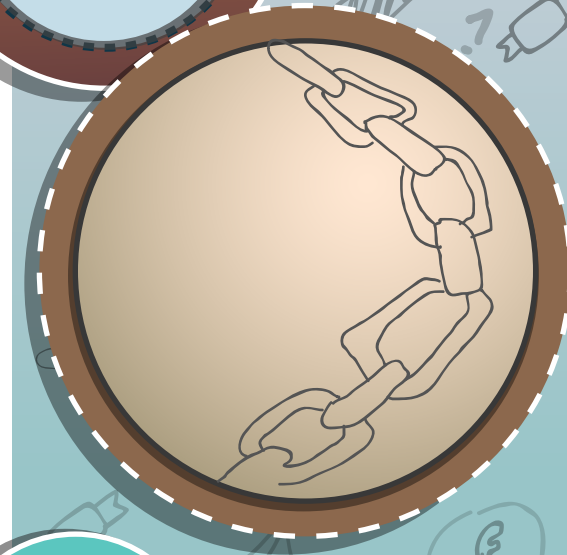
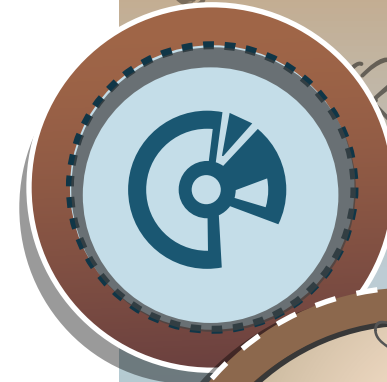


Rankings

- Check your rankings
- Compare your rankings to your competitors'

web cec

Move your site to the top!



HTML



Content

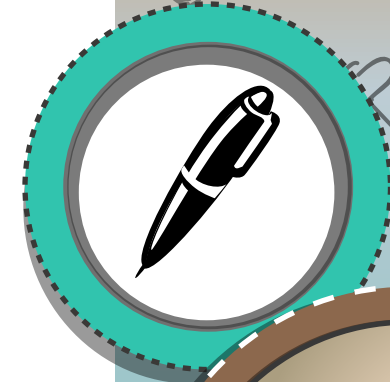
- Check your text for grammar and spelling mistakes
- Check for keyword cannibalism
- Check for duplicate content



Use the Web CEO Online tools
to perform your website audit and
to monitor your rankings.

web ceo

Move your site to the top!



5
step

HTML