

# SEO Audit Checklist

What words would my customers use to search for my product or service?  
(These are 'keywords' and 'long links'):

Have I written descriptions for my images? \_\_\_\_\_

Have I crosslinked to other parts of my website? \_\_\_\_\_

Do I have my Social Media links on my website? \_\_\_\_\_

Have I added my website to my Social Media Profiles? \_\_\_\_\_

Have I included keywords in content? \_\_\_\_\_

Do all the links work? \_\_\_\_\_

Do I have active social sharing links? \_\_\_\_\_

Do I have clear and concise headings on my pages?  
(<H1> Primary heading, <H2> Secondary heading) \_\_\_\_\_

Useful SEO reference sites:

- <https://moz.com/>
- <http://searchengineland.com/>