

# 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?

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Have I crosslinked to other parts of my website?

\_\_\_\_\_

Do I have my Social Media links on my website?

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Have I added my website to my Social Media Profiles?

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Have I included keywords in content?

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Do all the links work?

\_\_\_\_\_

Do I have active social sharing links?

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

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Useful SEO reference sites:

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

*Amy Morse*

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Learn to Love Your Words