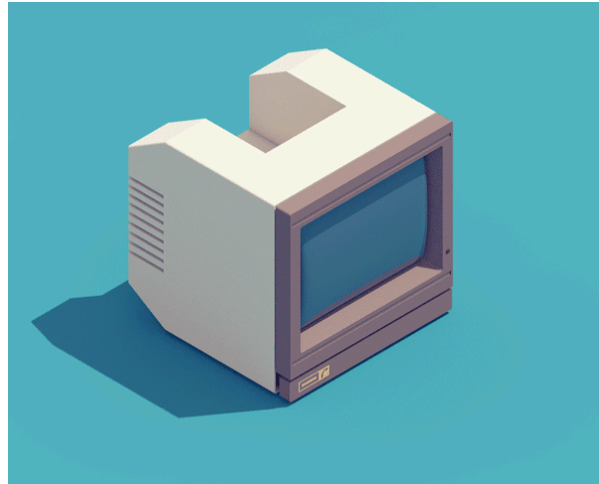


Perform an on-page SEO audit on a page

Last Updated / Reviewed: August 30th, 2021

Execution Time: ~1-2 hours



Goal: To execute a comprehensive SEO audit on any webpage within any site that clearly defines what's working, what's not, and action steps on what to work on first.

Ideal Outcome: The end-user receives a comprehensive audit that lets them know the state of a specific webpage, along with specific action steps on what to do next.

Why this is important: In order to fully optimize a web page for more organic traffic from search engines.

Where this is done: In your browser, Google docs, Google sheets, along with a handful of additional 3rd party tools.

When this is done: Anytime you need to audit a webpage to increase organic traffic.

Who does this: The person responsible for SEO, or client relationships, at your company. A freelancer or VA.

□ Environment Setup

Get access to and download the tools you'll need for the audit.

1. Download or get access to the tools you'll need to perform the audit
 - [Check My Links Chrome Extension](#) - Free
 - [Redirect Path Chrome Extension](#) - Free
 - [Google Tag Assistant Chrome Extension](#) - Free
 - [Ahrefs](#) - Paid (can also use [SEMRush](#), [Open Site Explorer](#), or [Majestic](#))

□ Learn How This SOP Works

This audit assumes that you already know your keyword target and that the page should be optimized for.

For the example in this SOP, the primary keyword is “create an online course”.

1. For all of the questions below, you will need to record your answer in the [SEO Audit Worksheet](#):
 - a. Make a copy of the spreadsheet by going to “File → Make a copy”.
 - b. Fill out the information at the top of the spreadsheet

Website name:	CourseMinded
Webpage URL:	www.courseminded.com/how-to-create-an-online-course/
Prepared by:	Tommy Griffith
Date:	4/3/09
Primary keyword:	create an online course

- c. This SOP includes a number of questions. For each of those questions, there is a matching row with the same question in the spreadsheet. You will need to go through each question and select the right item from the “Score” column.
 - i. If the answer to the question is “Yes”, then select the answer “Passed” from the “Score” column

Category	Task	Score
On-Page Optimization	Is the primary keyword in the URL?	Not yet tested ▾
	Is the URL short and user-friendly (human readable)?	Not yet tested ▾
	Is the URL located in a subfolder and not subdomain?	Not yet tested ▾
	Does the URL use hyphens and not underscores?	Not yet tested ▾
	Is the page title optimized?	Not yet tested ▾
	Is the meta description optimized?	Not yet tested ▾
	Is the H1 tag optimized?	Not yet tested ▾
	Are the images optimized?	Not yet tested ▾
	Is the primary keyword mentioned at least 2-3 times in the page?	Not yet tested ▾
	Is the page not over-optimized?	Not yet tested ▾
	Does the page include Latent Semantic Index keywords?	Not yet tested ▾
	Is the page free of broken links?	Not yet tested ▾

- ii. If the answer to the question is “No”, then select the answer “Needs work” from the “Score” column

Category	Task	Score
On-Page Optimization	Is the primary keyword in the URL?	Not yet tested ▾
	Is the URL short and user-friendly (human readable)?	Not yet tested ▾
	Is the URL located in a subfolder and not subdomain?	Not yet tested ▾
	Does the URL use hyphens and not underscores?	Not yet tested ▾
	Is the page title optimized?	Not yet tested ▾
	Is the meta description optimized?	Not yet tested ▾
	Is the H1 tag optimized?	Not yet tested ▾
	Are the images optimized?	Not yet tested ▾
	Is the primary keyword mentioned at least 2-3 times in the page?	Not yet tested ▾
	Is the page not over-optimized?	Not yet tested ▾
	Does the page include Latent Semantic Index keywords?	Not yet tested ▾
	Is the page free of broken links?	Not yet tested ▾

- iii. If, for some reason, the question does not apply to the page being audited, select the answer “N/A” from the “Score” column

Category	Task	Score
On-Page Optimization	Is the primary keyword in the URL?	Not yet tested ▾
	Is the URL short and user-friendly (human readable)?	Not yet tested ▾
	Is the URL located in a subfolder and not subdomain?	Not yet tested ▾
	Does the URL use hyphens and not underscores?	Not yet tested ▾
	Is the page title optimized?	Not yet tested ▾
	Is the meta description optimized?	Not yet tested ▾
	Is the H1 tag optimized?	Not yet tested ▾
	Are the images optimized?	Not yet tested ▾
	Is the primary keyword mentioned at least 2-3 times in the page?	Not yet tested ▾
	Is the page not over-optimized?	Not yet tested ▾
	Does the page include Latent Semantic Index keywords?	Not yet tested ▾
	Is the page free of broken links?	Not yet tested ▾

- Each question in this SOP includes a detailed description of how to test and answer.
- The audit will be complete when all the questions in the spreadsheet are answered.

☐ On-Page Optimization Audit

Check the page URL

Important: If the URL being audited is the root domain (like the homepage), then this does not apply. You can skip these question and write down N/A in the spreadsheet.

1. Is the primary keyword in the URL?
 - a. Look at the URL and check if the primary keyword is included (this does not include keywords in the domain name)
 - This is an example of a page that includes the primary keyword in the URL
www.courseminded.com/how-to-create-an-online-course/
 - This is an example of a page that does not include the primary keyword in the URL
www.courseminded.com/six-figure-business/
2. Is the URL short and user-friendly (human readable)?
 - a. Look at the URL and check if it's short (under 6-7 words) and easy to read and understand
 - This is an example of a short and user-friendly URL. A good rule of thumb for this is to ask yourself *"would I be able to remember this 5 minutes from now?"*
www.courseminded.com/how-to-create-an-online-course/
 - This is an example of a long and user-unfriendly URL
www.courseminded.com/blog-post-dwenwejnd323uy2guy4g71233wbhjd/
3. Is the URL located in a subfolder and **not** subdomain?
 - a. Look at the URL and check if it's a subdomain or not
 - These are examples of URLs that are **not** in subdomains
www.courseminded.com/how-to-create-an-online-course/
www.courseminded.com/blog/how-to-create-an-online-course/

- This is an example of a URL that **is** using a subdomain

blog.courseminded.com/how-to-create-an-online-course/

4. Does the URL use hyphens and **not** underscores?

- a. Look at the URL and check if it uses hyphens instead of underscores

- This is an example of a URL that uses hyphens

www.courseminded.com/how-to-create-an-online-course/

- This is an example of a URL that uses underscores

www.courseminded.com/how_to_create_an_online_course/

Check on-page elements

To test on-page elements we will use a free onsite SEO tool called Screaming Frog. You can download it for Windows or Mac [here](#).

Screaming Frog is a website crawler that helps you improve onsite SEO, by extracting data & auditing for common SEO issues.

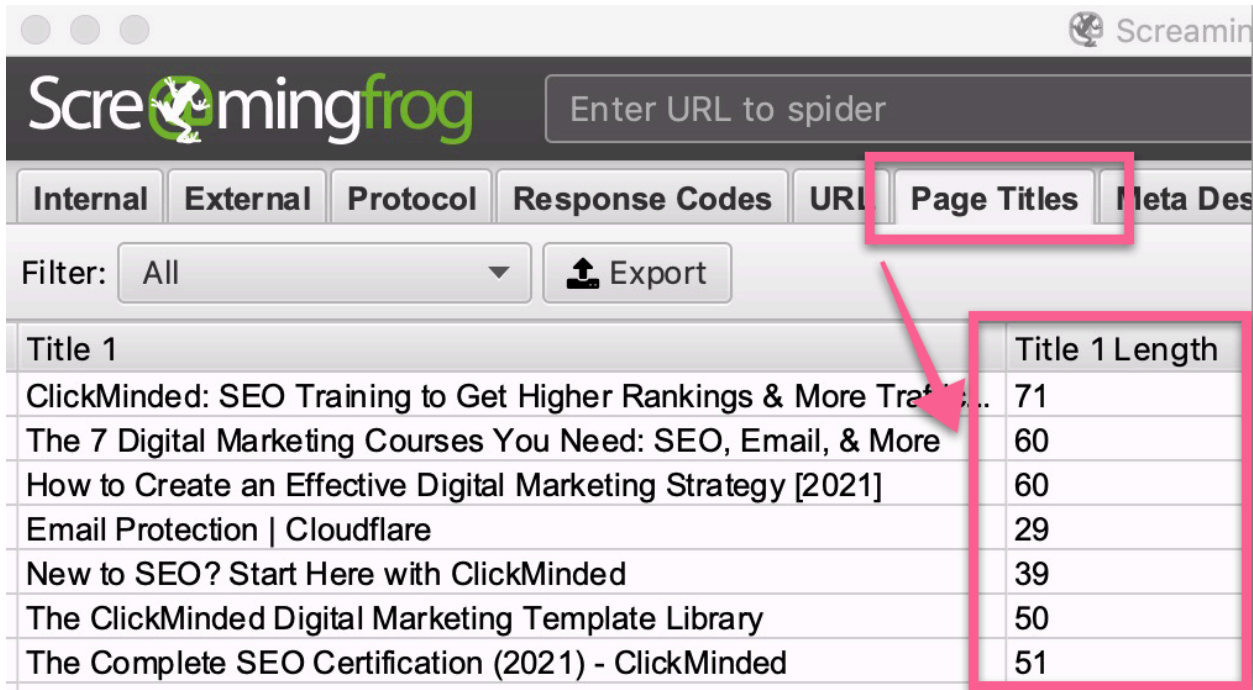
Note: The free version will allow you to crawl a maximum of 500 pages of your website. You can upgrade to a paid license if you want to remove the limit.

Once you've downloaded the tool. Open it and add your website URL to the search field.



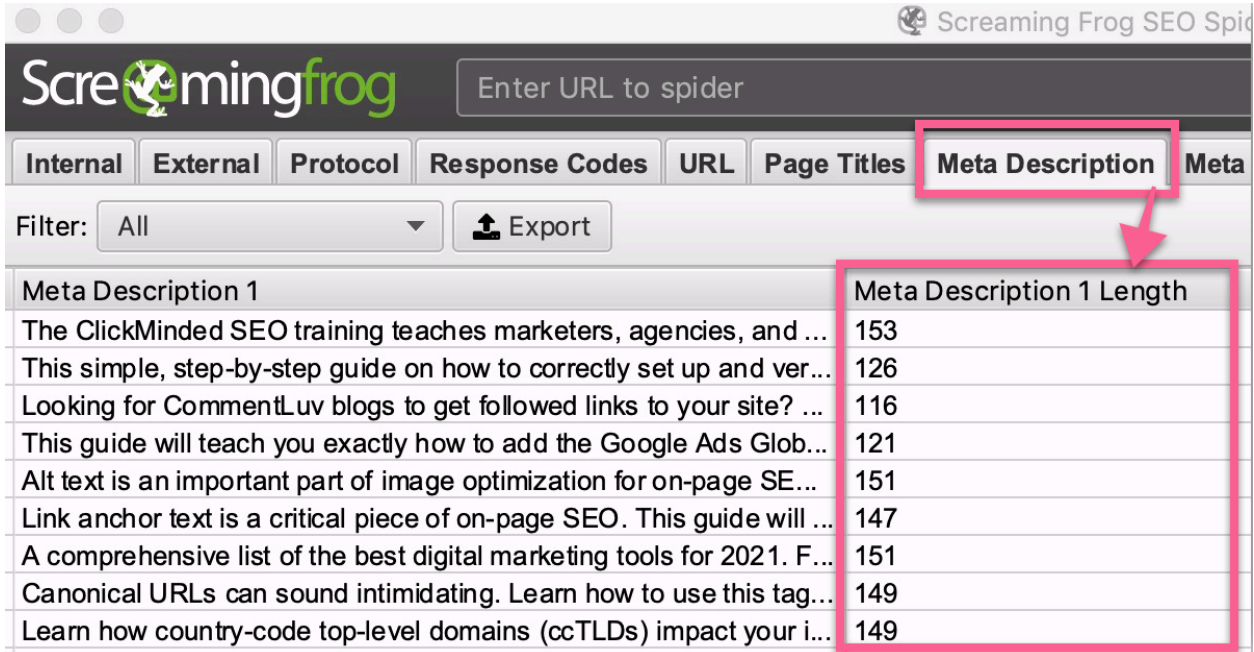
1. Is the page title optimized?

- a. Click the “Page Titles” tab and look for the “Title 1” columns, this is the title that shows up on Google search results.
 - Check that the title is under 70 characters
 - Check that the primary keyword is included in the title



Title 1	Title 1 Length
ClickMinded: SEO Training to Get Higher Rankings & More Traf...	71
The 7 Digital Marketing Courses You Need: SEO, Email, & More	60
How to Create an Effective Digital Marketing Strategy [2021]	60
Email Protection Cloudflare	29
New to SEO? Start Here with ClickMinded	39
The ClickMinded Digital Marketing Template Library	50
The Complete SEO Certification (2021) - ClickMinded	51

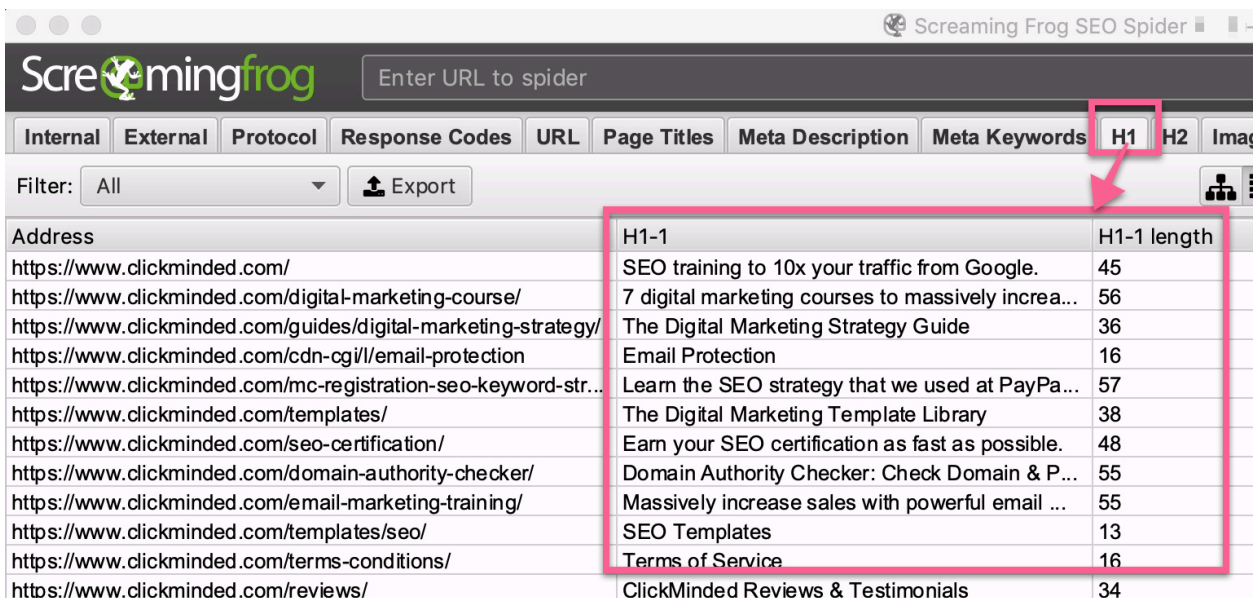
2. Is the meta description optimized?
 - a. Click on the “Meta Description” tab. “Meta Description” is the description that goes with your page title in the Google search result. Check for **both** length and keyword
 - Check that the meta description is under 160 characters
 - Check that the primary keyword is included in the meta description



Internal	External	Protocol	Response Codes	URL	Page Titles	Meta Description	Meta
Filter: All Export							
Meta Description 1						Meta Description 1 Length	
					The ClickMinded SEO training teaches marketers, agencies, and ...	153	
					This simple, step-by-step guide on how to correctly set up and ver...	126	
					Looking for CommentLuv blogs to get followed links to your site? ...	116	
					This guide will teach you exactly how to add the Google Ads Glob...	121	
					Alt text is an important part of image optimization for on-page SE...	151	
					Link anchor text is a critical piece of on-page SEO. This guide will ...	147	
					A comprehensive list of the best digital marketing tools for 2021. F...	151	
					Canonical URLs can sound intimidating. Learn how to use this tag...	149	
					Learn how country-code top-level domains (ccTLDs) impact your i...	149	

3. Is the H1 tag optimized?

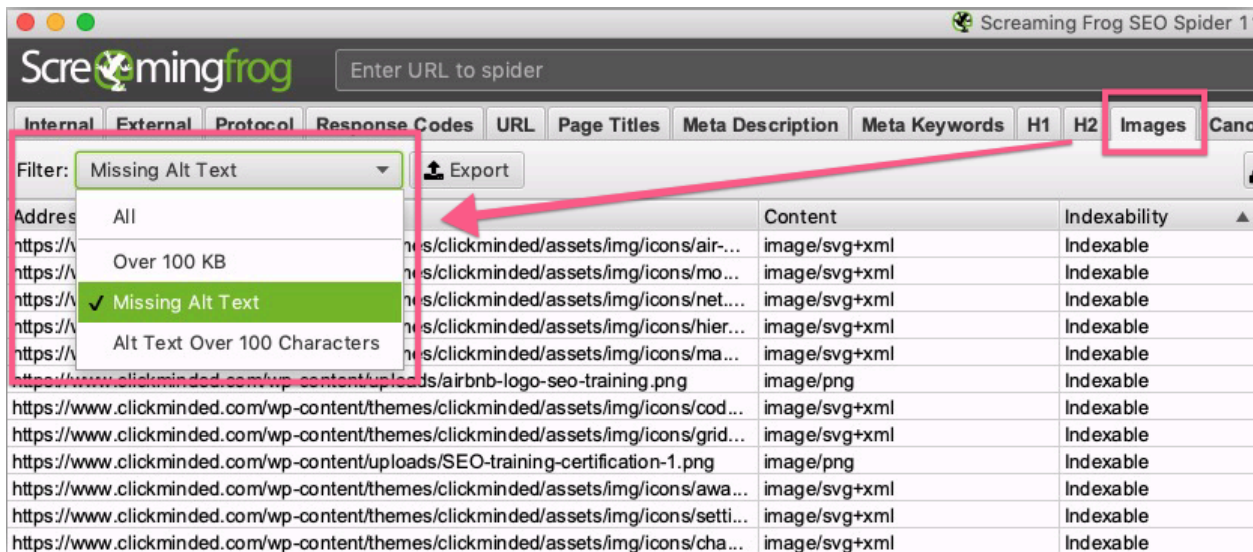
- Click on the "H1" tab. Look for the "H1-1" column result and check for **both** number of H1 tags and keyword
 - Check that there is only ONE H1 tag in the page
 - Check that the primary keyword is included in the H1 tag



Internal	External	Protocol	Response Codes	URL	Page Titles	Meta Description	Meta Keywords	H1	H2	Image
Filter: All Export										
Address					H1-1	H1-1 length				
				https://www.clickminded.com/	SEO training to 10x your traffic from Google.	45				
				https://www.clickminded.com/digital-marketing-course/	7 digital marketing courses to massively increa...	56				
				https://www.clickminded.com/guides/digital-marketing-strategy/	The Digital Marketing Strategy Guide	36				
				https://www.clickminded.com/cdn-cgi/l/email-protection	Email Protection	16				
				https://www.clickminded.com/mc-registration-seo-keyword-str...	Learn the SEO strategy that we used at PayPa...	57				
				https://www.clickminded.com/templates/	The Digital Marketing Template Library	38				
				https://www.clickminded.com/seo-certification/	Earn your SEO certification as fast as possible.	48				
				https://www.clickminded.com/domain-authority-checker/	Domain Authority Checker: Check Domain & P...	55				
				https://www.clickminded.com/email-marketing-training/	Massively increase sales with powerful email ...	55				
				https://www.clickminded.com/templates/seo/	SEO Templates	13				
				https://www.clickminded.com/terms-conditions/	Terms of Service	16				
				https://www.clickminded.com/reviews/	ClickMinded Reviews & Testimonials	34				

4. Are the images optimized?

- a. Make sure all your images have an alt text so that Google and other search engines can identify what these images are about. Click on the “Images” tab and select from the filter “Missing Alt Test” and you will find a list of images that do not have an alt text. Make



- b. Check that all the images have descriptive and user-friendly filenames. A good rule of thumb is to ask yourself “*can I guess what this image is if I just read the filename?*”

- This is an example of a user-friendly filename

<http://www.clickminded.com/wp-content/uploads/clickminded-udemy-reviews.png>

- This is an example of a user-UNFRIENDLY filename

<http://www.clickminded.com/wp-content/uploads/Screen-Shot-2014-12-23-at-8.04.30-PM.png>

Check keywords in the body copy

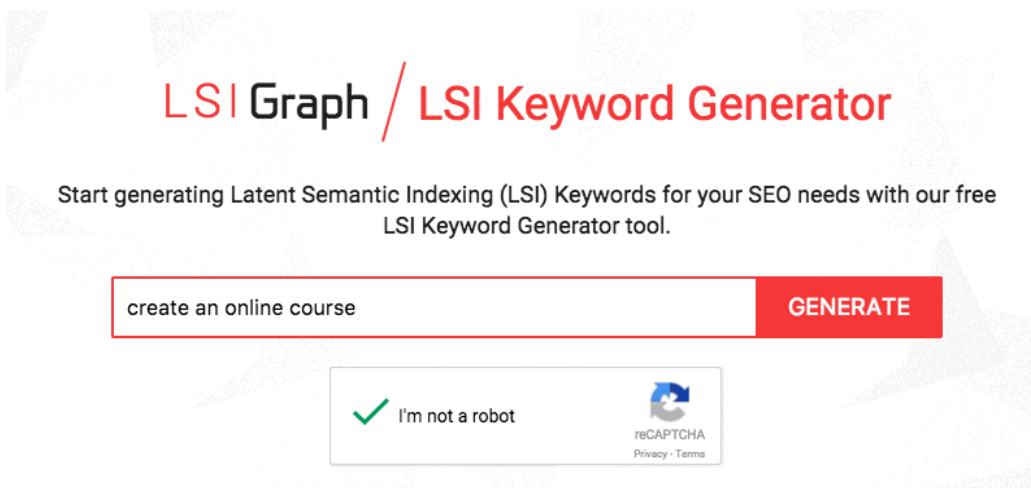
5. Is the primary keyword mentioned at least 2-3 times in the page?
- Open the page in your browser and hit command+F in your keyboard if you're using a Mac, or control+F if you're using a Windows computer. This will open the browser's "find" search box.



- Type in the primary keyword and check that it's included at least 2 or 3 times.



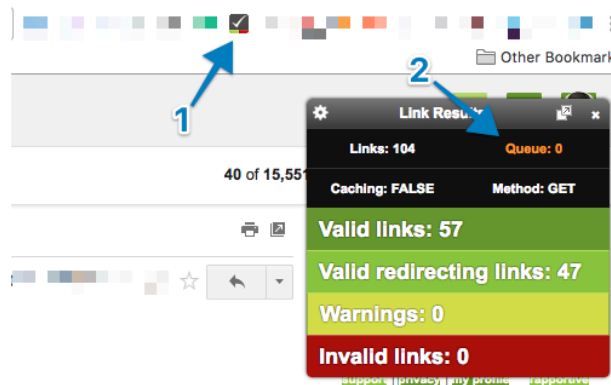
6. Is the page **not** over-optimized?
- Follow the same process described in the previous step. The primary keyword should not be included more than 8-9 times.
7. Does the page include Latent Semantic Index keywords?
- Open [LSIGraph](#) and input the primary keyword



- Look for the 2-3 keywords that are most relevant to the topic of the page
- Use the "find" search box in your browser to check if the page includes those keywords

Check links on the page

8. Is the page free of broken links?
 - a. Use the *Check my links* Chrome extension to check for broken links. To do that, click on the extension and wait for the queue to reach zero.

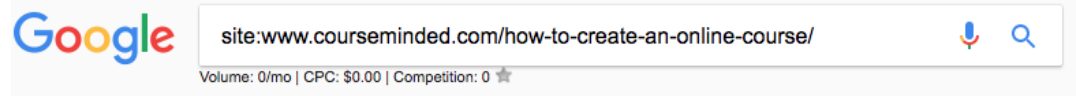


- b. If the “Invalid links” indicator shows a value of zero, then there are no broken links in the page.
 - c. If there are broken links in the page, the “Invalid links” indicator will show the number of broken links.

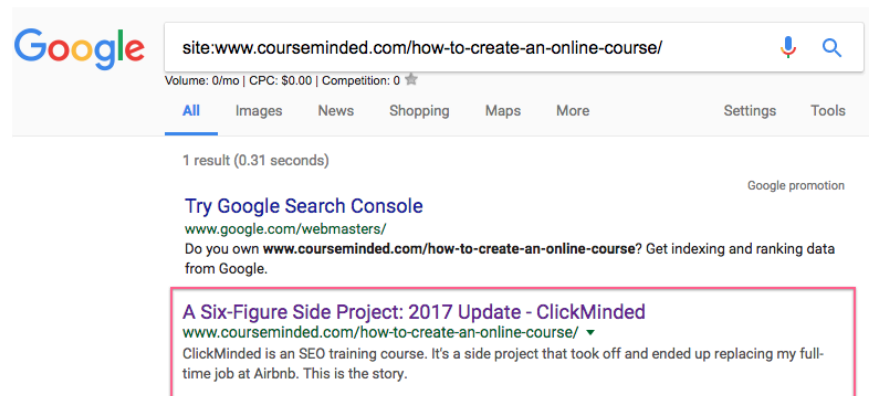
[Audit continues below]

□ Technical Optimization Audit

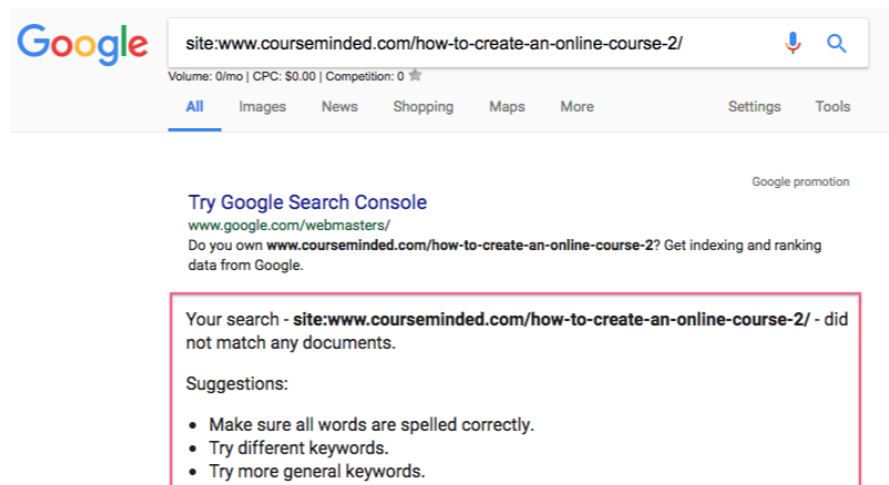
1. Is the page indexed?
 - a. Open [Google.com](https://www.google.com)
 - b. Type 'site:' followed by the page URL in the search box



- c. Hit "enter" and check the search results.
 - If the page is indexed, it will show up in the results

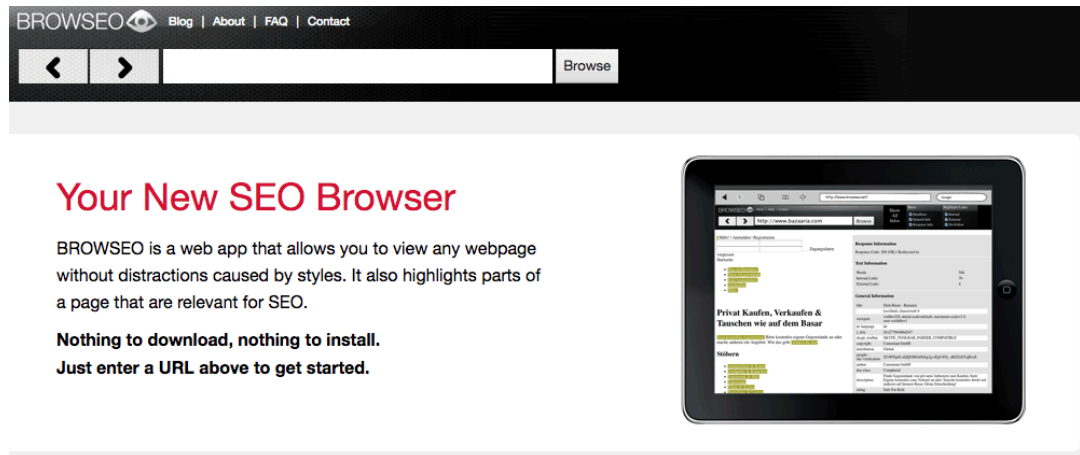


- If the page is NOT indexed, it will not show up in the search results



2. Does the page have enough crawlable content and is all of it accessible to search engines?

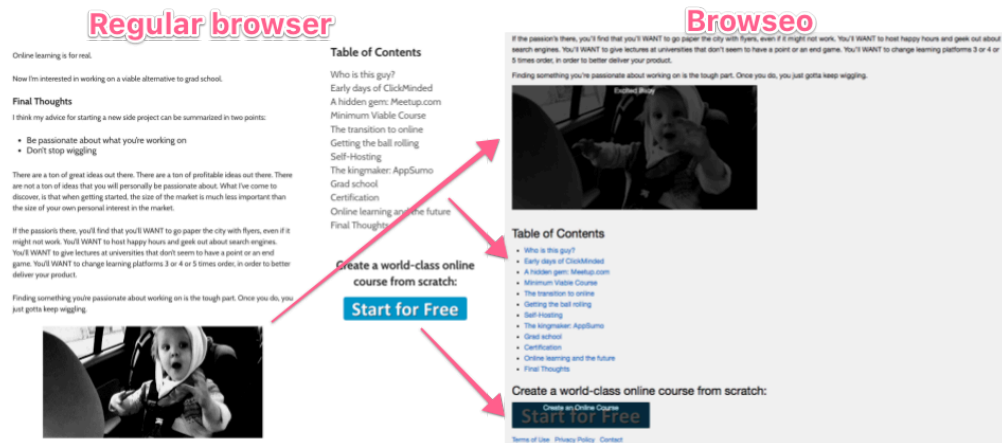
- a. Open [Browseo](#) and input the page URL



- b. Under “Text Information”, check that there are at least 100 words on the page

Text Information ?	
Words	3364
Internal Links	17
External Links	37
Nofollow Links	0

- c. Check that all of the content that you can see on the page is also visible to search engines (i.e. everything on the page also shows up on Browseo’s results)—it doesn’t matter if it doesn’t look the same or if it isn’t in the same order, Browseo doesn’t load the page styles.



3. Does the page load fast?

- a. Open [Google's PageSpeed Insights](https://developers.google.com/speed/pagespeed/insights/) tool and input the page URL

PageSpeed Tools > Insights

GUIDES REFERENCE SAMPLES SUPPORT

PageSpeed Insights



Make your web pages fast on all devices.

Enter a web page URL

ANALYZE

- b. Check that the page scores 70 or above for mobile devices. **Don't mind Google's classification for "Good", "Needs work", and "Poor."**

PageSpeed Insights

http://www.courseminded.com/how-to-create-an-online-course/



Mobile

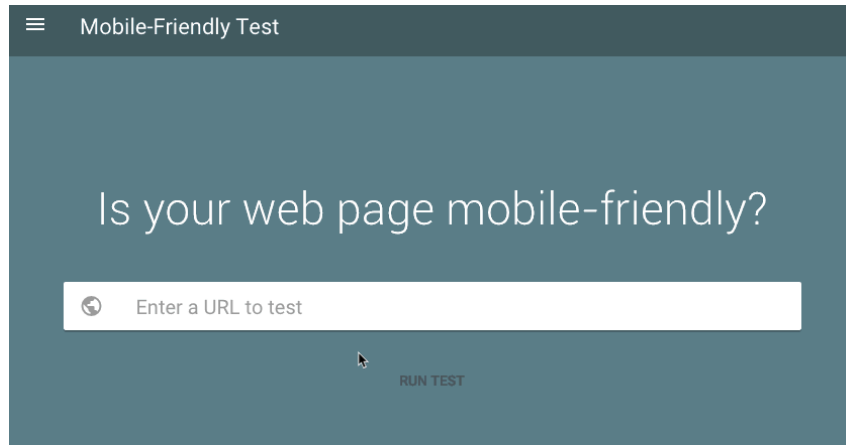


Desktop

Needs Work

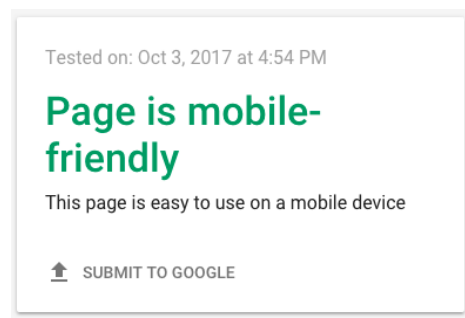
70 / 100

4. Is the page mobile-friendly/responsive?
- a. Open [Google's Mobile-Friendly Test](#) and input the page URL



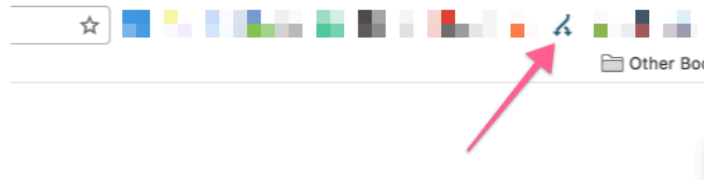
The screenshot shows the Google Mobile-Friendly Test interface. At the top, there is a header with a hamburger menu icon and the text "Mobile-Friendly Test". Below this, a large teal box contains the question "Is your web page mobile-friendly?". Underneath the question is a white input field with a globe icon on the left and the placeholder text "Enter a URL to test". Below the input field is a "RUN TEST" button.

- b. Check if the page is mobile-friendly in the results

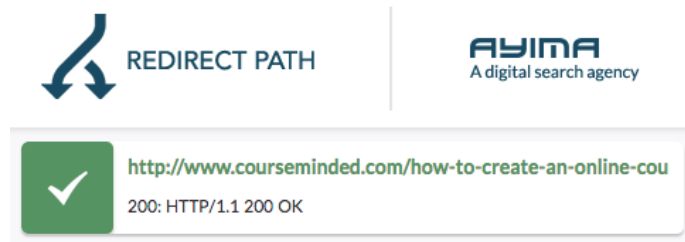


5. If the page URL free of redirect issues?

- Type the **exact** URL of the page in Chrome and load it
- Click on the Redirect Path Chrome Extension



- Check that the page loads **without** 302 redirects or redirect chains



- This is an example of a 302 redirect (not optimal)



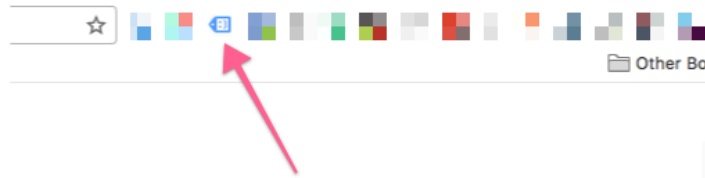
- This is an example of a redirect chain (more than 1 redirect - not optimal)



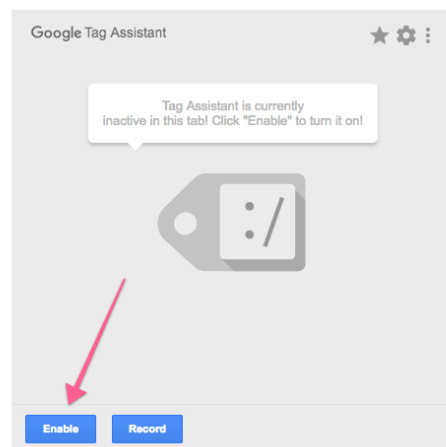
- Any other type of redirect that is not a 301 is also not optimal

6. Is Google Analytics properly tracking sessions on the page?

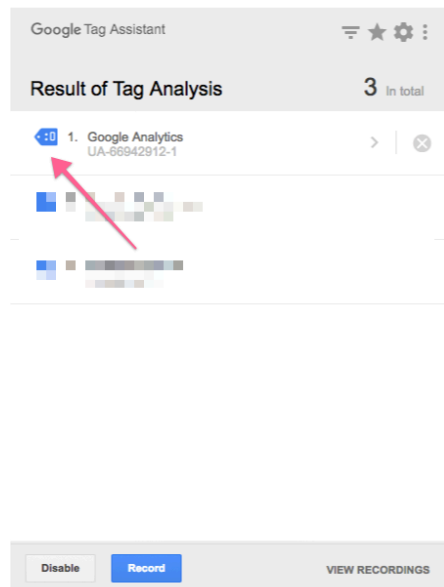
- a. Open the page URL using Google Chrome
- b. Click on the Google Tag Assistant Chrome Extension



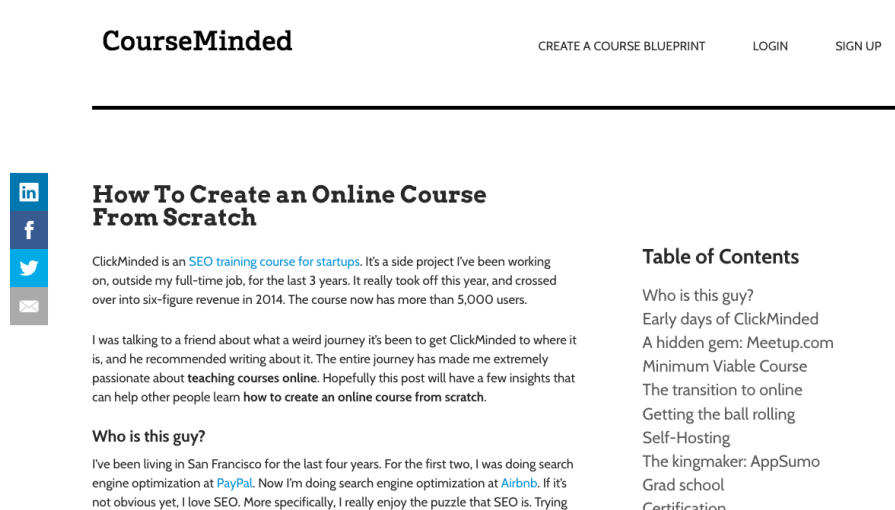
- c. Click on “Enable”



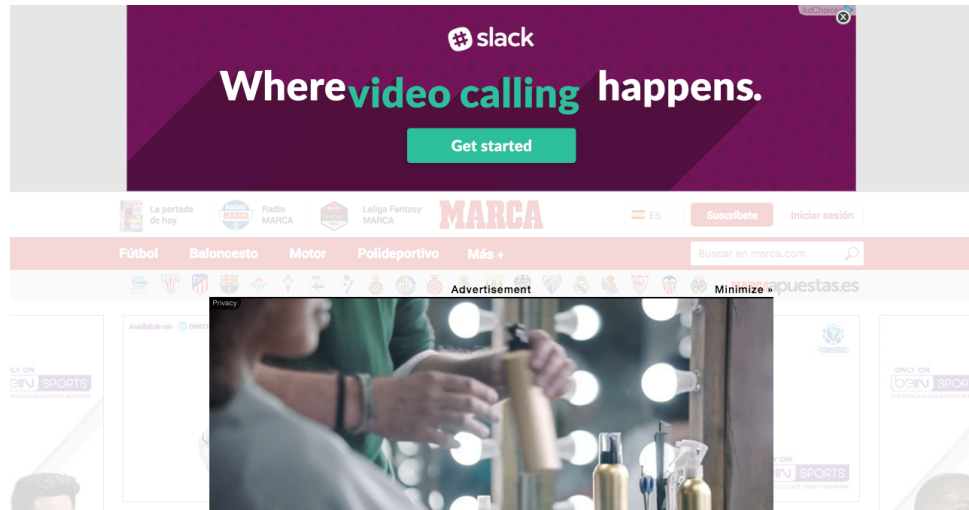
- d. Refresh the page and click on the Google Tag Assistant Chrome Extension again
- e. Check that Google Analytics is installed on the page and the icon next to it is either green or blue



7. If there are ads in the page, are they user friendly?
 - a. Check that any ads are **not** above the fold (i.e. the top area of the page that's visible when the page loads) and do not obstruct viewing the content of the page
 - Here's an example of a page without ads above the fold



- Here's an example of a page with a ton of ads above the fold and that obstruct viewing the content of the page

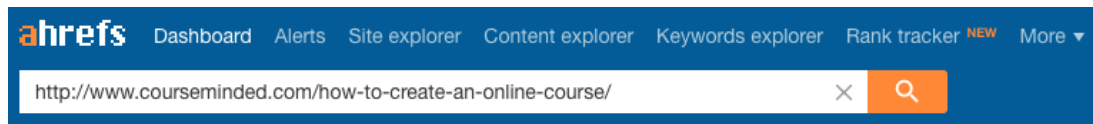


[Audit continues below]

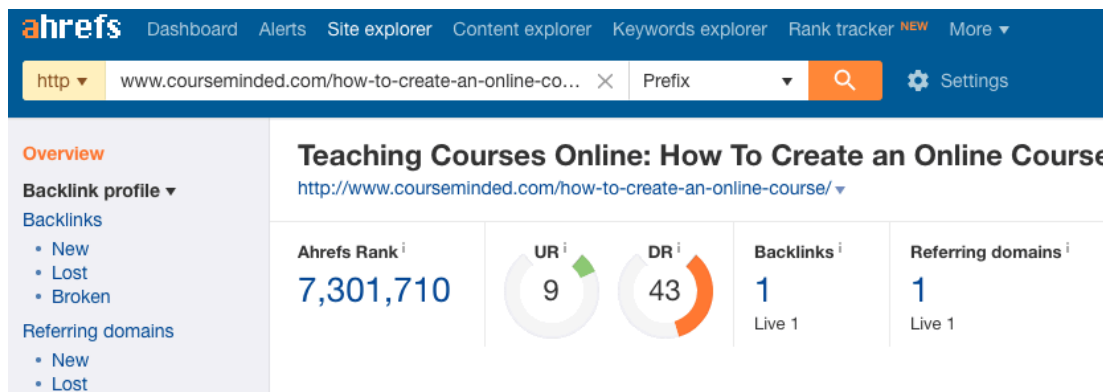
❑ Off-Page Optimization Audit

For the off-page optimization audit we will use ahrefs to find and analyze backlinks, but the same can be accomplished using tools like SEMRush, Open Site Explorer, or Majestic.

To start, open ahrefs and enter the page URL in the search box

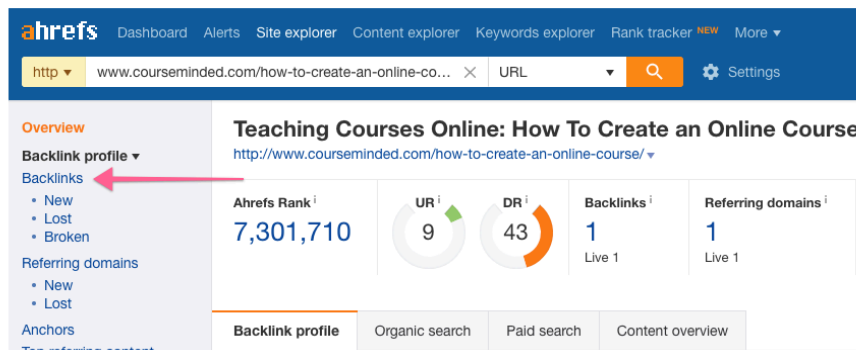


After searching, make sure that the selector next to the search box is set to “Exact URL”



Important: If there are no links to the page URL you are auditing, you can skip all of the following questions, mark them all as “Needs work” on the spreadsheet, and add a note mentioning “No backlinks.”

1. Do the backlinks come from trustworthy sites?
 - a. Click on the “Backlinks” option on the left sidebar



- b. Check that at least half of the backlinks come from sites with DR (domain ratings) above 30

Backlinks

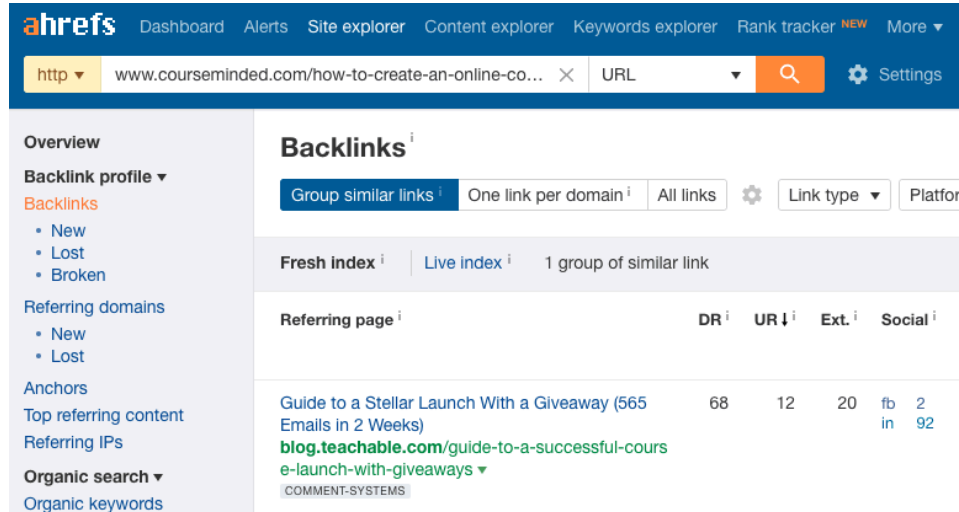
Group similar links | One link per domain | All links | Link type | Platform

Fresh index | Live index | 1 group of similar link

Referring page	DR	UR	Ext.	Social
Guide to a Stellar Launch With a Giveaway (565 Emails in 2 Weeks) blog.teachable.com/guide-to-a-successful-course-launch-with-giveaways	68	12	20	fb 2 in 92

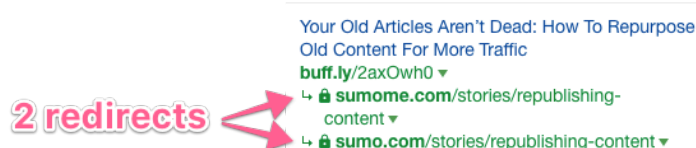
COMMENT-SYSTEMS

2. Are the backlinks from contextually relevant sites?
 - a. Stay in the “Backlinks” section and click on the top 10 links listed on the page to open those URLs

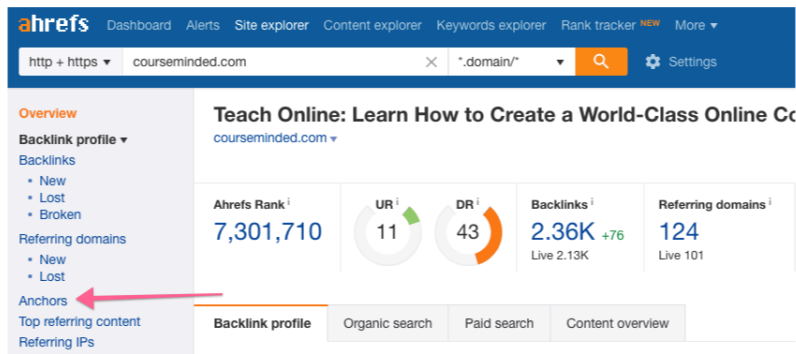


The screenshot shows the Ahrefs interface with the 'Backlinks' tab selected. The left sidebar contains navigation links: Overview, Backlink profile, Backlinks (with sub-links: New, Lost, Broken), Referring domains (with sub-links: New, Lost), Anchors, Top referring content, Referring IPs, Organic search, and Organic keywords. The main content area displays the 'Backlinks' report for the URL 'www.courseminded.com/how-to-create-an-online-co...'. It includes filters for 'Group similar links', 'One link per domain', and 'All links'. Below these are tabs for 'Fresh index', 'Live index', and '1 group of similar link'. A table lists referring pages with columns for 'Referring page', 'DR', 'UR', 'Ext.', and 'Social'. One entry is visible: 'Guide to a Stellar Launch With a Giveaway (565 Emails in 2 Weeks)' from 'blog.teachable.com/guide-to-a-successful-cours-e-launch-with-giveaways' with a DR of 68, UR of 12, Ext. of 20, and Social of 92.

- b. Check that the site linking back has a somewhat similar or relevant topic to the topic on the page you are auditing
 - Example of an contextually relevant site: A site about start a business or entrepreneurship or education linking to a page about creating an online course.
 - Example of a non-contextually relevant site: A site that sells construction equipment linking to a page about creating an online course.
 - c. At least 50% of the top 10 links should come from contextually relevant sites.
3. Are the backlinks NOT going through redirect chains?
- a. Stay in the “Backlinks” tab and check that no more than 20% of all backlinks pointing to the page go through more than 1 redirect (i.e. if there are 10 backlinks, only up to 2 links can go through more than 1 redirect)
 - This is how a redirect chain (more than 1 redirect) looks like under the “Anchor and backlink” column



4. Is anchor text distribution natural?
 - a. Click on the “Anchors” link in the left sidebar



- b. We will focus only on the “Anchor text” and the “Referring domains” columns

Anchorsⁱ

[Anchors](#) | [Terms](#) | [Terms 2 words](#) | [Terms 3 words](#) | [Terms 4 words](#) | [Link type](#) | [Search in results](#)











[Fresh index](#)ⁱ | [Live index](#)ⁱ | 76 phrases

Anchor text	Referring domains	/ dofollow	Referring pages
how to create an online course - courseminded	13 11%	13 14%	1,905 90%
how to create an online course	8 7%	7 7%	26 1%
courseminded	5 4%	5 5%	13 < 1%
developers create online courses	4 3%	4 4%	6 < 1%
http://www.courseminded.com/	6 5%	4 4%	4 < 1%
teach online	5 4%	4 4%	4 < 1%
courseminded online course scholarship	3 2%	3 3%	3 < 1%
courseminded scholarship	3 2%	3 3%	2 < 1%
the courseminded online course scholarship	3 2%	3 3%	4 < 1%

- c. Use cmd+F in a Mac or control+F on a Windows computer, to open the “Find” search box.
- d. Type the primary target keyword in the search box

create an online course 1/9

- e. Add up the percentages of the “Referring domains” column for Anchor texts that contain the exact primary target keyword (the find function should’ve highlighted them)

Anchor text ⁱ	Referring domains ⁱ
how to create an online course - courseminded	13 11% 
how to create an online course	8 7% 
courseminded	5 4% 
developers create online courses	4 3% 
http://www.courseminded.com/	6 5% 
teach online	5 4% 
courseminded online course scholarship	3 2% 
courseminded scholarship	3 2% 
the courseminded online course scholarship	3 2% 
www.courseminded.com	3 2% 

- f. The total percentage of referring domains linking with the exact primary target keyword should be lower than 50%.