

Enterprise SEO Audit Checklist

Issues to audit	What to check	Metrics
1. Keyword Targeting	Align content with target keywords used by your audience in Google searches. Avoid keyword stuffing to maintain content quality.	Search volume, keyword opportunities, relevance
2. Duplicate Content	Check for duplicate content and redundant pages.	Online presence
3. Crawlability and Indexability	Ensure site is navigable and fix crawlability blockers using Google Search Console.	Indexability
4. URLs	Evaluate and improve the structure and clarity of URLs, ensuring they include relevant keywords and reflect site hierarchy.	Search engine rankings, user experience
5. Canonical Tags	Implement canonical tags to guide search engines to the primary version of your content.	Search rankings integrity
6. Meta Descriptions	Optimize meta descriptions to use relevant keywords effectively, enhancing click-through rates from search results.	Search engine rankings, user experience
7. Heading Tags	Optimize heading tags (H1 to H6) for structure, readability, and keyword inclusion.	Organic search rankings

8. Internal Links	Optimize internal links to distribute page authority and guide users effectively through your site. Check for broken links.	User experience, SEO performance
9. Mobile-Friendliness	Ensure the site is optimized for mobile devices to meet Google's mobile-first indexing requirements.	Ranking factor, user experience
10. Page Speed	Optimize page speed using tools like Google's PageSpeed Insights.	User retention, competitive search engine rankings
11. Sitemap	Keep the sitemap up-to-date and correctly formatted to aid search engines in crawling and indexing your site efficiently.	Crawlability
12. Backlinks	Assess the quality and quantity of backlinks. Use tools to identify and disavow spammy links.	Search engine rankings
13. Content Quality	Evaluate and ensure the content is engaging, informative, aligned with user intent, and free from errors.	Search engine optimization
14. Images	Check all images for relevant and accurate Alt text to improve accessibility and SEO.	Accessibility, SEO

15. 4XX Status Codes	Identify and correct 4XX status errors, indicating pages inaccessible by users or search engine crawlers.	User experience, SEO
16. Structured Data	Implement and regularly validate structured data to enhance site visibility and enable rich results.	Site visibility, indexing
17. International Factors	Consider international SEO factors such as hreflang tags for language targeting and content localization. Optimize for regional search engine preferences.	Site relevance, performance in international markets
18. Competitor Analysis	Conduct a competitor analysis to understand their SEO strategies and identify strengths and weaknesses.	Keyword usage, content strategy, backlink profile, user experience
19. Core Web Vitals	Focus on Google's Core Web Vitals to assess user experience, including Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS).	User experience metrics