A Complete SEO Audit Checklist by iSKills Pakistan

Sr. No.	Checks	Grading	Tools Used For Analysis	Task Completed
A	**Niche Research**			
1	Have you selected a Niche with KD < 20?	Pass or Fail	Moz	☐
2	Have you fulfilled the minimum volume requirements for your keyword?	Pass or Fail	Keyword Everywhere	☐
3	Have you checked your keyword volume by using the Keyword Everywhere tool?	Pass or Fail	Keyword Everywhere	☐
4	Do your selected niche has at least 3 sites less than 20 DA on SERP?	Pass or Fail	Moz, SERP	☐
5	Are there any DMCA warnings on SERP?	Pass or Fail	SERP (Google)	☐
6	Have you checked the top 3 sites for organic proof against your keyword in ahrefs?	Pass or Fail	Sitemap Check	☐
7	Have you checked top sites with organic traffic?	Pass or Fail	Ahres/SimilarWeb/SemRush	☐
8	Are competitors getting traffic from your main Niche?	Pass or Fail	Ahres/SimilarWeb/SemRush	☐
9	Did you check Google Trend?	Pass or Fail	Google Trends	☐
10	Have you checked the intent of your Niche?	Pass or Fail	Google SERP / Competitors	☐
11	Do you truly have an idea about your niche intent?	Pass or Fail	SERP (Google)	☐
12	What is your niche? A micro or macro?	Pass or Fail	SERP (Google)	☐
B	**Keyword Research**			
1	Did you perform keyword research?	Pass or Fail	SEO Tools	☐
2	Did you group similar intent keywords?	Pass or Fail	Google	☐
3	Did you use Google Instant for Keyword Research?	Pass or Fail	Google	☐
4	Did you use ahrefs for Keyword Research?	Pass or Fail	ahrefs	☐
5	Did you use Google to understand the intent and similarity between multiple keywords	Pass or Fail	Google	☐
6	Did you explore competitors' sitemaps to gather keywords?	Pass or Fail	Competitors	☐
7	Are you sure your domain has no TM or copyright brand name?	Pass or Fail	Domain Registrar Check	☐
B.1	**Keyword Usage & Optimization**			
1	Use keywords naturally within the content.	Pass or Fail		☐
2	Avoid keyword stuffing.	Pass or Fail		☐

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Sr. No.	Checks	Grading	Tools Used For Analysis	Task Completed
3	Use keyword variations throughout your content.	Pass or Fail		☐
4	Focus on user intent when choosing keywords.	Pass or Fail		☐
5	Include long-tail keywords throughout the content.	Pass or Fail		☐
6	Set the main key phrase in the SEO title and meta description.	Pass or Fail		☐
7	Ensure keywords are aligned with user intent.	Pass or Fail		☐
8	Place focus keywords strategically within the article.	Pass or Fail		☐
9	Ensure keyword density is balanced.	Pass or Fail		☐
10	Use semantic keywords related to the main topic.	Pass or Fail		☐
C	**Site Setup & Article Design**			
1	Have you completed the overall Site Setup?	Pass or Fail	Manual Check	☐
2	Have you designed your article?	Pass or Fail	Manual Check	☐
3	Have you bought the domain and Hosting for your project?	Pass or Fail	Symbol Host/ Middle Host/Namecheap	☐
4	Have you connected Cloudflare with your site?	Pass or Fail	cloudflare.com	☐
5	Have you installed WordPress, and does the homepage open at abc.com?	Pass or Fail	https://httpstatus.io/	☐
6	Have you installed, gain access to all the themes provided by iSkills?	Pass or Fail	Consult Portal	☐
7	Have you installed all the necessary plugins to your site?	Pass or Fail	Consult Portal	☐
8	Have you created a privacy policy and contact us pages?	Pass or Fail	Watch Lecture Guidelines	☐
9	Are you using any cracked or nulled plugins?	Pass or Fail	Watch Lecture Guidelines	☐
10	Have you deleted null or cracked versions of plugins?	Pass or Fail	Watch Lecture Guidelines	☐
11	Does your article contain designed images and videos?	Pass or Fail	Watch On Page SEO lecture	☐
12	Are you using important keywords in Title, H1, H2?	Pass or Fail	Check with https://www.seoptimer.com/h1-checker	☐
13	Does your important keyword appear in the first paragraph?	Pass or Fail	Manual Check	☐
14	Are you using a table of contents on a lengthy page?	Pass or Fail	Table of Contents Plus Plugin	☐
15	Are you using a featured image for each of your posts?	Pass or Fail	Manual Check and customize with theme settings	☐
16	Are you using infographics in your post?	Pass or Fail	Manual Check	☐

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Sr. No.	Checks	Grading	Tools Used For Analysis	Task Completed
17	Have you properly inter-linked your articles?	Pass or Fail	Check in links report GSC/ Screaming Frog/Sitebulb	☐
18	Are you using any variation of your keyword in internal linking?	Pass or Fail	Manual Check	☐
C.1	**Internal & External Linking**			
1	Interlink related pages within your site.	Pass or Fail		
2	Use relevant anchor text for internal links.	Pass or Fail		
3	Place internal links within the first 4 paragraphs.	Pass or Fail		
4	Link to high-authority external sites.	Pass or Fail		
5	Use 'nofollow' for external links where necessary.	Pass or Fail		
6	Avoid orphan pages (unlinked pages).	Pass or Fail		
7	Use do-follow links for trusted external pages.	Pass or Fail		
8	Regularly fix broken links (404 errors).	Pass or Fail		
9	Avoid linking to pages with the same anchor text targeting the current page.	Pass or Fail		
10	Keep a balance between internal and external links.	Pass or Fail		
D	**Technical SEO Checks**			
1	Are you using Primary Protocols such as (HTTP / HTTPS)?	Pass or Fail	WP Basic Settings	☐
2	Does the site have a valid SSL certificate?	Pass or Fail	Most Crawling Tools	☐
3	Do all pages redirect from HTTP to HTTPS correctly?	Pass or Fail	Chrome / sslchecker.com	☐
4	Is an HSTS policy in place?	Pass or Fail	Most Crawling Tools	☐
5	Is your website mobile friendly?	Pass or Fail	securityheaders.com	☐
6	Does your site break and then load?	Pass or Fail	Google Mobile Friendly Test	☐
7	Are ALT tags being regularly used?	Pass or Fail	Visual / Fix the issue	☐

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8	Are you using WEBP format images?	Pass or Fail	Check with alt tag checker/sitebulb/screamingfrog	☐
9	Does your website have any CLS issues?	Pass or Fail	Check with /sitebulb/screamingfrog	☐
10	Have you installed Google Analytics?	Pass or Fail	Pageinsight	☐
11	Do you have MS Clarity installed?	Pass or Fail	gachecker.com	☐
12	Is Search Console set up and connected?	Pass or Fail	GA Debug Extension	☐
13	Have you connected Bing webmaster?	Pass or Fail	GSC	☐
14	Have you submitted Sitemap in GSC?	Pass or Fail	GSC	☐
15	Is there a sitemap.xml file?	Pass or Fail	cache:' in browser	☐
16	Have you performed Sitemap and Google Cache comparison?	Pass or Fail	Sitemap Check	☐
17	Are there any crawl errors in GSC?	Pass or Fail	Check Sitemap in GSC and site:in Google	☐
18	Are there any other errors in GSC?	Pass or Fail	Screaming Frog	☐
19	Are there any manual actions applied to your site in GSC?	Pass or Fail	Google / Visual	☐
20	Have you Track Top ranking keywords?	Pass or Fail	Google / Visual	☐
21	What are the Track top-ranking pages?	Pass or Fail	Serprobot	☐
22	Have you performed complete Internal redirects?	Pass or Fail	Ahrefs/semrush	☐
23	Have you performed Redirect chains & Redirect loops?	Pass or Fail	Screaming Frog	☐
24	Is Robots.txt present?	Pass or Fail	Screaming Frog	☐
25	Have you seen the Robots.txt review?	Pass or Fail	Visual	☐
26	Are pages being correctly blocked by Robots.txt?	Pass or Fail	Visual / SC	☐
27	Are pages being correctly blocked by Meta Robots?	Pass or Fail	Visual	☐
28	Have you submitted your site to Google & Bing?	Pass or Fail	Screaming Frog	☐
29	Does your page open under 3 seconds?	Pass or Fail	Bing Webmaster/GSC	☐
30	Have you optimized your core web vitals issue?	Pass or Fail	GTmetrix/pageinsight	☐
31	Have you fixed the text too small issue in GSC by the code shared in the group?	Pass or Fail	Pageinsight	☐
32	Does your homepage show all the important posts on your site?	Pass or Fail	GSC	☐
33	Have you created your navigational bar?	Pass or Fail	Visual	☐

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34	Is your footer optimized and has a disclaimer and contact us pages?	Pass or Fail	Visual	☐
35	Does your footer contain affiliate disclosure?	Pass or Fail	Visual	☐
36	Does your website have a unique About Us Page?	Pass or Fail	Visual	☐
E	**Schema Checks**			
1	Are you using Organization Schema on the Homepage?	Pass or Fail	Yoast/ RankMath/ Manual	☐
2	Are you using mobile application schema in apk site?	Pass or Fail	Rich Result Testing	☐
3	Are you using the item list schema for the Table of contents?	Pass or Fail	Rich Result Testing	☐
4	If your article contains FAQs are you using FAQ schema?	Pass or Fail	Rich Result Testing	☐
5	Are you using video schema for video embeds?	Pass or Fail	Rich Result Testing	☐
6	Use structured data (schema markup).	Pass or Fail	Rich Result Testing	☐
7	Implement proper canonical URLs to avoid duplicate content.	Pass or Fail	Rich Result Testing	☐
8	Set up breadcrumb navigation for better user flow.	Pass or Fail	Rich Result Testing	☐
9	Set up Google Search Console and submit your sitemap.	Pass or Fail	Rich Result Testing	☐
10	Add business schema for local businesses (if applicable).	Pass or Fail	Rich Result Testing	☐
11	Regularly audit your site for SEO issues.	Pass or Fail	Rich Result Testing	☐
12	Implement HTTPS for security.	Pass or Fail	Rich Result Testing	☐
13	Use a table of contents for longer posts.	Pass or Fail	Rich Result Testing	☐
14	Use proper schemas related to your content.	Pass or Fail	Rich Result Testing	☐
15	Use breadcrumb navigation for better UX and SEO			☐
F	**Content Audit**			
1	Have you crafted content strategy?	Pass or Fail	Manual planning	☐
2	Have you created any blog posts on your site?	Pass or Fail	WordPress	☐
3	Are you following KD below 20 for informational keywords and then for higher KD?	Pass or Fail	Visual	☐
4	Is your content perfectly optimized for user intent?	Pass or Fail	Moz+Keyword Everwhere	☐
5	Are you using the FAQ section at the end?	Pass or Fail	Google + Read Yourself	☐
6	Does your page word count enough for your user query satisfaction?	Pass or Fail	Visual	☐

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7	Have you covered almost everything Related to your Niche?	Pass or Fail	Wordcounter + Manual Serp Analysis	☐
8	Are you continuously updating your content?	Pass or Fail	Topic Clustering	☐
9	Are you adding content to right and relevant category?	Pass or Fail	Manual Analysis	☐
F	**User engagement & Content**			
1	Use multimedia (videos, infographics) to enhance engagement.	Pass or Fail		☐
2	Write content aligned with user search intent.	Pass or Fail		☐
3	Use bullet points for better readability.	Pass or Fail		☐
4	Offer value-adding, structured content to engage users.	Pass or Fail		☐
5	Make sure content is relevant to user queries.	Pass or Fail		☐
G	**Backlinks & Analysis**			
1	Have you started to create profile links for your site?	Pass or Fail	Link Building	☐
2	Are you creating official profiles for your website?	Pass or Fail	Ahrefs	☐
3	Have you started branding for your website?	Pass or Fail	Ahrefs	☐
4	How to do the branding of the site?	Pass or Fail	Start creating brand profiles with proper description, logo and url of your site on FB, Twitter, Instagram, mix etc consult knowem.com for a list	☐
5	Have you made at least 50 profile links?	Pass or Fail	GSC	☐
6	Have you started creating blog comments for your site?	Pass or Fail	Visual / Ahrefs	☐
7	Does the page for blog commenting and profile have less than 5 OBL?	Pass or Fail	Ahrefs	☐
8	Are you using relevancy in making your links?	Pass or Fail	Ahrefs	☐
9	Does the majority of your links in the beginning point to the homepage?	Pass or Fail	Ahrefs	☐
10	Are the links to the homepage at least 60%?	Pass or Fail	Ahrefs	☐
11	Have you internally linked all the pages again to your best-performing pages?	Pass or Fail	Ahrefs	☐
12	Have you started doing email outreach?	Pass or Fail	Email with abc@yourdomain.com	☐
13	For better email conversion, are you pitching your blog posts?	Pass or Fail		☐
14	Have you internally linked those blog posts with your main pages?	Pass or Fail	Ahrefs	☐

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Sr. No.	Checks	Grading	Tools Used For Analysis	Task Completed
15	Are you taking Niche Edits and Guest Posts?	Pass or Fail	Email	☐
16	Does your anchor text ratio contain the highest ratio of the brand, naked URL?	Pass or Fail	Ahrefs	☐
17	Are you using exact match keyword to 2% ratio and partial match to 5%?	Pass or Fail	ahrefs	☐
18	Have you also analyzed your competitor's anchor text and improved yours?	Pass or Fail	Ahrefs/ GSC	☐
19	Is your traffic links ratio appropriate?	Pass or Fail	ahrefs	☐
20	Do you also update your content pages for improvements?	Pass or Fail	GSC	☐
21	Have you applied Nandla Strategy?	Pass or Fail	Manual	☐
22	Have you found any relevant expired domain for 301? (optional)	Pass or Fail	Manual	☐
23	Have you applied for softrank on your website?	Pass or Fail	Manual	☐
24	When should I apply the nandla strategy?	Pass or Fail	For software, download & tech site you can use it in the start but it is always recommended in the following pattern branding>profile links>comments & profile> guests posts> niche edits> nandla strategy > soft rank> 301 redirects	☐
25	How to shortlist sites for Niche Edits & Guest Posts?	Pass or Fail	Traffic is the best guess, check top pages look for fishy keywords some site owners use to fabricate traffic stay away from it. Take a link from relevant page.	☐
26	Can I take the link from the "WRITE FOR US" sites?	Pass or Fail	Not recommended, but if your competitors have presence there and the site has strong metrics then there is an exception.	☐
27	Which is the safest anchor text strategy?	Pass or Fail	Brand>Naked>Partial Match>Exact match	☐

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28	Do you want to redirect an expired domain to my site?	Pass or Fail	Expired domain relevancy is important, check referring domains and backlinks ratio, anchor text and everything then redirect it to the relevant page.	☐
29	Which page should get the most links?	Pass or Fail	To always stay on top, make 60-70% of links to your homepage and after sometime when your important pages bump up then make links to them.	☐
30	Where should I find links to replicate?	Pass or Fail	From your competitors try to replicate their links with long description.	☐
31	How many links will I need for a page to rank?	Pass or Fail	Do competitor analysis.	☐
32	How to make an effective backlink?	Pass or Fail	Your backlink should be relevant as much as possible and this way with less no of links you can outrank competitors.	☐
G	**Mobile & User Experience**			
1	Focus on user-friendly, easy-to-navigate page structure.	Pass or Fail		☐
2	Ensure mobile-friendly design.	Pass or Fail		☐
3	Minimise page load time.	Pass or Fail		☐
4	Utilize caching plugins for speed optimization.	Pass or Fail		☐
5	Test your website's speed using tools like GTmetrix or Google page speed tool.	Pass or Fail		☐
6	Ensure no more than 3 clicks to any page from the homepage.	Pass or Fail		☐
7	Add social sharing buttons.	Pass or Fail		☐
8	Avoid using multiple H1 tags on a single page.	Pass or Fail		☐
9	Use clear call-to-action buttons.	Pass or Fail		☐
10	Regularly test the mobile-friendliness of your website.	Pass or Fail		☐
11	Test website performance on various mobile devices.	Pass or Fail		☐
12	Minimize the use of flash or outdated plugins.	Pass or Fail		☐

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13	Ensure buttons and links are easily clickable on mobile devices.	Pass or Fail		☐
14	Regularly monitor mobile usability issues.	Pass or Fail		☐
H	**Website Speed & Performance**			
1	Minimize JavaScript and CSS blocking above-the-fold content.	Pass or Fail		☐
2	Compress images to improve page load speed.	Pass or Fail		☐
3	Use a content delivery network (CDN) to serve content faster.	Pass or Fail		☐
4	Minimize the use of plugins to avoid slow load times.	Pass or Fail		☐
5	Improve dwell time by offering valuable content.	Pass or Fail		☐
6	Use browser caching to enhance load times.	Pass or Fail		☐
7	Regularly test website speed.	Pass or Fail		☐
8	Choose lightweight themes or templates.	Pass or Fail		☐
9	Enable lazy loading for images.	Pass or Fail		☐
10	Use asynchronous loading for scripts.	Pass or Fail		☐
H	**Social Sharing & Proof**			
1	Add social sharing buttons to posts and pages.	Pass or Fail		☐
2	Use social proof (testimonials, reviews) to build trust.	Pass or Fail		☐
3	Encourage user interaction through comments.	Pass or Fail		☐
4	Ensure images are optimized for social sharing.	Pass or Fail		☐
5	Use Open Graph tags to control how content is displayed on social platforms.	Pass or Fail		☐
J	**Security & Trust**			
1	Implement SSL/HTTPS across the site.	Pass or Fail		☐
2	Display trust signals like security badges.	Pass or Fail		☐
3	Use CAPTCHA to prevent spam comments.	Pass or Fail		☐
4	Ensure personal data collection complies with GDPR or relevant regulations.	Pass or Fail		☐
5	Regularly update plugins to maintain security.	Pass or Fail		☐
K	**Other SEO Best Practices**			

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1	Regularly update outdated content.	Pass or Fail		☐
2	Set up 410 redirects for any removed pages.	Pass or Fail		☐
3	Avoid thin content (low word count).	Pass or Fail		☐
4	Optimize your website's taxonomy (categories/tags).	Pass or Fail		☐
5	Use jump links/TOC where necessary.	Pass or Fail		☐
6	Monitor bounce rates and adjust content accordingly.	Pass or Fail		☐
7	Test and optimize for different screen resolutions.	Pass or Fail		☐
8	Use relevant categories and tags for all posts.	Pass or Fail		☐
9	Avoid over-optimization that may result in penalties.	Pass or Fail		☐
10	Ensure all pages are indexed correctly by search engines.	Pass or Fail		☐
L	**Analytics & Tracking**			
1	Set up Google Analytics for tracking.			☐
2	Monitor search performance in Google Search Console.			☐
3	Analyze user behaviour using heatmaps eg, Clarity or yandex analytics			☐
4	Set up goals and conversions tracking.			☐
5	Monitor high bounce rates and address them.			☐
M	**Error Monitoring**			
1	Regularly check for 404 errors.			☐
2	Fix broken links or redirect them to relevant pages.			☐
3	Use tools to monitor website uptime.			☐
4	Address server errors that may affect crawling.			☐
5	Use robots.txt file to block unnecessary pages.			☐
N	**Voice Search Optimization**			
1	Use natural, conversational phrases in content for voice search.			☐
2	Optimize for long-tail, question-based keywords.			☐
3	Include featured snippets and concise answers to common queries.			☐

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4	Ensure mobile-friendly design for voice search users.			☐
5	Focus on local SEO for voice search optimization.			☐
O	**E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)**			
1	Ensure content is fact-checked and credible.	Pass or Fail		☐
2	Display author information and credentials.			☐
3	Link to authoritative sources.			☐
P	**Content Freshness**			
1	Regularly update old blog posts.	Pass or Fail		☐
2	Add new content to keep the site fresh.			☐
3	Monitor content performance and optimize underperforming pages.			☐
4	Ensure dates on posts are accurate.			☐
5	Repurpose old content into new formats (infographics, videos).			☐
Q	**Local SEO Optimization**			
1	Set up a Google My Business profile.			☐
2	Include your business's name, address, and phone number (NAP) on the site.			☐
3	Ensure NAP is consistent across all online platforms.			☐
4	Add location-based keywords in your content.			☐
5	Optimize your site for mobile users.			☐
R	**Reviews & Testimonials**			
1	Encourage customer reviews for your business.			☐
2	Display testimonials on important pages.			☐
3	Use structured data for reviews.			☐
4	Ensure reviews are honest and transparent.			☐
5	Address negative reviews promptly.			☐

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S	**Multimedia Optimization**			
1	Add relevant videos to increase engagement.			☐
2	Use video schema to improve search visibility.			☐
3	Optimize video file sizes for faster loading.			☐
4	Include transcripts for video content.			☐
5	Host videos on platforms like YouTube or Vimeo for external traffic.			☐
S	**FAQ Section**			
1	Add a frequently asked questions (FAQ) section to pages.			☐
2	Use FAQ schema to improve search engine visibility.			☐
3	Ensure FAQ content is relevant to user queries.			☐
4	Make FAQs easy to navigate with internal links.			☐
5	Update FAQs based on common user concerns.			☐
6	Clear and to the point answer of FAQs			☐
				☐
	Website SEO Health Checklist			
1	Make sure you have completed the overall Site Setup			☐
2	Check if your site have all important pages done			☐
3	Does your homepage show all the important posts on your site?			☐
4	Don’t block important URLs and check for them after every update			☐
5	Standardized URL structure			☐
6	Maintain content quality and don't compromise on it			☐
7	Use rel = canonical tags where necessary			☐
8	Check for 4xx & 5xx errors periodically and fix them			☐
9	Look for redirect chains and fix longer ones			☐
10	Do Crawl depth analysis and decrease it			☐
11	Check for internal links and verify the target is right			☐

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12	SSL stability - Check for SSL and verify all pages have HTTPS			☐
13	Disavow spammy backlinks and make authority links			☐
14	Check for site speed and improve it.			☐
15	Make sure all plugins and CMS are up to date			☐
16	Make sure HTML, CSS codes, js files and are streamlined and minified for better speed			☐
17	Check every link is functional			☐
18	Check for duplicate metas (title, meta description) periodically			☐
19	Check for response codes and look for unusual codes and fix them			☐
20	Verify All media is optimized for SERPs			☐
21	Run mobile friendliness test and fix it if has errors			☐
22	Setup downtime monitor to cross-check the performance			☐
23	Make sure CDN and check if it is working fine (If you have cdn setup)			☐
24	Look for Broken Links and implement a solution with strategy			☐
25	Eliminate 3rd Party Scripts as much as possible			☐
26	Reduce Web Page Size and ensure your site is mobile-friendly			☐
27	Audit for keyword cannibalization			☐
28	Check if your site have proper XML sitemaps			☐
29	Set standard robots.txt rules			☐
30	Site Redirects To Perferred Version			☐
31	Remove any cracked or nulled plugin from your site			☐