

## *Shawn the SEO Geek's*

# SEO AUDIT CHECKLIST

### STRATEGY

- Is your keyword mix a blend of long tail & Head Terms?
- Are your pages broken down into targetable categories?

### ON PAGE OPTIMIZATION

- Are all of your Title Tags original and under 65 characters?
- Are your Description Tags Original, under 156 Characters, and including Call to Action?
- Do your targeted pages have at least a paragraph of content?

### AUTHORITY BUILDING

- Have you linked to your website from Social Media?
- Are there local business opportunities for links?

### TECHNICAL

- Is your load time 3 seconds or less?
- Do you have any 3xx or 4xx errors in your crawl?
- Did you include Robots.txt & XML Sitemap?

### TOOLS & RESOURCES

Crawl Your Site: [Screaming Frog](#)

Test Your Page Speed: [GT Metrix](#)

Learn the Basics of SEO:  
[SEO: Beginner to Pro](#)

