**Template for a SEO Audit**

**The web structure**

* How many domains does the company have? For how long have they been bought? (It is recommended that they are at least valid for 2 years)

You can check this with the browser extension SEOquake.

* Is there an error page with links to most important sections of the website?
* Do the URLs include the main keywords?
* Does the menu include the main keywords?
* Are there a sitemap and a robots file?
* Have similar domain names been bought, so as to protect the brand name?
* Is the Google Analytics tracking inserted into the website? You can check it by doing a right click on the page and then clicking on “View source”. Then, you can search for “UA”, which is usually how the Google Analytics accounts are named.

**The website content**

* Do the H1 tags include the keywords? You can find that out by doing a right click on the page, clicking on “view page source” and then searching for the H1.
* Are the metatags seo-friendly? Do they contain the main keywords?
* Are there internal links?
* Is there enough content about the main products?
* Do the alt texts include the main keywords according to the image?
* Is there a keyword strategy in place, with new, more business-relevant keywords?
* How is the keyword density of the main keywords?
* Is there a blog on the website?
* Are there monthly reports of Google Analytics?

**External links**

* Are there social media profiles? Is the content of the website being promoted over social media with links to specific sections of the website?
* Are there enough links pointing to the website? Are these links relevant and of good quality?