

Short SEO Audit

Target Site: _____

Domain Authority: _____

Page Authority: _____

Analytics installed: Yes / No

Place view-source: before the url. Then command+F (Mac) or CTL+F (PC), search for analytics

To download Moz Toolbar visit moz.com/tools/seo-toolbar

URL -

Cannonicalisation:

Search non www. and www. /index

Keyword Use (60 characters):

MOZ toolbar

Other:

Meta -

Page Titles (70 characters):

MOZ toolbar

Meta Description (150 characters):

MOZ toolbar

Alt Tags:

MOZ toolbar

Look & Feel -

General Site:

Navigation:

Other:

Content -

H Tags:

MOZ toolbar

Duplicated Content:

Search content with “ “

Other:

Social Links -

Facebook: Yes / No

Twitter: Yes / No

Google Plus: Yes / No

LinkedIn: Yes / No

Other: _____

General -

404 page present: Yes / No

Search for a page that doesn't exist

Site-Map: Yes / No

No. Back Links: _____

Majesticseo.com or backlinkwatch.com

Pages indexed: _____

Type site: in front of full URL

Search Engine -

Brand Terms:

Your Brand / de-personalised search

Head Terms:

Your main search terms

Long Tail Terms:

Specific service or product search

Mobile -

Does The Site Work On Mobile: Yes / No

Notes -

If you have questions regarding the audit please do not hesitate to contact me at lee@sleepinggiantmedia.co.uk or alternatively on 01303 240715.

