

# SEO Audit Checklist

## 1. Crawlability and Indexation

- Check the indexation status of the domain
- Analyze internal navigation and site structure
- Evaluate error pages and sitemap
- Identify any external navigation issues

## 2. Meta Tags

- Ensure no empty title or description tags
- Detect any duplicate title or description tags
- Assess if tags are too vague or unclear
- See if there are any unnecessary or damaging meta-tags
- Look for other issues related to meta tags

## 3. Content

- Confirm there's no internal duplicate content
- Inspect if there's any hidden content or content spam issues
- Evaluate author pages and recipe pages
- Identify any other areas for content optimizations



## 4. Website Performance

- Implement image optimization
- Check integration with performance-boosting tools like Cloudflare
- Evaluate and improve page speed

## 5. Link Profile

- Evaluate the quality and diversity of backlinks
- Analyze the ratio of individual links to referring domains
- Check domain authority and trust ranking
- Identify potentially toxic domains and remove them if necessary
- Recommend link building strategies for future SEO improvement