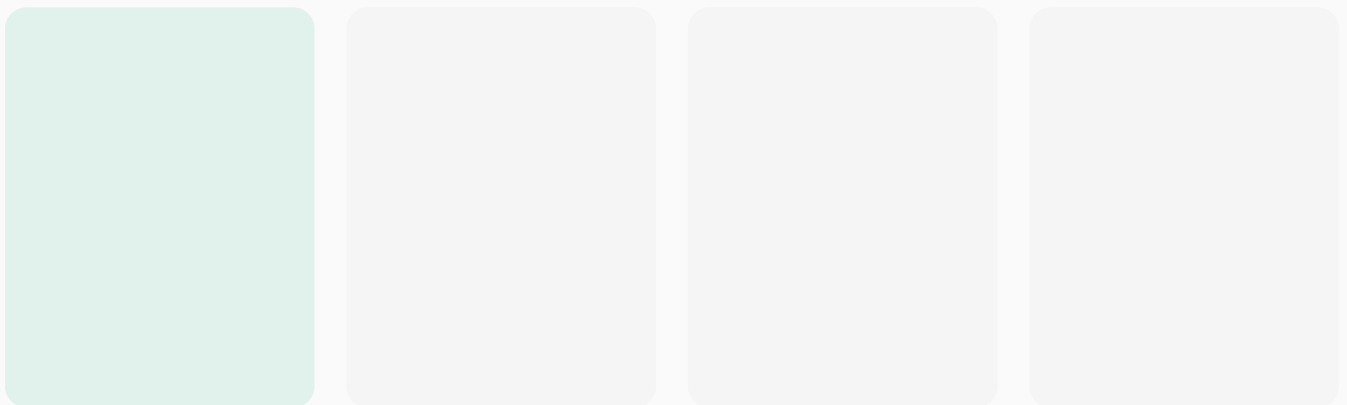


SEO audit checklist

Every check in the audit, in the order we run them.



01

Overview

The examples are drawn from real briefs, with client details removed. Dates and owners are left blank on purpose, so the template can be reused. Nothing here depends on a particular tool, so it travels between teams. Each page is written to be read on its own, without the pages around it.

The checklist at the end is the version we use on live projects. The appendix lists every source, with the date it was last checked. Each page is written to be read on its own, without the pages around it. Use the sections in order the first time, then return to the ones your team needs.

Where a number moved, the note beside it says what moved it. The examples are drawn from real briefs, with client details removed. Each page is written to be read on its own, without the pages around it. Every figure in this document comes from the last four quarters of reporting.



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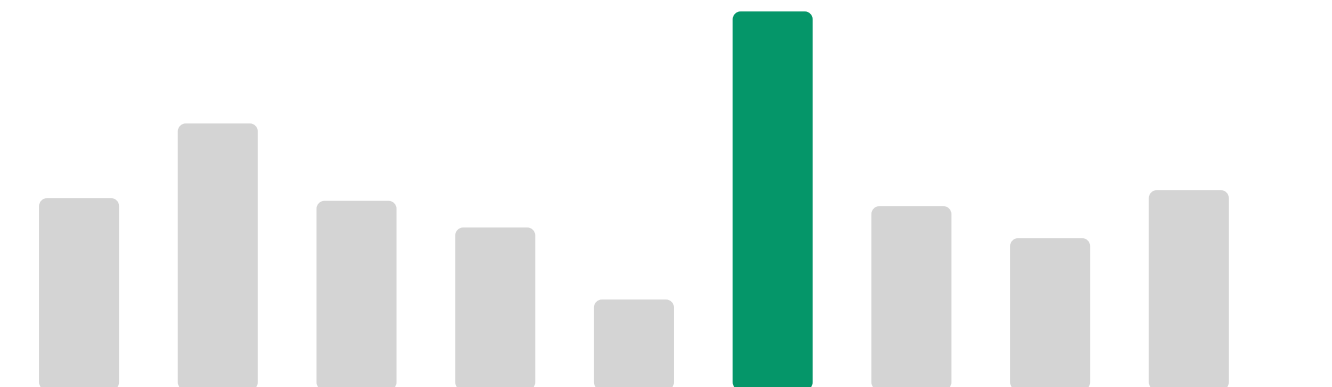
02

What changed

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03

How to use it

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