



# SEO Audit Checklist 2025



Quick steps to see  
how your website  
performs before  
ordering a full  
audit.



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## Section 1 – Quick Technical Checks

1. Run your site through PageSpeed Insights (<https://pagespeed.web.dev>)
  - Aim for 80+ score on mobile.
2. Check mobile-friendliness (<https://search.google.com/test/mobile-friendly>)
3. Make sure HTTPS works on every page.
4. Test all main links and navigation.
5. Verify your site in Google Search Console.



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## Section 2 – On-Page SEO Essentials

6. Every page should have one H1 heading.
7. Add meta titles under 60 characters and meta descriptions under 160.
8. Use short, keyword-rich URLs.
9. Add alt text to all images.
10. Check internal links point to relevant pages.



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## Section 3 – Content & User Experience

11. Keep each service or blog post 600+ words.
12. Use clear subheadings (H2/H3).
13. Break long paragraphs into short blocks.
14. Add one clear call-to-action per page.
15. Make sure fonts and colours are consistent.



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## Section 4 – Bonus Checks (Authority & Visibility)

16. Search “site:yourdomain.co.uk” on Google – check what pages show.

17. Run a free backlink check on <https://ahrefs.com/backlink-checker>.

18. Submit your sitemap.xml to Google and Bing.

19. Set up a free business listing (Google Business Profile).

20. Check that your contact details appear on every page.



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## Section 5 – Next

### Step CTA

Need help interpreting your results?

Request a full SEO Audit at  
[digitalbyalan.co.uk/seo-audit-services/](https://digitalbyalan.co.uk/seo-audit-services/)

You'll get a detailed report, screenshots, and fixes prioritised by impact.

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