



The purpose of website audit is to uncover the reasons why your site is not performing well on the search engine page results and missing the potential conversions. Through my experience, I can provide you some valuable suggestions to boost your organic traffic by taking the right actions.

Let me start with the basic audit essentials! This is the simple checklist with which you can effectively perform the website audit in 2020 and beyond!

## **Basic**

- I have installed Google Analytics
- I have uploaded robots.txt file
- I created the sitemap and submitted in Google Search Console
- My site is responsive and mobile-friendly
- All pages and blog posts have a keyword-optimized title and meta description.
- My site contains About us, Contact us and Disclaimer pages
- I provided simple and effective navigation menu for my readers
- The CSS & JavaScript files are minimized
- SSL certificate is enabled
- My site is W3C compliant

You may use [Seoptimizer](#) to check the above basic technical SEO factors.

## **Security**

- I'm using a reliable hosting that supports managed security with dedicated firewalls.
- My site performs regular backups that can be restored within 24 hours.
- All the plugins have been updated with the recent version.
- I have changed the login URL of my site.
- I have ensured that the installed plugins are less vulnerable (Check Latest plugin vulnerability - [Wpvulndb](#))

## Speed

- The loading speed of my site is superfast (Less than 2 secs)
- I'm not using any heavy WordPress plugins
- I'm optimizing the images (Use - [Tinypng](#))
- The server response time is excellent (Use - [Bitcatcha](#))
- I have integrated the CDN to my website

## UX (User Experience)

- I'm using a heatmap to understand the user behaviour (Use - [Hotjar](#))
- My site has easy-to-read font type
- I'm not using any irritative Popups or Advertisements
- My site contains a search option to find out a specific information
- All the call-to-action practices are crystal clear

## Google Analytics

- I'm checking Daily/Monthly Visitors ( *Home > Acquisition > Channels*)

- I'm looking at Returning Visitors (*Home > Audience > Behaviour > New vs Returning*)
- I always see the Speed Score (*Home > Behaviour > Site Speed > Speed Suggestions*)
- I'm having an eye on my Bounce Rate
- I compare current month traffic with last month traffic

### Google Webmaster Tools

- No security issues
- No crawl errors & crawl rate
- No sitemap issues
- No mobile usability issues
- No manual actions
- No blocked resources
- No pages blocked by Robots

### Keyword Analysis

- On-page SEO is excellent (Use [Rank Math](#))
- The pages/posts are not targeting the same keyword
- I aware of the top-performing pages
- I'm doing the content gap analysis (Use [Ahrefs](#))
- My ranking keywords are

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## Competitor Analysis

Use SEMRush to do the competitor analysis!

- Check Keyword Gap
- Check Backlink Gap

### Competitor #1:

Ranking Keywords

Backlink Opportunities

### Competitor #2:

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Ranking Keywords

Backlink Opportunities

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## Additional Audit Tips

[Website Grader](#) - Use this site to find out and fix the site issues.

[Moz](#) – Use Moz tool to know the DA of your website as it is considered as a reputation of your website.

[Screaming Frog SEO Spider](#) – Use this tool to identify the 404, Canonical Errors & Keyword cannibalization. Use the same tool to check the search engines are able to index your site pages.

[SEMRush](#) – Use SEMRush to have a look at your backlink profile.

[MobiReady](#) – Use MobiReady to test the site performance on mobile devices.

[GSC](#) – Use Google search console to know the inbound links and disavow the irrelevant links