

ALKALI

SEO Audit Checklist

A working audit for someone who owns a B2B website and is not an SEO. Five sections, in the order that finds the expensive problems first. Most rows name the exact tool and where to look, so you can run this without a specialist.

How to use it: work top to bottom and assign an owner to every row. Anything you cannot check yourself goes on a list for whoever runs your site. A row you skip is a row you are guessing on.

SECTION 1 Indexing: can Google see the site at all

If pages are not indexed, nothing else on this list matters yet.

DONE	TASK	OWNER	DATE
☐	Search Google for site:yourdomain.com. Compare the page count to what you expect. A large gap either way is the first finding.		
☐	Open Google Search Console. If nobody at the company has access, recovering it is task one.		
☐	In Search Console, check Indexing > Pages for the list of pages excluded from the index, and read the stated reasons.		
☐	Confirm the sitemap at /sitemap.xml loads and has been submitted in Search Console.		
☐	Check robots.txt is not blocking sections you want found. Look for Disallow lines covering real content.		
☐	Spot-check five important pages for a noindex tag: view source and search for the word noindex.		

SECTION 2 Content: do pages match what buyers search

DONE	TASK	OWNER	DATE
☐	List the five phrases a buyer would use to find you. Search each. Note where you rank and which of your pages appears.		
☐	Check the homepage says what the company does and who it is for in the first screen, in plain words.		
☐	Confirm every service or capability you sell has its own page rather than a bullet on one page.		
☐	Check each important page has a unique title tag naming the thing it sells, not just the company name.		
☐	Look for pages competing for the same phrase. Two pages half-targeting one query usually both lose.		
☐	Confirm your proof is on the page: named clients, certifications, real projects a buyer can verify.		

SECTION 3 Technical basics

DONE	TASK	OWNER	DATE
☐	Run the homepage and one key page through Google PageSpeed Insights. Record the mobile score.		
☐	Load the site on a phone. Check the text is readable and the tap targets		

DONE	TASK	OWNER	DATE
	are usable without zooming.		
☐	Confirm the site serves on https and the padlock shows. Type the http:// version and check it redirects.		
☐	Click through the main navigation and note any page returning an error or an empty template.		
☐	Check both www and bare domain resolve to one address rather than serving two copies of the site.		

SECTION 4 Links

DONE	TASK	OWNER	DATE
☐	In Search Console, open Links and note the top linked pages and top linking sites. Look for anything you do not recognise.		
☐	Check your most important pages are linked from the homepage or navigation, not buried three levels deep.		
☐	Click the links inside your five most-visited pages and note any that 404.		
☐	Confirm your Google Business Profile, and any directories you control, link to the correct current address.		

SECTION 5 Measurement

DONE	TASK	OWNER	DATE
☐	Confirm analytics is installed and someone at the company can log in to it.		
☐	Check form submissions or quote requests are tracked, not just page views. Test one and watch for it.		
☐	Record baseline numbers today: impressions, clicks, and average position from Search Console. Improvements only mean something against a baseline.		

Reading the results: fix indexing problems first, then the pages that are close to ranking (positions 5 to 30 in Search Console), then speed. Cosmetic changes come last. If Section 1 turned up real problems, that is the moment to bring in a specialist rather than working further down the list.