



MODULE 01 // SEO FRAMEWORK

# **FIND THE SEO ISSUES HOLDING BACK YOUR WEBSITE**

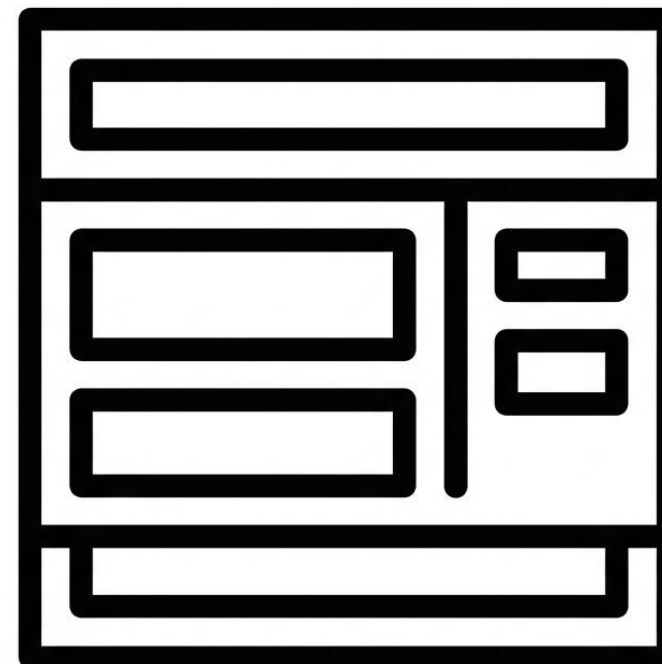
A step-by-step audit checklist used by professional SEO agencies to uncover technical, content, and authority gaps.

# 1. TECHNICAL SEO

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Technical SEO forms the foundation of your website. Ensure search engines can crawl, index, and render your pages flawlessly.

- HTTPS Enabled & Secure
- XML Sitemap Optimized
- Robots.txt Configured
- Canonical Tags Implemented
- 404 Errors Resolved
- 301 Redirect Chains Fixed
- Page Speed Optimized
- Core Web Vitals Passing
- Mobile Friendly / Responsive
- Broken Links Removed





## 2. ON-PAGE SEO

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✓ Page Titles (Under 60 chars)

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✓ Header Tags (H1, H2, H3 structure)

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✓ Image Alt Tags (Descriptive)

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✓ Content Length & Depth

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✓ URL Structure (Clean & Short)

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✓ Meta Descriptions (Actionable)

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✓ Internal Links (Contextual)

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✓ Keyword Optimization (Primary/LSI)

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✓ Duplicate Content Removed

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# 3. CONTENT SEO STRATEGY

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## QUALITY & INTENT

Ensure content directly answers the user's search query.

Blog Quality Review

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Search Keyword Intent

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Readability Score



## STRUCTURE & FRESHNESS

Organize content logically to establish topical authority.

Topic Clusters Strategy

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Pillar Pages Setup

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Fresh Content Updates



## OPPORTUNITIES

Identify missing elements that competitors are ranking for.

Content Gaps Analysis

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Featured Snippet Targets

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People Also Ask Expansion

## 4. LOCAL SEO

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For businesses serving specific geographic areas, local search optimization is critical for capturing high-intent nearby customers.

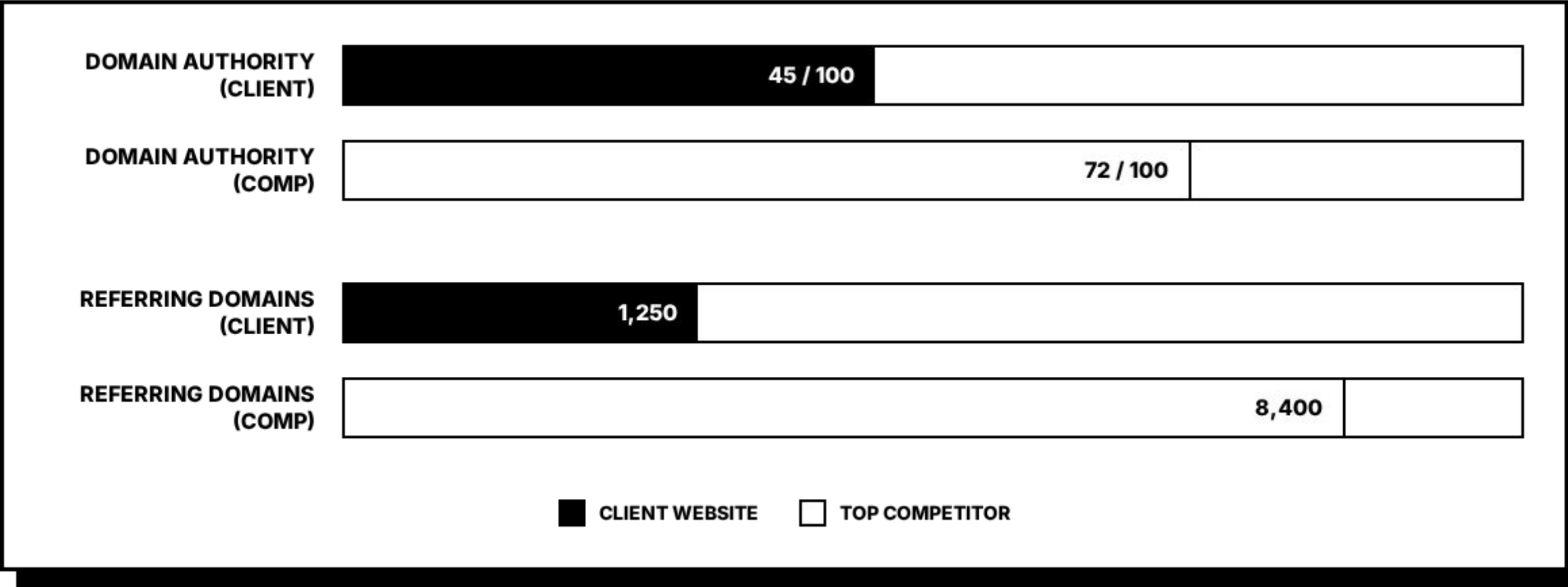
- ☐ Google Business Profile
- ☐ NAP Consistency (Name, Address, Phone)
- ☐ Customer Reviews & Ratings
- ☐ Local Keywords Targeting
- ☐ Local Directory Citations
- ☐ Google Maps Optimization





# 5. BACKLINKS & AUTHORITY

A strong backlink profile signals trust to search engines. Benchmark your domain against top competitors.



SPAM SCORE CHECK REQUIRED - LOST LINKS AUDIT PENDING - NEW LINK ACQUISITION STRATEGY

# 6. ANALYTICS & TRACKING

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## CORE PLATFORMS

Ensure baseline data collection platforms are installed, verified, and gathering accurate website traffic data without duplication.

- Google Analytics 4 (GA4) Configured
- Google Search Console Verified
- Sitemap Submitted to GSC
- Data Retention Settings Adjusted

## CONVERSION MEASUREMENT

Traffic is meaningless without action. Track specific user events to measure the ROI of your SEO efforts.

- Conversion Tracking Setup (Events)
- Goal Tracking (Lead Forms/Sales)
- UTM Parameters Standardized
- Cross-Domain Tracking (If applicable)

# 7. ACTION PRIORITY MATRIX

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| Priority Level | Definition & Strategy                                                                                          | Example Audit Tasks                                                                                                                                              |
|----------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| High Impact    | Critical issues preventing indexing, or quick wins that provide immediate ranking boosts. Address these first. | <ul style="list-style-type: none"><li>• Fix 404 Errors &amp; Redirects</li><li>• Resolve Core Web Vitals issues</li><li>• Optimize primary Page Titles</li></ul> |
| Medium Impact  | Important foundational elements that improve overall site health and user experience over time.                | <ul style="list-style-type: none"><li>• Implement Schema Markup</li><li>• Expand thin content pages</li><li>• Build Internal Link clusters</li></ul>             |
| Low Impact     | Minor optimizations and "nice-to-haves" that offer marginal gains once higher priorities are clear.            | <ul style="list-style-type: none"><li>• Optimize generic Image Alt Tags</li><li>• Fix isolated duplicate content</li><li>• Minor URL structure tweaks</li></ul>  |



# AUDIT CHECKLIST COMPLETE

Use this framework to identify the critical SEO  
bottlenecks holding back your organic growth.

**SAVE & EXPORT TEMPLATE**