

SEO Audit Report Template

Website: _____
Date Audited: _____
Audited By: _____

1. Executive Summary

Brief summary of key findings and recommendations.

2. Website Overview

Domain	_____
Main Goals	_____
Primary Target Audience	_____

3. On-Page SEO Audit

3.1 Meta Tags

- Title Tags: _____
- Meta Descriptions: _____
- Header Tags (H1, H2, etc.): _____

3.2 Content Quality

- Unique & relevant content: _____
- Keyword usage: _____
- Content structure & readability: _____

3.3 Image Optimization

- Alt attributes: _____
- File size & naming: _____

3.4 Internal Linking

- Logical structure: _____
- Broken links: _____

4. Technical SEO Audit

- Mobile-friendliness: _____
- Page speed: _____
- XML Sitemap: _____
- Robots.txt: _____
- HTTPS: _____
- Canonicalization: _____

5. Off-Page SEO Audit

- Backlink profile: _____
- Anchor text distribution: _____

- Referral traffic sources: _____
- Social signals: _____

6. Local SEO (if applicable)

- Google Business Profile: _____
- NAP consistency: _____
- Local citations: _____
- Local reviews: _____

7. Analytics & Tracking

- Google Analytics / Tag Manager installed: _____
- Conversion tracking: _____
- Goals & events configured: _____

8. Recommendations

Actionable list of top-priority changes and optimizations.

9. Appendix

- Full site crawl results
- Error lists (404, 500, etc.)
- Additional notes