Doon Digital

SEO Audit Checklist

Comprehensive Website Analysis Report

Prepared For:

Valued Customer

Business Type:
N/A

Website:
N/A

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Website Speed Analysis

Performance Metrics to Check

- ☐ Page Load Time - Target under 3 seconds
- ☐ First Contentful Paint (FCP) - Target under 1.8 seconds
- ☐ Largest Contentful Paint (LCP) - Target under 2.5 seconds
- ☐ Cumulative Layout Shift (CLS) - Target under 0.1
- ☐ Time to First Byte (TTFB) - Target under 200ms
- ☐ Fully Loaded Time - Target under 4 seconds

Pro Tip: Use Google PageSpeed Insights or GTmetrix. Compress images and enable browser caching.

Meta Tags and On-Page SEO

On-Page SEO Checklist

- ☐ Title Tag - 50-60 characters with primary keyword
- ☐ Meta Description - 150-160 characters with call-to-action
- ☐ Header Tags (H1, H2, H3) - Proper hierarchy implemented
- ☐ Image Alt Text - Descriptive and keyword-rich
- ☐ Internal Linking - Strategic link distribution
- ☐ URL Structure - Clean, readable, keyword-optimized

Content Quality Review

- ☐ Content Originality - No duplicate or thin content
- ☐ Keyword Density - Natural use of target keywords (1-2%)
- ☐ Content Length - Comprehensive coverage of topics
- ☐ Readability Score - Grade 8 or lower (Flesch-Kincaid)

Mobile Responsiveness

- ☐ Viewport Configuration - Proper meta viewport tag
- ☐ Touch Targets - Buttons minimum 48px touch area
- ☐ Font Size - Readable without zooming (16px minimum)
- ☐ No Horizontal Scrolling - Fluid layout on all devices
- ☐ Navigation - Hamburger menu or mobile-optimized nav

Pro Tip: Test using Google Mobile-Friendly Test for cross-device compatibility.

Technical SEO Health

- ☐ XML Sitemap - Created and submitted to Google Search Console
- ☐ Robots.txt - Properly configured and accessible
- ☐ SSL Certificate - HTTPS enabled sitewide
- ☐ Canonical Tags - Proper implementation
- ☐ Structured Data - Schema markup for rich snippets
- ☐ 404 Page - Custom 404 page with navigation options

Local SEO for Uttarakhand

- ☐ Google Business Profile - Fully optimized with photos and posts
- ☐ NAP Consistency - Name, Address, Phone same everywhere
- ☐ Local Keywords - Targeting Dehradun, Haridwar, Rishikesh
- ☐ Reviews - Strategy to get more Google reviews
- ☐ Local Citations - Listed on Justdial, Sulekha, Indiamart

Backlink Profile Analysis

- ☐ Total Backlinks - Assess quantity and quality
- ☐ Domain Authority - Compare with competitors
- ☐ Anchor Text Distribution - Natural anchor text ratio
- ☐ Toxic Links - Identify and disavow spammy links
- ☐ Referring Domains - Diversity of linking websites

Next Steps - Let's Work Together

This audit checklist provides a comprehensive overview of your website SEO health.
For a detailed analysis and customized recommendations, contact Doon Digital today.

Our SEO Services Include:
> Technical SEO Audit & Implementation
> Local SEO Optimization for Uttarakhand
> Content Strategy & Creation
> Link Building & Off-Page SEO