

The Small Business SEO Audit Checklist

Find and fix what's holding your website back — free tools only, under an hour.

28

Action Items

4

Pillars

~45 min

To Complete

\$0

Tools Cost

WHO THIS IS FOR:

Small business owners who want to improve their own SEO — no agency, no jargon, no prior knowledge needed.

THE 4 PILLARS OF YOUR SEO AUDIT

<p>TECHNICAL HEALTH</p> <p>8 checks checks to complete</p>	<p>ON-PAGE SEO</p> <p>7 checks checks to complete</p>	<p>CONTENT & KEYWORDS</p> <p>6 checks checks to complete</p>	<p>LOCAL & AUTHORITY</p> <p>7 checks checks to complete</p>
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KEY CHECKS AT A GLANCE

- High Priority — Fix first
- Medium — Fix within 30 days
- Low — Improve over time

SECTION 1: TECHNICAL SITE HEALTH

- Google Search Console active & verified ●
- HTTPS / SSL certificate enabled ●
- Site speed score 70+ (PageSpeed Insights) ●
- Mobile-friendly test passed ●
- Key pages indexed in Google ●
- XML sitemap submitted to Search Console ●
- No broken links on site ●
- Single consistent URL version (www or non-www) ●

SECTION 2: ON-PAGE OPTIMIZATION

- Unique title tags under 60 characters ●
- Meta descriptions written, under 160 chars ●
- One H1 per page including target keyword ●
- Short, descriptive, keyword-rich URLs ●
- Target keyword in first 100 words ●
- All images have descriptive alt text ●
- Internal links connecting related pages ●

SECTION 3: CONTENT & KEYWORDS

- Each page targets a specific keyword ●
- Content matches the search intent ●
- No thin content pages (under 300 words) ●
- No duplicate content across pages ●
- Blog or resource content published monthly ●
- 3-5 long-tail keywords identified & targeted ●

SECTION 4: LOCAL & AUTHORITY

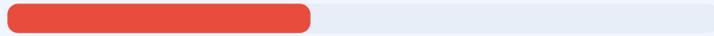
- Google Business Profile fully completed ●
- NAP (Name, Address, Phone) consistent online ●
- 10+ Google reviews with responses ●
- Listed in 3-5 relevant online directories ●
- Quality backlinks from external websites ●
- City / region mentioned on key pages ●
- Google Map embedded on contact page ●

SEO AUDIT CHECKLIST

Priority Guide | Free Tools | Next Steps

PRIORITY BREAKDOWN

HIGH PRIORITY — Fix these first



12 items

MEDIUM — Fix within 30 days



10 items

LOW — Improve over time



6 items

Start with all High Priority items before moving to Medium or Low.

FREE TOOLS REFERENCED IN THIS CHECKLIST

Google Search Console

search.google.com/search-console

Indexing, errors, Core Web Vitals

PageSpeed Insights

pagespeed.web.dev

Site speed & performance score

Mobile-Friendly Test

search.google.com/test/mobile-friendly

Mobile usability check

Dead Link Checker

deadlinkchecker.com

Find broken links

Google Business Profile

business.google.com

Local SEO & map listing

Ahrefs Backlink Checker

ahrefs.com/backlink-checker

Free backlink overview

QUICK WINS — WHERE TO START

- **Fix HTTPS first:** Everything else depends on a secure, trusted site.
- **Speed & mobile next:** These two factors affect every visitor and every ranking signal.
- **Google Business Profile:** For local businesses, this is often the highest-impact action.
- **One keyword per page:** Trying to rank for too many keywords on one page confuses Google.

Found issues you're not sure how to fix?

Next Step SEO delivers plain-language audits — ranked by priority, with a clear fix roadmap. No jargon. No long-term contracts. Just an honest picture of where you stand.

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