



FREE CHECKLIST

The SEO Audit Checklist

Run this before you spend a rupee on links or new content. Five layers, pass/fail boxes, and a priority scorecard, in the order I audit real client sites.

01	The 5 audit layers	How it fits
02	Technical SEO	Checklist
03	On-page SEO	Checklist
04	Content & E-E-A-T	Checklist
05	Priority scorecard	Fill-in sheet

By Gaurav Tiwari. The audit I run on client sites before touching anything else.

START HERE

The 5 audit layers

Most audits fail because they list 200 issues and fix none. Work these five layers top to bottom and fix the highest-severity item in each before moving on.

1 Crawl & index

Can Google reach and index your money pages? Nothing else matters until this passes.

2 Speed & Core Web Vitals

LCP, INP, CLS. Slow pages lose rankings and conversions at the same time.

3 On-page

Titles, headings, internal links, schema. The cheapest wins live here.

4 Content & E-E-A-T

Does each page answer the intent with first-hand proof a competitor can't fake?

5 Links & authority

Only after the four above. Links amplify a good site; they don't rescue a broken one.

The one rule: Fix severity, not count. One indexing bug outranks fifty meta-description tweaks.

CRAWL & INDEX

- robots.txt allows key pages
- XML sitemap submitted in GSC
- No stray noindex on money pages
- Canonical tags point to the right URL
- HTTPS everywhere, no mixed content
- No orphan pages (every page linked)
- 404s fixed or 301-redirected
- No redirect chains or loops

SPEED & CORE WEB VITALS

- LCP under 2.5s
- INP under 200ms
- CLS under 0.1
- PageSpeed 90+ desktop / 80+ mobile
- Images compressed & lazy-loaded
- Render-blocking CSS/JS minimized
- Caching + CDN in place
- Mobile-friendly, no tap-target issues

— COMPLETE WHEN

Every money page is crawlable, indexable, and passes Core Web Vitals on mobile.

ON-PAGE SEO

- Unique title tag with the focus keyword
- Meta description that earns the click
- Exactly one H1 per page
- Logical H2/H3 structure
- Focus keyword in the first 100 words
- 3-5 relevant internal links
- Descriptive anchor text (not "click here")
- Alt text on every meaningful image
- Schema: Article / FAQ / HowTo where it fits
- URL is short and readable

CONTENT & E-E-A-T

- Page matches the search intent
- Answer-first opener under each H2
- First-hand proof (tested, measured, dated)
- Named author + credentials visible
- Content genuinely better than page 1
- No thin or duplicate pages
- "Last updated" is real, not faked
- Covers the questions people actually ask

— COMPLETE WHEN

Every target page answers one intent, better and more specifically than the current top result.

