

# **SEO AUDIT REPORT TEMPLATE**

## **ALI DEVELOPS**

## Overview

Last MONTH, I got 3 clients just by doing a simple SEO Audit. I completed each audit in just a couple of hours — and it worked. In this guide, I'm sharing the exact SEO audit process I used to close high-paying clients. You can follow the same steps to perform a full SEO audit quickly and effectively.

The goal of this SEO Audit Report is to help you perform a complete SEO audit within a few hours. Every essential element is listed so you can check and report issues step-by-step. You just have to paste the image of the targeted website you want to do SEO audit in each of the section & your SEO audit report will be ready.

## 1. Indexing

Check the website's indexing status using the site: operator in Google Search or the URL Inspection Tool in Google Search Console.

[site:alidevelops.com](https://www.alidevelops.com)

You can also use third party tool to check the index status. You have to check all types of URL.

- [www.alidevelops.com](https://www.alidevelops.com)
- [alidevelops.com](https://alidevelops.com)
- <http://www.alidevelops.com>
- <https://www.alidevelops.com>

Here are different tools:

- <https://httpstatus.io/>
- <https://sitechecker.pro/google-index/>
- <https://www.duplichecker.com/google-index-checker.php>

## 2. Robots.txt File

To check a website's robots.txt file, type the domain followed by /robots.txt in your browser.

Example: **[www.example.com/robots.txt](https://www.example.com/robots.txt)**

If it shows a 404 error, the file doesn't exist. If it loads, check whether it blocks important pages or sections from being crawled. As your website is not crawlable there is no chance to grow traffic.

## 3. HTTPS/HTTP Status & Mixed Content

Check whether website uses **HTTPS** (secure protocol) across all pages.

Check all four versions of your homepage to confirm they redirect correctly to the preferred HTTPS version:

Check all 4 versions of your homepage:

- <http://example.com>
- <https://example.com>
- <http://www.example.com>
- <https://www.example.com>

Mixed Content Issue:

This happens when your HTTPS website loads some resources (like images, CSS, or JS files) via HTTP.

Fix this by updating all resource URLs to use HTTPS only.

## 4. Website Speed

Page speed is a major SEO ranking factor. Billions of searches happen on both mobile and desktop — your site must load fast on both.

Check speed here: <https://pagespeed.web.dev/>

Paste the screenshot here

### 5.1 Mobile Speed Optimization

Mobile users form the majority of online traffic.

Check the mobile performance by:

- Compressing images
- Minimizing redirects
- Using AMP (if needed)
- Testing on multiple devices

Paste the screenshot here of the targeted website

### 5.2 Desktop Speed Optimization

Check for desktop performance:

- Optimize server response time
- Enable caching
- Use a CDN
- Minify CSS, JS, and HTML

## 6. Redirects Pages

Check for all redirects are properly set using 301 (permanent) redirects.  
Avoid redirect chains and loops that can slow down your website and confuse search engines.  
There are a lot of free tool to check here are some

- <https://www.whatsmydns.net/redirect-checker>
- <https://www.seobility.net/en/redirectcheck/>
- <https://httpstatus.io/>

## 7. Title Tags

- The title tag is the first thing users and search engines see.
- It directly impacts CTR and keyword relevance.
- Keep titles under 60 characters
- Include your main keyword naturally
- Each page should have a unique and compelling title

You have to check the page contains title elements and how many characters are used in its title tags are unique favicon defined also the OG & social media data.

## 8. Heading Structure (H1, H2, etc.)

Headings organize your content for both users and search engines.  
Use only one H1 tag per page — usually the main title.

Structure your content as:

- ✓ H1 → Page Title
- ✓ H2 → Major Sections
- ✓ H3 → Subsections

Include relevant keywords naturally in headings.

Some pages have missing H2 tags — fix these to maintain a proper structure.

If there are pages with missing H1 tags & not well stretched you can easily check them out using different tool and paste the screenshot also add the action plan that how you can improve it. This will build trust.

## 9. Alt Text for Images

Alt text improves both accessibility and SEO.  
Each image should include descriptive alt text explaining its content.

Include relevant keywords only if they fit naturally.

On your website, most pages are missing alt text — this should be corrected.

## 10. Internal & External Links

Internal links: Help users navigate and assist search engines in crawling your site.

External links: Show credibility by linking to trusted, authoritative sources.

- Use descriptive anchor text
- Link to important internal pages
- Avoid broken or spammy external links

You can paste the screenshot for that.

## 13. Canonical Tags, Open Graph & Schema Markup

These helps search engines understand your site better and improve social sharing.

Canonical Tags: Prevent duplicate content issues by pointing to the main version of a page.

Open Graph Tags: Control how your page looks when shared on Facebook or other platforms.

Schema Markup: Adds structured data (e.g., reviews, FAQs, services) for rich snippets.

Paste the screenshot

## 14. Backlinks

Backlinks signal authority and trust to Google.

Use tools like Ahrefs, SEMrush, or Moz to analyze:

- Domain Authority
- Number of referring domains
- Anchor text diversity
- Quality of backlinks

### Example finding:

Only 30 backlinks were found, and most are low quality.

We need to build high-authority backlinks and diversify anchor text using relevant keywords.

Check Google Search Console for any manual actions.

If there are toxic links, disavow them.

## 15. Broken Links

Check for 404 errors using Google Search Console (Index Coverage report).

Use Broken Link Checker or Ahrefs to find and fix broken internal/external links.

If important pages return 404 errors, fix them immediately with proper redirects.

## 16. Competitive Analysis

Use Ahrefs or SEMrush to analyze your competitors:

Identify which keywords they rank for

Study top-ranking content formats

Check their backlink sources

Use this data to:

- Target new keywords
- Create better content
- Build similar (but stronger) backlinks

This is one the best audit that can be done in couple of hours for your clients. I have a complete check list for that you can get that checklist totally for free in exchange of email.

Here is the link to get it: