

The Ultimate WordPress SEO Audit Checklist

Download, Print, and Use This Checklist to Transform Your WordPress Site

Step 1: Foundation Check

- Verify “Discourage search engines” is UNCHECKED in Settings > Reading
 - Confirm HTTPS is enabled (padlock icon in browser)
 - Test all 4 URL versions redirect to one canonical version
 - Run `site:yourdomain.com` search to check indexation status
 - Verify site appears in Google Search Console
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Step 2: Technical Infrastructure

- Run Google PageSpeed Insights for homepage
 - Check LCP (target: under 2.5s)
 - Check INP (target: under 200ms)
 - Check CLS (target: under 0.1)
 - Test mobile-friendliness with Google’s Mobile-Friendly Test
 - Optimize images (WebP format, 70-80% quality)
 - Enable browser caching
 - Minify CSS/JavaScript
 - Consider CDN implementation
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□ Step 3: Crawlability & Indexation

- Review Index Coverage Report in Google Search Console
 - Fix any errors or warnings
 - Verify XML sitemap exists at `/sitemap_index.xml`
 - Submit sitemap to Google Search Console
 - Review robots.txt file for blocking issues
 - Check for crawl budget issues (large sites only)
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□ Step 4: Site Architecture & Internal Linking

- Crawl site with Screaming Frog
 - Verify logical hierarchical structure (Homepage > Categories > Posts)
 - Ensure important pages are within 3 clicks of homepage
 - Identify and fix orphan pages (no internal links)
 - Add 3-5 internal links to/from every important page
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□ Step 5: On-Page SEO Elements

- Export all page titles, meta descriptions, H1s from Screaming Frog
 - Ensure page titles are unique, under 60 characters, include keyword
 - Ensure meta descriptions are unique, under 155 characters, compelling
 - Verify one H1 per page with main keyword
 - Check heading hierarchy (H2s, H3s in logical order)
 - Optimize URL structure (short, descriptive, keyword-rich, hyphens)
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□ Step 6: Content Quality Audit

- Identify low-quality pages (high bounce rate, low time on page)
 - Find and expand/consolidate thin content (under 300 words)
 - Evaluate top pages for E-E-A-T signals
 - Check for duplicate content with Siteliner or Screaming Frog
 - Update or remove outdated content
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□ Step 7: Keyword Optimization

- Create keyword map (primary + 2-3 secondary keywords per page)
 - Check for keyword cannibalization (multiple pages targeting same keyword)
 - Find new keyword opportunities in Google Search Console
 - Identify pages ranking on page 2-3 for content refresh
 - Ensure keyword placement in title, H1, first paragraph, naturally throughout
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□ Step 8: Image Optimization

- Find images missing alt text with Screaming Frog
 - Add descriptive, keyword-rich alt text to all images
 - Compress all images to under 100 KB
 - Enable lazy loading for off-screen images
 - Use WebP format where possible
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□ Step 9: Backlink Profile Analysis

- Analyze backlink profile in Ahrefs/SEMrush
- Check Domain Rating/Authority Score of linking sites

- Identify toxic links (spam, low-quality, irrelevant sites)
 - Create disavow file if necessary
 - Find new link-building opportunities
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Step 10: Local SEO Signals (Local Businesses Only)

- Fully optimize Google Business Profile (NAP, hours, services, photos)
 - Post regular updates to GBP
 - Respond to all reviews (positive and negative)
 - Check NAP consistency across all directories
 - Track local rankings for “keyword + city” terms
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Step 11: Schema Markup

- Identify schema opportunities (Article, FAQ, HowTo, Product, Review, LocalBusiness)
 - Implement appropriate schema using Yoast/Rank Math
 - Validate schema with Schema Markup Validator
 - Check for rich snippet eligibility in Search Console
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Step 12: Security Audit

- Scan site for malware with Sucuri SiteCheck
 - Install and configure security plugin (Wordfence)
 - Verify strong, unique passwords for all users
 - Update WordPress core, plugins, and themes
 - Review user permissions (principle of least privilege)
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☐ Step 13: User Experience & Engagement

- Review engagement metrics in GA4 (engaged sessions, avg engagement time)
 - Set up heatmaps and session recordings (Hotjar/Microsoft Clarity)
 - Identify pages with poor UX
 - Ensure clear, prominent CTAs on every page
 - Test conversion funnels for friction points
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☐ Step 14: WordPress-Specific Issues

- Audit and deactivate unused plugins
 - Check theme for bloat and performance issues
 - Clean database with WP-Optimize (remove revisions, transients, spam)
 - Manage comment spam with Akismet
 - Review and optimize custom code
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☐ Step 15: Competitive Analysis

- Identify top 3-5 competitors ranking for main keywords
 - Analyze competitor content (length, depth, topics, E-E-A-T)
 - Analyze competitor backlinks for new opportunities
 - Identify content gaps where you can create superior resources
 - Benchmark your metrics against competitors
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Next Steps

After completing this checklist:

- 1. Prioritize Issues:** Use the Priority Matrix (High Impact/Low Effort first)

2. **Create Action Plan:** Build a 90-day implementation timeline
 3. **Track Progress:** Monitor rankings, traffic, and conversions weekly
 4. **Repeat Quarterly:** SEO is ongoing; schedule your next audit in 3 months
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Need Expert Help?

Phoenix SEO Geek has conducted over 500 WordPress SEO audits. If you need professional assistance, contact us at **(480) 842-5055** for a free consultation.

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