

## Index

1   Review Number of Indexed Pages	<input type="checkbox"/>
2   Review Number of Indexed Images	<input type="checkbox"/>
3   Review Webmaster Tool Data at Both Google and Bing	<input type="checkbox"/>
4   Check Cached Content for Important Pages	<input type="checkbox"/>
5   Are They Ranking for Company Name, Brand And Unique Terms?	<input type="checkbox"/>
6   Check 404 Error Handler	<input type="checkbox"/>
7   Review Robots.txt File and .Htaccess File	<input type="checkbox"/>
8   Review XML Sitemap	<input type="checkbox"/>
9   Does the Site Have an Indexable Navigation System?	<input type="checkbox"/>
10   Check the Site with a Smartphone Such as a Droid, or Iphone	<input type="checkbox"/>
11   Conduct a Test Crawl to Watch for Errors	<input type="checkbox"/>

## Duplicate Content

1   Check for Off-Site Duplicate Content Problems	<input type="checkbox"/>
2   Are Both the WWW and Non-WWW Versions of the Site Indexed?	<input type="checkbox"/>
3   Is the Site Indexed by IP Address or ny Host Name?	<input type="checkbox"/>
4   Is There a Duplicate Issue with Mobile Content?	<input type="checkbox"/>
5   Are There 301 Redirects in Place to the Preferred (WWW Or Non-WWW) Canonical Version?	<input type="checkbox"/>
6   Do a Site:domain.com Search	<input type="checkbox"/>
7   Is the Site a Dynamic Database Driven Site, or Does it Use Tracking Urls?	<input type="checkbox"/>
8   Check For Additional Domains, Subdomains, Subdirectories and Secure Servers For Duplicate Content.	<input type="checkbox"/>
9   Check Image Duplicate Content	<input type="checkbox"/>

## Load Time

1   Google Page Speed Insights	<input type="checkbox"/>
2   Test Website Response Time	<input type="checkbox"/>
3   DNS Server Tests	<input type="checkbox"/>

## Content

1   Does the Home Page of the Site Have Indexable Text of at Least One Paragraph?	<input type="checkbox"/>
2   Spelling, Grammar and Content Quality	<input type="checkbox"/>
3   What is the Readability Level of Important Content?	<input type="checkbox"/>
4   Does the Site Have Over Usage of Important Keywords?	<input type="checkbox"/>
5   Meta Tags	<input type="checkbox"/>
6   Title Tags	<input type="checkbox"/>
7   Are Images SEO Optimized?	<input type="checkbox"/>
8   Text Formatting	<input type="checkbox"/>
9   Advertising	<input type="checkbox"/>
10   Desktop Compatibility	<input type="checkbox"/>
11   Mobile / Tablet Compatibility	<input type="checkbox"/>
12   Are There Rich Snippets Compatible with Schema.org in Use?	<input type="checkbox"/>
13   Are Facebook/G+ Open Graph Tags in Use?	<input type="checkbox"/>
14   Canonical Issues	<input type="checkbox"/>

## Content (continued)

15   Are Iframes or Frames in Use?	<input type="checkbox"/>
16   Is JavaScript Used to Generate Content, or Used Excessively?	<input type="checkbox"/>
17   Does the Site Hide Text Using Accordion, Tab or Other User Toggle Features?	<input type="checkbox"/>
18   Content Date	<input type="checkbox"/>
19   Your Money or Your Life Requirements	<input type="checkbox"/>

## Site Architecture

1   Click Depth	<input type="checkbox"/>
2   Content Structure	<input type="checkbox"/>
3   Navigation	<input type="checkbox"/>
4   Link Anchor Text Structure	<input type="checkbox"/>
5   Are Mobile Redirects Working Correctly?	<input type="checkbox"/>
6   Search Engine Friendly URLs	<input type="checkbox"/>
7   General Usability	<input type="checkbox"/>

## Local Search

1   Does the business have an Owner Verified Google My Business Page?	<input type="checkbox"/>
2   External Citations and Reviews	<input type="checkbox"/>
3   Do Address & Phone Number on the Google My Business Page and website match exactly?	<input type="checkbox"/>
4   Does the Website Title Tag Contain the City and State?	<input type="checkbox"/>
5   Are City and State, and/or Other Location Related Keywords in Use Within H tags and Body Text?	<input type="checkbox"/>
6   Are the Business Name, Address, Phone and Contact Info Listed on Every Page?	<input type="checkbox"/>

## Secure Server Errors / HTTPS

1   Inspect the Padlock Icon in the Browser	<input type="checkbox"/>
2   Test the Site Using Qualys SSL Labs Server Test	<input type="checkbox"/>
3   Are There Unintentional Insecure URLs Indexed?	<input type="checkbox"/>
4   Are Internal Links Correct?	<input type="checkbox"/>
5   Any Chained Redirects Present?	<input type="checkbox"/>
6   Scan the Site for Non-Secure Content	<input type="checkbox"/>

## Video and Images

1 | If There is Video Hosted on the Site, is an XML Video Sitemap Used?

2 | Are XML Image Sitemaps Used?

## General

1 | Form Testing

2 | Review WHOIS Contact Data

3 | What is the Site's Uptime?

4 | Google Analytics

5 | Dangerous Remote Resources