The 2015 Professional SEO's Website Audit Checklist

When starting a new SEO project or taking a fresh look at an existing project, it can be hard to know where to start. That's why we've decided to share our in-house checklist to save you the trouble of making your own and to help you avoid missing the important aspects along the way.

The following steps can be used for a *comprehensive review* and to help generate a plan of action to fix problems on most Web sites. Of course each website is different, but we intentionally made this checklist generic, so it should be applicable to most sites you come across.

Index

1. Review # of indexed pages

- Use the **site:domain.com** search command at Bing & Google. This will typically display all indexed URLs including subdomains. Reported numbers may be inaccurate for large domains.

- Record how many URLs are reported in the index.

- If the home page or other important pages with lots of links are missing, that's a bad sign. It may mean severe indexing problems or a possible penalty.

2. Review # of indexed images

- Do a **site:domain.com** search in Google Image Search, record the # of indexed images.

- Do a **site:domain.com** search in Bing Image Search, record the # of indexed images.

- Review how well the images are indexed using *file name* and **img alt** text.

3. Review Webmaster Tool Data at both Google and Bing

You should do a full review of all the reports in both Google Webmaster Tools (GWT) and Bing Webmaster Tools (BWT), this is valuable data direct from the engines that can be very helpful, make use of it! At the very least, review these most important sections in GWT.

- Review any site message reports (GWT & BWT).

- GWT **Search Appearance Section**, review the Structured Data Report for errors, and the HTML improvements report for miscellaneous problems.

- GWT **Search Traffic Section**, check for any Manual Actions and record the number of Links to your site in the Links to Your Site subsection.

- Also in GWT **Search Traffic Section**, closely review the Mobile Usability Report for errors. These errors specifically can effect mobile ranking.

- GWT **Google Index Section**, review Index Status Trend and look for changes, it's a good idea to download the chart data and save for record keeping. Also check the Remove URLs section.

- GWT **Crawl Section**, Review All Crawl Errors (Web / Smartphone). Large numbers of 404 or other errors indicate poor site quality, something Google mentions in their Quality Raters Guidelines.

- GWT **Crawl Section**, test a sample of page layouts (home, subpage, category, etc.) using Google's Fetch and Render Tool as BOTH desktop and mobile. You're looking for pages that don't fully render under those tests.

- GWT **Crawl Section**, check for Robots.txt errors and warnings.

- GWT **Crawl Section**, review Sitemap Section - is a sitemap in use? When was it last processed? Are there any issues reported?

- Record Pages Crawled per Day under **> Crawl Stats** for future reference. Does the crawl chart look consistent, trending up or down?

- Also check GWT **Security Issues Section** for Malware Warnings.

- BWT - Review Site Messages.

- BWT in the **Reports & Data Section**, Export the Inbound Links and Search Keywords reports for future records. Also review the Crawl Information and Malware reports.

- Malware - If you do run into Malware Warnings, see "Was your Site Hacked? How to Recover from a Google Malware Attack.

4. Check cached content for important pages

- How recent are the cached dates? Important and frequently updated pages should be crawled frequently.

- Are there additional links showing in the cache that aren't showing when you look at the same URL in a browser? That may be a sign of Malware or that the server has been compromised.

5. Are they ranking for *Company Name*, Brand and *Unique Terms*?

- If the site isn't ranking its home page or *specific product pages* for terms that it should rank highly for, there may be a penalty or severe indexing problem.

6. Check 404 Error Handler

- If you request a nonsense page from the site such as **http://www.domain.com/blablahbla** does the site return a 404 Error Response Page?

- Error pages should also generate a 404 Server Header which says HTTP/1.1 404 Not Found. You can use the SEN HTTP Header Analyzer Tool to check the 404 error response from the server. If you get any other response code for a missing URL request, this problem must be corrected.

7. Review **robots.txt** file and **.htaccess** file

- What URLs are blocked in robots.txt? URLs blocked in robots.txt can't transfer page rank.

- Verify no URLs necessary to render the page are included in robots.txt such as images, CSS and JavaScript.

- What URLs should be blocked, but aren't in robots.txt?

- Is there content that is blocked in robots.txt that shouldn't be?

- Are there settings in robots.txt that can be removed? For example blocks of content that have long since disappeared from the search engines and from the site.

- Are there 301 redirects, or other commands in the .htaccess file that can be removed? For example, 301 redirects placed there 10 years ago probably are no longer needed.

8. Review XML Sitemap

- If an XML sitemap is used, is it correct and kept up to date? When was it last updated?

- Are proper and reasonably accurate update frequencies used?

- Is the XML sitemap referenced in the robots.txt file?

- What methods are used to ping the engines when the sitemap is updated?

- Are Video, Image or Geo Sitemaps in use?

9. Does the site have an *indexable navigation system*?

- Is JavaScript or Flash based technology used for the menu or other navigation links?

10. Check the site with a Smartphone such as a Droid, or iPhone

- Does it redirect to another URL?

- Can you use the navigation?

11. Conduct a Test Crawl to watch for errors

- Use SEN's [Super Spider](#), [Xenu](#) or [Screaming Frog's](#) Desktop Spider to test crawl the site and observe results. Are these spiders reaching all levels of the site?

- If these spiders can't crawl the site, then search engines will likely have problems as well.

Duplicate Content

1. Check for off-site duplicate content problems

- Search for a unique snippet of text within quotes from recent, but <u>not</u> brand new content – does it show up anywhere else?

- If there are copies of content, attempt to determine the source. For example, are they scrapping the site? RSS feed? Content Syndication?

- How about images, are the site's images copied to other websites? Use Google Image search to find duplicates. Use the Similar and Visually Similar Search Options to discover variations and alterations.

- Conduct searches for the company's phone numbers (toll free and standard), and postal address to help discover additional websites.

- Has the company moved in recent years? Conduct Searches for previous phone and address references if so.

2. Are both the www and non-www versions of the site indexed?

- Check using the **site:domain.com** search command.

3. Is the site indexed by IP address or by host name?

- Find the site's IP address using a tool like - whatismyipaddress.com's Hostname IP Finder.

- Do a search at Bing.com using the site search operator, example **site:74.125.224.68**

- If the site is indexed by IP, that means you have a duplicate content issue on your server. You'll need to 301 redirect your sites IP address to your domain name to prevent the IP address from getting spidered.

- Look to see if the site is indexed by the server host name, some servers are setup to be reachable by servername.hostname.com. You can look for this error by searching for unique text on the page, like the phone number or other unique text on the page, and a filter to remove your site (and subdomains) from the results - yourdomain.com. This should return all sites that have that phone number and unique text string indexed EXCEPT for your domain name.Example search. Note: You may find some other problems, like site mirrors as well with this test.

4. Is there a duplicate issue with mobile content?

- If a mobile site or mobile customization occurs for mobile, does that create a duplicate content situation on site, or on a m.domain.com mobile site?

5. Are there 301 redirects in place to the preferred (www or non-www) canonical version?

- Check using the SEN HTTP Header Analyzer Tool to be sure the site is using the proper 301 redirect and not a 302 redirect.

6. Do a **site:domain.com** search

- At the end of the results listed are you seeing the *"in order to show you the most relevant results, we have omitted some entries very similar to the XXX already displayed"* message? This is a strong indication of duplicate content on the site, but you may not see this message show up in the first page of results, click further within the search results to see if it shows up further into the result set.

7. Is the site a dynamic database driven site, or does it use tracking URLs?

- URL variables and tracking URL's can often cause content to be indexed multiple times. Take a snippet of body text from an indexed page, and then search for it using the **site:domain.com "text snippet"** method to see if you can find *alternate URL structures*.

- Scan the site with a tool like SEN's Super Spider, Xenu or Screaming Frog's Desktop Spider and sort the results by title and by URL to look for duplication.

8. Check for additional Domains, subdomains, subdirectories and secure servers for duplicate content.

- Does the same content exist on different domains, subdomains, subdirectories, or secure servers (https)?

- Review Google Webmaster Tools -> **Search Appearance-> HTML Improvements ->
Duplicate Title Tags** report. Duplicate titles often indicate duplicate content pages.

- Do other domain names point to the same content on the server? This can be a
severe problem, and many companies do this without realizing the possible
problems it can cause. Ask if the company owns other domains, get a list of any
"*extra domains*" and check to see what content they are pointed at and do
a site: search to see if they are indexed.

- Are there other domains representing the company, such as Yellowpages or other
promotional domains representing the company at the same address? These can be
a source of problems for Google Places resulting in lower ranking and/or incorrect
address citations.

9. Check Image Duplicate Content

- Load sample image URLs into Google's "search by image" option at
images.google.com, see if the images show up on other sites. Product photos are
very likely culprits.

Load Time

1. Google Page Speed Insights

- Test a sampling of the site's pages (Home, Product, Gallery, etc.) with Google's [Page
Speed Insights](). Record Mobile and Desktop Ratings.

- At the minimum your site should be faster than your competition's site, ideally your
site should score in the 80-100 range for both desktop and mobile tests if possible.

- Note that Google Page Speed Tests are to show you what improvements your page
and site need, it's not an actual speed measurement.

- If the site is using Google Analytics, review the **Behavior > Site Speed** reports. The Page Timings section can be sorted by Avg. Page Load Time showing you the slowest pages on the site. Additionally you can show in the 2nd column the page Bounce Rate. Specifically make note of slow pages and high bounce rate for needed improvements.

- Next in the Google Analytics Site Speed section, the Speed Suggestions report will display pages that are ranked by page views. Make note of pages with low scores and high average page load time for improvements.

An additional resource to test with is siteloadtest.com, this test is similar to Google Page Speed Insights, but also makes some additional recommendations you may find useful.

2. Test Website Response Time

We recommend using WebPageTest.org for performance benchmarks, it's a fast and well accepted service to analyze Load Time. According to Google, sites that take 20 seconds or more to load are likely to cause ranking issues for the URL. These tests will help identify areas of the site that need further improvement.

- Test Cold Cache vs. Hot Cache - WebPageTest.org reports page load time on first visit and subsequent visits. You should test your home page, and other important sections of your site. We recommend testing with both **Cable (5/1 Mbps 28ms RTT)** and **Mobile 3g (1.6Mbps/768 Kbps 300ms RTT)**. Make note of the Load Time, First Byte and Number of Requests for both First View (Cold Cache) and Repeat View (Hot Cache). These are important metrics, for comparison you should see 2-3 second First View and sub one second Repeat View on Cable. For Mobile look for better than 5 seconds first View and 1 second repeat view, those values are both reasonably fast (and obtainable).

- Note the Grade (A through F) reported in each section, First Byte Time, Keep-alive, Compressed Transfer, Compressed Images, Progressive Images and Caching. Each section should be scoring an "A" on an optimized web page. Again, test more than

just the home page. It's important to test major sections of the site. Ideally each time your site template makes a change (product, home, category, gallery, FAQ, etc.) you should test for irregularities.

- Specifically note pages with high Time to First Byte (TTFB), these are pages that may have backend problems, hosting issues, DNS issues, etc. that need resolving. Slow TTFB pages are VERY aggravating for users, and have been suspected of having an impact in search ranking as a site quality factor. Ideally we would like to see a TTFB below .200 ms if possible. Google Page Speed Insights will ding you points if it's much slower than that. Also note TTFB often is load dependent, if the site is getting heavy traffic often it will slow down, so this time will likely vary from test to test.

- The "Start Render" value is the amount of time before the user sees the page start to load, which is a big factor in high bounce rates. Improvements such as progressive JPG images, removal of render blocking CSS and JavaScript will all improve this value.

3. DNS Server Tests

- DNS errors can cause severe performance problems, you can test yours for free at dnscheck.pingdom.com.

- DNS response time increases latency and impacts your site load time, including Time To First Byte (TTFB) performance. Check your DNS performance at www.ultratools.com/tools. Under 10 ms average is a good response time, over 100 ms response time you should work on improvements.

See "A Practical Guide to Mobile SEO" for tips on improving these numbers.

Content

1. Does the home page of the site have indexable text of at least one paragraph?

- Lack of indexable text can be a *severe ranking problem*.

- Rough rule of thumb, if you can hit CNTL-A then CNTL-C to copy the text on the site and paste it into a text editor, that text should be what is indexable.

- Run the home page through the SEN [Target Keyword Analyzer](#), this report will show you the top words found on the page as found by a spider. If your keywords are not detected at all, you have a problem with the home page.

- Ideally 1500-2500 words on the page would be ideal, but of course in certain situations that's difficult to do. At least try to have 150 words minimum for your pages - more is better. Pages that have a high number of links, but a small amount of text are typically going to be considered low quality.

- Pages that you need, but that are very light on text you should consider setting them to meta noindex to avoid any Panda penalties, for example gallery pages that have very little text content.

2. Spelling, Grammar and Content Quality

- Bing has specifically stated that their engine pays attention to spelling and grammar errors. Google's Matt Cutts on the other hand has said don't worry about spelling errors in user comments, but he really didn't address errors in main content. We believe a lack of spelling and grammar errors can be a small quality signal.

- Does the content read like a magazine or newspaper article, or does it read like someone paid a worker in India $1/hr to produce?

- Would you trust the content presented on the pages? Does it seem to be written by an expert or someone well versed on the topic?

- Does the site have multiple articles on the same topic, with very similar content but with only certain keywords switched out? That's a very good sign of low quality content that users won't like.

- If this is an ecommerce site, is there a lack of security signals that would make you not trust them with your credit card?

2. What is the Readability Level of Important Content ?

- Copy the plain text from the home page (Not HTML Code) and paste it into an online tool such as the Dale Chall Online Tester at www.readabilityformulas.com. Record the Grade Level, # of Words NOT found in the Word List (Unique Words) and Final Score. Also test other important content pages on your site such as FAQ, Product Pages, White Papers, etc. Studies have shown that low readability scores (low grade level) have some correlation to lower ranking.

- Has readability been compromised for the sake of optimization?

3. Does the site have over usage of important keywords?

- Is there excessive keyword repetition within the indexable body text, image alt text, and/or links? Does the content look "spammy"?

- Is the site a "Your Money or Your Life" website? If so, would you trust the site with your credit card information, email address, or other personal health details?

- Are outbound links relevant to the topic on the page?

4. Meta Tags

- Review **Meta keyword** tags. This tag is no longer observed by search engines. Excessive content in the **Meta keyword** tag typically is wasted code. With the exception that the tag is sometimes used for on-site search.

- Review **Meta description** tags. Does each page have a unique, well written description? Google Webmaster Tools has a report that shows duplicate **Meta descriptions.**

- Look for use of the **Meta robots** tag. The noindex variable should only be used on pages that indeed should not be indexed. Make sure this tag is not in use on pages that should be indexed.

- Use of the **Meta robots index, follow** tag is wasteful and only adds to code bloat on the site. Those settings are assumed and do not need tags to indicate index or follow.

5. Title Tags

- Does each page have a *unique title tag*? Google Webmaster Tools has a report that lists pages with duplicate title tags. You should also use a tool like SEN's Super Spider, Xenu or Screaming Frog's Desktop Spider to scan the site to find duplicate title tags.

- Is the primary keyword phrase at the beginning or near the beginning of the title tag? This is typically a ranking boost.

- Are there any title tags over approximately 70 characters long? If so, they will not display in search results and may not be useful. Long title tags can also cause Google to swap out the title for a more appropriate text.

- Do the title tags appear to be spammy, or keyword stuffed? This can reduce *click through rates* in search results and result in lower ranking.

- Every page should have a *well optimized title tag*, it is still one of the most important on-page ranking factors.

6. Are images SEO optimized?

- Use of keywords in file name?

- Use of keywords in **img alt** text?

- Do pages that are dedicated to images, like a Gallery, have appropriate title tags to help describe the image?

For detailed image optimization recommendations, see [Six Steps to Quickly and Expertly Optimize Your Site's Images](#).

7. Text Formatting

- Are H tags in use?

- Is content formatted well and easy to read?

8. Advertising

- How many ad blocks are in use throughout the site?

- What approximate percentage is the ad to content ratio in regards to screen real estate?

- Is over 50% of the above the fold content composed of ads? If so, that may be viewed as poor quality by Google, and impact ranking negatively. On a desktop, a 1280x1000 pixel area is typically regarded as content "above the fold" - obviously mobile devices are MUCH smaller.

9. Desktop Compatibility

- Review site using New and Older Versions of Internet Explorer, Google Chrome, Mozilla Firefox and check for variations and problems rendering pages and using features such as navigation.

- Is the site usable if you turn off JavaScript and CSS in the browser?

10. Mobile / Tablet Compatibility

- Check the site using a Smartphone such as a Droid or iPhone, does it have at least minimal functionality? Test with 10" and 7" tablet as well, note problem areas if found. If you do not have access to these devices, at least test with a Smartphone emulator such as www.mobilephoneemulator.com and/or BrowserStack.com or the Chrome DevTools mobile emulation (look for smartphone icon on top left).

- Test with Opera Mobile especially if you're using web fonts.

- When using a Smartphone, can you find the address, email contact and phone number?

- Can you use the site's main navigation links?

- If there are videos present, can you view them on the Smartphone? Google lists unusable video as a ranking factor for mobile.

11. Are there Rich Snippets compatible with Schema.org in use?

- Is the markup properly formatted? Test using Google's Structured Data Testing Tool at http://www.google.com/webmasters/tools/richsnippets

- Check for errors if feasible such as incorrect latitude & longitude coordinates, incorrect business name, address or phone (NAP).

- If using older markup formats, consider updating to those endorsed by schema.org.

12. Are Facebook/G+ Open Graph Tags in use?

- Are Facebook and Google+ Social Buttons in use? Home page only? Sitewide?

- Test Page's Open Graph tags using Facebook's Lint Tester and look for errors. Google's Rich Snippet Tester will also read Open Graph tags as RDFa-Node.

- Is the content within the tags unique on each page and formatted correctly?

- When a URL is "liked" on the site, does the presentation on the person's wall look correct?

- Are the same Open Graph tags used site wide, or do they correctly reference each page uniquely?

- Are Facebook and Google+ Social Buttons in use? Home page only? Sitewide?

- Is the Like button properly referencing the URL where the Like Button is at? Or do they have all the Like Buttons referencing the home page, or their Facebook page?

13. Canonical Issues

- Is the **rel=canonical** tag in use on the site? If so, is it being used correctly?

- Does the *internal linking structure* agree with your canonical version of the site that is preferred? Otherwise, if you prefer to use www.domain.com instead of domain.com, do the links within the site use the www for example http://www.domain.com/?

- Are there situations where the rel=canonical tag references the same URL where the tag appears? These should be corrected if found, the rel=canonical tag should not link to the same page it is found on.

- Remember other content formats, such as .PDF, .DOC, Video, etc. – All content should be using the same canonical version of the domain name.

14. Are iframes or frames in use?

- Both iframes and regular frames are bad for ranking. Check to make sure the use of these methods are limited and not used to show any major portions of content. Iframe tags are quite common, such as the Facebook Like button, but should be avoided for content that needs to be indexed.

15. Is JavaScript used to generate content, or used excessively?

- Search engines typically have a problem reading JavaScript and in general, you should not expect *JavaScript generated content* to be indexed, or usable by a search engine.

- JavaScript navigation can make a site hard or impossible to be spidered by search engines.

16. Does the site hide text using accordion, tab or other user toggle features?

- Content that uses CSS display:none or hidden may be ignored to a certain extent by Google. For example jQuery tabs on a product detail page. Ideally no important content is listed in those sections if possible.

- Is any other content or links being hidden accidentally? For example anchor text links in the footer that are the same color as the background color. Issues like that can trigger a Google Penalty.

17. Content Date

- Is the creation date listed in the content? Last Updated Date? These are quality signals according to Google. Even on older, evergreen content Google likes to see the content date published on the page.

- Is the Copyright Year in the footer of the site up to date?

18. Your Money or Your Life Requirements

YMYL (Your money or your life) type sites should typically have these content pages as described by Google's Quality Raters Guidelines.

- Privacy Policy.

- Terms of Service.

- Robust Customer Service and/or Contact pages.

- Functioning Order Forms.

- About Us/Company Info - these are typical pages on a legitimate business website.

- HTTPS for pages such as Personal Data, Medical and Credit Card transactions?

Site Architecture

1. Click Depth

- How many clicks is the majority of the important content from the home page?

- What's the maximum depth of content in clicks from the home page?

2. Content Structure

- How many categories are there?

- How many sub-categories are there?

- How many product or detail pages are there? Compare to number of indexed pages earlier and review what percentage of products are indexed.

3. Navigation

- How many links are there in the main navigation?

- Are there over 100 links on upper level pages? Over 100 might be getting excessive and may be spreading available Link Juice too thin.

4. Link Anchor Text Structure

- Does the site utilize reasonable keywords in *internal link anchor text*? For example links to product and category pages linked to using appropriate keywords?

- Excessive repetition of primary keyword in navigation structure can trigger a penalty or reduced ranking.

5. Are Mobile Redirects working correctly?

- If the site customizes content for mobile devices, or redirects users to a m.domain.com site, verify the redirects are working correctly. Desktop Site subpages should NOT redirect to the m.domain.com site's home page. Desktop sites should not redirect to 404 error pages on m.domain.com sites either.

- If a desktop user lands on the desktop site, can they navigate (or be redirected) successfully to the mobile equivalent?

- If a desktop user lands on the mobile site, can they navigate successfully to the desktop page equivalent?

- Does the site redirect Tablet users to a mobile site? That might not be the best solution if the desktop site works well for tablets.

6. Search Engine Friendly URLs

- Does the site utilize excessive URL parameters and/or session IDs? These can cause crawling and duplicate content problems.

- Shorter URLs are better for usability and are easier to link to.

- Descriptive URLs can aid in ranking and increase click through rates.

Local Search

1. Does the business have an *Owner Verified Google Place Page*?

- Is there more than one Place Page Listing for the business?

- Who is in control of the account via the listed email address?

2. External Citations and Reviews

- Do external citations include keyword stuffed references describing the business such as "best plumber in Houston"? Would an editor from Google use the words in a description?

- Are reviews duplicated in multiple locations? Does the website publish their Yelp, Google Places, or other duplicate reviews on the site? This can cause a loss of reviews in Places when Google finds duplicates.

- Are on-site reviews or ratings marked up with Schema.org/hReview tags?

- Note the last review or ratings date, are new ones being posted?

3. Do Address & Phone Number on the Google Place Page and website match exactly?

- This is a factor in Local Search for Google.

4. Does the Website Title Tag contain the City and State?

- Use of the City and State can benefit *Geo Targeted Search ranking*.

5. Are City and State, and/or other location related Keywords in use within H tags and Body Text?

- Use of the City and State as keywords can improve Local Search Ranking.

6. Does the site make use of a KML File? Is it verified in Google's Webmaster Tools?

- KML Location files are recommended to assist Local Search Ranking.

7. Are the Business Name, Address, Phone and Contact info listed on every page?

- Business Contact info (NAP) on every page is highly recommended both from Google Quality Raters Guideline and from a local search aspect.

- Ideally the NAP (Name, Address, Phone) info is marked up with Schema.org markup.

Secure Server Errors / HTTPS

If the site uses a security certificate, make sure to check the following.

1. Inspect the padlock icon in the browser

- Does the padlock icon show an X, slash or red label indicating the certificate is invalid?

- When you click the padlock icon are there any mixed content errors or other errors being reported?

2. Test the Site using Qualys SSL Labs Server Test

- Does the summary report show at least a "C" Overall Rating? If not, there are issue that need resolved.

- Does the Configuration support TLS 1.2, TLS 1.1 and TLS 1.0? These are the suggested protocols to be using at this time.

- In the Authentication Section, when does the certificate expire?

- In the Authentication Section, does the cert use SHA2 or SHA-256withRSA? That's what Google recommends, SHA-1 will soon be out of date.

- Does the Authentication Key show RSA 2048 bit? If not the cert should be upgraded.

- In the Protocol Details Section, what Vulnerabilities are being reported? Make site owner aware of any issues.

- Alternate Tests available at - SSL Store Checker & Geocerts SSL Checker

3. Is there unintentional insecure URLs indexed?

- If you do a site:domain.com search at Google, are you finding any HTTP urls indexed?

- Are both the HTTP and HTTPS versions getting indexed?

- Test the server redirect from http to https using SEN's HTTP Header Analyzer, the redirect should generate a 301 code.

4. Are internal links correct?

- Do the pages rel=canonical tags self-reference to the HTTPS version of the URL?

- If the pages are meant to be viewed with either HTTP or HTTPS, do they use protocol relative URLs? (example <a href="//path/page.html">)

5. Any chained redirects present?

- If you attempt to load http://domain.com, do you get redirected to http://www.domain.com then to https://www.domain.com? You can test this using SEN's HTTP Header Analyzer

6. Scan the site for non-secure content.

- Use Jitbit.com/sslcheck or other suitable scanner to find use of non-secure resources.

Videos and Images

1. If there is video hosted on the site, is an XML Video Sitemap used?

- Video Sitemaps can enhance and improve chances on getting the video to show up in Organic Search.

2. Are XML Image Sitemaps used?

- Image Sitemaps can enhance and improve ranking for Image Search, and to show in Organic Search.

General

1. Form Testing

- Test all forms to make sure they are functioning correctly. Verify form reply messages are correct and verify form data is sent to the appropriate people.

- Also test email contact addresses that are listed on site.

2. Review WHOIS contact data

- Is *whois domain registration* information public? It should be, also verify all contact information is correct including address, email and phone. This is a Google Quality Rater Guideline.

- Note renewal date for domain. Who is the contact that will be renewing the domain? Are they aware of what to do when it's time for renewal?

3. What is the Site's uptime?

- Numerous sites offer this service to monitor and alert you when the site goes down. Such as http://host-tracker.com/ and many others. How would you know if there is a problem if you're not monitoring it?

- Some of these services will email you when the content on the site changes. How long would it take you to find out that your site has been hacked and has something embarrassing on the home page?

Now you have the checklist we start with when doing research for our SEN Website Consultations. Be sure to bookmark this article or download the PDF to be ready for your next website audit.