

SEO Technical Audit SOP

1. Technical Foundation

- ❑ Check website loading speed (target: <3 seconds)
- ❑ Verify mobile responsiveness
- ❑ Test core web vitals (LCP, CLS, FID/INP)
- ❑ Audit URL structure (short, descriptive, keyword-friendly)
- ❑ Check SSL certificate (HTTPS active across all pages)

2. Content Optimization

- ❑ Review title tags (≤ 60 characters, unique, keyword included)
- ❑ Optimize meta descriptions (≤ 160 characters, compelling CTA)
- ❑ Check H1 tags (only one per page, matches primary keyword)
- ❑ Audit internal linking (ensure contextual + no orphan pages)
- ❑ Review keyword density (avoid stuffing, natural usage)

3. Local SEO (India-specific)

- ❑ Optimize Google My Business profile
- ❑ Add local keywords (city + state) into meta/content
- ❑ Include Indian contact details (address, phone, map embed)
- ❑ Add structured data markup (LocalBusiness schema)
- ❑ Build local citations (JustDial, IndiaMART, Sulekha, etc.)

4. Analytics & Tracking Setup

- ❑ Install Google Analytics 4
- ❑ Configure Google Search Console
- ❑ Set up conversion tracking (forms, calls, e-commerce)
- ❑ Monitor keyword rankings (local + national)