

Onsite SEO Audit Worksheet

Name of task	Details	Status	Priority	Expected Impact	Notes	How to Fix	Hours	Assigned To	KPI/ Baselines
Keyword Research	This should be an ongoing process as you develop content and it's a good idea to conduct annual checks. Search behavior changes, you'll want to work swiftly to adapt to those changes each year.								
Canonicals	Annually conduct a canonical check to ensure as you develop new content you're not cannibalizing other pages or better yet, confusing Google as to which is the dominant version.								
Site Crawls	Broken pages can pop up at any time. A site crawl on a monthly or quarterly basis can help. Weekly or monthly checks in Search Console are advised.								
Backlinks	Negative SEO is alive and well, which makes checking your backlinks a weekly or monthly activity for some teams. Consider checking links as they go live with a tool such as Fresh Web Explorer which you can also set up to send alerts via email.								

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Internal Links	If you have a handle on how you create new internal links, an annual check might be all that's needed. Depending on your situation, examine your internal links and ensure you're not over-optimizing anchor text or have internal links that don't work effectively.								
Duplicate Content Check	Annually take a note of the duplicate content on your site. If you have a severe issue, consider monthly check-ups until the issue is remedied.								
Accessibility & Indexability	Search Console provides a plethora of data with regards to these. Consider monthly reviews and an annual in-depth analysis.								
Page Load Speed	As with other things, if your issues are severe consider page load speed tests monthly until issues are remedied. Thereafter, consider annual "repeats".								