

How do you perform a technical SEO audit in 15 steps?

Hi, I am Navneet Singh, (CRO specialist), founder and owner of SEO Experts Company India. Whenever we get a new website for search engine optimization, we need to carry out a technical SEO audit on it. Here's a summary of the 15 steps we can use for an effective technical audit.

1. Is the site mobile-friendly and HTTPS certified?
2. Ensure Google indexes a single version of the website
3. Find and fix indexing problems (restrict the indexing of low-value pages)
4. Carry out competitor analysis to find backlink opportunities and more.
5. Improve your content (unique and high quality, high-value content). Crawl the website to check duplicate content and thin content.
6. Check website speed and fix restrictions due to heavy videos, images, or files.
7. Check site analytics, especially organic traffic, structured data, meta tags, and page meta descriptions.
8. Check and formulate recommendations for on-page SEO improvement with target keyword insertion (primary, secondary, and LSI).
9. Analyze the site's backlinks.
10. Find and fix broken links and other redirects.
11. Optimize for UX Signals (E-A-T),
12. Check and analyze backlinks for quality. Fix spam backlinks.
13. Check the website architecture (easily navigable and with adequate white space and clear concise Google Search Console registered sitemap).
14. Check link depth with internal links.
15. Check the need for Favicon optimization.

Many of our clients have ranked us as the [best SEO agency in India](#) due to the comprehensive process of our technical SEO Audit. Though it makes us proud, we strive to be better!