



SEO Mini Audit

A practical worksheet for reviewing the key areas that affect your website's organic search performance. Check your on-page, technical and off-page SEO, identify the biggest gaps and decide what to improve next.

1. CHECK YOUR SEARCH VISIBILITY

Start by seeing what a potential customer sees. Search for your business and the products or services you want to be found for.

Search term (<i>keyword</i>)	Where does your business appear?	Who appears above us?
Search for your business name		
Search for a key product or service you offer		
Search for another important product or service		
Repeat for other important keywords as needed		

Searches where your business appears at the top of the result

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Important searches where we are difficult to find:

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2. CHECK YOUR KEYWORD TARGETING

Your pages should target searches that are relevant to the business and match what the customer is actually looking for.



- ☐ We know the main terms customers use to find our products/services.
- ☐ Important pages have a clear keyword/topic focus.
- ☐ Pages match the likely search intent.
- ☐ Different pages target different needs rather than competing for the same search.
- ☐ Priority keywords are based on relevance and opportunity, not search volume alone.

Three priority searches:

1. _____
2. _____
3. _____

3. AUDIT YOUR IMPORTANT PAGES

Choose a few important service, product or location pages. Check whether each page clearly matches the search, provides useful information and is properly optimised.

Check	Good	Fix	Check	Good	Fix
Clear, relevant page title	☐	☐	Clear headings and page structure	☐	☐
One clear main heading (H1)	☐	☐	Relevant internal links	☐	☐
Content matches search intent	☐	☐	Descriptive URL	☐	☐
Useful, relevant, up-to-date content	☐	☐	Images appropriately optimised	☐	☐
Keywords used naturally	☐	☐	Clear next step / call-to-action	☐	☐

Pages that needs the most attention:

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What needs improving:

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4. AUDIT YOUR TECHNICAL SEO

Technical SEO helps search engines find, crawl, understand and index your website while supporting a good experience for visitors.

STRUCTURE & PERFORMANCE

Check	Good	Fix	Investigate
Important pages are indexed	☐	☐	☐
Google Search Console is set up	☐	☐	☐
XML sitemap is working	☐	☐	☐
Robots.txt isn't blocking important content	☐	☐	☐
No accidental noindex tags	☐	☐	☐
Canonicals are correct where needed	☐	☐	☐

Biggest technical issue:

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Needs further investigation:

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5. AUDIT YOUR OFF-PAGE SEO

Off-page SEO helps build the authority, credibility and visibility of your website beyond the content you publish yourself.



BACKLINKS & AUTHORITY

Check	Good	Needs Work
Website has relevant, trustworthy backlinks	☐	☐
Backlink profile has been reviewed	☐	☐
Competitor backlinks have been investigated	☐	☐
Relevant websites/directories mention the business	☐	☐
Opportunities exist to earn new quality links	☐	☐
Brand mentions and partnerships are being used	☐	☐

The aim is *quality and relevance, not simply collecting as many links as possible*.

Avoid buying links, irrelevant links and other manipulative link-building practices.

Strongest existing source of authority:

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Best opportunity to improve:

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6. CHECK YOUR LOCAL SEO

Complete this section if customers search for your business **by location**.

- ☐ Google Business Profile is complete and accurate.
- ☐ Correct business categories are selected.
- ☐ Name, address and contact details are consistent online.



- ☐ Relevant local/business listings are accurate.
- ☐ Customer reviews are being generated naturally.
- ☐ Reviews are monitored and responded to.
- ☐ Website clearly communicates the areas served.
- ☐ Important local searches are being monitored.

Local SEO issue to address:

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7. BRING THE AUDIT TOGETHER

Don't try to fix everything at once. Use what you found to identify the areas most likely to improve search visibility, relevance and customer experience.

Area	What is working?	What needs attention?
On-Page SEO		
Technical SEO		
Off-Page SEO		
Local SEO		

8. CHOOSE YOUR PRIORITIES

Choose the three improvements that matter most, then decide what needs to happen next.

Priority	Why it matters	Action	Area	Who?	By when?
1					
2					
3					

Review date: _____