SEO Content Audit Checklist

44 items across 10 steps. One action per URL by the end.

Step 1: Set the audit goal and scope

- ☐ One written goal names the metric the audit should move.
- ☐ The URL scope is written down as a folder, subdomain or content type.
- ☐ The date ranges for every performance export are fixed before any data is pulled.
- ☐ A spreadsheet exists with one tab for the inventory and one for decisions.

Step 2: Crawl the site to build a content inventory

- ☐ Every indexable URL in scope has one row in the inventory.
- ☐ Each row records title, meta description, word count, status code, canonical and internal link count.
- ☐ Redirected, noindexed and error URLs are flagged in their own column.
- ☐ URLs found in the XML sitemap but missing from the crawl, or the reverse, are listed for review.

Step 3: Pull Search Console and GA4 data per URL

- ☐ Every inventory row has clicks, impressions, average position and top query from Search Console.
- ☐ Every inventory row has sessions, engagement time and conversions from GA4.
- ☐ URLs with zero impressions across the whole date range are flagged.
- ☐ URL formats are normalized so Search Console and GA4 rows match the crawl.

Step 4: Find decaying pages by comparing two periods

- ☐ Clicks and impressions are exported for two periods of equal length.
- ☐ Each URL has a change column for clicks, impressions and position.
- ☐ Pages losing clicks while impressions hold steady are marked as title or snippet problems.
- ☐ Pages losing both impressions and position are marked as content decay.

Step 5: Find pages cannibalizing the same query

- ☐ Every query with two or more ranking URLs is listed alongside those URLs.
- ☐ Each overlapping pair is marked either as cannibalization or as two pages serving different intents.
- ☐ One preferred URL is named for every cannibalized query.

Step 6: Check each page against its search intent

- ☐ Each priority page has its main query and the format of the top-ranking results recorded.
- ☐ Pages whose format does not match the ranking results are flagged, for example a long guide ranking against tools or calculators.
- ☐ Each priority page answers its main question in its opening paragraph.
- ☐ Each priority page is confirmed indexed in Search Console URL Inspection, with no stray noindex tag or canonical pointing elsewhere.

Step 7: Check claims for stale facts and contradictions

- ☐ Every priority page has its time-sensitive claims listed: prices, years, statistics, rules, product specifications.
- ☐ Each listed claim is marked current, outdated or unverified, with the source used to check it.
- ☐ Every claim that contradicts another page on the site is logged with both URLs.
- ☐ Every outdated or contradicted claim has an owner and a fix recorded in the decision sheet.

Step 8: Decide keep, update, merge or delete, then carry out the cuts

- ☐ Every URL in scope has exactly one action: keep, update, merge or delete.
- ☐ The reason for each decision is written in one cell next to it.
- ☐ Every merge names its target URL.
- ☐ Every delete records whether the URL has backlinks or traffic, which decides between a redirect and removal.
- ☐ The useful content of every merged page is moved into its target before the redirect goes live.
- ☐ Every removed URL with backlinks or traffic has a 301 redirect to the closest relevant page.
- ☐ Pages removed with no replacement return 404 or 410 and are dropped from the XML sitemap.
- ☐ No redirect points to another redirect.
- ☐ Internal links point to final URLs instead of redirected ones.

Step 9: Prioritize the updates by impact and effort

- ☐ Every update action has an impact score and an effort score.
- ☐ Pages ranking just below page one with high impressions are in the first batch.
- ☐ Fixes are grouped into dated batches on a content update calendar.
- ☐ The audit report lists each finding with its severity and its fix side by side.

Step 10: Refresh pages and track the results

- ☐ Each refreshed page has corrected facts, a direct answer in its opening and links from related pages.
- ☐ The date of every change is logged next to its URL.
- ☐ A baseline of clicks, impressions and position is saved for every changed URL.
- ☐ A review date is set to compare the changed URLs against their baseline.