Blog SEO Audit Checklist: 25 Checks

Article URL: _____ Date: _____

Search intent and content

- [ ] 1. Targets one main topic
- [ ] 2. Matches the intent shown by current search results
- [ ] 3. Gives the key answer early
- [ ] 4. Shows real expertise: specific examples, original images, accurate detail
- [ ] 5. Facts and statistics link to original sources
- [ ] 6. Complete enough that readers do not need to search again
- [ ] 7. Easy to scan: short paragraphs, clear subheadings, lists

On-page elements

- [ ] 8. Title tag specific, about 50 to 60 characters
- [ ] 9. Meta description summarises the benefit, about 150 to 160 characters
- [ ] 10. Exactly one H1
- [ ] 11. Logical H2 and H3 outline
- [ ] 12. Short, descriptive URL
- [ ] 13. Author name, profile link and date visible

Links

- [ ] 14. Two or more relevant internal links with descriptive anchors
- [ ] 15. Other relevant articles link to this one
- [ ] 16. External links point to credible sources
- [ ] 17. No broken links

Images

- [ ] 18. Images relevant and properly licensed
- [ ] 19. Descriptive alt text on meaningful images
- [ ] 20. Images compressed and correctly sized

Technical

- [ ] 21. Indexed (checked with URL Inspection)
- [ ] 22. Canonical tag correct
- [ ] 23. Article or BlogPosting structured data valid
- [ ] 24. Fast and usable on mobile

Freshness

- [ ] 25. Content current; modified date updated only for meaningful changes

Fixes to make

1. _____

2. _____

3. _____

Full guide: www.flexyblogs.com/blog/blog-seo-audit-checklist