



The
**Search
Initiative**



The SEO Content Audit Checklist



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Search Intent

For the core keywords each of your content is targeting:

- Identify the content medium
- Identify the type of page
- Identify the creator
- Identify the ideal length
- Identify the purpose
- Make sure your content aligns with what Google is rewarding.

Readability

- Use short sentences and paragraphs.
- Use headings, subheadings, images, quote, etc. to break up blocks of text.

Thin Content

- Identify pages that contain duplicate text. Either remove or rewrite this content.
- Pages with affiliate content aren't directly copying from the original merchant without adding value.
- Remove and/or rewrite auto-generated content
- Remove doorway pages
- Identify and fill any content gaps
- Identify pages with quality backlinks but still not ranking well and update content.
- Page is not over-optimized with keywords.





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Duplicate Content

Finding Duplicate Content

- Copy text from one of your pages and search for it in Google using speech marks.
- Run a [Siteliner](#) audit
- Run a [Copyscape](#) audit

Fixing Duplicate Content

- Keep your content as unique as possible
- Look out for the same content on different URLs. Eg https vs. http versions of your site.
 - Ensure these are noindexed, redirected to correct version, with a 301 response code, and canonicalized
- File a DMCA request if your site content has been copied by someone else.
- Maintain consistency with internal linking
- Minimize similar content.
- Use a consistent URL naming structure.





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E-A-T (Content Quality)

- Is your content written by an expert on the topic?
- Is your content kept up to date?
- Would other trusted websites want to link to your content?
- Is your content factually correct and accurate?
- Is your website/business getting a large number of positive reviews?
- Is there evidence of authorship and expertise on your website?
 - Include and Author Bio
 - Include and About Us
- Have you marked up your articles, content creators, and business?
- Have you made it easy for your users to contact you?
- Does the URL have links from other trusted sites?

Keyword Cannibalization

- De-optimizing unimportant pages
- Merge similar pages
- Delete undesired page
- Implement a noindex tag if the undesired competing page is still useful for visitors.
- Implement a canonical tag if the competing pages offer value to the user, but you want page A to rank over page B.



Want to make sure your SEO is working for you?

- ✓ Want help figuring out the best SEO strategy for your site?
- ✓ Don't want to commit to monthly payments for an ongoing SEO management service?
- ✓ Interested in a straight-forward master plan you can take into action right now?

If you answered "Yes" to any of these questions, then we'd like to talk to you!

[CLICK HERE: To Get A SEO Audit From the Search Initiative](#)



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