

SEO Audit Checklist for SaaS Marketers

Use this quick-hit checklist to identify SEO mistakes and fix them fast. Whether you're doing a full SEO audit or fine-tuning your site, these are the must-hit areas.

1. Crawlability & Indexing

- Use **Google Search Console** to check for crawl errors
 - Ensure **robots.txt** isn't blocking important pages or files
 - Confirm **noindex** isn't set on key pages
 - Create and submit an up-to-date **XML sitemap**
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2. Site Speed & Performance

- Run tests on **PageSpeed Insights** or **GTmetrix**
 - Compress all images (WebP or compressed PNG/JPEG)
 - Minify CSS, JavaScript & HTML
 - Enable browser caching & lazy loading
 - Use a **CDN** (Content Delivery Network) for faster delivery
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3. Keyword Optimization

- Research and update **primary keywords** per page
- Include **long-tail & LSI keywords** naturally in copy

- Optimize for **search intent** (informational vs transactional)
 - Avoid **keyword stuffing** — keep it natural
 - Check for **keyword cannibalization** across pages
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4. On-Page SEO

- Unique **title tags** (under 60 characters) with primary keyword
 - Engaging **meta descriptions** (under 160 characters)
 - One **H1 tag** per page, keyword included
 - Use H2/H3s to break up content
 - Add keywords to **URL slugs** (short & readable)
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5. Internal & External Linking

- Link to 2–5 relevant internal pages on every page
 - Check and fix **broken internal/external links**
 - Use **descriptive anchor text** (no “click here”)
 - Ensure navigation structure is intuitive
 - Build a **pillar & cluster** content structure
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6. Mobile-Friendliness

- Pass Google’s **Mobile-Friendly Test**
- Use responsive design

- Ensure clickable elements aren't too close together
 - Avoid text that's too small to read
 - Optimize for touch vs. desktop behavior
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7. Content Quality

- Every page has **minimum 500–1,000 words** of relevant content
 - Content answers real user questions
 - No duplicate or thin content
 - Update outdated blog posts or product pages
 - Include **images, charts, or video embeds** where helpful
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8. Technical SEO

- HTTPS enabled (SSL certificate installed)
 - Implement **schema markup** (Product, FAQ, Review, etc.)
 - Use **canonical tags** to prevent duplicate content issues
 - Set proper **301 redirects** for removed pages
 - Fix **404 errors** and build a custom 404 page
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9. Analytics & Tracking

- Google Analytics and Google Search Console are installed
- Set up **conversion goals** and event tracking

- Monitor bounce rates, CTRs, and time on page
 - Track **organic traffic trends monthly**
 - Use heatmaps to observe on-page behavior
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10. Local & SaaS-Specific Tweaks

- If applicable: Create a **Google Business Profile**
 - Add **customer testimonials** and case studies
 - Optimize for **niche SaaS keywords** (e.g., “[industry] management software”)
 - Include **integration, features, and pricing pages** in your linking strategy
 - Use landing pages for **bottom-of-funnel** keywords
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Pro Tip: Audit your site **quarterly** to stay ahead of Google updates and competitors.