

Website SEO Audit Template

**A Practical Framework for Evaluating Website
Performance, Search Visibility and AI Readiness**

Kaosiso SEO Resource Library

Helping businesses create content that performs well in search
engines and AI-powered search experiences.

Version 1.0

Website

www.kaosisoseo.com

Email

contactdripdew@gmail.com

linkedin

www.linkedin.com/in/kaosiso-ezebuenyi

WELCOME

Your website is often the first impression potential customers have of your business.

If it loads slowly, contains technical issues, or provides a poor user experience, both visitors and search engines may lose confidence in it.

A Website SEO Audit helps identify the strengths and weaknesses of your website so you can make informed improvements.

This template provides a structured approach for reviewing your website's technical health, content quality, usability, and AI readiness.

Who This Template Is For

This template is suitable for:

- Business owners
- SEO professionals
- Digital marketers
- Agencies
- Freelancers
- Website managers

How to Use This Template

Complete each section while reviewing your website.

Mark each item as:

- ☐ Complete
- ☐ Needs Improvement
- ☐ Not Applicable

At the end of the audit, you'll have a clear action plan for improving your website.

Why Website Audits Matter

Regular website audits help you:

- Identify technical issues.
- Improve user experience.
- Increase search visibility.
- Strengthen AI Visibility.
- Improve website performance.
- Build long-term organic growth.

WEBSITE OVERVIEW

Before beginning the audit, record basic information about the website.

Business Name

Website URL

Industry

Audit Date

Auditor

Primary Goal of the Website

- ☐ Generate Leads
- ☐ Sell Products
- ☐ Book Appointments
- ☐ Provide Information
- ☐ Build Brand Awareness
- ☐ Other

Primary Target Audience

Main Services

Competitor

List three main competitors.

1.

2.

3.

Current SEO Tools Being Used

- ☐ Google Search Console
- ☐ Google Analytics
- ☐ Ahrefs
- ☐ Semrush
- ☐ Screaming Frog
- ☐ Bing Webmaster Tools
- ☐ Other

General Website Notes

TECHNICAL SEO AUDIT

Technical SEO ensures that search engines can discover, crawl, understand, and index your website efficiently.

A technically healthy website provides a better experience for users and creates a stronger foundation for both traditional SEO and AI Visibility.

Review each item below and mark its current status.

Crawlability

Check	Complete	Needs Improvement	N/A
Website can be crawled	☐	☐	☐
XML Sitemap available	☐	☐	☐
Robots.txt configured correctly	☐	☐	☐
No important pages blocked	☐	☐	☐

Indexability

Check	Complete	Needs Improvement	N/A
Important pages indexed	☐	☐	☐

No duplicate indexed pages	☐	☐	☐
Canonical tags implemented	☐	☐	☐
No "noindex" mistakes	☐	☐	☐

Website Performance

Check	Complete	Needs Improvement	N/A
Fast loading speed	☐	☐	☐
Images optimized	☐	☐	☐
CSS & JavaScript optimized	☐	☐	☐
Mobile performance acceptable	☐	☐	☐

Website Security

Check	Complete	Needs Improvement	N/A
HTTPS enabled	☐	☐	☐

SSL certificate valid	☐	☐	☐
No mixed content errors	☐	☐	☐

Mobile Friendliness

Check	Complete	Needs Improvement	N/A
Responsive design	☐	☐	☐
Easy navigation	☐	☐	☐
Text readable	☐	☐	☐
Buttons easy to tap	☐	☐	☐

Technical SEO Notes

Priority Fixes
High Priority

Medium Priority

Low Priority

Pro Tip

Technical SEO is the foundation of every successful website. Even the best content can struggle to perform if search engines cannot crawl, index, and understand your pages properly.

ON-PAGE SEO AUDIT

On-page SEO helps search engines and visitors understand the purpose of each page on your website.

A well-optimized page improves visibility, user experience, and increases the likelihood of appearing in both traditional search results and AI-generated responses.

Review each item below and assess its current status.

Page Titles

Check	Complete	Needs Improvement	N/A
Every page has a unique title	☐	☐	☐
Titles accurately describe the page	☐	☐	☐
Important keywords included naturally	☐	☐	☐
Titles encourage users to click	☐	☐	☐

Meta Descriptions

Check	Complete	Needs Improvement	N/A
Every page has a meta	☐	☐	☐

description			
Descriptions accurately summarize the page	☐	☐	☐
Clear call-to-action included	☐	☐	☐
No duplicate descriptions	☐	☐	☐

Headings (H1–H3)

Check	Complete	Needs Improvement	N/A
One clear H1 per page	☐	☐	☐
Logical H2 headings	☐	☐	☐
Helpful H3 subheadings	☐	☐	☐
Headings easy to understand	☐	☐	☐

Content Optimization

Check	Complete	Needs Improvement	N/A
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Page satisfies search intent	☐	☐	☐
Content is original	☐	☐	☐
Information is accurate	☐	☐	☐
Content demonstrates expertise	☐	☐	☐
Easy to read	☐	☐	☐

Images

Check	Complete	Needs Improvement	N/A
Images relevant	☐	☐	☐
Alt text added	☐	☐	☐
Images compressed	☐	☐	☐
File names descriptive	☐	☐	☐

Internal Linking

Check	Complete	Needs Improvement	N/A
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Related pages linked together	☐	☐	☐
Important pages receive internal links	☐	☐	☐
Anchor text descriptive	☐	☐	☐
No broken internal links	☐	☐	☐

URL Structure

Check	Complete	Needs Improvement	N/A
URLs are short	☐	☐	☐
URLs are descriptive	☐	☐	☐
Hyphens used instead of underscores	☐	☐	☐
No unnecessary parameters	☐	☐	☐

On-Page SEO Notes

Recommended Improvements

Immediate Fixes

Future Improvements

On-Page SEO Health

Rate each area from **1 to 5**.

Area	Score
Titles	_____
Meta Descriptions	_____
Headings	_____
Content	_____
Images	_____

Internal Links	____
URLs	____

Overall Score: ____ / 35

Pro Tip

Every page should clearly answer one primary question. When visitors immediately understand what a page is about, search engines and AI systems are more likely to understand it too.

CONTENT QUALITY AUDIT

High-quality content is the foundation of long-term SEO success.

Search engines and AI-powered search experiences prioritize content that is accurate, helpful, well-organized, and demonstrates genuine expertise.

Use this audit to evaluate whether your website content meets those standards.

Content Relevance

Check	Complete	Needs Improvement	N/A
Content matches user search intent	☐	☐	☐
Information is relevant to the audience	☐	☐	☐
Every page has a clear purpose	☐	☐	☐
No unnecessary or irrelevant sections	☐	☐	☐

Content Quality

Check	Complete	Needs Improvement	N/A
Content is original	☐	☐	☐
Information is accurate	☐	☐	☐
Advice is practical	☐	☐	☐
Examples are included	☐	☐	☐
Content demonstrates expertise	☐	☐	☐

Readability

Check	Complete	Needs Improvement	N/A
Short paragraphs	☐	☐	☐
Clear headings	☐	☐	☐
Bullet points used	☐	☐	☐

Tables included where useful	☐	☐	☐
Simple language	☐	☐	☐

Freshness

Check	Complete	Needs Improvement	N/A
Content reviewed regularly	☐	☐	☐
Statistics updated	☐	☐	☐
Broken information removed	☐	☐	☐
Outdated advice updated	☐	☐	☐

Trust & Credibility

Check	Complete	Needs Improvement	N/A
Author identified	☐	☐	☐

Sources referenced	☐	☐	☐
Testimonials included	☐	☐	☐
Case studies available	☐	☐	☐
Contact information easy to find	☐	☐	☐

Content Gaps

Are there important topics your competitors cover that your website does not?

Pages That Need Updating

Page	Priority
_____	High / Medium / Low
_____	High / Medium / Low
_____	High / Medium / Low
_____	High / Medium / Low

Recommended Improvements

Immediate Actions

Long-Term Improvements

Content Quality Score

Area	Score (1-5)
Relevance	___
Quality	___
Readability	___
Freshness	___
Trust	___

Overall Score: ___ / 25

Pro Tip

One exceptional article that genuinely helps readers is often more valuable than ten average articles. Focus on creating content that answers real questions, demonstrates expertise, and remains useful over time.

Great content earns trust before it earns rankings. Focus on helping your audience first, and strong SEO performance will follow.

USER EXPERIENCE & AI VISIBILITY AUDIT

A technically optimized website is important, but it's only part of the equation.

Visitors should be able to navigate your website easily, find information quickly, and complete important actions without frustration.

At the same time, AI-powered search experiences should be able to understand your business, services, and expertise with confidence.

This audit helps you evaluate both.

User Experience (UX)

Navigation

Check	Complete	Needs Improvement	N/A
Main navigation is easy to understand	☐	☐	☐
Important pages are easy to find	☐	☐	☐
Menu is organized logically	☐	☐	☐
Contact information is easy to locate	☐	☐	☐

Readability

Check	Complete	Needs Improvement	N/A
Font size is comfortable to read	☐	☐	☐
Good colour contrast	☐	☐	☐
Plenty of white space	☐	☐	☐
Content easy to scan	☐	☐	☐

User Engagement

Check	Complete	Needs Improvement	N/A
Clear call-to-action on each page	☐	☐	☐
Contact forms easy to complete	☐	☐	☐
Visitors know what to do next	☐	☐	☐
Trust signals	☐	☐	☐

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AI Visibility

Business Identity

Check	Complete	Needs Improvement	N/A
About page clearly explains the business	☐	☐	☐
Services clearly described	☐	☐	☐
Author or business information available	☐	☐	☐
Contact details consistent	☐	☐	☐

AI Understanding

Check	Complete	Needs Improvement	N/A
FAQ sections included	☐	☐	☐

Content answers common questions	☐	☐	☐
Internal links connect related topics	☐	☐	☐
Schema Markup implemented	☐	☐	☐
Case studies or examples included	☐	☐	☐

Trust Signals

Check	Complete	Needs Improvement	N/A
Customer testimonials	☐	☐	☐
Reviews displayed	☐	☐	☐
Certifications or awards shown	☐	☐	☐
Professional profiles linked	☐	☐	☐
Helpful resources published	☐	☐	☐

Overall User Experience Notes

AI Visibility Notes

Priority Improvements

Immediate

Next 30 Days

Next 90 Days

User Experience Score

Area	Score (1–5)
Navigation	_____
Readability	_____
Engagement	_____

UX Score: ____ / 15

AI Visibility Score

Area	Score (1–5)
Business Identity	_____
AI Understanding	_____
Trust Signals	_____

AI Score: ____ / 15

Overall Website Readiness

Rating	Result
26–30	Excellent
20–25	Good
14–19	Needs Improvement
Below 14	High Priority

Pro Tip

A great website serves two audiences equally well: people who visit it and AI systems that interpret it. If visitors can quickly understand your business, AI is much more likely to understand it too.

WEBSITE PERFORMANCE SCORECARD

This scorecard provides a high-level summary of your website's overall SEO performance.

Rather than focusing on individual issues, it helps you quickly identify your strongest areas and the improvements that should be prioritized.

Complete the score after finishing the audit.

Website Information

Business Name

Website

Audit Date

SEO Performance Score

Rate each category from **1 (Poor)** to **5 (Excellent)**.

Category	Score
Technical SEO	___ / 5
On-Page SEO	___ / 5
Content Quality	___ / 5
User Experience	___ / 5
AI Visibility	___ / 5

Mobile Experience	___ / 5
Website Performance	___ / 5
Trust & Credibility	___ / 5

Overall Website Score

Total Score

___ / 40

Website Health Rating

Score	Rating
36-40	Excellent
30-35	Very Good
24-29	Good
18-23	Needs Improvement
Below 18	Immediate Attention Required

Biggest Strengths

What is the website doing well?





Biggest Weaknesses

What requires the most attention?



Highest Priority Fixes

Priority 1

Priority 2

Priority 3 |

Overall Recommendation

Choose the statement that best describes the website.

- ☐ Excellent foundation. Continue improving content and authority.
- ☐ Strong website with several opportunities for improvement.
- ☐ Moderate SEO performance. Technical and content improvements recommended.
- ☐ Significant SEO improvements required before focusing on growth.

Consultant's Summary

Write a short summary of your findings.

Pro Tip

Don't try to fix everything at once. Start with the issues that have the greatest impact on visibility, user experience, and business goals. Small improvements made consistently often produce better long-term results than attempting a complete overhaul in one go.

WEBSITE SEO ACTION PLAN

An SEO audit is only valuable if it leads to action.

Use this roadmap to organize your recommendations by priority and timeline. Focus first on the improvements that will have the greatest impact on your website's performance.

Priority Matrix

Classify each task based on its impact and urgency.

Priority	Description
 High	Critical issues affecting visibility, user experience, or website performance. Complete these first.
 Medium	Important improvements that support long-term SEO growth.
 Low	Enhancements that can be completed after higher-priority tasks.

First 30 Days (High Priority)

Focus on fixing critical technical and usability issues.

Task	Priority	Complete
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_____		☐
_____		☐
_____		☐
_____		☐
_____		☐

Days 31–60 (Medium Priority)

Strengthen content quality and improve website structure.

Task	Priority	Complete
_____		☐
_____		☐
_____		☐
_____		☐

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Days 61–90 (Long-Term Improvements)

Build authority, expand content, and improve AI Visibility.

Task	Priority	Complete

Success Metrics

How will you measure progress?

- Increased organic traffic
- Improved keyword rankings

- ☐ Faster page speed
- ☐ More leads or enquiries
- ☐ Lower bounce rate
- ☐ Longer average session duration
- ☐ More indexed pages
- ☐ Better AI Visibility
- ☐ Improved conversion rate

Monthly Progress Review

Month 1

Completed:

Challenges:

Next Steps:

Month 2

Completed:

Challenges:

Next Steps:

Month 3

Completed:

Challenges:

Next Steps:

Final Notes

Pro Tip

SEO is a continuous process, not a one-time project. Prioritize the changes that deliver the greatest value, measure your results, and review your website regularly to maintain long-term

FINAL THOUGHTS & NEXT STEPS

Congratulations! You've completed the **Website SEO Audit Template**.

You now have a structured framework for evaluating the technical health, content quality, user experience, and AI readiness of any website.

A website audit is more than a checklist—it's an opportunity to uncover issues, identify opportunities, and create a roadmap for continuous improvement.

The most successful websites aren't perfect from day one. They improve because they're reviewed regularly, updated consistently, and refined based on real data and user needs.

Whether you're auditing your own website or working with clients, use this template as a repeatable process for making informed SEO decisions.

What to Do Next

Now that you've completed your audit:

- ✓ Fix the highest-priority technical issues.
- ✓ Improve pages with weak or outdated content.
- ✓ Strengthen your internal linking structure.
- ✓ Keep your business information accurate and consistent.
- ✓ Continue publishing high-quality, helpful content.
- ✓ Review your website every 3–6 months.

SEO isn't a one-time task. It's an ongoing process of improvement.

Recommended SEO Tools

These tools can support your website audits and ongoing optimization efforts.

Google Search Console

Monitor search performance, indexing, and technical issues.

Google Analytics 4

Understand visitor behaviour, engagement, and conversions.

PageSpeed Insights

Measure website performance and identify opportunities to improve loading speed and Core Web Vitals.

Google Rich Results Test

Validate structured data and check eligibility for rich results.

Schema Markup Validator

Verify that your structured data is implemented correctly.

Bing Webmaster Tools

Monitor indexing and search performance within Microsoft's search ecosystem.

Screaming Frog SEO Spider

Audit websites for broken links, duplicate content, redirects, metadata issues, and technical SEO opportunities.

Ahrefs or Semrush

Track keyword rankings, backlinks, competitor performance, and content opportunities.

Need Help With Your Website SEO?

If you'd like professional support improving your website's search performance and AI Visibility, I'd be happy to help.

At **Kaosiso SEO**, I help businesses with:

- Technical SEO Audits
- Website SEO Optimization
- Local SEO
- AI Visibility Strategy
- Content Strategy
- Organic Growth Consulting

My goal is to help businesses create websites that are easier for people to use, easier for search engines to understand, and easier for AI systems to trust and recommend.

Let's Connect

Kaosiso SEO



Website

www.kaosisoseo.com



Email

contactdripdew@gmail.com



Alternative Email

ezebuenyikaosiso@gmail.com



LinkedIn

linkedin.com/in/kaosiso-ezebuenyi

About the Kaosiso SEO Resource Library

This guide is part of the **Kaosiso SEO Resource Library**—a growing collection of practical resources designed to help businesses improve their visibility in search engines and AI-powered search experiences.

Explore other resources:

- Technical SEO Checklist
- AI Visibility Checklist
- SEO Content Brief Template
- Website SEO Audit Template
- Keyword Research Workbook

Visit:

www.kaosisoseo.com/resources

to access the latest guides, templates, and practical SEO tools.



Congratulations!

You have successfully completed **Resource #005** of the **Kaosiso SEO Resource Library**.