

Get Your Site in Shape

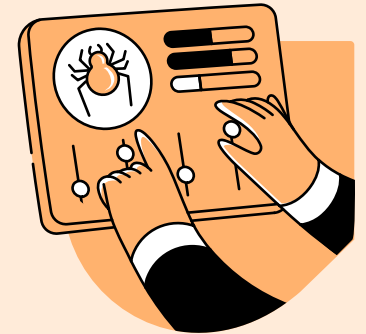
Every new journey needs a trusty guide! Use this site audit checklist to keep track of your progress as you go through the ebook for added efficiency.

Top it off with the [Site Audit](#) tool to measure your [site health](#) as you make improvements. for added efficiency.



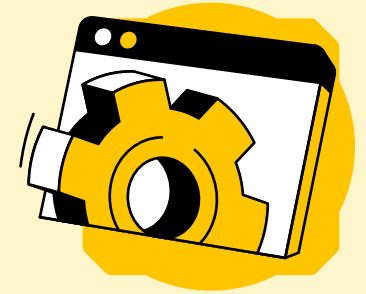
Crawlability & Indexability

- ✓ [Create a robots.txt file for your site](#)
- ✓ Test your robots.txt file to make sure it can be crawled properly
- ✓ Fix any broken links
- ✓ Check that your webpages aren't more than three clicks deep
- ✓ Make sure you have Google-friendly redirects set up if you have any
- ✓ Use canonical tags where appropriate
- ✓ Submit your sitemap to Google Search Console



On-Page SEO

- ✓ Optimize your title tags and H1 tags
- ✓ Consolidate duplicate content where you can
- ✓ Add more valuable text content to pages with a high HTML-text ratio
- ✓ Check if Google is rewriting any of your important meta titles or descriptions on the SERP
- ✓ Add relevant alt text to images where necessary (and remove it where it's not)
- ✓ Make sure all your files have relevant names



Technical SEO

- ✓ Remove unnecessary code
- ✓ Minify heavy code to help page speed
- ✓ Compress your images
- ✓ Implement AMP to make your site mobile-friendly
- ✓ Monitor your Core Web Vitals



International SEO

- ✓ Add rel="alternate" and the appropriate hreflang tags if you have a multilingual site
- ✓ Declare character encoding
- ✓ Decide if you want to include a language selector on your website
- ✓ Confirm that your language and country codes are configured correctly

