

Checklist For Content Audit



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- a.** The KW audit
- b.** The intent audit
- c.** The three C's audit
- d.** The GSC audit
- e.** The three kings audit
- f.** The internal link audit
- g.** The backlink audit
- h.** The E-E-A-T Audit
- i.** The image audit checklist
- j.** The CTA audit
- k.** FS audit
- l.** PAA audit

a. The KW audit

- 1** Does the keyword you're targeting have traffic potential? (Use Ahrefs)
- 2** Have you used autocomplete keywords in the subheadings? (Use Google auto suggestion)
- 3** Did you use synonyms, abbreviations, plurals, and partial matches on the content body? (Bolded terms on SERP)
- 4** Did you put long-tail queries from PAA in your content? (Use PAA on SERP)

b. The intent audit

- 1** Are you meeting the search intent?
- 2** How long have the top pages been ranking for the intent? (use Ahrefs)
- 3** Does the keyword have a fractured intent? (multiple intent)
- 4** How many words do you need to meet search intent?
- 5** Is your search intent not diluted with multiple, in-depth sub-topics?

C. The four C's audit

- 1** Are you targeting the right customer persona?
- 2** Does your content follow the right content type? (Ex, blog, podcast, etc)
- 3** Is your content written in the right content format? (Ex, how-to, listicle)
- 4** Did you give the right direction to your content? (Ex, freshness angle, home-made)

d. The GSC audit

- 1 What's the position trend? (up, down, or breakage)
- 2 What's happening to the query count month on month basis? (increase or decrease)
- 3 Is the main query of one page competing with the main query of another page?
- 4 Do you see any question query for a page which you haven't answered? (answer them)
- 5 Is impression high, position in top 3, but low CTR? (Check if SERP has rich snippets & you don't)
- 6 Is there a click difference for the page? (Check algo update/changes you made recently)

e. The three kings audit

- 1** Did you put the primary keyword in the title?
- 2** Did you put the primary keyword in the URL?
- 3** Did you put the primary keyword in the heading?

f. The internal link audit

- 1** Do you have internal links?
- 2** How many internal links do your competitors have?
- 3** Is your content linked to the money page?
- 4** Is your content linked to the fellow content pages?
- 5** Are you linking to the relevant pages?
- 6** Is your anchor text relevant?
- 7** Are you overusing internal links?
- 8** Are all links working fine?

g. The backlink audit

- 1** Is the site linking relevant on domain level?
- 2** Is the page linking topically relevant?
- 3** Does the linking page have traffic?
- 4** Are you getting enough average links as SERP suggests?
- 5** Did you avoid link farms?
- 6** Did you get links from the body of the content and not footers?
- 7** Is your link profile high DR, high traffic heavy?

h. The E-E-A-T Audit

- 1** Did you use the author bio?
- 2** Did you link author bio to relevant social profiles and mentions?
- 3** Did you put the author's image?
- 4** Have you linked your page to case studies?
- 5** Did you avoid unverified information?
- 6** Did you put fact-checked content?
- 7** Did you link to trusted sources?
- 8** Are you easy to contact?



The image audit checklist

- 1 Are you following the correct aspect ratio?
- 2 Is your image in the webp format?
- 3 Is your image file small yet high quality?
- 4 Did you put alt text to your image?
- 5 Did you put a description to the image?
- 6 Is your image file name SEO-friendly?
- 7 Does your featured image meet the SERP quality?



- 8 Does your content demand a specific-image type? (check SERP image tab)
- 9 Did you avoid having text in image?
- 10 Did you put an image schema?

j. The CTA audit

- 1** Is your CTA visible?
- 2** Does your CTA have an eye-catching color?
- 3** Is the attention ratio balanced?
- 4** Is CTA short and sweet?
- 5** Did you put social proof around CTA?
- 6** Did you write a compelling copy?

k. FS audit

- 1 Do you rank in the top 10?
- 2 Does your competitor rank in FS?
- 3 Did you observe the FS type?
- 4 Did you analyze the word count?
- 5 Did you check the bolded statement?
- 6 Did you see the keyword and variation in the snippet?

I. PAA audit

- 1 Does your competitor rank in PAA?
- 2 Did you cover the question in content?
- 3 Does PAA direct you to a subheading or a separate article?
- 4 Did you implement a schema for questions?