

# **DIY On-Page SEO Audit Guide**

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Welcome to Propaganda Solutions!

This guide is designed to help you perform a comprehensive on-page **SEO audit on your own**. A well-optimized webpage is crucial for driving organic traffic from search engines. Follow these steps to identify what's working, what needs improvement, and what actions to take next.



## Step-by-Step Instructions:

- 1. Primary Keyword in URL**  
Ensure the primary keyword is included in the URL, excluding the domain name.
- 2. URL Length and Readability**  
Verify the URL is short (under 6-7 words), user-friendly, and easy to remember.
- 3. Hyphens vs. Underscores**  
Ensure the URL uses hyphens instead of underscores for better readability.
- 4. Subdomain vs. Sub-folder**  
Make sure the URL is not a subdomain but is located in a sub-folder for optimal SEO.



## Example:



### Good URL:

[www.example.com/seo-audit-guide](http://www.example.com/seo-audit-guide)



### Bad URL:

[www.example.com/seo\\_audit\\_guide](http://www.example.com/seo_audit_guide)

## Using Screaming Frog:



- 1. Page Title**  
Check that the page title is under 70 characters and includes the primary keyword.
- 2. Meta Description**  
Ensure the meta description is under 160 characters and includes the keyword.
- 3. H1 Tag**  
Verify there is only one H1 tag on the page and that it includes the primary keyword.



## Example:

**Good Title:**  
 SEO Audit Guide: Optimize Your Website

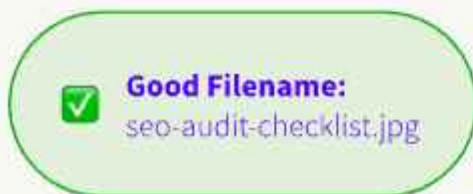
**Bad Title:**  
 SEO Audit for Better Ranking and Traffic

## Image Optimization:

- 1. Alt Text**  
Ensure all images have descriptive alt texts so search engines can identify them.
- 2. Filenames**  
Check that all images have user-friendly filenames.



## Example:

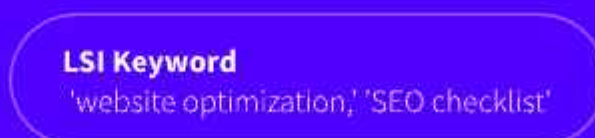
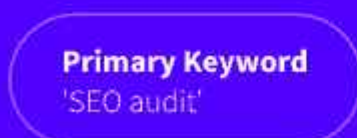


## Content Optimization:

- 1. Keyword Density**  
Ensure the primary keyword appears 2-3 times in the body content but not more than 8-9 times.
- 2. LSI Keywords**  
Include Latent Semantic Index (LSI) keywords relevant to your primary keyword.



## Example:



## Broken Links:

- 1. Broken Link Checker**  
Use this tool to find and fix any broken links on your page.

## Technical Optimization:

### **Chrome DevTools Lighthouse:**

Use Lighthouse to audit performance, accessibility, best practices, and SEO.

- 1. Access ChromeDevTools**  
Right-click on any part of the page and select 'Inspect.'
- 2. Navigate to Lighthouse**  
Select 'Lighthouse' from the toolbar.
- 3. Choose Audit Categories**  
Select categories like performance, accessibility, best practices, and SEO.
- 4. Analyze Page Load**  
Click 'Analyze' or 'Run audits' to generate a detailed report.



## Using Ahrefs:



- 1. Backlink Analysis**  
Enter the page URL in Ahrefs and set the selector to 'Exact URL.'
- 2. Trustworthy Backlinks**  
Ensure backlinks come from sites with a Domain Rating (DR) above 30.
- 3. Contextually Relevant Sites**  
Check that backlinks come from sites with relevant topics.
- 4. Redirect Chains**  
Ensure no more than 20% of backlinks go through more than one redirect.
- 5. Anchor Text Distribution**  
Ensure the anchor text distribution is natural and not over-optimized with the primary keyword.



If you need any assistance or prefer to have experts handle it, Propaganda Solutions is here to help.

**Contact us today to schedule your comprehensive SEO audit and take the first step towards enhancing your online presence.**