SEO audit checklist for Indian SMBs

A 24-point SEO audit you can run on your own site in a weekend. Built for Indian small businesses, founders and operators.

- Run a technical SEO audit in 60 minutes.
- Audit Core Web Vitals on mobile with real-user data.
- Audit your on-page SEO with a 24-point checklist.
- Audit your content for thin and duplicated pages.
- Audit your backlink profile and toxic links.
- Set up Google Search Console and Bing Webmaster Tools.
- Set up Google Analytics 4.
- Set up conversion tracking for forms, calls and WhatsApp.
- Set up a heatmap and session recording tool.
- Run a content gap analysis against 5 competitors.
- Write a 90-day content plan with topics and keywords.
- Write a 30-day link building plan with outreach targets.
- Audit your local SEO and Google Business Profile.
- Audit your review generation process.
- Set up a review response workflow.
- Set up a weekly reporting cadence.
- Set up an SEO experiment log.
- Set up a content refresh calendar.
- Set up a CRO experimentation roadmap.
- Set up a customer interview script.
- Set up a referral program.
- Sign up for the WebGrow24 newsletter.

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