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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN WEBSITES

Ten SEO audit checks you can run today.

These free checks show whether your website has obvious SEO problems before you pay for a full audit. Tick each one that passes. Anything unticked is worth fixing or asking about.

- [ ] 01 **Important pages are indexed** — Search Console
  Search Console's Pages report shows your key pages as indexed, and explains any that are not.
- [ ] 02 **Your key pages appear in a site search** — Quick check
  Search Google for site:yourdomain.com.au and check the pages that matter show up.
- [ ] 03 **Mobile speed passes Core Web Vitals** — PageSpeed Insights
  Run your home page and a key service page through PageSpeed Insights on mobile.
- [ ] 04 **Every page has a unique, clear title** — On-page
  Each title says what the page offers and, where it matters, where.
- [ ] 05 **Each page has one clear heading** — On-page
  One H1 per page, with subheadings that follow a logical order.
- [ ] 06 **No broken links or redirect chains** — Technical
  Internal links go straight to live pages, not to errors or several redirects.
- [ ] 07 **The XML sitemap is submitted** — Technical
  Your sitemap lists your live pages and is submitted in Search Console.
- [ ] 08 **Your Google Business Profile is complete** — Local SEO
  Correct name, phone, hours, service area, categories and recent photos.
- [ ] 09 **Content answers real questions directly** — AI search ready
  Key pages answer what customers ask in the first few lines, with an FAQ where it helps.
- [ ] 10 **Enquiries are tracked** — Measure it
  Form submissions and calls are recorded in GA4 so you can measure results.

What a full audit adds

A professional audit interprets the data, compares you with the competitors ranking above you, checks your content and links in depth, and puts every fix in order of impact.

What to fix first

Anything stopping important pages being crawled or indexed. Then titles, headings and content on your most valuable pages, then speed and links.

Full guide: high10.com.au/blog/what-is-an-seo-audit

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