SEO SERVICES

Connecting Your Message to the Right Audience Through SEO

SEO Audit Checklist

for a

website

At Lava SEO Services, we specialize in helping individuals and organizations optimize their websites for **maximum search visibility, brand recognition, and audience connection.** Your website has a unique message, and our goal is to ensure it reaches the right people through strategic SEO. This checklist will guide you through key improvements to enhance your website's performance. Whether you're tackling SEO on your own or seeking expert support, **we're here to help you stand out and succeed online**.

Comprehensive WIX SEO Audit Checklist

Optimizing your **WIX** website for SEO involves refining **technical structure, content strategy, and performance** to boost rankings and organic traffic.

Follow this **detailed SEO audit checklist** to ensure your site is **fully optimized** for all search engines.

1. Technical SEO Setup

◆ **Enable SSL (Secure HTTPS)** – Ensure your site has a secure HTTPS connection (Settings > Custom Domain > SSL Certificate).

◆ **Set Up Google Search Console & Google Analytics** – Verify your WIX site with Google Search Console and connect it to Google Analytics to track performance.

◆ **Check Mobile-Friendliness** – Use WIX's **mobile editor** to preview and optimize your site for mobile devices.

◆ **Improve Site Speed & Performance** – Optimize images using **WIX's image optimization tools**, remove unnecessary animations, and minimize the number of apps used.

◆ **Fix Broken Links & Redirects** – Use WIX's **301 Redirect Manager** to redirect old or broken URLs to relevant pages.

2. On-Page SEO Optimization

◆ **Optimize Page Titles & Meta Descriptions** – Ensure every page has a unique and keyword-rich title and description (SEO Panel > Page SEO).

◆ **Use Proper Header Tags (H1, H2, H3)** – Each page should have **only one H1**, followed by

structured H2 and H3 tags for readability and SEO.

◆ **Optimize Image Alt Text** – Add relevant **alt text** to all images for accessibility and SEO (Settings > Alt Text).

◆ **Ensure SEO-Friendly URLs** – Edit URLs to be **short, descriptive, and keyword-rich** (avoid special characters or auto-generated numbers).

◆ **Implement Internal Linking** – Link relevant pages together for better navigation and SEO (e.g., blog posts linking to service pages).

3. Content & Keyword Optimization

◆ **Perform Keyword Research** – Use tools like **Google Keyword Planner or Ubersuggest** to find relevant search terms.

◆ **Optimize Existing Content** – Ensure content includes **target keywords** naturally without stuffing.

◆ **Enhance Content Structure** – Use **bullet points, numbered lists, and short paragraphs** to improve readability.

◆ **Use Schema Markup** – Add structured data (available in WIX SEO tools) to improve search visibility for products, FAQs, and local business info.

◆ **Update & Refresh Content Regularly** – Keep blog posts and pages **up to date** to stay relevant in search rankings.

4. Off-Page SEO & Backlink Strategy

◆ **Claim & Optimize Google My Business** – Ensure your business is listed with accurate information.

◆ **Build High-Quality Backlinks** – Reach out to industry blogs and authoritative sites for **guest posting and backlinks**.

◆ **Leverage Social Media Sharing** – Share content on **Facebook, Instagram, LinkedIn, and Twitter** to drive engagement and traffic.

◆ **Encourage Customer Reviews** – Collect and display reviews from **Google, Yelp, and industry-specific directories** for credibility.

5. Performance Tracking & Ongoing Optimization

◆ **Monitor Google Search Console Errors** – Regularly check for indexing issues, mobile usability problems, and crawl errors.

◆ **Track Keyword Rankings** – Use tools like **Google Search Console, Ubersuggest, or SEMrush** to track SEO progress.

◆ **Review Website Analytics** – Analyze site traffic and visitor behavior in **Google Analytics** to adjust your SEO strategy.

◆ **Test & Improve Core Web Vitals** – Improve **LCP (Largest Contentful Paint), FID (First Input Delay), and CLS (Cumulative Layout Shift)** for better page speed.

◆ Final Check: Run WIX SEO Wiz

WIX provides a **built-in SEO tool** called **WIX SEO Wiz**, which gives tailored recommendations to improve your site's SEO. Be sure to complete all suggested tasks for maximum optimization. By following this checklist, you can ensure your WIX site is **fully optimized, ranks higher in search results, and attracts more organic traffic.**

At Lava SEO Services, we're committed to helping businesses navigate the always-changing world of search engine optimization. **Search engines roll out major algorithm updates multiple times a year —like Google's recent Helpful Content Update, which prioritizes user-focused content over keyword-stuffed pages.** Staying ahead of these changes is crucial for maintaining and improving search rankings. That's why we're glad to provide this comprehensive SEO audit checklist—to empower you with the tools and insights needed to optimize your WIX website for better visibility, traffic, and conversions. If you need expert guidance, customized strategies, or hands-on support, our team is here to help. Whether it's technical SEO, content optimization, or link-building, we take the guesswork out of SEO so you can focus on growing your business. Let's work together to bring powerful, lasting SEO results to your website—**reach out today.**

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