

Free SEO & Marketing Audit Checklist

The exact 42-point audit we run on every Indian SME website before quoting them. Use this to find ■5L–■50L worth of leaks in your funnel — yourself.

On-Page SEO (12 points)

- Title tag — between 30–60 chars, includes primary keyword + city
- Meta description — 70–160 chars, has a verb + value prop + CTA
- Single H1 per page matching search intent
- H2/H3 structure mirrors keyword variations users actually search
- URL slug is short, lowercase, hyphenated, no dates/IDs
- Internal links — every page links to 3+ relevant pages
- Image alt text on 90%+ of images (descriptive, not keyword-stuffed)
- Canonical tag present and self-referencing
- Hreflang if you serve multiple geos (in-en, en-gb, etc.)
- Schema.org JSON-LD: Organization, LocalBusiness, FAQPage, Article
- Open Graph + Twitter Card tags (og:image 1200×630)
- Robots.txt + sitemap.xml submitted to Google Search Console

Technical SEO (10 points)

- LCP < 2.5s on mobile (test in PageSpeed Insights)
- INP < 200ms — no janky tap delays
- CLS < 0.1 — no layout shifts from late-loading ads/images
- HTTPS everywhere, no mixed-content warnings
- Mobile viewport meta + responsive at 360px width
- 404 pages return real 404 status (not soft 404)
- XML sitemap auto-updated on publish, < 50MB
- Crawl budget — robots.txt blocks /admin, /cart, /checkout
- Indexed-page count in GSC matches actual page count (±10%)
- No duplicate-content from query params (utm_, ref, etc.)

Conversion & Lead Capture (8 points)

- Above-the-fold CTA visible without scrolling
- Phone number is click-to-call (tel:) on every page
- WhatsApp button on mobile (most Indian SMEs convert 3× higher on WA)

- Lead form < 5 fields — name, phone, email, business type, message
- Exit-intent popup with a real offer (not just "subscribe")
- Thank-you page (not toast) — for conversion tracking
- Trust signals near CTA: client count, testimonials, certifications
- Auto-reply email + WhatsApp confirmation within 60s of submit

Off-Page & Trust (6 points)

- Google Business Profile claimed + posts in last 30 days
- Listed on Clutch, GoodFirms, DesignRush, Sortlist (free tier)
- 10+ reviews on Google with 4.5+ avg rating
- DR (Domain Rating) — target 20+ in 90 days
- 5+ guest posts or PR mentions on DR 40+ sites
- LinkedIn company page — 3 posts/week from founder

Tracking & Analytics (6 points)

- GA4 installed and firing on every page
- Google Ads conversion tracking + Enhanced Conversions enabled
- Meta Pixel + Conversions API (server-side) for iOS 14+ accuracy
- WhatsApp click tracked as a conversion event
- Form submissions tracked as a goal in GA4 (not just pageview)
- Monthly funnel report — Sessions → Leads → MQL → Customer

Want us to run this audit on your site?

If you'd rather skip the DIY, our team runs this full 42-point audit on your website + Google Ads + Meta Ads account and delivers a 30-page PDF with prioritised fixes — worth ₹15,000, free for Indian SMEs.

What you get	Value
42-point on-page + technical audit	₹6,000
Google Ads / Meta Ads spend review	₹5,000
Competitor gap analysis (top 3 competitors)	₹4,000
30-minute strategy call with our founder	₹3,000
Total value	₹18,000
Your investment	Free

Book your free audit → <https://preevee.in/free-audit>

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