

#	Check Items (double click topics to expand / collapse)	Descriptions	Status (double click to change)
Audit Checklist			
1	Market Research and Analysis		<input type="checkbox"/>
1.1	Keyword Research		<input type="checkbox"/>
1.2	Keyword Ranking Report		<input type="checkbox"/>
1.3	Keyword Structuring		<input type="checkbox"/>
1.4	Ranking Analysis		<input type="checkbox"/>
1.5	Competition Analysis		<input type="checkbox"/>
1.6			<input type="checkbox"/>
1.7			<input type="checkbox"/>
1.8			<input type="checkbox"/>
1.9			<input type="checkbox"/>
1.10			<input type="checkbox"/>
2	Website Structure Analysis		<input type="checkbox"/>
2.1	Search Engine Metrics		<input type="checkbox"/>
2.2	Sitemaps		<input type="checkbox"/>
2.3	URL Structure		<input type="checkbox"/>
2.4			<input type="checkbox"/>
2.5			<input type="checkbox"/>
2.6			<input type="checkbox"/>
2.7			<input type="checkbox"/>
2.8			<input type="checkbox"/>
2.9			<input type="checkbox"/>
2.10			<input type="checkbox"/>
3	Backlink Analysis		<input type="checkbox"/>
3.1			<input type="checkbox"/>
3.2			<input type="checkbox"/>
3.3			<input type="checkbox"/>
3.4			<input type="checkbox"/>
3.5			<input type="checkbox"/>
3.6			<input type="checkbox"/>
3.7			<input type="checkbox"/>
3.8			<input type="checkbox"/>
3.9			<input type="checkbox"/>
3.10			<input type="checkbox"/>
4	Web Design Analysis		<input type="checkbox"/>
4.1	Platform Review		<input type="checkbox"/>
4.2	Malware Check		<input type="checkbox"/>
4.3	General Recommendations		<input type="checkbox"/>
4.4	Site Performance		<input type="checkbox"/>
4.5	Navigation Crawlability		<input type="checkbox"/>
4.6	Hosting Check		<input type="checkbox"/>
4.7			<input type="checkbox"/>
4.8			<input type="checkbox"/>
4.9			<input type="checkbox"/>
4.10			<input type="checkbox"/>
5	Troubleshooting Report		<input type="checkbox"/>
5.1	Broken Links		<input type="checkbox"/>
5.2	404 Error Pages		<input type="checkbox"/>
5.3	Robots.TXT		<input type="checkbox"/>
5.4	Robots Meta Tags		<input type="checkbox"/>
5.5	Indexed Pages/Actual Page Count		<input type="checkbox"/>
5.6			<input type="checkbox"/>
5.7			<input type="checkbox"/>
5.8			<input type="checkbox"/>
5.9			<input type="checkbox"/>
5.10			<input type="checkbox"/>
6	Content Analysis and Optimization		<input type="checkbox"/>

#	Check Items (double click topics to expand / collapse)	Descriptions	Status (double click to change)
6.1	Duplicate Content Check		<input type="checkbox"/>
6.2	Keyword Grouping		<input type="checkbox"/>
6.3	URL Mapping		<input type="checkbox"/>
6.4	Target URLs		<input type="checkbox"/>
6.5	URL Architecture Recommendations		<input type="checkbox"/>
6.6	Content Recommendations		<input type="checkbox"/>
6.7			<input type="checkbox"/>
6.8			<input type="checkbox"/>
6.9			<input type="checkbox"/>
6.10			<input type="checkbox"/>
7	Audit Report Summary		<input type="checkbox"/>
7.1	Website Report Summary		<input type="checkbox"/>
7.2	Custom Recommendations		<input type="checkbox"/>
7.3	Keyword Consultation		<input type="checkbox"/>
7.4			<input type="checkbox"/>
7.5			<input type="checkbox"/>
7.6			<input type="checkbox"/>
7.7			<input type="checkbox"/>
7.8			<input type="checkbox"/>
7.9			<input type="checkbox"/>
7.10			<input type="checkbox"/>
Implementation Checklist			
8	Website Optimization		<input type="checkbox"/>
8.1	Site silo sculpting		<input type="checkbox"/>
8.2	Permalink Check		<input type="checkbox"/>
8.3	On-Page Title Check		<input type="checkbox"/>
8.4	On-Page Meta Description Check		<input type="checkbox"/>
8.5	On-Page H tag Check		<input type="checkbox"/>
8.6	On-Page Keyword Check		<input type="checkbox"/>
8.7	Site wide schema Check		<input type="checkbox"/>
8.8			<input type="checkbox"/>
8.9			<input type="checkbox"/>
8.10			<input type="checkbox"/>
9	Inbound Link Profile Optimization		<input type="checkbox"/>
9.1	Owned Organic Social Links		<input type="checkbox"/>
9.2	Owned Paid Social Links		<input type="checkbox"/>
9.3	Industry/Niche Specific Links		<input type="checkbox"/>
9.4			<input type="checkbox"/>
9.5			<input type="checkbox"/>
9.6			<input type="checkbox"/>
9.7			<input type="checkbox"/>
9.8			<input type="checkbox"/>
9.9			<input type="checkbox"/>
9.10			<input type="checkbox"/>
10	Citation Profile Optimization		<input type="checkbox"/>
10.1	Verify/Adjust NAP Consistency		<input type="checkbox"/>
10.2	Verify/Submit Placement In Top Vertical Directories		<input type="checkbox"/>
10.3	Verify/Submit Placement in Top Horizontal Directories		<input type="checkbox"/>
10.4			<input type="checkbox"/>
10.5			<input type="checkbox"/>
10.6			<input type="checkbox"/>
10.7			<input type="checkbox"/>
10.8			<input type="checkbox"/>
10.9			<input type="checkbox"/>
10.10			<input type="checkbox"/>
11	Social Profile Optimization		<input type="checkbox"/>
11.1	Facebook		<input type="checkbox"/>
11.2	Twitter		<input type="checkbox"/>
11.3	LinkedIn		<input type="checkbox"/>
11.4	Google+		<input type="checkbox"/>

#	Check Items (double click topics to expand / collapse)	Descriptions	Status (double click to change)
11.5	Other		<input type="checkbox"/>
11.6			<input type="checkbox"/>
11.7			<input type="checkbox"/>
11.8			<input type="checkbox"/>
11.9			<input type="checkbox"/>
11.10			<input type="checkbox"/>
12	Google My Business Optimization		<input type="checkbox"/>
12.1	Verify NAP		<input type="checkbox"/>
12.2	Cover Image		<input type="checkbox"/>
12.3	Profile Image		<input type="checkbox"/>
12.4	About Optimization		<input type="checkbox"/>
12.5	Video Upload		<input type="checkbox"/>
12.6	Collections Creation		<input type="checkbox"/>
12.7	Content Creation/Linking		<input type="checkbox"/>
12.8			<input type="checkbox"/>
12.9			<input type="checkbox"/>
12.10			<input type="checkbox"/>
13	Review Optimization		<input type="checkbox"/>
13.1	My Business		<input type="checkbox"/>
13.2	Facebook Places		<input type="checkbox"/>
13.3	Yelp		<input type="checkbox"/>
13.4	Hyper-Local		<input type="checkbox"/>
13.5			<input type="checkbox"/>
13.6			<input type="checkbox"/>
13.7			<input type="checkbox"/>
13.8			<input type="checkbox"/>
13.9			<input type="checkbox"/>
13.10			<input type="checkbox"/>