Keyword Audit Checklist

- ☐ Upload sitemaps to Google Search Console
- ☐ Examine keyword rankings for each web page
- ☐ Compare conversions and traffic for keywords
- ☐ Compare CPC
- ☐ Review negative keywords
- ☐ Discover competitor keywords
- ☐ Assess rankings for branded keywords
- ☐ Find keyword opportunities for traffic on Ahrefs
  - ☐ Select target keywords
  - ☐ Build a content calendar
- ☐ Update on-page keywords and optimization for landing pages
- ☐ Update negative keyword lists
- ☐ Pause low-ranking keywords
- ☐ Repeat keywords and search term audit weekly
- ☐ Repeat audits for SEO content and ad campaigns at least monthly