SEO Audit Questionnaire

Below is a **practical, client-friendly checklist** you can reuse before *any* SEO audit. It's structured so you know

1. **what to ask**, and
2. **what access you actually need**.

1. Business & Goals (the "why" behind the site)

You need this *before* looking at a single metric.

Ask the client:

- What is the **primary goal** of the website? (leads, sales, bookings, awareness, subscriptions)
- Which **products/services** matter most for revenue?
- Who is the **ideal target audience**? (B2B/B2C, location, decision-makers)
- Are there **seasonal peaks** or business cycles?
- What does **SEO success** look like for you in 3–6 months?
- Are there any **KPIs** you already track?

Nice to know:

- Average order value / lead value
- Sales cycle length (especially B2B)

2. SEO History & Constraints (the "what happened before")

This avoids repeating mistakes or misreading drops.

Ask the client:

- Has SEO been done before? If yes:
    - In-house or agency?
    - Any reports available?
- Have there been **major website changes**?
    - Redesigns
    - Domain change
    - CMS change
    - Migrations
- Any **known penalties**, manual actions, or traffic drops?
- Are there **internal restrictions**?

- o   CMS limitations
- o   Legal/compliance constraints
- o   Approval processes
- Which **markets & languages** matter most?

3. Website & Tech Basics (high-level context)

You don't need dev-level detail yet — just orientation.

Ask the client:

- Primary domain(s) and subdomains
- CMS (WordPress, Shopify, custom, etc.)
- Is the site:
    - o   Lead-gen?
    - o   E-commerce?
    - o   Content-driven?
- Do they use:
    - o   Page builders?
    - o   Multilingual setup?
    - o   Multiple domains for regions?

4. Content & Brand Direction

Helps you judge *quality* vs just structure.

Ask the client:

- Which pages are **most important**?
- Any **content guidelines** or brand rules?
- Are there existing:
    - o   Blogs
    - o   Guides
    - o   Landing pages
- Any content they *don't* want changed?
- Who is responsible for **content updates** after the audit?

5. Competition & Market Reality

SEO without competitive context is half an audit.

Ask the client:

- Who do you see as your **main competitors**?
- Are these:
    - Direct business competitors?
    - SERP competitors?
- Any brands they *aspire* to outrank?
- Are they running:
    - Google Ads?
    - Paid social?
    - Marketplaces?

6. What Access You Need (minimum vs ideal)

Must-have (non-negotiable)

Ask for:

- **Google Search Console** (full access preferred)
- **Google Analytics / GA4** (read access is enough)
- **CMS access** (read or editor level)
- **List of known redirects / migrations** (if applicable)

If they can't provide these → **flag limitations upfront** in your audit scope.

Very helpful (but not mandatory)

If available:

- Google Tag Manager
- Google Ads (for keyword + conversion insight)
- SEO tools already in use (SISTRIX, Semrush, Ahrefs, etc.)
- Server log files (advanced audits only)
- Hosting / performance tools (e.g. CDN info)

7. Practical & Process Questions (often forgotten)

These save you headaches later.

Ask the client:

- Who is the **main contact** for SEO questions?

- Who will **implement recommendations**?
- Preferred **report format**? (PDF, slides, call walkthrough)
- Deadline or internal milestones?
- Any **hard no-go areas**?

8. Optional: Quick Pre-Audit Reality Check

You can frame this diplomatically:

- Are you aware SEO is:
  - Medium- to long-term?
  - Dependent on implementation?
- Are you open to:
  - Structural changes?
  - Content consolidation/removal?
  - Technical fixes?