

# Content Audit Checklist

- ✓ Determine SEO audit goals
- ✓ Do a content inventory
- ✓ Create topic clusters
- ✓ Do a content analysis
- ✓ Do a keyword analysis
- ✓ Do a content gap analysis
- ✓ Do a competitor content audit
- ✓ Evaluate on-page optimization
- ✓ Do a technical SEO audit
- ✓ Check for usability issues
- ✓ Create a content strategy
- ✓ Make recommendations

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