



Template: UX Audit and SEO Improvement Checklist

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Based on Article: "The Role of User Experience (UX) in SEO Success"

Website: <https://scaleblogger.com>

A practical checklist to conduct a UX audit that enhances SEO performance.

Checklist Items:

- ☐ **1. Gather Baseline Analytics and Search Performance**
Collect data on organic landing pages, bounce rates, engagement metrics, and top search queries to identify areas with high impressions but low click-through rates.
Reference Section: Step-by-step UX Audit to Improve SEO
- ☐ **2. Crawl Your Site for UX/Technical Issues**
Use tools like Screaming Frog or Sitebulb to run a full site crawl. Look for broken links, duplicate titles, and missing metadata, as well as pages with heavy DOM sizes.
Reference Section: Step-by-step UX Audit to Improve SEO
- ☐ **3. Run Core Web Vitals Tests**
Measure `Largest Contentful Paint`, `First Input Delay`, and `Cumulative Layout Shift` on various devices using tools like Lighthouse or PageSpeed Insights.
Reference Section: Step-by-step UX Audit to Improve SEO
- ☐ **4. Conduct Qualitative Research**
Utilize session recording tools such as Hotjar to observe user interactions. Conduct usability tests to identify pain points in user pathways.
Reference Section: Step-by-step UX Audit to Improve SEO
- ☐ **5. Audit Content Structure and UX**
Review on-page elements like headings, CTA clarity, and alt text for images. Ensure the content aligns with search intent and is easy to navigate.
Reference Section: Step-by-step UX Audit to Improve SEO
- ☐ **6. Prioritize UX Issues with Impact vs. Effort**
Map issues identified during the audit against their expected SEO impact and the effort required to fix them. Use this to determine which issues to address first.
Reference Section: Step-by-step UX Audit to Improve SEO
- ☐ **7. Create Implementation and A/B Testing Plan**
Design experiments based on your findings by defining clear hypotheses, expected metrics, and testing durations, while considering staged rollouts.
Reference Section: Step-by-step UX Audit to Improve SEO

☐ **8. Measure, Test, and Iterate**

Utilize A/B testing tools to experiment with changes and measure their impact on engagement metrics and SEO signals. Iterate based on results.

Reference Section: Measure, Test, and Iterate (A/B and Observational Testing)