

How to run a \$5,000 **SEO Audit**



**In 20 Minutes
Using AI**

How to use this framework

To get the most out of this SEO audit prompt, follow these guidelines for a deeply researched, professional-grade result:

- Select **Deep Research**: Using ChatGPT, Gemini or Perplexity, select the "Deep Research" tool
- Customize Your Inputs by replacing the bracketed placeholders ([**URL**], [**LOCATION**], and [**COMPETITORS**]) with your specific brand and market data.
- Then paste the prompt on the following page into the dialogue box.

Ready when you are.

+ Ask anything



📎 Add photos & files

📁 Add from Google Drive

🖼️ Create image

🔍 Deep research

🛒 Shopping research

🤖 Agent mode

⋮ More



The Prompt

I'd like a comprehensive SEO audit of the website [URL] focused on the [LOCATION] market. The audit should be high-touch and deeply researched, not surface-level or automated-sounding. Please include analysis and actionable recommendations for the following areas:

- 1. Keyword Optimization & Strategy:** Identify the primary and secondary keywords the homepage and key landing pages are targeting. Assess keyword placement, density, and relevance to user intent. Suggest additional high-value keywords (based on competitor positioning or gaps). Analyze whether the content reflects how the target audience searches for solutions.
- 2. Meta Tags and HTML Structure:** Evaluate the title tag and meta description for clarity, keyword usage, and click-through potential. Check for proper use of heading tags (H1-H6), image alt attributes, and internal linking anchors. Assess URL structure for readability, keyword usage, and canonicalization best practices.
- 3. Page Speed and Core Web Vitals:** Use Lighthouse/PageSpeed Insights benchmarks to analyze performance on mobile and desktop. Report on LCP, FID, CLS, and overall load time. Provide detailed, practical recommendations for improving speed and CWV metrics (e.g., lazy loading, asset compression, JS deferral).
- 4. Mobile-Friendliness and Accessibility:** Evaluate how the site renders and functions on mobile devices. Check responsiveness, tap targets, and mobile UX patterns. Flag accessibility issues (e.g., missing alt text, color contrast, ARIA roles).
- 5. Content Quality and Structure:** Assess the clarity, relevance, and depth of homepage and top-level page content. Determine how well the content supports SEO goals without overusing jargon. Suggest improvements to content hierarchy, readability, and engagement (e.g., storytelling, CTAs).
- 6. Internal Linking and Site Architecture:** Review how the homepage distributes link equity to key pages. Check for logical user pathways and crawlability. Highlight missed internal linking opportunities to boost the rankings of priority pages.
- 7. Competitor Comparison:** Compare on-page SEO factors (keyword usage, content clarity, performance, structure) with 2-3 direct competitors. Competitors are [COMPETITORS]. Include examples and URLs when applicable. Identify where the site is underperforming or has an edge.
- 8. AI Search:** Provide a summary of how the brand is appearing in AI search platforms like AI Overviews, ChatGPT and Perplexity. Outline the sentiment and context for these appearances. Recommend tactics for increasing the likelihood of appearing more frequently.
- 9. Opportunities and Quick Wins Provide:** 5-10 tactical, high-ROI changes the site can implement immediately. Prioritize them based on potential impact and effort required. Include any recommended tools or diagnostics for follow-up. Please format the audit clearly with headings, subheadings, bullet points, and tables or screenshots where helpful. Make it as practical and useful as something you'd deliver to a CMO or SEO lead. Avoid fluff—make every insight count.

The Path to Search Dominance

Don't let these insights sit in a document.

An audit is only as valuable as the action it inspires.

Now that you have the framework to uncover deep-seated SEO opportunities and AI search gaps, the next step is execution.

Whether you are presenting these findings to a CMO, a client or leading an internal SEO team, prioritize the high-ROI "Quick Wins" and build a foundation that survives the shift toward AI-driven search.

Let's Refine Your Strategy

I can help your team master these high-touch SEO techniques to ensure every piece of content counts, and you're showing up where it counts.

Want to collaborate? Get in touch

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