

**SYNERGY MARKETING**

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# The 15-Point SEO Audit Checklist

What to check before you spend another dollar trying to rank in Hong Kong.

*A practical guide from the team that runs its own brands on this.*

# The 15-Point SEO Audit Checklist

Most HK businesses lose rankings not because SEO is mysterious, but because a handful of fixable basics are broken. Work through these 15 checks — each is something we inspect in every audit. Tick what's done; the gaps are where your traffic is leaking.

## 1. Foundations (can Google even find you?)

- **Indexing** — Search *site:yourdomain.com* on Google — do your key pages show up? If not, nothing else matters yet.
- **robots.txt & sitemap** — A valid XML sitemap submitted in Search Console, and robots.txt isn't blocking important pages.
- **HTTPS** — Whole site on HTTPS, no mixed-content or expired-certificate warnings.
- **Mobile-friendly** — Over 70% of HK searches are mobile — the site must pass Google's mobile usability check.

## 2. On-page (does each page tell Google what it's about?)

- **Unique title tags** — Every page has a unique, keyword-led *<title>* under ~60 characters — not 'Home' or the company name repeated.
- **Meta descriptions** — A compelling description per page; this is your free ad copy in the results.
- **One H1 per page** — A single clear H1 that matches search intent.
- **Keyword intent match** — The page actually answers what the searcher wants — not just stuffs a keyword.
- **Image alt text** — Descriptive alt text (helps SEO and accessibility).

## 3. Content & authority

- **Thin / duplicate pages** — No near-identical pages competing with each other (cannibalisation) — a very common HK SME problem.
- **Genuinely useful content** — Pages answer real questions buyers Google before they buy.
- **Internal links** — Important pages are linked from other pages, not orphaned.

## 4. Technical & local

- **Page speed** — Core Web Vitals in the green; slow pages lose both rankings and customers.
- **Google Business Profile** — Claimed, complete, with correct HK address, hours and categories — critical for local search.
- **Structured data** — Schema markup for business, reviews and articles where relevant.

## Want us to do this for you?

We'll run all 15 checks on your site and hand you a prioritised fix-list — free, no obligation.

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