

# SEO Roast Audit Workbook

Fix Your Sad Blog Before Google Notices

By [@alexcornici](#) | [What is SEO](#)

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## What This Is

A brutally honest, fill-in-the-blanks audit to help you figure out why your site isn't ranking—and why everyone's too polite to tell you.

This is not the gentle kind of feedback. This is tough love for people who think “publishing” equals “optimizing.”

You'll leave with:

- A clear list of what's broken
  - A better idea of what to fix
  - Possibly some regrets
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## Section 1: Are You Embarrassing Yourself on Page One?

Answer honestly. No one's watching. Except Google.

1. What's your target keyword?

(If you said “all of them,” stop. Pick one.)

2. Is that keyword in your page title?

Yes / No / What's a title tag

3. Is it in your URL?

Yes / No / The URL is 37 characters and includes “v2-final-FIXED”

4. Is it in the first 100 words of your content?

Yes / No / I think I wrote an intro about my childhood

5. Do you have one clear H1 tag on the page?

Yes / No / I bolded a sentence and hoped that counted

6. Does your meta description make someone want to click?

Yes / No / It's just a random sentence Google picked from the middle of the post

7. Does your page load in under 3 seconds?

Yes / No / No idea, but the homepage plays a video of a waterfall

8. Does your content actually answer the question?

Yes / No / I think I got distracted halfway through and just started listing tips

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## Section 2: Rate Your Own Content Like a Monster

Use this 1–5 scale. Be honest. Google's algorithm is.

1 = My enemies wrote this

5 = I would link to this myself

Content Element	Score
Headline grabs attention	
First paragraph hooks me	
Content solves a real problem	

Formatting is clean

Visuals or media included

Internal links are helpful

External links make sense

It's easy to skim

There's a clear CTA

I don't hate myself reading it

Total your score. If it's below 30, you're ranking out of pity. Fix it.

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## **Section 3: Roast Your Own Backlinks**

Look up your site in Ahrefs, SEMrush, or Moz. Then ask yourself:

How many referring domains do I have?

Be honest. "Three" isn't a strategy.

Are any of them sites real humans visit?

No / Yes / I think one is a coupon blog from 2012

Do I have a link from a major, relevant publication?

Yes / No / Just my friend's Substack

How's my anchor text diversity?

Varied / It's all exact-match keywords / I copy-pasted the same sentence into every guest post

What's my best link?

And are you trying to get more like it? Or just bragging about it on Twitter once a year?

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## Section 4: Fix One Thing, Today

You're overwhelmed. I know. You've got tabs open, SEO newsletters unread, and a to-do list that looks like a breakdown.

So pick one of these things and fix it before you download another tool you won't use.

- Rewrite a title to sound like a human made it
  - Add a CTA that doesn't suck
  - Replace one stock photo with something useful
  - Update an old post with new info
  - Delete a page that makes you cringe
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## Final Warning

Your content isn't ranking because it's not good enough, not helpful enough, or not discoverable. Probably all three.

But hey—you found this workbook, so maybe you're self-aware enough to turn things around.

Now go. Be better. Or don't. But if I ever see you brag about "crushing it" on LinkedIn while your homepage still says "Welcome to My Blog," we're fighting.

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