GUIDES

Should you buy a one-off SEO audit or a weekly report?

By Erik Mäkitalo, founder of Mandalytics · Updated 4 November 2026 · 4 min read

THE SHORT ANSWER

Buy a one-off audit before a big change, such as a new website or a move to a new platform. For steady growth, a short weekly list works better, because search changes every week and an audit starts going stale the day it is delivered. Many businesses do both: an audit at the big moments, and weekly tasks in between.

When is a one-off audit the right choice?

- **Before a redesign or platform move.** An expert checks redirects, addresses and content before anything breaks.
- **After a sudden drop.** A specialist can dig into one problem in depth.
- **When you need a second opinion** on an agency's work or a big decision.

When is a weekly report the right choice?

- **You want steady growth.** Small steps every week add up: one clearer title, one fixed link, one new page.
- **You want to learn.** Each task explains why it matters, so your team gets better at it month by month.
- **Things change.** Rankings move, AI answers shift and pages slip. A weekly check catches it early.

How do I get the most from an audit?

Ask for the findings ranked by impact, with who should fix each one. Then work through them a few at a time, and check again a month later. A long list that

nobody acts on is the most common way an audit is wasted.

Frequently asked questions

How often should a website be checked for SEO?

A quick check every week catches problems early. A deep audit makes sense once a year or before big changes.

Does Mandalytics replace an SEO consultant?

For the weekly work, often yes. For a migration or a deep problem, a consultant who can look inside your systems is worth it.

Want these steps as a weekly to-do list for your own site?

Reading this is already a step forward. Mandalytics checks your website in Google and in AI tools every week, then sends the five tasks that will bring you the most visitors, each with the reason why and the steps to do it. You learn as you go, and every small win brings more visitors, more customers and, in the end, more revenue.

See how Mandalytics works

Where this comes from

- Google: SEO starter guide
- Google: site moves with URL changes