

Technical SEO Audit Checklist

Ensure your website is crawlable, indexable, and optimized for Google's latest standards.

1. Google Search Console (GSC)

- ☐ Verify your site in Google Search Console
 - ☐ Check Indexing > Pages for errors or exclusions
 - ☐ Use URL Inspection on key pages for crawl and enhancements
 - ☐ Review Crawl Stats for spikes or slow response
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2. Site Architecture & Internal Linking

- ☐ Important content reachable within three clicks of the homepage
 - ☐ No orphan pages (use Screaming Frog or Sitebulb)
 - ☐ Internal linking passes authority to key pages
 - ☐ Navigation and breadcrumbs clearly reflect site structure
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3. Manual UX & Template Checks

- ☐ Visit homepage, categories, product/service pages, blogs
 - ☐ Look for broken layouts, overlapping text, or missing elements
 - ☐ Ensure forms work correctly and dynamic content loads
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4. Mobile & Core Web Vitals

- ☐ Pass the Google Mobile-Friendly Test
 - ☐ Largest Contentful Paint (LCP) under 2.5s
 - ☐ Cumulative Layout Shift (CLS) under 0.1
 - ☐ Interaction to Next Paint (INP) under 200 ms
 - ☐ Validate with Lighthouse and PageSpeed Insights
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5. HTTPS & Security

- ☐ SSL installed and redirects HTTP to HTTPS
 - ☐ Sitemap and canonical tags use HTTPS URLs
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6. Structured Data (Schema)

- ☐ Implement schema for products, articles, FAQs, breadcrumbs
 - ☐ Validate with Google's Rich Results Test and Schema.org validator
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7. Canonicals & Duplicate Content

- ☐ Ensure canonical tags point to primary pages
 - ☐ Consolidate duplicate or thin content
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8. Advanced Code & Server Checks

- ☐ No broken internal or external links (404s)
 - ☐ Unique meta titles and descriptions
 - ☐ Proper hreflang if site is multilingual
 - ☐ Clean 200/301 responses, avoid redirect chains
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Recommended Audit Frequency

- Small business / local site: every 6 months
 - Active blog or content-driven site: every 3-4 months
 - Large ecommerce / media site: monthly
 - After redesigns, migrations, or Google updates: immediately
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