SEOSage

FREE CHECKLIST

Google Search Console audit checklist

Website | Date | Audited by | Passed ___ / 12

How to use it. Open Search Console for the site (a Domain property if you have one) and set the date to the last 3 months. Go down the list in order. Tick a box when a check passes, and write the number you see in the notes column. A crawl of the site shows the cause of most problems.

1 of 5 Penalties and security

	#	Check, and where it is	What is normal	What to fix	Notes
☐	1	**Manual actions and security issues** Security & Manual actions > Manual actions, and > Security issues	"No issues detected" on both pages.	Any listed action or issue comes first. Fix what it names, then use Request review on the same page.	

2 of 5 Can Google index the site?

	#	Check, and where it is	What is normal	What to fix	Notes
☐	2	**Page indexing** Indexing > Pages	Indexed pages close to the number you want in Google. Some "Not indexed" is normal: redirects, alternate canonicals and noindex pages you chose.	A page you want found under "Crawled - currently not indexed", "Discovered - currently not indexed", "Duplicate without user-selected canonical", "Soft 404", "Server error (5xx)", or blocked by noindex or robots.txt by mistake.	
☐	3	**Sitemaps** Indexing > Sitemaps	Status "Success", a recent "Last read" date, and discovered pages close to the pages you want indexed.	"Couldn't fetch" or errors, old sitemaps still submitted, and sitemaps that list redirects, 404s or noindex pages.	
☐	4	**Crawl stats** Settings > Crawl stats (Open report)	Host status "No problems", most responses 200 (OK), and a steady number of crawl requests.	Host problems (robots.txt fetch, DNS, server connection), a rise in 5xx or 404 responses, or a slow average response time.	

3 of 5 Is the site healthy?

	#	Check, and where it is	What is normal	What to fix	Notes
☐	5	**HTTPS** Experience > HTTPS	0 non-HTTPS URLs.	HTTP pages in the report: redirect them to HTTPS, and point canonicals, sitemaps and links at the HTTPS address.	
☐	6	**Core Web Vitals** Experience > Core Web Vitals	URLs grouped as Good. Small sites often see "Not enough usage data", which is not an error.	Poor or Needs improvement groups: fix the slowest page template first and test one example in PageSpeed Insights.	

☐	7	**Structured data (Enhancements)** Enhancements > each report (for example Breadcrumbs, Review snippets, Videos)	0 invalid items in each report.	Invalid items: fix the field the error names, then use Validate fix. Warnings are suggestions, not blocks.	

4 of 5 Is search working?

	#	Check, and where it is	What is normal	What to fix	Notes
☐	8	**Performance: queries and pages** Performance > Search results (Queries and Pages tabs)	Clicks and impressions steady or rising when you compare two periods.	Pages at positions 8 to 20 (close to page one), high impressions with a low click rate (rewrite the title and description), two pages showing for the same search, and sudden drops.	
☐	9	**Generative AI features** Performance > Generative AI (Beta, where your account has it)	Impressions for the pages that answer questions in your field.	No impressions for your main guides: answer the question in the first two sentences, use clear headings, and keep facts and numbers up to date.	
☐	10	**Links** Links	Real sites among the top linking sites, and your main pages among the most linked pages, inside and out.	Important pages with few internal links: link to them from related pages. Spam links can usually be ignored unless there is a manual action.	

5 of 5 Key pages and the long view

	#	Check, and where it is	What is normal	What to fix	Notes
☐	11	**URL Inspection on key pages** The search bar at the top: paste the address of a key page	"URL is on Google", and Google's chosen canonical is the same as yours.	"URL is not on Google", a different Google-selected canonical, or a page that cannot be fetched: fix it, then Request indexing.	
☐	12	**Removals and the long trend** Indexing > Removals, and Performance with the date set to 16 months	No active removals you did not ask for, and no long slide in clicks.	A forgotten removal: cancel it. A long slide: compare the dates with site changes, such as a redesign, a migration or deleted pages.	

Total passed: **_____ / 12** Top three fixes: **1 _____ 2 _____ 3 _____**

Made by SEOSage, an SEO audit app for Mac and Windows. Guide: seosage.co/seo-audit/google-search-console-audit/. You may copy and share this checklist.