

Technical SEO audit checklist

Website _____

Date _____

Audited by _____

Score ____ / 25

How to use it. Crawl the site first. Tick a box when a check passes. For a failed check, write the page or the count in your notes, and use the fix column. The orange line shows where SEOSage lists the issue. Run the free tools on seosage.co for one-page tests.

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Crawling and indexing

#	Check, and how to test it	How to fix it
☐ 1	robots.txt does not block pages you want found Open /robots.txt, or paste a page into the robots.txt tester robots.txt tester , robots.txt and sitemap audit	Remove the rule, or move the page out of the blocked folder
☐ 2	The XML sitemap lists only live, indexable pages Open the sitemap and run it through the sitemap checker Broken page in sitemap , Redirect in sitemap	Remove dead and redirected addresses and add missing pages
☐ 3	No important page carries a noindex tag Check the page source and the HTTP header, or use the noindex checker Noindex Tag Present , Noindex in HTTP header	Remove the tag from pages that should rank
☐ 4	Pages you want found can be reached by a crawl Compare the crawl with the sitemap and with Search Console Page not in sitemap , Orphan page	Link to the page from a related page and list it in the sitemap
☐ 5	Search Console shows the pages as indexed Look at the Pages report in Google Search Console Search Console (not the crawl)	Fix the reason Google gives for each excluded page

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Status codes and redirects

#	Check, and how to test it	How to fix it
☐ 6	No error pages that have links or visits List 404 pages from the crawl and sort by links to them 404 Client Error , Page links to broken page	Restore the page or 301 it to the closest match, then fix the links
☐ 7	No soft 404 pages Look for pages that say "not found" but return status 200 Soft 404	Return a real 404 or 410, or redirect to a relevant page
☐ 8	Redirects are permanent and direct Follow each redirect to its end, or use the redirect chain checker Redirect chain , Address version uses a temporary redirect	Point the first address straight at the last, using 301
☐ 9	Internal links point to the final address List links that lead to a redirect Page links to redirect	Edit the links to use the final address

- ☐ **10 One version of the site answers: https, one host name** Redirect every other version to the one you chose
Try http, https, www and non-www
Address version cannot be reached

3 of 5 Page signals

#	Check, and how to test it	How to fix it
☐ 11	Each page has one canonical, pointing at the right address Check the canonical tag of each page template Missing Canonical URL, Canonical URL Different	Add a self-referencing canonical, and fix wrong ones
☐ 12	Every page has its own title tag Sort the crawl by title and look for repeats Duplicate page title, Multiple title tags, Title Too Long	Write a unique title of about 50 to 60 characters
☐ 13	Every page has a meta description Filter the crawl for pages with none Missing Meta Description, Duplicate meta description	Write a unique description of about 140 to 160 characters
☐ 14	One H1 per page, and headings in order Check the heading outline of key pages Missing H1 Tag, Multiple H1 tags, Heading Levels Skipped	Add one H1 and fix the heading levels
☐ 15	Language and hreflang are right on multilingual sites Test pages with the hreflang checker hreflang checker	Make every alternate point back, using correct language codes

4 of 5 Links and structure

#	Check, and how to test it	How to fix it
☐ 16	Important pages are within about three clicks of the home page Look at the click depth of key pages Link strength: pages five or more clicks deep	Link to them from the home page, the menu or hub pages
☐ 17	No orphan pages List pages that no other page links to Orphan page	Add links from related pages, or remove the page
☐ 18	Internal links use descriptive text Scan for "click here" and "read more" Vague link text	Rewrite the link text to describe the target page
☐ 19	No broken links to other websites List outbound links that return an error Broken external link, External link redirects	Update, replace or remove the link
☐ 20	Web addresses are short, readable and stable Scan for long addresses, parameters and capital letters URL too long, Pages with URL parameters	Shorten them, and 301 any address you change

5 of 5 Speed, security and data

#	Check, and how to test it	How to fix it
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☐	21 The server answers quickly Sort the crawl by response time Slow Response Time, Moderate Response Time	Look at hosting, caching and heavy plugins
☐	22 Core Web Vitals pass on the main templates Test a home, category and article page Core Web Vitals report	Fix the largest image, the slowest script and layout shifts
☐	23 Images are sized, compressed and described Look for images with no size or no alt text Images Without Dimensions, Images Without Alt Text	Set width and height, compress, add alt text
☐	24 HTTPS everywhere, with no insecure parts Look for http links on https pages, and for missing security headers HTTPS page links to HTTP, Security headers missing	Update the links and add the security headers
☐	25 Structured data is present and valid Test one page of each type with the schema markup validator No Structured Data	Add the right markup for the page type and fix errors

Total passed: ____ / 25 Top three fixes: 1 ____ 2 ____ 3 ____

Made by SEOSage, an SEO audit app for Mac and Windows. 14-day free trial at seosage.co. You may copy and share this checklist.