Technical SEO Audit Report Checklist

Crawlability & Indexability	Status	Info
search engines can access and understand your website's content		
Robots.txt Analysis		
file to ensure it's not blocking important pages or resources (CSS, JavaScript, images) from search engine crawlers.		
Checkpoints:		
Is the robots.txt file present and accessible?		
Are there any "Disallow" directives that might be blocking critical sections of the site ?		
Are there any accidental "Disallow: /" directives?		
Does it properly reference the sitemap(s)?		
XML Sitemap Review	**Status**	**Info**
Checkpoints:		
Is an XML sitemap present (e.g., sitemap.xml, sitemap_index.xml)?		
Is it referenced in robots.txt?		
Is it submitted to Google Search Console and Bing Webmaster Tools?		
Does it contain all canonical, indexable pages?		
Does it exclude non-canonical, noindexed, or broken pages?		
Are lastmod dates accurate (if used)?		
Are there separate sitemaps for images, videos, or news if applicable		
Meta Robots Tag & X-Robots-Tag Analysis	**Status**	**Info**
The use of meta robots tags within HTML and X-Robots-Tag in HTTP headers to control indexing behavior.		
Checkpoints		
Are there any noindex tags on pages that should be indexed (e.g., product pages, service pages)?		
Are there nofollow tags on internal links that should pass PageRank?		
Are noindex, follow or index, nofollow used appropriately?		
Are X-Robots-Tag headers used correctly for non-HTML files (e.g., PDFs)?		
Canonicalization Issues	**Status**	**Info**
Address duplicate content issues arising from multiple URLs pointing to the same content.		
Checkpoints		
Are rel="canonical" tags implemented correctly on all pages, pointing to the preferred version?		
Are there any pages with missing or incorrect canonical tags?		
Are dynamic URLs being canonicalized to their static equivalents?		
Is there a consistent approach to URL variations (e.g., www vs. non-www, http vs. https, trailing slashes)?		
URL Structure Analysis	**Status**	**Info**
The website's URL structure for SEO-friendliness, readability, and consistency.		
Checkpoints		
Are URLs short, descriptive, and keyword-rich where appropriate?		
Do URLs use hyphens instead of underscores for word separation?		
Are URLs consistent (e.g., all lowercase, no special characters)?		
Is there a logical hierarchy reflected in the URLs?		
Avoid excessive parameters or session IDs in URLs.		
Site Architecture & Internal Linking	**Status**	**Info**
Overall site structure and how pages link to each other internally, influencing PageRank flow.		
Checkpoints		
Is the site architecture shallow (most pages reachable within 3-4 clicks from the homepage)?		
Is there a logical siloing or topic clustering approach?		
Are important pages linked from relevant, high-authority pages?		
Is anchor text descriptive and varied, using relevant keywords?		
Are breadcrumbs implemented and correctly structured?		
Are there any orphan pages (pages not linked internally)?		
Page Speed Analysis (Core Web Vitals)	**Status**	**Info**
Measure and analyze key page speed metrics, specifically focusing on Google's Core Web Vitals.		
Tools: Google PageSpeed Insights, Lighthouse, GTmetrix, WebPageTest		
Checkpoints		
Largest Contentful Paint (LCP): Identify and optimize elements causing slow LCP (e.g., large images, unoptimized fonts).		
First Input Delay (FID): Address JavaScript execution, third-party scripts, and long tasks that impact interactivity		
Cumulative Layout Shift (CLS): Minimize unexpected layout shifts caused by dynamic content, ads, or images without dimensions.		
Time to First Byte (TTFB): Evaluate server response time.		
First Contentful Paint (FCP): Measure when the first content is painted on the screen		
Are images optimized (compressed, correctly sized, next-gen formats like WebP)?		
Is lazy loading implemented for images and videos below the fold?		
Is CSS and JavaScript minified and compressed?		
Is render-blocking CSS and JavaScript deferred or asynchronously loaded?		
Is server response time optimized (hosting, CDN)?		
Is browser caching properly configured?		
Mobile-Friendliness & Responsiveness	**Status**	**Info**
Tools: Google Mobile-Friendly Test		
Checkpoints		
Is the website responsive and adapts well to different screen sizes?		
Are touch elements appropriately spaced?		
Is content easily readable without zooming?		
Are there any horizontal scrollbars on mobile?		
Are pop-ups or interstitials obstructing mobile users?		
HTTPS Implementation	**Status**	**Info**
Checkpoints		

Is the website fully served over HTTPS?		
Are there any mixed content warnings (HTTP resources loading on HTTPS pages)?		
Is the SSL certificate valid and up-to-date?		
Are all HTTP URLs 301-redirected to their HTTPS counterparts?		
Broken Links (404 Errors)	**Status**	**Info**
Identify and resolve internal and external broken links that negatively impact user experience and SEO.		
Tools: Screaming Frog, Google Search Console (Crawl Errors)		
Checkpoints		
Are there any internal 404 errors?		
Are there any external 404 errors pointing to your site?		
Is a custom, user-friendly 404 page implemented?		