

Technical Audit Template

Fill-in template for a technical SEO audit

1. Audit details

Field	Entry
Client / site	
Primary domain and protocol (https, www or non-www)	
Platform (Magento, Shopify, WordPress, custom)	
Hosting and CDN	
Crawl tool and settings (user agent, JS rendering on or off)	
URLs crawled / URLs in sitemap / URLs indexed (GSC)	
Auditor and date	

2. Crawl and indexation

Check	Result	Pass / fail	Evidence or URL
robots.txt returns 200 and does not block key sections			
XML sitemap present, referenced in robots.txt, valid			
Sitemap contains only indexable 200 URLs			
Indexed pages in GSC compared with sitemap count			
Crawl depth: money pages within 3 clicks			
Noindex on pages that should rank (and the reverse)			
Parameter, faceted or filter URLs controlled			
Thin, duplicate or empty pages (search results, tag pages, filter pages)			

3. Response codes and redirects

Check	Result	Pass / fail	Evidence or URL
Count of 200 / 301 / 302 / 404 / 410 / 5xx			
Internal links to non-200 URLs			
Redirect chains (more than one hop)			
Redirect loops			
302 redirects that should be 301			
Soft 404s (error page returns 200)			

Check	Result	Pass / fail	Evidence or URL
Old URLs (previous site or platform) redirect to the closest equivalent			
Custom 404 page with useful links and search			

4. Canonicals, duplicates and hreflang

Check	Result	Pass / fail	Evidence or URL
Each indexable page has one self-referencing canonical			
Canonicals point to 200 URLs that are indexable			
HTTP vs HTTPS and www vs non-www resolve to one version			
Trailing slash and case variants resolve to one URL			
Duplicate titles and meta descriptions			
Hreflang (if multi-region): reciprocal, correct language and region codes, x-default			
Language attribute matches target market (en-AU for Australia, en-US for USA)			

5. On-page basics

Check	Result	Pass / fail	Evidence or URL
Title tag present, unique, 30 to 60 characters, leads with the topic			
Meta description present, unique, 70 to 160 characters			
One H1 per page, matches the topic			
Heading order logical (no skipped levels used for styling)			
Open Graph and Twitter tags present			
Viewport meta tag present			
No em dashes, uppercase body text or placeholder copy in content			

6. Structured data

Check	Result	Pass / fail	Evidence or URL
Organization or LocalBusiness on homepage, matches visible details			
WebSite and BreadcrumbList on applicable pages			
Product, Offer and AggregateRating only where the page shows the data			

Check	Result	Pass / fail	Evidence or URL
FAQPage only where questions and answers are visible on the page			
No errors or critical warnings in Rich Results Test			
No self-serving review markup on the own Organization or LocalBusiness			

7. Performance and Core Web Vitals

Metric	Good threshold	Mobile (field, 75th pct)	Desktop	Pass / fail
LCP (largest contentful paint)	2.5 s or less			
INP (interaction to next paint)	200 ms or less			
CLS (cumulative layout shift)	0.1 or less			
TTFB (server response)	800 ms or less (guide)			
Total page weight, homepage	Review against target			

- LCP image: preloaded, not lazy-loaded, sized for the mobile viewport, served as WebP or AVIF
- Other images: lazy-loaded and given width and height to prevent layout shift
- Scripts: deferred or removed if unused; third-party tags reviewed for cost
- Fonts: limited weights, self-hosted or preloaded, font-display set

8. Mobile and UX technical checks

Check	Result	Pass / fail	Evidence or URL
Mobile layout has no horizontal scroll at 360 px wide			
Tap targets at least 24 px (WCAG 2.2 minimum) and not overlapping			
Sticky elements do not cover content or each other			
Font sizes readable on desktop and mobile (body 16 px on mobile is a good baseline)			
Interactive content (FAQ, sub-menus, forms) responds in under one second			

9. Security and access

Check	Result	Pass / fail	Evidence or URL
Valid HTTPS certificate, HSTS set where appropriate			
Mixed content (http resources on https pages)			
Staging or test sites blocked from indexing and not linked			
Admin and login paths not exposed in sitemap			

10. Findings log and priorities

#	Finding	Evidence (URL, screenshot, report)	Severity (Critical / High / Medium / Low)	Recommended fix	Owner	Status
1						
2						
3						
4						
5						
6						
7						
8						

11. Sign-off

Reviewed by: _____ Date: _____

Severity guide: Critical blocks indexing or revenue pages. High affects rankings or conversions across many pages. Medium is a clear issue on a few pages. Low is hygiene.