Technical Audit Checklist

Item-by-item checklist for a technical SEO audit

Use this checklist with the Technical Audit Template. Tick each item when it is verified, and record the URL or report reference for every fail.

A. Crawl and indexation

[ ] robots.txt is live (200), not blocking money pages, and points to the sitemap (Priority)

[ ] XML sitemap is valid, contains only indexable 200 URLs and is submitted in Search Console

[ ] GSC indexed count is in line with the sitemap count; gaps explained

[ ] Important pages are within three clicks of the homepage

[ ] Filter, sort, search and tracking parameter URLs are handled (noindex, canonical or blocked)

[ ] No thin or empty pages are indexed (search results, empty categories, tag pages)

B. Response codes and redirects

[ ] No 5xx errors across a full crawl (Priority)

[ ] Internal links point to 200 URLs, not to redirects or 404s

[ ] No redirect chains of more than one hop and no loops

[ ] Permanent moves use 301; temporary moves use 302 only where intended

[ ] Discontinued pages return 404 or 410 and are removed from the sitemap, or redirect to the closest equivalent

[ ] Custom 404 page exists with navigation and search

C. Canonicals, duplicates and language

[ ] One version of the domain is used (https, and www or non-www) with the other redirecting (Priority)

[ ] Every indexable page has a self-referencing canonical that resolves to 200

[ ] Duplicate titles, descriptions and H1s are fixed or intentionally kept

[ ] Language attribute matches the target market (en-AU for Australia)

[ ] If multi-region: hreflang is reciprocal and includes x-default

D. On-page elements

[ ] Each page has a unique title (30 to 60 characters) and meta description (70 to 160 characters)

[ ] One H1 per page, matching the page topic

[ ] Heading levels follow the document outline (no H4 to H6 used for layout)

[ ] Images have descriptive alt text; decorative images use empty alt

[ ] Open Graph tags present with og:title, og:description, og:image and og:locale

E. Structured data

[ ] Organization or LocalBusiness on the homepage with name, address, phone, hours and logo (Priority)

[ ] BreadcrumbList on all pages except the homepage

[ ] FAQPage markup matches the questions and answers visible on the page

[ ] Product and Offer markup only where price, availability and details are shown

[ ] Rich Results Test and Schema Markup Validator report no errors

[ ] Review markup is not added to the business's own Organization or LocalBusiness

F. Performance and Core Web Vitals

[ ] LCP at or under 2.5 s on mobile for the homepage and top five money pages (Priority)

[ ] INP at or under 200 ms and CLS at or under 0.1 (field data where available)

[ ] Hero image preloaded and sized for mobile; other images lazy-loaded with dimensions set

[ ] Unused JavaScript and CSS removed or deferred; third-party scripts reviewed

[ ] Fonts limited to the weights used, with font-display set

G. Mobile and UX

[ ] No horizontal scroll at 360 px, 390 px, 768 px, 1024 px and 1440 px

[ ] Sticky header, call and booking buttons do not overlap or hide content (Priority)

[ ] No more than one or two calls to action on any one screen

[ ] Tap targets at least 24 px and easy to hit

[ ] Font sizes and styles consistent across desktop and mobile

[ ] Sub-menus, FAQ answers and forms load or respond without a noticeable delay

H. Security and hygiene

[ ] Valid HTTPS certificate; no mixed content

[ ] Staging and test environments noindexed, blocked and not linked

[ ] Login and admin paths are not in the sitemap or public navigation

[ ] Cookie consent does not block the page content for crawlers

Sign-off: Auditor _____ Client contact _____ Date _____