

50-Point Technical SEO Audit Checklist

Site: _____ Date: _____ Auditor: _____ Use one copy per website. Mark N/A where a check does not apply.

01 / 08 Crawl access

Check	Pass when...	Priority	Done
Homepage resolves cleanly	Final URL returns 200 and the intended host.	Critical	[]
Robots file is reachable	robots.txt returns 200 and can be read by the intended crawlers.	High	[]
Important paths are crawlable	Robots rules do not block pages meant for search.	Critical	[]
Internal links use crawlable URLs	Important links use HTML hrefs to accessible pages.	High	[]
No link loops	Representative crawl paths do not redirect in a loop.	Critical	[]
No orphan priority pages	Each priority page has at least one internal link.	High	[]
Sitemap is reachable	XML sitemap returns valid XML and is listed in robots.txt.	Medium	[]

Findings / URLs / owner / next action

02 / 08 Indexing configuration

Check	Pass when...	Priority	Done
Priority pages indexable	No unintended noindex directives on priority URLs.	Critical	[]
Canonical target is correct	Each indexable page points to its intended canonical URL.	Critical	[]
Canonical target is accessible	Canonical URL returns 200 and is indexable.	High	[]
Sitemap lists canonicals	Submitted URLs are canonical, indexable URLs.	High	[]
No sitemap redirects	Sitemap entries resolve directly without a redirect.	Medium	[]
Duplicate variants consolidate	Protocol, host, slash, and query variants resolve or canonicalize consistently.	High	[]
Search Console coverage reviewed	Sample excluded URLs are classified as intended or defects.	High	[]

Findings / URLs / owner / next action

03 / 08 On-page fundamentals

Check	Pass when...	Priority	Done
Unique descriptive title	Priority pages have a distinct title matching their subject.	High	[]
Primary heading present	Each page has a useful visible H1 describing the content.	Medium	[]
Snippet text is accurate	Meta description accurately describes the page; no misleading claim.	Medium	[]
Main content is visible	Important copy renders without requiring user interaction.	High	[]
Language is declared	HTML lang matches the page language.	Medium	[]
Image alternatives are useful	Meaningful images have descriptive alt text; decorative images are empty alt.	Medium	[]

Findings / URLs / owner / next action

04 / 08 Site structure and links

Check	Pass when...	Priority	Done
Important pages are discoverable	Priority URLs are reachable from logical navigation or hubs.	High	[]
Anchors describe destinations	Internal link text explains the target page.	Medium	[]
Broken internal links fixed	Sample crawl contains no broken priority links.	High	[]
Redirect chains shortened	Important internal links point at final URLs.	Medium	[]
Pagination links work	Paginated content has accessible next pages and unique URLs.	Medium	[]
Breadcrumbs match hierarchy	Visible breadcrumbs link to real parent pages.	Low	[]

Findings / URLs / owner / next action

05 / 08 Core Web Vitals

Check	Pass when...	Priority	Done
Field LCP assessed	75th percentile LCP is checked in field data where available.	High	[]
Field INP assessed	75th percentile INP is checked in field data where available.	High	[]
Field CLS assessed	75th percentile CLS is checked in field data where available.	High	[]
Largest element identified	The actual LCP element and its load path are recorded.	High	[]
Layout shifts located	Unexpected moving elements are identified in a trace.	Medium	[]
Long tasks reviewed	Interaction delays are reproduced and profiled.	Medium	[]

Findings / URLs / owner / next action

06 / 08 Mobile usability

Check	Pass when...	Priority	Done
Viewport is responsive	Mobile viewport meta and responsive layout are present.	High	[]
Text is readable	Body text is legible at common mobile widths.	Medium	[]
Controls are usable	Buttons and links can be tapped without overlap.	Medium	[]
No horizontal overflow	Representative pages fit narrow viewports.	Medium	[]
Primary actions work	Forms and navigation complete on a mobile device.	High	[]
Media respects width	Images, video, and embeds do not break the layout.	Medium	[]

Findings / URLs / owner / next action

07 / 08 Structured data

Check	Pass when...	Priority	Done
Markup matches visible content	Structured data facts are shown on the page where required.	High	[]
Appropriate type is used	Schema type describes the actual page or entity.	Medium	[]
Required properties exist	Eligible rich-result types pass the relevant Google test.	Medium	[]
No invented ratings or reviews	Review facts are real and policy-compliant.	Critical	[]
Canonical page carries markup	Structured data is on the intended indexable URL.	Medium	[]
Errors are triaged	Enhancement report errors have an owner and next step.	Medium	[]

Findings / URLs / owner / next action

08 / 08 Security and maintenance

Check	Pass when...	Priority	Done
HTTPS works	All important URLs load securely without mixed content.	High	[]
Security redirects are consistent	HTTP variants redirect to the intended HTTPS host.	High	[]
Server errors are investigated	Recurring 5xx URLs have a known cause and owner.	Critical	[]
404s are triaged	Broken internal 404s are fixed; retired URLs are mapped as needed.	High	[]
Crawl after deployment	A sample crawl is run after releases or migrations.	Medium	[]
Change log is kept	Findings, fixes, and rechecks are dated.	Low	[]

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Fix order: Critical first, then High, Medium, and Low. Validate each fix with a fresh crawl and the relevant Google report.

References: Google Search Central technical requirements, sitemaps and structured data policies; web.dev Core Web Vitals.