

Technical SEO Audit Template/Checklist



1. Website Indexing:

- Ensure website is indexable by search engines.
- Check for the proper implementation of the robots.txt file.
- Verify XML sitemap presence and accuracy.
- Utilize the robots meta tag for specific page instructions.

2. Website Speed and Performance:

- Pages load within 2-3 seconds.
- Enable compression (Gzip) for CSS, HTML, and JavaScript files.
- Leverage browser caching for faster loading times.
- Minimize server response time (TTFB - Time To First Byte).

3. Mobile-Friendliness:

- Implement responsive design for mobile devices.
- Ensure buttons and links are touch-friendly and well-spaced.
- Test mobile usability with Google's Mobile-Friendly Test tool.

4. Website Security:

- Secure the website with HTTPS (SSL certificate).
- Regularly update website CMS, plugins, and themes.
- Protect against DDoS attacks and implement security measures.

5. Website Architecture:

- Use a clear and logical URL structure.
- Implement breadcrumb navigation for user and search engine understanding.
- Check for proper usage of header tags (H1, H2, etc.) for content hierarchy.

6. Canonicalization:

- Use canonical tags to prevent duplicate content issues.
- Choose www vs non-www version and set the preferred version in Google Search Console.

7. Schema Markup:

- Implement structured data (schema.org) where applicable.
- Use schema markup for rich snippets (reviews, recipes, events, etc.).

8. Hreflang Tags (for multilingual websites):

- Implement hreflang tags to indicate language and regional targeting.
- Verify hreflang implementations with Google's International Targeting report.

9. 404 Error Pages:

- Customize 404 error pages with helpful information and navigation options.
- Regularly check for broken links and update or redirect them.

10. Redirects:

- Implement 301 redirects for permanently moved pages.
- Use 302 redirects for temporarily moved pages.
- Avoid redirect chains for faster page loading.

11. Site Search Functionality:

- Implement a functional and user-friendly site search feature.
- Ensure the search results pages are indexable and don't use noindex tags.

12. XML Sitemap:

- Generate and submit an XML sitemap to search engines.
- Regularly update the XML sitemap to reflect the latest content changes.

13. Structured Data Testing:

- Use Google's Structured Data Testing tool to validate structured data implementations.
- Ensure structured data is accurate and error-free.

14. Website Analytics and Tracking:

- Install Google Analytics or any other preferred analytics tool.
- Set up goals and conversion tracking for measuring website performance.

15. SSL Certificate:

- Check SSL certificate validity and expiration date.
- Use HTTPS for all internal and external links.

16. International SEO (if applicable):

- Implement geotargeting in Google Search Console for country-specific targeting.
- Use hreflang tags for language-specific targeting.

17. AMP (Accelerated Mobile Pages) Implementation:

- Implement AMP for faster loading of mobile pages (if applicable).

I hope you found this SEO audit template helpful!

Sunny Grewal

Founder, SEOwithsunny.com