

SEO Audit Checklist

An SEO audit checklist gives you a repeatable process to crawl a website, review technical SEO, on-page SEO, content quality, internal linking, structured data, and AI search accessibility, then prioritize fixes by impact and verify them with a re-crawl.

26 checks · 21 sections · For: SEO consultants, in-house teams, agencies

Site: _____ Checked by: _____ Date: _____

WEBSITE OVERVIEW

	Define audit scope	Domains, subdomains, templates and priority sections are listed	High
	Record baseline metrics	Traffic, indexed pages and rankings are captured before changes	Medium

CRAWL THE WEBSITE

	Run a full crawl	Crawl completes with JS rendering where required	High
	Compare crawl to sitemap	Sitemap URLs and crawled URLs reconcile	Medium

INDEXABILITY

	Audit index directives	noindex, X-Robots-Tag and canonical signals are consistent	High
	Check Search Console coverage	Excluded and errored URLs are reviewed	High

URL STRUCTURE

	Review URL format	URLs are lowercase, readable, hyphenated and stable	Low
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TITLES

	Audit title tags	Every page has a unique, descriptive title of sensible length	High
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META DESCRIPTIONS

	Audit meta descriptions	Unique descriptions exist for key pages	Medium
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HEADINGS

	Audit H1s	One clear H1 per page that matches intent	Medium
	Audit heading hierarchy	H2 to H6 follow a logical outline	Low

CONTENT

	Find thin content	Pages with very low word count or value are flagged	Medium
	Find duplicate content	Duplicate or near duplicate pages are identified	Medium

INTERNAL LINKS

	Audit internal links	Broken links, orphan pages and weak link equity are flagged	High
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IMAGES			
☐	Audit images	Alt text, file size and broken images are reviewed	Low
CANONICALS			
☐	Audit canonicals	Canonicals point to indexable 200 URLs	High
REDIRECTS			
☐	Audit redirects	Chains, loops and internal links to redirects are listed	Medium
XML SITEMAP			
☐	Audit sitemap	Only indexable canonical URLs included	Medium
ROBOTS.TXT			
☐	Audit robots.txt	No accidental blocking of key paths or resources	High
STRUCTURED DATA			
☐	Audit schema	Types are valid and eligible for rich results	Medium
OPEN GRAPH			
☐	Audit Open Graph tags	og:title, og:description and og:image exist on shareable pages	Low
HREFLANG			
☐	Audit hreflang	Language and region pairs are valid and reciprocal	Medium
AI SEARCH ACCESSIBILITY			
☐	Audit AI crawler access	robots.txt rules for AI crawlers match business policy	Medium
PRIORITIZE ISSUES			
☐	Score issues by impact	Each issue has severity, affected URL count and effort	High
RE-CRAWL AFTER FIXES			
☐	Verify fixes	Re-crawl confirms issues are resolved	High
AUDIT SIGN-OFF			
☐	Document findings	Report delivered with owners and deadlines	Medium

Common mistakes

- Running a crawl without defining scope and priority templates
- Reporting every issue with equal weight instead of prioritizing by impact
- Ignoring Search Console data alongside crawl data
- Skipping baseline metrics, so improvement cannot be measured
- Delivering findings without owners, deadlines, or a re-crawl

When to run this checklist

- When onboarding a new client or website
- Before planning an SEO strategy

- Quarterly or biannually as a health check
- After a traffic or ranking drop
- Before a redesign or migration

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.