

SEO Regression Checklist

An SEO regression checklist detects unintended changes between crawls, such as new noindex tags, changed canonicals, removed internal links, broken schema, or status code shifts, so you can fix them before rankings fall.

16 checks · 15 sections · For: Developers, SEOs, engineering managers

Site: _____ Checked by: _____ Date: _____

WHEN TO RUN

☐	Trigger after deploys	Regression check runs after every release	High
--------------------------	------------------------------	---	------

URL CHANGES

☐	Detect changed URLs	No URLs removed or renamed unexpectedly	High
--------------------------	----------------------------	---	------

STATUS CODES

☐	Detect status changes	No 200 pages now return 3xx, 4xx or 5xx	High
--------------------------	------------------------------	---	------

REDIRECTS

☐	Detect redirect changes	No new chains or loops	Medium
--------------------------	--------------------------------	------------------------	--------

CANONICALS

☐	Detect canonical changes	Canonical targets unchanged unless intended	High
--------------------------	---------------------------------	---	------

NOINDEX

☐	Detect noindex changes	No new noindex on indexable pages	High
--------------------------	-------------------------------	-----------------------------------	------

ROBOTS.TXT

☐	Detect robots.txt changes	Rules unchanged unless intended	High
--------------------------	----------------------------------	---------------------------------	------

TITLES AND META

☐	Detect title changes	No blank or duplicated titles introduced	Medium
☐	Detect description changes	No missing descriptions introduced	Low

H1S

☐	Detect H1 changes	No missing or duplicated H1s	Medium
--------------------------	--------------------------	------------------------------	--------

INTERNAL LINKS

☐	Detect link changes	No drop in internal links to key pages	Medium
--------------------------	----------------------------	--	--------

SITEMAPS

☐	Detect sitemap changes	URL count stable unless intended	Medium
--------------------------	-------------------------------	----------------------------------	--------

STRUCTURED DATA

☐	Detect schema changes	No schema removed or broken	Medium
--------------------------	------------------------------	-----------------------------	--------

CONTENT			
☐	Detect content changes	Word count and key content stable on money pages	Medium
AI CRAWLERS			
☐	Detect AI crawler changes	AI crawler rules unchanged unless intended	Low
FIX AND RE-CRAWL			
☐	Re-crawl after fix	Regression resolved and verified	High

Common mistakes

- No baseline crawl to compare against
- Comparing crawls with different scopes or settings
- Only looking at error counts instead of field level changes
- Waiting for traffic to drop before checking

When to run this checklist

- After every deployment
- After CMS, theme, or plugin updates
- After infrastructure or CDN changes
- On a scheduled weekly crawl

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.