

FREE RESOURCE

Website SEO Audit Checklist

40 checks, in the order I actually run them.

Work top to bottom. The order matters: a crawl problem makes every content fix invisible, so foundations come first. Anything you tick 'no' becomes a ticket, not a note.

01 Crawl & indexation

- ☐ robots.txt does not block anything you want indexed
Check /robots.txt manually — a stray Disallow: / costs everything.
- ☐ XML sitemap exists, is current, and is submitted in Search Console
- ☐ Indexed page count roughly matches published page count
A big gap means thin content, duplication or a crawl trap.
- ☐ No noindex tags on commercially important pages
- ☐ Canonical tags are self-referencing and absolute
- ☐ Faceted / filter URLs are not generating infinite crawl paths
- ☐ Staging or preview environments are not indexable
- ☐ Redirect chains flattened to a single hop

02 Rendering & performance

- ☐ Commercially important content is server-rendered, not client-only
View source, not inspector — if the text isn't in the HTML, treat it as at risk.
- ☐ LCP under 2.5s on mobile for template pages
- ☐ CLS under 0.1 — images and ads have reserved space
- ☐ INP under 200ms
- ☐ Images served in WebP/AVIF, sized correctly, lazy-loaded below the fold
- ☐ No render-blocking CSS or JS above the fold
- ☐ Mobile rendering matches desktop content

03 On-page

- ☐ One H1 per page, describing the page not the brand
- ☐ Title tags unique, under ~60 characters, primary term early
- ☐ Meta descriptions unique and written to earn the click
- ☐ Heading hierarchy is logical (no H4 before H2)
- ☐ Image alt text describes the image, not stuffed with keywords

- ☐ URLs are short, readable, and stable
- ☐ Internal links use descriptive anchor text

04 Content & intent

- ☐ Every money page matches a real search intent, not an internal label
- ☐ No two pages competing for the same primary term
Cannibalisation is why rankings oscillate.
- ☐ Thin pages consolidated into fewer, stronger ones
- ☐ Content answers the question in the first paragraph
Also what makes a passage quotable by AI assistants.
- ☐ Publication and update dates are accurate and visible

05 Authority & E-E-A-T

- ☐ Named author with a real, detailed bio page
- ☐ Credentials stated and verifiable
- ☐ Consistent name, description and category everywhere you appear online
- ☐ Reviews and testimonials attributed to real, checkable people
- ☐ Backlink profile reviewed for quality, not counted for volume

06 Structured data

- ☐ Organization or Person schema on the homepage with sameAs links
- ☐ Breadcrumb schema on nested pages
- ☐ Article schema on posts, Service schema on service pages
- ☐ FAQPage only where visible FAQ content exists
- ☐ No self-serving AggregateRating markup
Google disallows rating yourself on your own site.
- ☐ Validated in the Rich Results Test with zero errors

07 Measurement

- ☐ Search Console verified as a Domain property
- ☐ GA4 installed, with conversions defined for real business events
- ☐ Rankings tracked for terms you would pay for, not vanity terms
- ☐ AI-assistant visibility sampled monthly with a fixed prompt set
- ☐ A monthly report that fits on one page

Want this run properly on your site?

A Growth Audit covers all of the above plus competitor and AI-search analysis, delivered as a prioritised roadmap. mdbiplob.com/services/growth-audit