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Technical SEO Audit Checklist

A structured pass through the technical factors that affect search visibility — 32 checkpoints across crawlability, speed, mobile, security, and structured data.

A free checklist from The Nexa Solutions · thanexasolutions.com

How to Use This Checklist

Technical SEO issues are unusual in that they're invisible to most site visitors but can quietly cap how well an otherwise well-written, well-optimized site performs in search. A single misconfigured redirect or an accidentally blocked section of the site can undo months of good content work.

Run through this checklist quarterly, or any time after a significant site change (a redesign, a platform migration, a new section of the site). Most items can be checked using Google Search Console and a couple of free tools — no specialized software required.

Start with Search Console

If you do nothing else, log into Google Search Console's Coverage and Core Web Vitals reports first — they surface a large share of the issues in this checklist automatically, and are free to use once your domain is verified.

SECTION 1

Crawlability & Indexing

6 items

- [ ] **robots.txt doesn’t accidentally block important sections of the site.**
  A single misplaced rule can silently hide entire page categories from search engines.
- [ ] **An XML sitemap exists, is submitted to Search Console, and lists only real, indexable pages.**
  A sitemap full of redirected, broken, or noindexed URLs actively confuses search engines.
- [ ] **Search Console’s Coverage report shows no unexpected “Excluded” or “Error” pages.**
  This report is the fastest way to spot indexing problems before they show up as a traffic drop.
- [ ] **Important pages aren’t accidentally marked noindex.**
  An easy, invisible mistake — often left over from a staging environment — that fully removes a page from search.
- [ ] **There are no orphaned pages with zero internal links pointing to them.**
  Pages with no internal links are difficult for search engines to discover and rank, regardless of their content quality.
- [ ] **Pagination and filtered/faceted URLs (if any) are handled with canonical tags, not left to create thousands of near-duplicate pages.**
  Uncontrolled faceted navigation is one of the most common causes of crawl budget waste on larger sites.

SECTION 2

Site Architecture & URLs

5 items

- ☐ **The site has a clear, logical hierarchy — not a flat pile of disconnected pages.**
  A logical structure helps both users and search engines understand how content relates.
- ☐ **Redirects (301s) are used for any moved or removed page, not left as broken links.**
  Every broken internal or external link wastes crawl budget and loses any accumulated ranking value.
- ☐ **There are no long redirect chains (A → B → C → D).**
  Each hop in a chain adds load time and dilutes the SEO value passed through the redirect.
- ☐ **URLs are consistent in structure and don't needlessly duplicate content (with and without trailing slash, http and https, www and non-www).**
  Each unresolved variant can be crawled and indexed as a separate, competing duplicate page.
- ☐ **A custom, helpful 404 page exists rather than a generic server error.**
  Reduces bounce rate on broken links and helps redirect lost visitors back into the site.

SECTION 3

Site Speed & Core Web Vitals

5 items

- ☐ **Largest Contentful Paint (LCP) is under 2.5 seconds on mobile, checked with PageSpeed Insights.**
  LCP measures how quickly the main content becomes visible — a direct ranking factor.
- ☐ **Cumulative Layout Shift (CLS) is low — the page doesn't visibly jump as it loads.**
  Images and ads without reserved dimensions are the most common cause of layout shift.
- ☐ **Interaction to Next Paint (INP) is reasonable — the page responds quickly to clicks and taps.**
  A slow-to-respond page frustrates users even when the initial load felt fast.
- ☐ **Images are served in modern formats (WebP/AVIF) and properly sized for their display dimensions.**
  Oversized, uncompressed images remain one of the single biggest causes of slow page loads.
- ☐ **Render-blocking scripts and stylesheets are minimized or deferred.**
  Scripts that block rendering delay everything the user sees, even on a fast connection.

SECTION 4

Mobile & Rendering

4 items

- [ ] **The site passes Google's Mobile-Friendly Test without errors.**
  Google primarily indexes and ranks based on the mobile version of a page.
- [ ] **Text is readable and buttons are tappable without pinch-zooming on a real mobile device.**
  Automated tests miss some usability issues that a five-minute manual check on a phone will catch immediately.
- [ ] **Content visible on desktop is also present on mobile, not hidden or removed.**
  Content hidden on mobile may be given less weight even though it's mobile-first indexed.
- [ ] **JavaScript-rendered content is actually visible to search engine crawlers.**
  Heavily client-side-rendered pages can sometimes show search engines a blank or incomplete page — verify with Search Console's URL Inspection tool.

SECTION 5

Security & Infrastructure

4 items

- [ ] **The entire site is served over HTTPS, with no mixed-content warnings.**
  HTTPS is a baseline ranking factor and a browser trust signal — mixed content triggers visible browser warnings.
- [ ] **The SSL certificate is valid and set to auto-renew.**
  An expired certificate takes the entire site offline for visitors with no warning beforehand.
- [ ] **HTTP traffic is redirected to HTTPS, not served as a separate, duplicate version of the site.**
  Prevents the same content being indexed twice under two different protocols.
- [ ] **The server responds quickly and reliably — no frequent downtime or timeout errors.**
  Repeated crawl failures can reduce how often and how thoroughly search engines crawl the site.

SECTION 6

Structured Data & Search Console Health

5 items

- [ ] **Structured data (schema markup) validates without errors in Google's Rich Results Test.**
  Invalid schema is ignored rather than causing an error, silently losing out on rich result eligibility.
- [ ] **Organization, WebSite, and relevant page-type schema (Article, Product, FAQ) are implemented where applicable.**
  Provides search engines with explicit, structured context beyond what they infer from the page content.
- [ ] **Search Console shows no manual actions or security issues.**
  A manual action can severely limit or remove a site's visibility until resolved — worth checking even if nothing seems wrong.
- [ ] **Core Web Vitals report in Search Console shows “Good” URLs, not a high share of “Needs Improvement” or “Poor.”**
  This report reflects real user data, not just a lab test — it's the most representative view of actual performance.
- [ ] **A sitemap and the site's ownership are both verified and actively monitored in Search Console.**
  An unmonitored Search Console account means issues can go unnoticed for months.

How The Nexa Solutions can help

Technical SEO issues are often invisible until they’ve already cost real traffic. We run full technical SEO audits, fix what we find, and set up ongoing monitoring so new issues get caught quickly. Visit thanexasolutions.com/contact to book a free consultation.