

# 20-Point Technical SEO Audit Checklist

Identify and fix the technical issues silently killing your rankings.

TAYEEB — [dmarketertayeeb.com](https://dmarketertayeeb.com)

Use this checklist before any SEO campaign, after a site migration, or whenever your rankings drop without explanation. Each item maps to a direct ranking factor or a Google crawlability issue. Work through them in order — earlier issues often cause later ones.

## SECTION 1 — Crawlability & Indexation (5 Items)

- 01 robots.txt is configured correctly**  
Verify Googlebot is not accidentally blocked. Use Google Search Console !' Crawl !' robots.txt Tester.
- 02 XML sitemap submitted and error-free**  
Sitemap must be submitted in GSC. Check for 404s, noindex pages, or redirects included in the sitemap.
- 03 No orphan pages (pages with zero internal links)**  
Run a crawl with Screaming Frog or Ahrefs. Orphan pages can never be discovered or ranked.
- 04 Canonical tags are correctly set on all pages**  
Self-referencing canonicals on unique content. Canonical points to the correct URL on duplicate/paginated content.
- 05 No soft 404s or incorrect HTTP status codes**  
Check GSC Coverage report. Soft 404s (pages returning 200 but with no content) waste crawl budget.

## SECTION 2 — Site Speed & Core Web Vitals (4 Items)

- 06 LCP (Largest Contentful Paint) < 2.5 seconds**  
Test with PageSpeed Insights. Most common culprit: render-blocking resources, large unoptimised hero images.
- 07 FID / INP < 200ms**  
Interaction to Next Paint is now a Core Web Vital. Reduce main-thread JavaScript. Defer third-party scripts.
- 08 CLS (Cumulative Layout Shift) < 0.1**  
Reserve space for images, ads, embeds. Avoid injecting content above the fold after load.
- 09 Time to First Byte (TTFB) < 600ms**  
Indicates server response speed. Use a CDN, enable caching, consider upgrading hosting if TTFB > 1s.

## SECTION 3 — On-Page SEO Signals (5 Items)

- 10 Each page has a unique, keyword-rich title tag (< 60 chars)**  
Duplicates waste ranking potential. Include the primary keyword near the start of the title.
- 11 Meta descriptions are compelling and < 155 characters**  
Not a ranking factor, but controls CTR. Write them like ad copy — a benefit + a reason to click.
- 12 H1 is present and unique on every page**  
One H1 per page, containing the primary keyword. H2–H6 structure the content logically.
- 13 Images have descriptive, keyword-relevant alt text**  
Every image needs alt text for accessibility and image search. 5–125 characters, describe what is in the image.
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**Internal linking distributes authority to key pages**

Your most important pages should receive the most internal links from other pages on the site.

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Page 2 of 2 — Structured Data, Mobile, and Advanced Checks

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## SECTION 4 — Structured Data / Schema (3 Items)

- 15 Homepage has Organisation schema with logo and social profiles**  
Confirms your brand identity to Google. Include name, URL, logo, sameAs (LinkedIn, Twitter, etc.).
- 16 Service/product pages have appropriate schema markup**  
Service, Product, or LocalBusiness schema increases eligibility for rich results in SERPs.
- 17 FAQ schema on content pages with Q&A sections**  
FAQPage schema can earn accordion-style rich snippets, doubling your SERP real estate at no extra cost.

## SECTION 5 — Mobile & UX Signals (3 Items)

- 18 Site passes Google Mobile-Friendly Test**  
Google indexes the mobile version of your site first. Any mobile issues directly affect desktop rankings too.
- 19 No intrusive interstitials blocking mobile content**  
Pop-ups that cover content on mobile can trigger a Google penalty. Cookie banners must be dismissible.
- 20 HTTPS is active with no mixed content warnings**  
Every page must be HTTPS. Mixed content (HTTP resources on HTTPS pages) breaks security and signals.

## Recommended Free Tools for This Audit

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