

SEO Audit Checklist

Technical, on-page, content, off-page and UX checks with severity tagging.

How to use this: work section by section, mark what is confirmed, and leave any unknown item open until you have evidence.

Technical

- ☐ Check robots, noindex and canonical signals.
- ☐ Review redirects, status codes and duplicate URL variants.
- ☐ Compare source and rendered HTML for important pages.
- ☐ Confirm XML sitemaps contain only intended URLs.

On-page

- ☐ Verify each priority page has one clear search intent.
- ☐ Check titles, H1s and headings for page ownership.
- ☐ Review internal links into important pages.
- ☐ Flag pages where SERP intent does not match the page type.

Content

- ☐ Identify outdated, thin or overlapping pages.
- ☐ Separate update, consolidate, redirect and remove decisions.
- ☐ Check pages with external links before removal.
- ☐ Find meaningful content gaps tied to the business.

Off-page

- ☐ Review referring domains for priority pages.
- ☐ Flag unlinked mentions worth investigating.
- ☐ Identify linkable assets before outreach.
- ☐ Do not treat disavow decisions as routine cleanup.

UX / Search experience

- ☐ Check mobile access to primary content and navigation.
- ☐ Review forms and conversion paths on key pages.
- ☐ Note template-level layout or performance issues.
- ☐ Confirm the page helps users complete the search task.

Severity tagging

- ☐ Critical: blocks discovery, indexing or core task completion.
- ☐ High: materially affects priority page groups.
- ☐ Medium: useful improvement with limited dependency.
- ☐ Low: cleanup or monitoring item.

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