

Free SEO Audit Checklist

45 checks you can run on any website, in the order we would tackle them.

Work through each section and tick the box when a check passes. Where we have a free tool that helps, its name appears in italics under the check. Checks are general best practice. Your market and goals decide which ones matter most, and no checklist can promise a ranking.

Crawling and indexing

- ☐ robots.txt exists, does not block important pages and lists your sitemap
Tool: Robots.txt Tester (seovoro.com/tools/robots-txt-tester.php)
- ☐ XML sitemap is valid and lists only canonical, indexable pages that return 200
Tool: Sitemap Validator (seovoro.com/tools/sitemap-validator.php)
- ☐ Sitemap is submitted in Google Search Console and Bing Webmaster Tools
- ☐ No important page is set to noindex by mistake
- ☐ Each page has one canonical URL, and duplicates point to it
- ☐ Status codes are right: 200 for live pages, 301 for moved pages, 404 or 410 for removed pages
- ☐ Important pages are reachable within about three clicks from the home page

On-page basics

- ☐ Every page has a unique title tag of about 30 to 60 characters
Tool: Title Tag Checker (seovoro.com/tools/title-tag-checker.php)
- ☐ Every page has a useful meta description of about 70 to 160 characters
Tool: SERP Snippet Preview (seovoro.com/tools/serp-preview.php)
- ☐ Each page has one H1 that matches its topic
- ☐ Headings follow a logical order (H2, then H3)
- ☐ Images have descriptive alt text and sensible file names
- ☐ Internal links use clear anchor text and point to your important pages
- ☐ Content answers the search intent and is not copied or thin

Technical health

- ☐ The site uses HTTPS, http redirects to https and only one www or non-www version is live
- ☐ No broken internal links
Tool: [Broken Link Checker \(seovoro.com/tools/broken-link-checker.php\)](https://seovoro.com/tools/broken-link-checker.php)
- ☐ Redirect chains are removed so links go straight to the final page
- ☐ Pages are easy to read and use on a phone
- ☐ Largest Contentful Paint is 2.5 seconds or less on key pages
Tool: [Site Speed Tester \(seovoro.com/tools/site-speed-tester.php\)](https://seovoro.com/tools/site-speed-tester.php)
- ☐ The layout does not jump while loading (CLS of 0.1 or less)
- ☐ Images are compressed and third-party scripts are kept to a minimum

Structured data

- ☐ Organization schema on the home page with name, logo and profile links
- ☐ Breadcrumb schema on inner pages
- ☐ Article schema on articles, with author and dates
- ☐ LocalBusiness schema with accurate details, if you serve a local area
- ☐ FAQ or Product schema only where the page content really matches
- ☐ Test with the Rich Results Test and fix errors

Content and trust

- ☐ Articles show author names and short bios; About and Contact pages are clear
- ☐ Claims are backed by sources, and the sources are linked
- ☐ Key pages show dates and are kept up to date
- ☐ Reviews and testimonials are genuine and used with permission
- ☐ Privacy policy, terms, refund and contact information are easy to find
- ☐ Pages include real examples, screenshots or data where possible

Local SEO (if you serve a local area)

- ☐ Google Business Profile is claimed, verified and complete
- ☐ Name, address and phone are identical on your site and profiles
- ☐ Primary category and services are accurate
- ☐ There is a page for each main service and each area you genuinely serve
- ☐ Reviews are collected in a rule-following way and answered politely
- ☐ Opening hours, including holidays, are correct

AI search and tracking

- ☐ Key pages open with a clear, direct answer, then explain
- ☐ Question-style headings and FAQ sections are used where helpful
- ☐ AI crawlers you want, such as GPTBot, are not blocked by mistake in robots.txt
- ☐ Brand details are consistent so systems can recognize who you are
- ☐ Search Console and Analytics are installed, and key actions such as calls and forms are tracked
- ☐ Search Console is reviewed monthly: clicks, impressions and indexing issues

Want a second pair of eyes? Request a free technical SEO audit at seovoro.com/audit.php, or run our free Site Audit at seovoro.com/tools/audit.php.

Prepared by the Seovoro SEO Team. Last updated October 2026. This checklist is general guidance, not a guarantee of results.