

Technical SEO Audit Checklist

Spilno Agency — spilnoagency.com.ua

Checklist Item	Status	Notes
1. Crawlability — Search Engine Access		
<input type="checkbox"/> robots.txt accessible at /robots.txt and not blocking important sections	<input type="checkbox"/>	_____
<input type="checkbox"/> robots.txt does not disallow CSS, JS, or other rendering resources	<input type="checkbox"/>	_____
<input type="checkbox"/> XML sitemap is current: contains only 200 OK pages without noindex	<input type="checkbox"/>	_____
<input type="checkbox"/> XML sitemap is referenced in robots.txt and registered in Google Search Console	<input type="checkbox"/>	_____
<input type="checkbox"/> Crawl budget analyzed for large sites (10,000+ pages)	<input type="checkbox"/>	_____
<input type="checkbox"/> Screaming Frog crawl log: no blocked or inaccessible resources found	<input type="checkbox"/>	_____
<input type="checkbox"/> Internal search, filters, and parametric URLs are closed to crawling	<input type="checkbox"/>	_____
2. Indexation — Controlling Search Visibility		
<input type="checkbox"/> Google Search Console → Coverage: errors and exclusions analyzed	<input type="checkbox"/>	_____
<input type="checkbox"/> No important page has a noindex directive (meta or X-Robots-Tag header)	<input type="checkbox"/>	_____
<input type="checkbox"/> www/non-www, http/https, trailing slash variants → 301 redirect to canonical	<input type="checkbox"/>	_____
<input type="checkbox"/> Canonical tags are correctly set on all pages with duplicates	<input type="checkbox"/>	_____
<input type="checkbox"/> Self-referencing canonical present on unique pages	<input type="checkbox"/>	_____
<input type="checkbox"/> Pagination: rel=next/prev or canonical to first page (per strategy)	<input type="checkbox"/>	_____
<input type="checkbox"/> Hreflang is correct and reciprocal (for multilingual sites)	<input type="checkbox"/>	_____
<input type="checkbox"/> Sitemap does not contain URLs with noindex or blocked by robots.txt	<input type="checkbox"/>	_____
3. Page Speed & Core Web Vitals		
<input type="checkbox"/> LCP (Largest Contentful Paint) < 2.5 s — verified in PageSpeed Insights	<input type="checkbox"/>	_____
<input type="checkbox"/> CLS (Cumulative Layout Shift) < 0.1 — no unexpected layout shifts	<input type="checkbox"/>	_____
<input type="checkbox"/> INP (Interaction to Next Paint) < 200 ms	<input type="checkbox"/>	_____
<input type="checkbox"/> TTFB (Time to First Byte) < 600 ms — server caching configured	<input type="checkbox"/>	_____
<input type="checkbox"/> Images in WebP or AVIF format, compressed, with explicit width/height	<input type="checkbox"/>	_____
<input type="checkbox"/> Lazy loading enabled for below-the-fold images	<input type="checkbox"/>	_____
<input type="checkbox"/> CSS and JS minified, non-critical scripts deferred (defer/async)	<input type="checkbox"/>	_____
<input type="checkbox"/> Fonts loaded with font-display: swap or optional	<input type="checkbox"/>	_____
4. Mobile-First Optimization		
<input type="checkbox"/> Google Mobile-Friendly test passed for all key pages	<input type="checkbox"/>	_____

Technical SEO Audit Checklist

Spilno Agency — spilnoagency.com.ua

Checklist Item	Status	Notes
<input type="checkbox"/> Viewport meta tag present on all pages	<input type="checkbox"/>	_____
<input type="checkbox"/> No horizontal scrolling on mobile devices	<input type="checkbox"/>	_____
<input type="checkbox"/> Tap targets at least 48x48 px with adequate spacing between them	<input type="checkbox"/>	_____
<input type="checkbox"/> Base font size at least 16px — readable without zooming	<input type="checkbox"/>	_____
<input type="checkbox"/> Content is identical on desktop and mobile (mobile-first indexing)	<input type="checkbox"/>	_____
5. HTTPS & Security		
<input type="checkbox"/> SSL certificate is valid, not expired, and certificate chain is correct	<input type="checkbox"/>	_____
<input type="checkbox"/> No mixed content: all resources load over HTTPS	<input type="checkbox"/>	_____
<input type="checkbox"/> HTTP → HTTPS redirect is configured globally	<input type="checkbox"/>	_____
<input type="checkbox"/> HSTS header is present (Strict-Transport-Security)	<input type="checkbox"/>	_____
<input type="checkbox"/> Redirect chains reduced to 1 hop (where possible)	<input type="checkbox"/>	_____
<input type="checkbox"/> No redirect loops	<input type="checkbox"/>	_____
6. Site Architecture & Internal Linking		
<input type="checkbox"/> Page depth does not exceed 3–4 clicks from the homepage	<input type="checkbox"/>	_____
<input type="checkbox"/> No orphan pages (pages with no internal links pointing to them)	<input type="checkbox"/>	_____
<input type="checkbox"/> No broken internal links (links pointing to 404 pages)	<input type="checkbox"/>	_____
<input type="checkbox"/> URL structure is logical and concise (recommended under 75 characters)	<input type="checkbox"/>	_____
<input type="checkbox"/> Key pages have sufficient internal links pointing to them	<input type="checkbox"/>	_____
<input type="checkbox"/> Breadcrumbs implemented at all depth levels (where appropriate)	<input type="checkbox"/>	_____
7. Structured Data (Schema.org)		
<input type="checkbox"/> Schema.org markup is valid via Schema Markup Validator	<input type="checkbox"/>	_____
<input type="checkbox"/> No errors in Google's Rich Results Test	<input type="checkbox"/>	_____
<input type="checkbox"/> JSON-LD is used (not Microdata or RDFa)	<input type="checkbox"/>	_____
<input type="checkbox"/> Schema type matches the page content (Article, Product, FAQ, etc.)	<input type="checkbox"/>	_____
<input type="checkbox"/> BreadcrumbList markup present on inner pages	<input type="checkbox"/>	_____
8. Duplicate & Thin Content		
<input type="checkbox"/> No pages with duplicate or near-identical content	<input type="checkbox"/>	_____
<input type="checkbox"/> Thin content pages (< 200 words) identified and optimized or de-indexed	<input type="checkbox"/>	_____
<input type="checkbox"/> Parametric URLs (sort, filter) have canonical tags or are closed	<input type="checkbox"/>	_____

Technical SEO Audit Checklist

Spilno Agency — spilnoagency.com.ua

Checklist Item	Status	Notes
<input type="checkbox"/> Print or AMP versions have canonical pointing to the primary page	<input type="checkbox"/>	_____
9. Technical Errors & Configuration		
<input type="checkbox"/> No 4xx response pages (except intentionally removed content)	<input type="checkbox"/>	_____
<input type="checkbox"/> No 5xx server error pages	<input type="checkbox"/>	_____
<input type="checkbox"/> Custom 404 page returns HTTP 404 (not 200 OK)	<input type="checkbox"/>	_____
<input type="checkbox"/> No broken external links on key pages	<input type="checkbox"/>	_____
<input type="checkbox"/> robots.txt and sitemap.xml return HTTP 200	<input type="checkbox"/>	_____
<input type="checkbox"/> .htaccess or nginx.conf reviewed for conflicting rules	<input type="checkbox"/>	_____
<input type="checkbox"/> Server logs or Google Search Console: no mass crawl errors	<input type="checkbox"/>	_____

Technical SEO Audit: What It Is and What It Includes