How to Conduct a Technical SEO Audit (Checklist Inside)

What Is a Technical SEO Audit?

A technical SEO audit assesses the backend elements of a website to ensure search engines can effectively crawl, index, and render your content.

Technical SEO Audit Checklist

1. Crawlability and Indexability

2. Sitemap Optimization

3. Site Architecture & URL Structure

4. Status Codes & Redirects

5. Mobile-Friendliness

6. Page Speed and Core Web Vitals

7. HTTPS and Security

8. Structured Data & Schema Markup

9. Canonicalization

10. Internal Linking & Anchor Text

11. International SEO

12. Log File Analysis

Sample Audit Workflow

1. Crawl the website and export reports

2. Check Google Search Console for index coverage

3. Audit page speed

4. Validate structured data

5. Fix critical issues first

6. Track and document changes

Final Thoughts

Technical SEO audits should be done regularly to maintain site health and performance. Use this checklist as a recurring guide to stay ahead.