



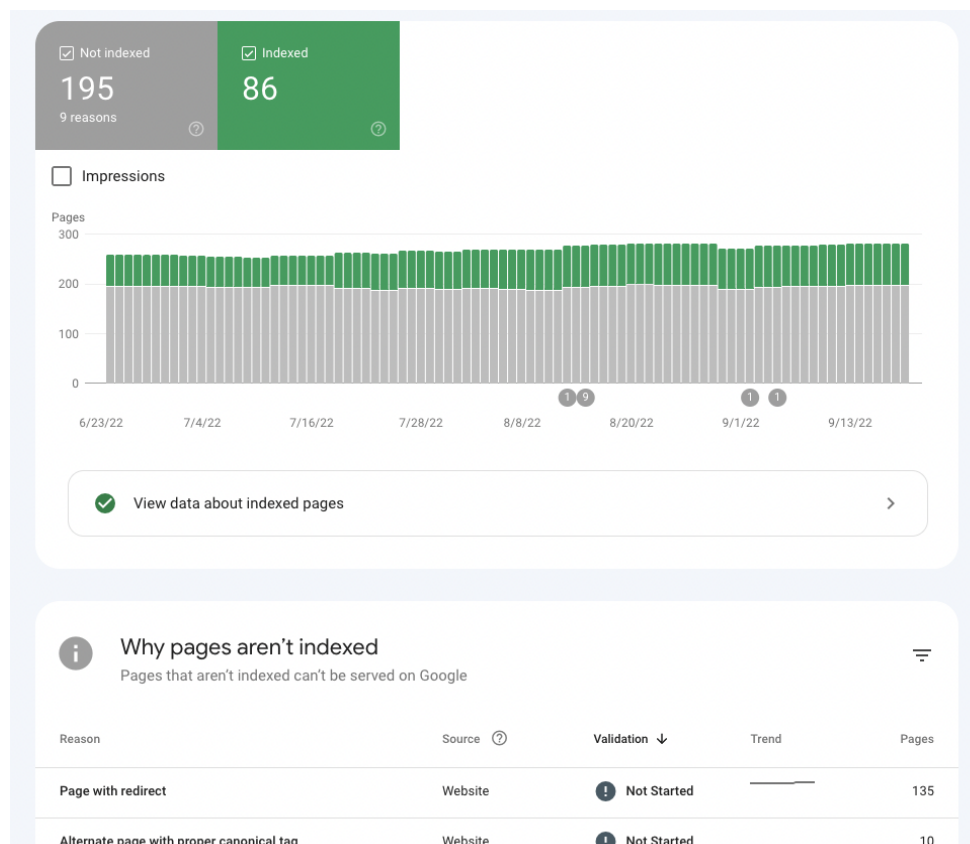
seo radar

Quick & Dirty Technical SEO Site Audit Checklist

Site audits can be very complex and take weeks to complete. Here's SEO Radar's checklist to get started quickly and find critical issues within a few minutes.

1. **Indexability:** What pages are in / not in search result

check via <https://search.google.com/search-console/index>



2. **Sitemaps:** Are they in the right format and does google see them?

- Check the robots.txt file (located at <http://domain.com/robots.txt>)
- Look at /sitemap.xml
- Search console > Sitemaps

3. 4xx or 5xx HTTP Status Errors

- Does the site link to pages that don't exist giving a 404?
- What causes your 4xx or 5xx errors?

4. 3xx Redirects (301, 302 or 308s)

- Do you have any infinite redirects?
- Are all your http URLs redirected to https?

5. Fetched vs Rendered (DOM) check via

https://app.seoradar.com/seo_diff_urls?type=fvr

- Does your Title Change on fetched vs. rendered pages?
- Does your Meta Description Change on fetched vs. rendered pages?
- Does your Canonical Change on fetched vs. rendered pages?

Desktop Fetched Vs Desktop Rendered for <https://www.apple.com/shop/buy-iphone/iphone-14-pro/6.1-inch-display-256gb-space-black-verizon> Go back ✕

Inline Side by Side Screenshot HTML Text SEO Elements

Red text - Fetched Desktop HTML
Green text - Desktop Rendered


Find: ↑ ↓ Go to previous diff Go to next diff

Fetched Desktop HTML	Desktop Rendered
Title: Buy iPhone 14 Pro 256GB Space Black Verizon - Apple	Buy iPhone 14 Pro 256GB Space Black Verizon - Apple
Description: Get credit toward iPhone 14 Pro, iPhone 14 Pro Max when you trade in a smartphone. Make low monthly payments at 0% APR. Buy now with free shipping.	Get credit toward iPhone 14 Pro, iPhone 14 Pro Max when you trade in a smartphone. Make low monthly payments at 0% APR. Buy now with free shipping.
Words count: 5014	8184
Canonical: /shop/buy-iphone/iphone-14-pro/6.1-inch-display-256gb-space-black-verizon	/shop/buy-iphone/iphone-14-pro/6.1-inch-display-256gb-space-black-verizon
Meta Robots:	
H1: Buy iPhone 14 Pro	Buy iPhone 14 Pro
H2:	Apple Trade In AppleCare+. Protect your new iPhone. AppleCare+. Protect your new iPhone. AppleCare+. Protect your new iPhone. AppleCare+. Protect your new iPhone. AppleCare+. Protect your new iPhone. AppleCare+. Protect your new iPhone. Connectivity. Choose a carrier. Finish. Pick your favorite.
Frequently Asked Questions	Frequently Asked Questions
Which iPhone is right for you?	Frequently Asked Questions Model. Which is best for you? Still deciding? Storage. How much space do you need? What's in the Box
H3: About Apple	Which iPhone is right for you?
Account	About Apple
Apple Store	Account
Apple Values	Apple Store
Are there differences between an iPhone for AT&T, T-Mobile, Sprint, or Verizon?	Apple Values
Can I activate an iPhone 14 or iPhone 14 Pro outside of the United States?	Are there differences between an iPhone for AT&T, T-Mobile, Sprint, or Verizon?
Can I	Can I activate an iPhone 14 or iPhone 14 Pro outside of the United States?
Can I return my iPhone?	Can I activate an iPhone 14 or iPhone 14 Pro outside of the United States?
	Can I return my iPhone?

6. Duplicate content

- Is the site using hreflang tags for international sites?
- Is every page canonicalized?

7. Mobile Friendliness test via <https://search.google.com/test/mobile-friendly>

 **Page is usable on mobile**
This page is easy to use on a mobile device. [Learn more](#)

[VIEW TESTED PAGE](#)


8. Speed - how fast is your site?


Test via <https://developers.google.com/speed/pagespeed/insights/>




PageSpeed Insights Docs

[Analyze](#)




[Mobile](#) [Desktop](#)







 Discover what your real users are experiencing This URL Origin

 **Core Web Vitals Assessment: Failed** Expand view

 Largest Contentful Paint (LCP) 3.1 s	 First Input Delay (FID) 19 ms	 Cumulative Layout Shift (CLS) 0.27
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OTHER NOTABLE METRICS

 First Contentful Paint (FCP) 2.2 s	 Interaction to Next Paint (INP) ⚠ 377 ms	 Time to First Byte (TTFB) ⚠ 1.2 s
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