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](https://search.google.com/search-console/index)

![Indexability Chart]

<table>
<thead>
<tr>
<th>Reason</th>
<th>Source</th>
<th>Validation</th>
<th>Trend</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page with redirect</td>
<td>Website</td>
<td>Not Started</td>
<td></td>
<td>135</td>
</tr>
<tr>
<td>Alternate page with proper canonical tag</td>
<td>Website</td>
<td>Not Started</td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>

2. **Sitemaps:** Are they in the right format and does google see them?
   a. Check the robots.txt file (located at [http://domain.com/robots.txt](http://domain.com/robots.txt))
   b. Look at /sitemap.xml
   c. Search console > Sitemaps
3. **4xx or 5xx HTTP Status Errors**
   a. Does the site link to pages that don’t exist giving a 404?
   b. What causes your 4xx or 5xx errors?

4. **3xx Redirects (301, 302 or 308s)**
   a. Do you have any infinite redirects?
   b. Are all your http URLs redirected to https?

5. **Fetched vs Rendered (DOM) check via**
   a. Does your Title Change on fetched vs. rendered pages?
   b. Does your Meta Description Change on fetched vs. rendered pages?
   c. Does your Canonical Change on fetched vs. rendered pages?

6. **Duplicate content**
   a. Is the site using hreflang tags for international sites?
   b. Is every page canonicalized?

8. **Speed** – how fast is your site?
   Test via [https://developers.google.com/speed/pagespeed/insights/](https://developers.google.com/speed/pagespeed/insights/)