Technical SEO Audit Checklist

Use an SEO audit tool and refer to this checklist to deal with issues and problems found in your audit report. Read post here: https://www.fatrank.com/technical-seo-checklist/

ISSUE #1 - Crawl Errors

☐ Your most important web pages have successful response codes (200-299)

☐ Set permanent (301) redirects on pages that return 400-499 response codes. Use a redirection plugin and point these broken pages to working pages on your site with similar content.

Use 301 redirects if you (a) changed the page's URL to a new one (make sure to point the old URL to the new version), (b) deleted the page because it doesn't offer value to users (link to a similar page on your site and from another website), and (c) merged the content of two or more pages (redirect the deleted pages to the page that contains all the content).

☐ Check robots.txt file to ensure that you didn't accidentally disallow search engine bots from crawling your site pages.

☐ Contact your web hosting for unresolved server error (500-599) response codes.

ISSUE #2 - Indexability Problems

☐ Optimise your pages for the right queries from your keyword research.

Use a keyword research tool like Ahrefs to find keywords with low difficulty and relatively high search volume.

☐ Mention your keyword on the page's H1, URL, and title.

Entering your target keywords in these sections of the page help increase its chances to rank on SERPs.

☐ Optimise your content for readability.

Use Grammarly Premium to clean up your content for grammar and sentence structure errors.

☐ Cover the topic in-depth for your target keywords.

Take into account the search intent of a keyword or why people are searching them on Google and answer the question it's asking in your content.

☐ Create an XML sitemap.

Use a plugin that lets you create XML sitemap that includes all your crawlable pages in a single file. Then submit the link to your sitemap on Google Search Console.

☐ All your important web pages must have inbound links pointing to it from other pages on your site.

This allows you to eliminate orphaned pages on your site and makes crawling your site much easier for search engine spiders.

☐ Fix broken links

Link to pages in your site that work instead to enable link equity to flow freely across these pages.

☐ Eliminate duplicate content.

Identify the type of duplcate content your have on your site, i.e., category level, session IDs, URL parameters, and determine the best way to fix each one, i.e., 301 redirects, rel="canonical" attribute.

☐ Improve site architecture.

Esnure that all web pages are easy to find by users and search spiders. If possible, a achieve a flat site architecture by making sure all your site pages are a maximum of four clicks away from your homepage.

ISSUE # 3 - Log File Problems

☐ Download a copy of your log file from your web host or server.

Reach out to your web host's customer service for directions on how to get a copy of your site's log file.

☐ Analyse the log file using your preferred tool of choice.

Most log file analysers are paid like SEMrush, Screaming Frog SEO Spider, JetOctopus, and others.

☐ Fix the issues found in the log file analyser report.

Refer to the checklists above to solve these issues. The difference in the data produced by the log file analyser is that you get to view how search engine bots see your site pages, which may have different results compared to audit crawl bots.

ISSUE # 4 - Page Experience

Run your website on Google PageSpeed Insights and check your site's score. Then check suggestions to determine how you should fix its issues.

☐ Change to the best web host.

Be mindful of which web hosting platform to migrate your site to. Only get opinions from websites and authors you trust.

☐ Use a caching plugin.

Decrease your site file sizes to load them more efficiently on browsers. Also minifies JS and CSS and lazy-load images to achieve better loading speed.

☐ Compress all images on your website.

ISSUE # 5 - Structured Data Problems

☐ Use a plugin to automatically create structured data.

Use SEO plugins like Yoast SEO, SEOPress, and others that enable you to auto-generate structured data. For sites requiring more complex structured data across hundreds of pages, use WP Schema.

☐ Manually insert them in your pages.

Use Merkle Strucutured Data Generator to create strucutred data for a page. Then copy and paste the code onto the page's <head> section.