

Technical SEO Audit Checklist

The complete 2026 beginner's checklist for crawlability, page speed, security, mobile-friendliness, and structured data — organized so you can act on it today.

enlightrs.com

Free Printable Edition · 2026

1 Crawlability & Indexing

Confirm search engines can find, crawl, and index your pages before anything else. This is the foundation every other check depends on.

✓	CHECKLIST ITEM	PRIORITY
☐	robots.txt exists and does not block important pages	High
☐	XML sitemap created and submitted in Google Search Console	High
☐	No accidental "noindex" tags on key pages	High
☐	Canonical tags set correctly on every page	Medium
☐	No orphaned pages (pages with zero internal links)	Medium
☐	404 errors identified and redirected (301) where needed	High
☐	Redirect chains cleaned up (max 1 hop)	Low
☐	Pages indexed match pages intended to rank (Search Console coverage report)	High

Beginner tip: Start with Google Search Console's "Pages" report. If a page you care about shows as "Excluded," that's usually your very first fix.

2 Page Speed & Core Web Vitals

Speed affects rankings and user experience together. Focus on the biggest wins first — images, scripts, and server response time.

✓	CHECKLIST ITEM	PRIORITY
☐	Largest Contentful Paint (LCP) under 2.5 seconds	High
☐	Cumulative Layout Shift (CLS) under 0.1	High
☐	Interaction to Next Paint (INP) under 200ms	Medium
☐	Images compressed and served in modern formats (WebP/AVIF)	High
☐	Unused JavaScript and CSS removed or deferred	Medium
☐	Browser caching and a CDN enabled	Medium
☐	Hosting response time (TTFB) under 600ms	Low

Beginner tip: Test with Google's PageSpeed Insights. Fix the top 2-3 flagged issues first instead of trying to solve every warning at once.

3 HTTPS, Security & Mobile-Friendliness

Most search traffic is mobile, and unsecured or broken layouts quietly push visitors — and rankings — away.

✓	CHECKLIST ITEM	PRIORITY
☐	Entire site loads over HTTPS with a valid SSL certificate	High
☐	No mixed-content warnings (HTTP resources on HTTPS pages)	Medium
☐	Site passes Google's Mobile-Friendly Test	High
☐	Text is readable without zooming on mobile	Medium
☐	Tap targets (buttons/links) are properly spaced on mobile	Low
☐	No intrusive pop-ups blocking mobile content	Medium
☐	Structured data (schema markup) validated with no errors	Medium

Beginner tip: WordPress users on heavy themes should test mobile view directly on a phone, not just in a browser resize — real device rendering often differs.

4

SEO Audit Report Template

Use this simple log to track and prioritize what you find during your audit. Fill in as you go.

#	ISSUE FOUND	PAGE URL	PRIORITY	FIX STATUS
1				
2				
3				
4				
5				
6				
7				
8				

How to use this template: List every issue you find, note which page it's on, rate its priority (High / Medium / Low), and update the status column as you fix each one. Review this log every 1–3 months.

enligh**tr**s

Your Foundation Starts Here

You now have the complete 2026 technical SEO audit checklist. Work through it one section at a time — crawlability first, then speed, then mobile — and revisit it every quarter.

For more beginner-friendly SEO, blogging, and freelancing guides, visit enlightrs.com.

enlightrs.com