

Technical SEO Audit Checklist

A Practical Guide to Improving Website Health and Search Visibility

Kaosiso SEO Resource Library

Helping businesses rank on Google and become recommended by AI assistants through Technical SEO, Local SEO, and AI Visibility strategies.

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Welcome

Technical SEO is the foundation of every successful website

You can have great content, attractive designs, and valuable products or services, but if search engines cannot properly access, understand, and index your website, your chances of ranking well in search results become much lower.

This guide is designed to help you identify and fix the most important technical SEO issues that affect your website's visibility and performance.

Whether you are managing a personal blog, a business website, or an e-commerce store, these practical checks will help you build a stronger foundation for long-term organic growth.

Who This Guide Is For

This checklist is suitable for:

- Business owners who want better visibility on Google.
- Website owners looking to improve their site's health.
- Marketing teams responsible for website performance.
- SEO beginners learning technical optimization.
- Freelancers and consultants performing website audits.

How to Use This Guide

Each section follows a simple structure:

What is it?

A clear explanation of the concept.

Why does it matter?

Why it affects search visibility and user experience.

What should you do?

Practical steps you can implement.

Checklist

A simple list to help you track your progress.

CRAWLABILITY

What is Crawlability?

Crawlability refers to how easily search engines like Google can access and explore the pages on your website.

Search engines use automated bots (also called crawlers or spiders) to discover content. If these bots cannot reach your pages, those pages may never appear in search results.

Why It Matters

A website that is difficult to crawl can prevent important pages from being discovered and indexed. This limits your visibility, even if the content itself is high quality.

Good crawlability also helps search engines understand the structure of your website, making it easier to process new and updated content.

What Should You Do?

- Review your robots.txt file to ensure important pages are not blocked.
- Make sure every important page can be reached through internal links.
- Fix broken links that lead to missing pages.
- Avoid long redirect chains that slow down crawlers.
- Keep your navigation simple and organized.

Quick Checklist

- ☐ Robots.txt reviewed
- ☐ Important pages are crawlable
- ☐ Broken internal links fixed
- ☐ Navigation is easy to follow
- ☐ Redirect chains minimized

INDEXABILITY

What is Indexability?

Indexability refers to whether search engines are allowed to save your web pages in their search index.

Think of Google's index as a massive digital library. If your page isn't added to that library, people won't find it through Google Search, even if it contains valuable content.

A page can be crawled successfully but still fail to appear in search results if it isn't indexed correctly.

Why It Matters

If your important pages are not indexed:

- They cannot rank in search results.
- They won't generate organic traffic.
- Potential customers may never discover your business online.

Making sure your pages are indexable is one of the most important steps in Technical SEO.

What Should You Do?

Submit an XML Sitemap

An XML sitemap helps search engines discover the important pages on your website more efficiently.

If you haven't already, submit your sitemap through Google Search Console.

Review Noindex Tags

Some pages intentionally include a **noindex** tag to prevent them from appearing in search results.

Make sure important pages like your homepage, services, blog posts, and case studies are **not** accidentally marked as noindex.

Check Canonical Tags

Canonical tags tell search engines which version of a page should be treated as the primary version.

Incorrect canonical tags can cause Google to ignore the page you actually want to rank.

Monitor Google Search Console

Regularly review the **Pages** report in Google Search Console.

Pay attention to:

- Crawled – Currently Not Indexed
- Discovered – Currently Not Indexed
- Excluded by Noindex
- Duplicate Pages

These reports can help you identify indexing problems before they affect your visibility.

Quick Checklist

- ☐ XML Sitemap submitted to Google Search Console
- ☐ Important pages are indexable
- ☐ No unwanted **Noindex** tags
- ☐ Canonical tags reviewed
- ☐ Google Search Console checked regularly
- ☐ Duplicate pages investigated

Pro Tip

Not every page needs to be indexed.

Pages such as thank-you pages, login pages, admin areas, or duplicate filter pages often don't need to appear in Google Search.

Focus on ensuring your **most valuable pages**—such as your homepage, service pages, blog posts, and case studies—are fully crawlable and indexable.

WEBSITE PERFORMANCE & CORE WEB VITALS

What is Website Performance?

Website performance measures how quickly and smoothly your website loads and responds when someone visits it.

A fast website creates a better experience for visitors, while a slow website can frustrate users and increase the chances of them leaving before interacting with your content.

Website performance is also an important ranking factor because search engines aim to recommend websites that provide a positive user experience.

Why It Matters

A slow website can:

- Increase bounce rates.
- Reduce user engagement.
- Lower conversion rates.
- Negatively affect search rankings.

A faster website helps visitors find information quickly and encourages them to stay longer, explore more pages, and take action.

Focus on These Areas

Page Speed

Your pages should load quickly on both desktop and mobile devices.

Large images, unnecessary scripts, and poor hosting are common reasons websites become slow.

Mobile Friendliness

Most users browse the web using their phones.

Your website should display properly on different screen sizes without requiring users to zoom or scroll sideways.

Core Web Vitals

Core Web Vitals are Google's measurements of user experience.

The three most important metrics are:

Largest Contentful Paint (LCP)

Measures how quickly the main content of a page becomes visible.

Interaction to Next Paint (INP)

Measures how responsive your website feels when visitors click or interact with it.

Cumulative Layout Shift (CLS)

Measures visual stability by checking whether page elements unexpectedly move while loading.

What Should You Do?

- Compress and optimize images before uploading.
- Remove plugins or scripts you no longer use.
- Enable browser caching where possible.
- Use modern image formats such as WebP.
- Test your website regularly using [Google PageSpeed Insights](#).
- Review Core Web Vitals inside [Google Search Console](#).

Quick Checklist

- ☐ Website loads quickly
- ☐ Images optimized
- ☐ Mobile-friendly
- ☐ Core Web Vitals reviewed
- ☐ Unused scripts removed
- ☐ PageSpeed Insights tested

Pro Tip

A beautiful website isn't enough if it loads slowly.

Visitors expect websites to load in just a few seconds. Even small improvements in speed can lead to better user experiences, stronger engagement, and improved search visibility.

ON-PAGE TECHNICAL SEO

What is On-Page Technical SEO?

On-page Technical SEO focuses on optimizing the technical elements within each webpage to help search engines understand your content and improve the user experience.

These elements work together to make your pages easier to read, navigate, and rank in search results.

Why It Matters

Well-optimized pages help search engines understand:

- What your page is about.
- Which keywords it should rank for.
- How different pages on your website are connected.

For visitors, good on-page optimization makes content easier to read and navigate.

Focus on These Elements

Page Title (Title Tag)

Every page should have a unique and descriptive title.

A good title helps search engines understand the topic of the page while encouraging users to click on your result.

Example

✓ Technical SEO Audit Checklist | Kaosiso SEO

✗ Home Page

Meta Description

A meta description is the short summary displayed below your page title in search results.

Although it is not a direct ranking factor, a well-written description can improve click-through rates.

Aim for a clear description that accurately explains the page.

Heading Structure

Use headings to organize your content.

A simple structure looks like this:

H1 — Main page title

H2 — Main sections

H3 — Supporting points

Avoid using multiple H1 headings on the same page.

SEO-Friendly URLs

Keep URLs short, descriptive, and easy to understand.

Good example:

<https://www.kaosisoseo.com/technical-seo-checklist>

Poor example:

<https://www.kaosisoseo.com/page?id=2487&cat=19>

Internal Linking

Internal links connect one page on your website to another.

They help visitors discover related content and allow search engines to understand the relationship between your pages.

Link naturally to relevant articles, services, and case studies whenever appropriate.

What Should You Do?

- Write a unique title for every page.
- Create compelling meta descriptions.
- Use one H1 heading per page.

- Organize content with H2 and H3 headings.
- Keep URLs simple and descriptive.
- Add internal links to related pages.

Quick Checklist

- ☐ Unique page title
- ☐ Meta description written
- ☐ One H1 heading
- ☐ Proper heading hierarchy
- ☐ SEO-friendly URL
- ☐ Internal links added

Common Mistakes to Avoid

- ✗ Using the same page title on multiple pages.
- ✗ Leaving meta descriptions blank.
- ✗ Creating long or confusing URLs.
- ✗ Publishing pages without internal links.
- ✗ Using headings only for styling instead of structure.

Pro Tip

Think of every page as a chapter in a book.

A clear title tells readers what the chapter is about, headings organize the information, and internal links guide them to the next chapter. The easier your content is to understand, the easier it is for both visitors and search engines to navigate your website.

STRUCTURED DATA

(SCHEMA MARKUP)

What is Structured Data?

Structured data, also known as **Schema Markup**, is a standardized way of providing additional information about your website to search engines.

Think of it as giving Google extra context about your content. Instead of guessing what a page is about, structured data clearly tells search engines whether it's an article, service, business, product, FAQ, event, or something else.

This helps search engines understand your website more accurately.

Why It Matters

Structured data can improve how your pages appear in search results.

While it does not guarantee higher rankings, it can make your listings more attractive and informative, which may encourage more people to click.

It also improves your chances of being understood by AI-powered search engines and digital assistants.

Common Types of Schema

Organization Schema

Provides information about your business, including your name, logo, website, and contact details.

Best for:

- Company websites
- Agencies
- Personal brands

Local Business Schema

Helps search engines understand your business location, opening hours, contact

details, and services.

Best for:

- Local businesses
- Service providers
- Physical locations

Article Schema

Used for blog posts, news articles, and educational content.

Helps search engines understand the author, publication date, and article details.

FAQ Schema

Displays frequently asked questions directly in search results when eligible.

Useful for answering common customer questions.

Breadcrumb Schema

Shows the navigation path of a webpage.

Example:

Home → Resources → Technical SEO

This helps both users and search engines understand your website structure.

What Should You Do?

- Add relevant schema to important pages.
- Use Organization Schema on your homepage.
- Use Article Schema for blog posts.
- Use Local Business Schema if you serve customers in specific locations.
- Test your structured data before publishing.
- Fix any validation errors.

Tools You Can Use

- Google Rich Results Test
- Schema Markup Validator

- [Google Search Console](#)
- [Schema.org](#) (official documentation)

Quick Checklist

- ☐ Organization Schema added
- ☐ Local Business Schema added (if applicable)
- ☐ Article Schema used on blog posts
- ☐ FAQ Schema added where appropriate
- ☐ Breadcrumb Schema implemented
- ☐ Structured data tested
- ☐ No validation errors

Common Mistakes to Avoid

- ✗ Adding incorrect information to your schema.
- ✗ Using schema that doesn't match the content on the page.
- ✗ Forgetting to test your structured data.
- ✗ Ignoring validation errors.

Common Schema Types

Schema Type	Best Used For
Organization	Company websites
Local Business	Local SEO
Article	Blog posts
FAQ	Help pages
Breadcrumb	Website navigation

Pro Tip

Structured data helps search engines understand your content—it doesn't replace high-quality content.

Think of schema as adding labels to important information. It makes your website easier to understand for both traditional search engines and AI-powered search experiences.

COMMON TECHNICAL SEO ISSUES

Even well-designed websites can have technical SEO problems that reduce their visibility in search results. The good news is that many of these issues are easy to identify and fix.

Below are some of the most common technical SEO mistakes and what you can do about them.

1. Broken Links
2. What is it?

A broken link leads to a page that no longer exists or returns an error.

Visitors usually see a 404 Page Not Found message.

Why It Matters

Broken links create a poor user experience and waste Google's crawl budget.

What Should You Do?

Regularly scan your website for broken links.

Update or remove outdated links.

Redirect deleted pages when necessary.

2. Duplicate Content

What is it?

Duplicate content happens when similar or identical content exists on multiple URLs.

Why It Matters

Search engines may struggle to determine which version should appear in search results.

What Should You Do?

Use canonical tags correctly.

Avoid publishing duplicate pages.

Merge similar content where appropriate.

3. Missing Image Alt Text

What is it?

Alt text describes the content of an image.

Why It Matters

Alt text improves accessibility and helps search engines understand images.

What Should You Do?

Add descriptive alt text to every important image.

Avoid keyword stuffing.

Describe the image naturally.

4. Redirect Errors

What is it?

Redirects send visitors from one URL to another.

Problems occur when redirects are broken, loop endlessly, or create long redirect chains.

Why It Matters

Poor redirects slow down your website and can confuse both visitors and search engines.

What Should You Do?

Remove redirect chains.

Fix redirect loops.

Use permanent (301) redirects when appropriate.

5. Mixed HTTP and HTTPS Pages

What is it?

Some websites accidentally load secure (HTTPS) and non-secure (HTTP) pages at the same time.

Why It Matters

This creates security concerns and can confuse search engines.

What Should You Do?

Force HTTPS across the entire website.

Update internal links to HTTPS.

Renew SSL certificates before they expire.

6. Orphan Pages

What is it?

Orphan pages are pages that have no internal links pointing to them.

Why It Matters

Search engines may struggle to discover these pages, reducing their chances of being crawled and indexed.

What Should You Do?

Link orphan pages from relevant content.

Include important pages in your website navigation.

Review your internal linking strategy regularly.

Quick Checklist

- ☐ Broken links fixed
- ☐ Duplicate content reviewed
- ☐ Image alt text added
- ☐ Redirect errors corrected

- HTTPS enabled across the website
- Orphan pages linked

Quick Fix Priority

Priority	Fix First
● High	Broken links
● High	HTTPS issues
● High	Important pages not indexed
● Medium	Redirect chains
● Medium	Duplicate content
● Low	Missing alt text
● Low	Minor schema improvements

Pro Tip

Technical SEO isn't about making your website perfect—it's about removing obstacles that prevent search engines and users from having a smooth experience.

Fix the most important issues first, then continue improving your website over time.

TECHNICAL SEO AUDIT WORKSHEET

Use this worksheet to review the technical health of your website. Complete each section and tick the box once the task has been checked or completed.

Crawlability

Task	Status
Robots.txt reviewed	☐
Important pages are crawlable	☐
Internal links working	☐
Broken links fixed	☐
Navigation easy to follow	☐

Indexability

Task	Status
XML Sitemap created	☐
XML Sitemap submitted	☐
No unwanted Noindex tags	☐
Canonical tags reviewed	☐
Indexed pages checked in Google Search Console	☐

Website Performance

Task	Status
Website loads quickly	☐
Images optimized	☐
Mobile-friendly	☐
Core Web Vitals reviewed	☐
PageSpeed Insights tested	☐

On-Page Technical SEO

Task	Status
Unique page titles	☐
Meta descriptions written	☐
Heading structure correct	☐
SEO-friendly URLs	☐
Internal links added	☐

Structured Data

Task	Status
Organization Schema	☐
Article Schema	☐
FAQ Schema	☐
Breadcrumb Schema	☐
Schema validated	☐

Website Health

Task	Status
HTTPS enabled	☐
Redirects working correctly	☐
Duplicate content reviewed	☐
Image alt text added	☐
Orphan pages reviewed	☐

Overall Website Score

Completed Checks

- ☐ 0-10 Needs Immediate Attention
- ☐ 11-20 Fair

□ 21–30 Good

□ 31–35 Excellent

Notes

Remember: Technical SEO is an ongoing process. Review your website regularly and update this checklist as your site grows.

FINAL THOUGHTS & NEXT STEPS

Congratulations! You've completed the Technical SEO Audit Checklist.

By working through this guide, you've taken an important step toward building a healthier, faster, and more search-friendly website.

Technical SEO isn't about chasing algorithms—it's about creating a website that's easy for both people and search engines to understand.

Remember, SEO is a continuous process. Websites change, content grows, and search engines evolve. Regular technical audits help you identify issues early and keep your website performing at its best.

The improvements you make today can contribute to stronger search visibility, better user experiences, and long-term organic growth.

Your Next Steps

Now that you've completed this checklist:

- ✓ Fix any issues you discovered during your audit.
- ✓ Monitor your website regularly using Google Search Console.
- ✓ Test your pages with Google PageSpeed Insights.
- ✓ Keep your XML Sitemap updated.
- ✓ Review your website every 3–6 months to maintain strong technical health.

Helpful SEO Tools

The following free tools can help you monitor and improve your website:

Google Search Console

Monitor indexing, search performance, and technical issues.

Google PageSpeed Insights

Analyze website speed and Core Web Vitals.

Google Rich Results Test

Validate your structured data and rich results.

Schema Markup Validator

Test your schema implementation for errors.

Screaming Frog SEO Spider

Identify technical SEO issues such as broken links, redirects, duplicate content, and missing metadata.

Need Professional SEO Support?

If you'd rather focus on growing your business while an SEO specialist handles the technical work, I'm here to help.

I work with businesses around the world to improve their online visibility through:

- Technical SEO Audits
- Local SEO
- AI Visibility (ChatGPT, Gemini & AI Search)
- SEO Strategy
- Website Optimization
- Organic Growth Consulting

Whether you're launching a new website or improving an existing one, the goal is always the same: build a strong technical foundation that supports sustainable growth.

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About the Kaosiso SEO Resource Library

This guide is part of the **Kaosiso SEO Resource Library**—a growing collection of practical resources created to help business owners, marketers, and SEO professionals improve their online visibility.

Other available resources include:

- Local SEO Checklist
- AI Visibility Checklist
- SEO Content Brief Template
- Website SEO Audit Template
- Keyword Research Workbook

Visit www.kaosisoseo.com/resources to access the latest guides and templates.