

## Technical SEO Audit Checklist

Task Description	Expectations	Result	Retesting (date)	Comments
<b><u>Introduction</u></b>				
The Age of the domain				
Number of Indexed pages by Google				
Domain Rating (DR)				
Domain Authority (DA)				
<b><u>On Site</u></b>				
HTTPS	There should be zero SSL Errors			
Robots.txt	It should exist			
Sitemap.xml	It should exist			
<b><u>Redirects</u></b>				
HTTP to HTTPS	It should redirect properly on all URL levels			
WWW to NON-WWW (NON-WWW to WWW)	It should redirect properly on all URL levels			
/HOME or /index page	It should redirect to the domain or to Page NOT Found, canonical tag is an option			
Trailing slash	It should be consistent			
Redirect chains	It should not exist			
URL structure	<ul style="list-style-type: none"> <li>• Using lowercase characters</li> <li>• The length to be around 70 characters</li> <li>• Using - but not _</li> <li>• Friendly – without file extensions</li> </ul>			
<b><u>Error handling</u></b>				
500	It should redirect to custom error page			
400	It should show Page Not Found			

<b><u>Multilingual Sites</u></b>				
Multilingual URL structure	It should exist			
Hreflang	It should exist			
Html lang	It should exist			
<b><u>Home Page Tests</u></b> <b><u>(recommended for all landing pages)</u></b>				
Mobile Google page speed	The optimization score should be 90% or higher			
Desktop Google page speed	The optimization score should be 90% or higher			
JavaScript Errors	There should be zero results			
Markup Validation (W3C validator)	There should be zero results			
Google's Lighthouse audit tool				
Performance	The score should be 80% or higher			
Accessibility	The score should be 100%			
Best Practices	The score should be 80% or higher			
SEO	The score should be 90% or higher			
Rich Snippets validator	There should be zero errors			
AMP validator	There should be zero errors			
<b><u>Screaming Frog Tests</u></b>				
<b>Response codes</b>				
No Response	There should be zero results			
Client Error (4xx)	There should be zero results			
Server Error (5xx)	There should be zero results			
<b>Page Titles</b>				
Missing	There should be zero results			
Duplicate	There should be zero results			
Over 65 Characters	There should be zero results			
Below 30 Characters	There should be zero results			

<b>Meta Descriptions</b>				
Missing	There should be zero results			
Duplicate	There should be zero results			
Over 156 Characters	There should be zero results			
Below 70 Characters	There should be zero results			
<b>H1 Tags</b>				
Missing	There should be zero results			
Duplicate	There should be zero results			
Multiple	There should be zero results			
<b>Images</b>				
Missing Alt Text	There should be zero results			
Alt Text Over 100 Characters	There should be zero results			
<b>Canonicals</b>				
Missing	There should be zero results			
<b>Open Graph Tags</b>				
Missing	There should be zero results			
<b><u>Thoughts and suggestions</u></b>				