

12-Step Technical SEO Audit Checklist

A practical infographic summary by **GO-SEO**.



What is technical SEO?

Technical SEO improves the behind-the-scenes health of a website so search engines can crawl, index, and understand pages more effectively—while users get a faster, smoother experience.

Why it matters

-  Boost rankings & traffic
-  Improve user experience
-  Stay ready for Google updates

Before you start

-  Set up your tools: Google Search Console plus a technical SEO crawler/audit tool.
-  Check your domain for manual actions or penalties before auditing.

The 12 steps

-  **Scan your pages**
Crawl the site and build a full inventory of pages and resources.
-  **Check crawlability & indexing**
Review robots.txt, XML sitemaps, and HTTP status codes.
-  **Review site structure**
Keep hierarchy, URLs, navigation, and click depth clear and logical.
-  **Fix redirects**
Resolve 301 chains, meta refreshes, www/non-www, HTTP/HTTPS, chains, and canonicals.
-  **Audit internal links**
Repair broken links, reduce excessive outgoing links, and reconnect orphan pages.
-  **Examine on-page tags**
Optimize titles, meta descriptions, and H1-H6 headings.
-  **Address duplicate content**
Find duplicate titles, meta descriptions, and page copy; rewrite, redirect, or canonicalize.
-  **Test speed & page experience**
Audit Core Web Vitals such as LCP, CLS, and INP.
-  **Check mobile-friendliness**
Fix small text, viewport issues, content overflow, and crowded tap targets.
-  **Spot coding errors**
Review W3C issues, hreflang, JavaScript rendering, and structured data.
-  **Ask Google to recrawl**
Request indexing or submit a sitemap after major fixes.
-  **Audit regularly**
Schedule recurring technical SEO checkups and alerts.



Key takeaway

A strong technical foundation helps search engines access and trust your content — and helps users enjoy your site.



If you need help optimizing your website, we're here to help. →



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