

The Complete SEO Audit Checklist (2026)

A free, printable checklist covering technical SEO, on-page SEO, content, backlinks, and AI/GEO readiness. From theseopedia.com

1. Technical SEO

- Site loads in under 2.5 seconds (check Core Web Vitals in Search Console)
- Site is mobile-friendly and passes Google's mobile-friendly test
- XML sitemap exists and is submitted to Search Console
- Robots.txt isn't accidentally blocking important pages
- HTTPS is enabled site-wide with no mixed-content warnings
- No major crawl errors in Search Console (404s, server errors)
- Canonical tags are set correctly on every page
- URL structure is clean and consistent (no dynamic parameters where avoidable)

2. On-Page SEO

- Every page has a unique, keyword-front-loaded title tag under 60 characters
- Every page has a unique meta description under 155 characters
- One clear H1 per page; logical H2/H3 hierarchy beneath it
- Primary keyword appears in the first 100 words
- Images have descriptive alt text
- Internal links point to relevant related pages using descriptive anchor text
- URL slugs are short and keyword-relevant

3. Content Quality

- Content matches search intent for the target keyword (informational, commercial, etc.)
- Content is more comprehensive or more current than the top-ranking competitor
- Claims and stats are sourced and accurate
- Content includes a direct, quotable answer near the top for snippet/AI Overview eligibility
- Content is updated at least once every 6-12 months, with the date visible
- No duplicate or near-duplicate content across pages

4. Off-Page / Backlinks

- Backlink profile reviewed for spammy or toxic links (disavow if needed)
- Top competitor backlinks reviewed for replicable opportunities
- At least one linkable asset exists (tool, template, original data) to attract natural links

- Unlinked brand mentions checked and reclaimed where possible
- Guest post and digital PR targets are relevant to your niche, not just high-DA

5. AI Search & GEO Readiness

- Key pages include a clear, self-contained definition or summary near the top
- FAQ sections use accurate, matching FAQPage schema markup
- Content is structured with descriptive H2s phrased as real user questions
- Author bio and credentials are visible for E-E-A-T
- Pages avoid excessive self-promotion that could reduce third-party citation trust

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