



Technical SEO Audit Checklist

A simple, step-by-step framework to diagnose and improve your website’s technical health.

Step	Task	Checked
Crawl Site	Run crawl with Screaming Frog or Sitebulb	■
Crawl Site	Identify and fix broken links	■
Crawl Site	Review duplicate and orphaned pages	■
Indexation	Review Google Search Console coverage	■
Indexation	Update and submit XML sitemap	■
Speed	Test Core Web Vitals	■
Speed	Optimise images and scripts	■
Mobile	Run Mobile-Friendly Test	■
Mobile	Fix viewport and tap target issues	■
On-Site	Review titles, metas, structured data	■
On-Site	Check canonical tags and robots.txt	■
Security	Ensure HTTPS is active	■
Accessibility	Add alt text, check ARIA roles	■
Architecture	Check internal links and depth	■

Want expert eyes on your site?
Book a consultation with Rather Inventive and let us run a comprehensive technical SEO audit for you.