

Website SEO Audit Checklist

A practical, judgement-led checklist to find the technical, content, visibility, trust, and conversion issues that may be limiting your website.

YOUR AUDIT STARTS HERE

- | | | |
|--------------------------|---|-------|
| ☐ | Can Google find and index key pages? | CHECK |
| ☐ | Do priority pages match search intent? | CHECK |
| ☐ | Can visitors take the next step easily? | CHECK |

Use this before a redesign, a content push, or your next SEO planning session.

Work through the checklist, mark the gaps, and prioritise the issues that affect your most valuable pages and conversion paths first.

CRAWLABILITY & INDEXATION

Check the pages that drive leads, sales, bookings, and qualified enquiries - not only the pages with the most traffic.

- ☐ **Priority pages are reachable through internal links**
Core service, product, category, location, and conversion pages are not buried or orphaned.
- ☐ **Important pages are indexable**
No accidental noindex tags, blocking rules, wrong canonical tags, or soft 404 issues.
- ☐ **XML sitemap contains clean, canonical URLs**
Remove redirects, errors, duplicate versions, and URLs you do not want indexed.
- ☐ **Redirects and canonical versions are consistent**
Use one preferred HTTPS, host, and URL format. Avoid chains and internal links to redirected URLs.

MOBILE, SPEED & STRUCTURED DATA

Technical scores only matter when they affect users or valuable templates. Focus on impact, not perfect tool scores.

- ☐ **Key journeys work on mobile**
Test navigation, CTAs, phone links, forms, booking flows, and checkout paths.
- ☐ **Priority templates are fast and visually stable**
Check large images, slow scripts, intrusive popups, layout shifts, and server response issues.
- ☐ **Broken pages, broken links, and server errors are identified**
Fix issues that block high-value pages or create dead ends for visitors.
- ☐ **Structured data matches what users can see**
Use accurate markup for relevant page types; do not mark up content that is hidden or misleading.

Content, structure & authority

A technically healthy site still needs pages that deserve to rank and a clear path between them.

SEARCH INTENT & ON-PAGE QUALITY

Review each priority page against the live search results. The right format matters as much as the right keyword.

- ☐ **Each core page matches the search intent**
Check whether searchers expect a guide, service page, category page, comparison, tool, or local result.
- ☐ **Title, H1, introduction, and headings are clear**
The page tells visitors and search engines what it is about without forcing keywords.
- ☐ **Content answers the main question early**
Add useful detail, original experience, examples, proof, and a clear next step.
- ☐ **Thin, outdated, and overlapping pages have a decision**
Improve, merge, redirect, or remove based on value and intent.

INTERNAL LINKS & CREDIBILITY

A strong site feels connected. Every useful page should help readers reach the next relevant answer or action.

- ☐ **High-value pages receive relevant internal links**
Use natural, descriptive anchors from related blogs, hubs, category pages, and navigation.
- ☐ **Content supports commercial pages where appropriate**
Informational guides should create a helpful path to services, products, or conversion pages.
- ☐ **The website shows clear trust signals**
Review About, contact details, author or expert information, policies, reviews, case studies, and proof.
- ☐ **Claims are specific and supportable**
Replace vague "best" or "leading" claims with credible evidence or a more accurate statement.

Conversions, measurement & priorities

An audit should show what to fix first - based on business impact, not the longest list of tool warnings.

CONVERSION JOURNEY

Qualified visits only matter when the website gives people enough clarity and confidence to take action.

- ☐ **The main offer is clear within seconds**
Visitors can quickly understand what you offer, who it is for, and why they should care.
- ☐ **Calls to action match the page intent**
Use helpful next steps on educational pages and direct enquiry, booking, quote, or purchase actions on commercial pages.
- ☐ **Forms, buttons, tracking, and notifications are tested**
Do not assume a conversion path works - submit the form and confirm the lead reaches the right place.
- ☐ **Organic performance is measured by business value**
Review leads, sales, bookings, calls, and qualified enquiries - not traffic alone.

HOW TO PRIORITISE FINDINGS

Critical

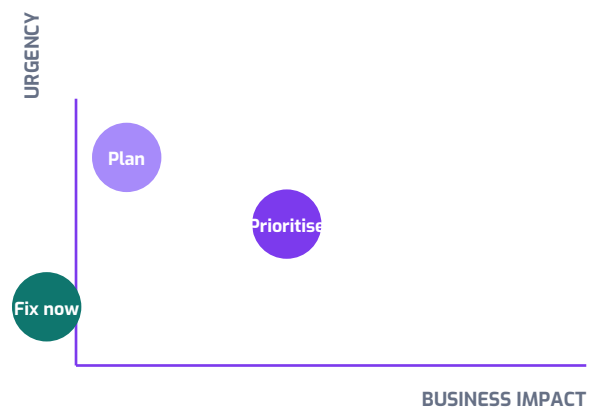
Fix immediately; blocked service pages, broken forms, tracking failures, security issues.

High

Next: weak core pages, intent mismatch, missing internal links, major mobile or speed barriers.

Medium / Low

Schedule later: content refreshes, supporting markup, and cosmetic issues on low-value pages.



Need a second set of eyes?

Request a free website SEO audit from Lyf Tech. I will review the biggest technical, content, visibility, structure, trust, and conversion opportunities on your site.

[REQUEST A FREE SEO AUDIT](#)