53MARKETING

SEO Audit Checklist: 25 Checks That Matter

Work through it in order: first make sure Google can crawl and index your important pages, then make sure those pages answer what searchers want, then build trust and authority. It is not a guarantee of rankings, traffic or enquiries.

Website address: _____

Date: _____

Priority pages checked: _____

Before you start: set a baseline

- ☐ Make sure you can log in to Google Search Console and your analytics (usually GA4).
- ☐ Note what counts as a lead: form submissions, phone clicks, bookings.
- ☐ List your 5 to 10 most important pages: service pages, location pages and key guides.
- ☐ Start a spreadsheet with columns for issue, evidence, impact, fix, owner, priority and due date.

For each check, tick Yes, No or Not sure, and mark each No as High, Medium or Low priority. Use the notes line under each group for what you found and the fix.

#	Check	What to look for	Yes / No / Not sure	Priority (if No)
Crawling and indexing: can Google see your pages? Checks 1–7. Where to look: Search Console: Pages, Sitemaps, URL inspection. Fix first if: important pages aren't indexed.				
1	**Check the Page indexing report**	In Search Console, open Indexing, then Pages. Look at why pages aren't indexed. Patterns matter more than individual URLs.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
2	**Confirm robots.txt isn't blocking important areas**	One wrong line can hide a whole section.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
3	**Spot-check key pages for "noindex"**	A plugin setting or template change can quietly remove service pages from Google. Use the URL inspection tool in Search Console.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
4	**Review canonical tags**	A wrong canonical can tell Google to ignore a page in favour of another one.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
5	**Find broken links and 404s**	Fix links on your own pages first, then decide whether old addresses need redirecting.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
6	**Check for redirect chains**	One redirect is fine. Several hops in a row slow things down.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
7	**Check your XML sitemap**	It should only list pages you want indexed, not redirected or noindexed ones.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
Notes: _____				
Structure and internal links: can people find what matters? Checks 8–11. Where to look: Your menu, a site crawl, Search Console: Links. Fix first if: key services are hard to reach.				
8	**Map your services**	Each main service should have its own clear page that's easy to find from the menu.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
9	**Check click depth**	If a service page takes four or five clicks to reach, it usually underperforms.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
10	**Audit internal links to key pages**	Your guides should link to the matching service pages with descriptive wording, not "click here".	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
11	**Look for orphan pages**	A page that nothing links to is unlikely to rank or convert.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
Notes: _____				

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SEO Audit Checklist: 25 Checks That Matter Checks 12 to 25

#	Check	What to look for	Yes / No / Not sure	Priority (if No)
Speed and mobile experience: does it load and work? Checks 12–15. Where to look: PageSpeed Insights, your own phone. Fix first if: pages are slow or awkward on mobile.				
12	**Review Core Web Vitals**	Run your key pages through PageSpeed Insights. You don't need a perfect score, but slow pages lose enquiries.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
13	**Test on your own phone**	For local searches, mobile is usually where enquiries are won or lost. Can you call or fill in the form easily?	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
14	**Remove intrusive pop-ups and layout jumps**	If content moves while it loads or a pop-up covers it, people leave.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
15	**Check security**	Every page should load over HTTPS, with no "not secure" warnings.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
Notes: _____				
On-page relevance: does the page deserve to rank? Checks 16–20. Where to look: The pages themselves, Search Console: Performance. Fix first if: pages appear in search but don't get clicks.				
16	**Match search intent**	A service page should quickly answer who you help, what you do, where, what it costs, proof that you're good at it and how to get in touch.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
17	**Check titles and meta descriptions**	Each title should be unique and specific. Descriptions should tell searchers what they'll get.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
18	**Use one clear main heading and logical subheadings**	Watch for templates that give many pages the same vague heading.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
19	**Replace generic claims with specifics**	Deliverables, timescales, prices, examples and results beat "we deliver quality solutions".	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
20	**Check for pages competing with each other**	If two pages target the same search, Google may rank neither well. In Search Console's Performance report, click a search term, then Pages, to see if several pages share it.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
Notes: _____				
Local signals: for businesses serving an area Checks 21–23. Where to look: Google Business Profile, your website footer. Fix first if: you serve customers in a set area.				
21	**Review your Google Business Profile**	Check categories, services, opening hours, photos and recent reviews.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
22	**Keep your name, address and phone number consistent**	Across your website, Business Profile and main directories.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
23	**Only create location pages you can make genuinely useful**	Near-identical pages that swap the town name can fall foul of Google's spam policies on doorway pages.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
Notes: _____				
Authority and trust: proof you're the right choice Checks 24–25. Where to look: Search Console: Links, your testimonials and case studies. Fix first if: the basics are already sound.				
24	**Review your backlinks**	Search Console's Links report shows who links to you. Look for relevant local and industry links, not volume.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
25	**Show proof where it matters**	Named authors, case studies, testimonials, clear prices and your business details help people trust you, and help Google understand who's behind the site.	☐ Yes ☐ No ☐ Not sure	☐ H ☐ M ☐ L
Notes: _____				

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How to run an audit in 90 minutes

- ☐ Pick 10 priority pages: the homepage, main service pages, top guides and best-converting pages.
- ☐ Check the Page indexing and Sitemaps reports in Search Console.
- ☐ Look at the Performance report by page and by search term.
- ☐ Run the five most important pages through PageSpeed Insights, then try them on your phone.
- ☐ Do an on-page pass: titles, headings, intent, internal links and calls to action.
- ☐ If you serve a local area, check your Business Profile, reviews and contact details.
- ☐ Sort everything into high, medium and low impact, with an owner and a date.
- ☐ Keep a log of what you change and when, so you can connect it to results.

Common mistakes

- Chasing a tool’s score instead of fixing what affects enquiries.
- Fixing small issues first while important pages aren’t indexed or don’t match intent.
- Publishing more content before sorting out internal links and which page targets what.
- Panicking about every “not indexed” entry.
- Measuring success by traffic instead of leads.

Your top three fixes

1. _____

2. _____

3. _____

Want it done for you?

53Marketing can review your site, tell you what’s worth fixing first and do the work. See how it works: 53marketing.com/seo-services/

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