

# Technical SEO Audit Workbook

A practical worksheet for crawling, indexation, architecture, structured data, performance and safe website releases.

Website / domain: \_\_\_\_\_

Audit owner: \_\_\_\_\_ Date: \_\_\_\_\_

Primary business journeys:

|    |  |
|----|--|
| 1. |  |
| 2. |  |
| 3. |  |

## How to use this workbook

Record evidence rather than copying tool warnings. Group issues by root cause, identify affected templates or URLs, assign an owner, and define how each correction will be validated. Technical SEO should support business-critical journeys and durable website ownership.

# 1. Discovery, crawling and response control

| Check                                                      | Finding / evidence | Owner / priority |
|------------------------------------------------------------|--------------------|------------------|
| ■ Priority pages are reachable through HTML links          |                    |                  |
| ■ Internal links do not create loops or unnecessary chains |                    |                  |
| ■ Important resources are not blocked in robots.txt        |                    |                  |
| ■ HTTP status codes match the actual page state            |                    |                  |
| ■ 404 pages return a genuine 404 response                  |                    |                  |
| ■ Parameter and filter URLs are intentionally controlled   |                    |                  |
| ■ Crawler access is tested on staging and production       |                    |                  |

## 2. Indexation, canonical and sitemap review

| Check                                                                         | Finding / evidence | Owner / priority |
|-------------------------------------------------------------------------------|--------------------|------------------|
| ■ Preferred pages allow indexing                                              |                    |                  |
| ■ Canonical tags match the intended preferred URL                             |                    |                  |
| ■ Canonical, redirect, internal-link and sitemap signals agree                |                    |                  |
| ■ XML sitemaps contain only successful indexable URLs                         |                    |                  |
| ■ Noindex directives are documented and template-safe                         |                    |                  |
| ■ Duplicate HTTP/HTTPS, host and trailing-slash versions resolve consistently |                    |                  |
| ■ Pagination and language signals are implemented deliberately                |                    |                  |

### 3. Rendering, structured data and performance

| Check                                                                      | Finding / evidence | Owner / priority |
|----------------------------------------------------------------------------|--------------------|------------------|
| ■ Core content appears in the initial or reliably rendered HTML            |                    |                  |
| ■ Important links do not depend on user interaction                        |                    |                  |
| ■ Structured data matches visible page information                         |                    |                  |
| ■ Stable entity identifiers connect Organization, WebSite and WebPage data |                    |                  |
| ■ Images are correctly sized, compressed and dimensioned                   |                    |                  |
| ■ Critical CSS and scripts are efficient                                   |                    |                  |
| ■ Third-party scripts have a documented business purpose                   |                    |                  |
| ■ Mobile layouts preserve content and functionality                        |                    |                  |

## 4. Migration and launch map

Map every valuable old URL to its most useful new destination. Do not redirect unrelated pages to the homepage.

| Old URL | Decision / new URL | Status | Validated |
|---------|--------------------|--------|-----------|
|         |                    |        | ■         |
|         |                    |        | ■         |
|         |                    |        | ■         |
|         |                    |        | ■         |
|         |                    |        | ■         |
|         |                    |        | ■         |
|         |                    |        | ■         |
|         |                    |        | ■         |

### Post-launch evidence

Crawl date: \_\_\_\_\_ Search coverage reviewed: \_\_\_\_\_  
Analytics and conversion tracking confirmed: \_\_\_\_\_  
Outstanding risks / next review date: \_\_\_\_\_