

Complete SEO Audit Template

A practical audit workbook for agencies, freelancers, consultants, and in-house SEO teams.

How to use: Complete the overview, run your crawl and data reviews, work through each audit section, record findings in the issue tracker, assign priority and ownership, then validate completed fixes.

1. Audit Overview

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Website / Domain					
Client / Brand					
Audit date					
Auditor					
Primary market					
Primary conversion goal					
CMS / Platform					
Analytics access status					
Search Console access status					
Crawl date					
Crawl tool					
Total crawlable URLs					

2. Executive Summary

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Overall SEO health summary					
Critical issues requiring immediate action					
High-impact growth opportunities					
Technical SEO summary					
On-page SEO summary					
Content quality summary					
Internal linking summary					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Structured data summary					
Off-page authority summary					
Recommended 30-day actions					
Recommended 60-day actions					
Recommended 90-day actions					

3. Crawlability and Indexability

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Robots.txt availability and directives					
Blocked resources					
Meta robots directives					
X-Robots-Tag directives					
Indexable vs non-indexable URL counts					
Accidentally noindexed pages					
Indexed low-value pages					
Search engine index coverage patterns					
Crawl traps					
Infinite spaces and parameter combinations					
Orphan pages					
Crawl depth distribution					
Important pages deeper than three clicks					

4. XML Sitemap Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Sitemap availability					
Sitemap index structure					
HTTP status of submitted URLs					
Non-canonical URLs in sitemap					
Noindexed URLs in sitemap					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Redirecting URLs in sitemap					
404/410 URLs in sitemap					
Lastmod accuracy					
Sitemap segmentation by page type					
Search Console submission status					

5. Status Codes and Redirects

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
3XX redirects					
Redirect chains					
Redirect loops					
Internal links pointing to redirects					
4XX errors					
5XX errors					
Soft 404s					
Incorrect redirect destinations					
HTTP to HTTPS consistency					
WWW/non-WWW consistency					
Trailing slash consistency					

6. Canonicalization and Duplicate URLs

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Self-referencing canonicals					
Missing canonicals					
Canonical chains					
Canonicals to redirected URLs					
Canonicals to non-indexable URLs					
Cross-domain canonicals					
Duplicate title clusters					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Duplicate content clusters					
URL parameters					
Case-sensitive URL duplicates					
Protocol/host duplicates					

7. Site Architecture and Internal Linking

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Primary navigation structure					
Category and subcategory hierarchy					
Breadcrumb implementation					
Click depth					
Orphan URLs					
Pages with very low internal link counts					
Pages with excessive internal links					
Internal anchor text quality					
Links to redirected URLs					
Links to broken URLs					
Contextual linking opportunities					
Priority page link equity distribution					

8. URL Structure

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Readable URL format					
Keyword relevance					
Unnecessary parameters					
Session IDs					
Uppercase/lowercase consistency					
Underscores vs hyphens					
Excessive folder depth					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Duplicate URL paths					
Legacy URL cleanup opportunities					

9. On-Page SEO

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Title tag presence					
Duplicate titles					
Title length and clarity					
Primary topic alignment					
Meta description presence					
Duplicate meta descriptions					
H1 presence					
Multiple H1 review					
Heading hierarchy					
Search intent alignment					
Primary keyword targeting					
Secondary topic coverage					
Image alt text					
Descriptive file names					
Content-to-template balance					
CTA alignment					

10. Content Quality and Opportunity Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Thin pages					
Outdated pages					
Overlapping pages					
Keyword cannibalization					
Pages with traffic decline					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Pages ranking positions 4–20					
Pages with impressions but low CTR					
Content gaps					
Topic cluster coverage					
First-hand experience signals					
Author information					
Editorial transparency					
Source quality					
Content refresh priority					
Merge/redirect opportunities					
Prune/noindex opportunities					

11. Structured Data

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Schema types currently implemented					
Syntax errors					
Eligibility warnings					
Page/schema alignment					
Organization schema					
Breadcrumb schema					
Article schema					
Product schema where relevant					
LocalBusiness schema where relevant					
Video schema where relevant					
Validation status					

12. Performance and Page Experience

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Core Web Vitals field data					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
LCP					
INP					
CLS					
Slow templates					
Large images					
Render-blocking resources					
Unused JavaScript					
Unused CSS					
Caching					
Compression					
Font loading					
Third-party script impact					
Mobile usability					
Intrusive interstitials					

13. International SEO

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Target countries and languages					
Hreflang presence					
Return tags					
Self-referencing hreflang					
Invalid language/region codes					
Canonical and hreflang conflicts					
Locale URL structure					
Language consistency					
International sitemap strategy					

14. Backlink and Authority Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Referring domain trend					
Link quality distribution					
Top linked pages					
Broken backlink opportunities					
Lost links					
New links					
Anchor text distribution					
Suspicious link patterns					
Competitor link gap					
Unlinked brand mentions					
Digital PR opportunities					

15. Competitor Benchmark

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Organic visibility comparison					
Estimated keyword footprint					
Top-performing directories					
Content formats competitors win with					
Topic gaps					
SERP feature ownership					
Backlink gap					
Internal linking patterns					
Template/page-type opportunities					
Priority opportunities to test					

16. Issue Tracker and Implementation Roadmap

Field	Entry
Issue ID	
Category	

Field	Entry
Affected URL / template	
Issue description	
Evidence / source	
Recommended action	
Expected SEO impact	
Priority	
Implementation effort	
Owner	
Target date	
Status	
QA owner	
Validation method	
Validation date	
Notes	