

TECHNICAL SEO AUDIT CHECKLIST

2026 EDITION — PRINT & CHECK BY HAND

The SaaS Library

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PHASE 1 — BASELINE & ACCESS

☐	GSC verified (domain property)	Google Search Console
☐	GA4 connected and receiving data	GA4
☐	Bing Webmaster Tools verified	Bing WMT
☐	Server log access confirmed	Hosting panel
☐	AI crawler rules inventoried in robots.txt	robots.txt
☐	Bot policy documented (deliberate allow/block)	robots.txt
☐	Google-Extended understood correctly (Gemini only)	robots.txt
☐	X-Robots-Tag headers checked	curl -I

PHASE 2 — CRAWL & INDEXATION

☐	Full site crawl completed	Screaming Frog
☐	4xx / 5xx / redirect chains logged	Screaming Frog
☐	Noindex / canonical conflicts found	Screaming Frog
☐	Title / meta duplicates & lengths checked	Screaming Frog
☐	Crawl depth 3 clicks or less for key pages	Screaming Frog
☐	Orphan pages identified	SF + GSC/GA4
☐	Indexing buckets diagnosed	GSC Page Indexing
☐	URL Inspection run on top 10 pages	GSC
☐	Crawl Stats reviewed	GSC Settings
☐	Sitemap valid, indexable URLs only	GSC
☐	Snippet eligibility confirmed	GSC

PHASE 3 — RENDERING & MACHINE READABILITY

☐	JS-off content survival test run	Chrome DevTools
☐	Raw vs rendered crawl diff completed	Screaming Frog
☐	Critical content confirmed in initial HTML	Manual / SF
☐	Schema valid on LIVE URLs	Rich Results Test
☐	Full-vocabulary schema checked	validator.schema.org
☐	No JSON-LD + microdata duplication	Validators

PHASE 4 — PERFORMANCE

☐	Field data (CrUX) reviewed first	PageSpeed Insights
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☐	LCP, then INP, then CLS prioritized	PSI / DevTools
☐	LCP element + blocker identified	DevTools Performance
☐	3-month CWV trend checked	CrUX Dashboard

PHASE 5 — CONTENT EXTRACTABILITY

☐	Key claims sit in first 30% of page	Manual review
☐	Each H2 section stands alone as an answer	Manual review
☐	Fan-out question-chain coverage checked	Manual review
☐	Answer blocks verified at scale	SF Custom Extraction
☐	Non-commodity content present	Manual review

PHASE 6 — LOG FILE ANALYSIS

☐	30-90 days of logs imported	Log Analyser
☐	Googlebot crawl waste identified	Log Analyser
☐	AI crawler hits segmented	Log Analyser
☐	AI bots confirmed reaching money pages	Log Analyser
☐	Policy violations / absences flagged	Log Analyser

PHASE 7 — TRUST & ENTITY SIGNALS

☐	Cross-platform brand consistency checked	Manual
☐	Author pages + verifiable bios confirmed	Site review
☐	Spam-policy exposure assessed	Manual / GSC
☐	HTTPS, contact & editorial info confirmed	Crawler / manual

PHASE 8 — MEASUREMENT

☐	GSC performance baseline recorded	GSC
☐	Generative AI report checked	GSC
☐	AI citation share baselined	Semrush / Peec AI
☐	AI-referred sessions segmented	GA4
☐	KPI sheet built: rank + cite + AI traffic	Sheet / dashboard

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Total items: 48

Count your checked boxes above and write your completion score:

_____ / 48 completed