



Technical SEO Audit Checklist (2026)

GoodwillProject.tech — Ethical SEO for a Better Web

Introduction

A technical SEO audit is a health check of your website: can search engines find, crawl, index, and display your content to users? Without this foundation, even the highest-quality content may remain invisible.

Core Checklist (2026)

Indexability

- No `noindex` directives on key pages
- Valid and well-structured `robots.txt`
- Up-to-date, error-free `sitemap.xml`

URL Structure

- Human-readable URLs (e.g., `/seo-checklist/`, not `?id=123`)
- No duplicate content across multiple URLs

HTTPS

- Valid SSL certificate (no security warnings)
- Automatic redirect from HTTP → HTTPS (301, site-wide)

Performance

- Core Web Vitals ≥ 90 (measured via Lighthouse or PageSpeed Insights)

Mobile Experience

- Fully responsive design
- Touch-friendly buttons and navigation

✓ Canonicalisation

- No unintended duplicates from UTM parameters, session IDs, print views, etc.
- Clear canonical tags where needed

✓ Redirects

- No redirect chains or loops
 - Minimal 404 errors; broken links either fixed or redirected
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🔧 How to Use This Checklist

Go through each item systematically.

If you find an issue, fix it before investing in content creation. Technical health is the first thing Google evaluates — and the foundation of long-term visibility.

This audit is especially critical:

- Before launching a new website
 - After migrating to a new host or CMS
 - Following major theme or plugin updates
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📚 Trusted Resources

- Google Search Central – Crawling & Indexing
<https://developers.google.com/search/docs/crawling-indexing>
- Web.dev – Core Web Vitals & Performance
<https://web.dev/>

(Note: Yandex references removed — not relevant for EU/UK/global audience)

💬 Want a Free Mini Audit?

Leave your website URL, and we'll send you a concise technical review — no strings attached.

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🌐 Website: <https://goodwillproject.tech>