TECHNICAL SEO AUDIT
CHECKLIST FOR
WORDPRESS

A Practical Step-by-Step Worksheet for WordPress Site Owners

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HOW TO USE THIS CHECKLIST

Use this checklist while conducting a technical SEO audit for your WordPress site. Tick each item as you verify or fix it. Prioritize indexing and crawlability issues first before moving to optimization improvements.

PHASE 1: CRAWLABILITY & INDEXATION

Robots.txt & Basic Configuration

☐   Robots.txt file exists and loads correctly

☐   No important pages accidentally disallowed

☐   XML sitemap referenced inside robots.txt

☐   "Discourage search engines" option is unchecked

☐   CSS and JS files are not blocked unintentionally

XML Sitemap Optimization

☐   Sitemap index is accessible

☐   Only indexable URLs included

☐   No 404 or redirected URLs inside sitemap

☐   Thin tag or archive pages excluded (if unnecessary)

☐   Sitemap submitted in Google Search Console

☐   Image data included properly

☐   Video sitemap created (if publishing original videos)

Index Coverage & Crawl Errors

☐ Important pages are indexed

☐ No critical "Crawled – currently not indexed" issues

☐ Soft 404 errors reviewed

☐ Redirect issues resolved

☐ Duplicate without canonical issues fixed

☐ Robots.txt blocks reviewed

Internal Linking & Orphan Pages

☐ Important pages linked internally

☐ No orphan blog posts

☐ Service pages linked in navigation

☐ Contextual links added within content

☐ Logical site hierarchy maintained

Index Bloat & Thin Content

☐ Tag archives reviewed

☐ Author archives reviewed

☐ Date archives reviewed

☐ Attachment pages reviewed

☐ Internal search pages set to noindex

☐ Unnecessary parameter URLs controlled

Page Speed & Core Web Vitals

☐   Page tested in PageSpeed Insights

☐   LCP optimized

☐   CLS minimized

☐   INP reviewed

☐   Images optimized

☐   Unused plugins removed

☐   Caching enabled (plugin/server/CDN)

☐   CSS & JS minified

☐   CDN configured (if applicable)

Mobile-Friendliness

☐   Responsive layout verified

☐   Font readability checked

☐   Button spacing tested

☐   Mobile usability errors resolved

HTTPS & Security

☐   SSL certificate active

☐   No mixed content warnings

☐   HTTP properly redirected to HTTPS

☐   WordPress core updated

☐   Themes & plugins updated

☐   Security issues checked in Search Console

☐   Manual actions checked

Duplicate Content & Canonical

☐   Canonical tags correctly implemented

☐   No conflicting canonical URLs

☐   HTTP/HTTPS versions consistent

☐   Parameter duplicates controlled

Broken Links & Redirects

☐   Broken internal links fixed

☐   Broken external links updated

☐   Deleted pages redirected (301)

☐   No redirect chains

☐   No redirect loops

☐   404 pages not redirected to homepage unnecessarily

Pagination & Faceted Navigation

☐   Category pagination functioning correctly

☐   Filtered URLs controlled

☐   Canonical applied where needed

☐   Thin filtered pages no-indexed

Structured Data & Schema

☐   Article schema validated

☐   Breadcrumb schema validated

☐   FAQ schema reviewed

- ☐ Organization schema implemented
- ☐ Rich Results Test passed
- ☐ No structured data errors in Search Console

PHASE 4: ADVANCED TECHNICAL CHECKS

JavaScript Rendering & Lazy Loading

- ☐ Important content visible in rendered HTML
- ☐ Lazy-loaded images indexable
- ☐ JS not hiding primary content
- ☐ URL Inspection tool tested

Crawl Budget Optimization

- ☐ Crawl Stats reviewed
- ☐ Low-value URLs controlled
- ☐ No unnecessary archive crawling
- ☐ Noindex applied to unused archive types
- ☐ Log file analysis performed (if large site)

International & Language Settings (If Applicable)

- ☐ Correct lang attributes
- ☐ Hreflang implemented properly
- ☐ Canonical and hreflang consistent
- ☐ No forced IP-based redirects
- ☐ Language switcher crawlable

PRIORITY ORDER (FIX FIRST)

1. Indexing blocks (robots.txt / noindex)
2. Crawl errors
3. HTTPS & security
4. Performance issues
5. Duplicate content
6. Index bloat
7. Advanced checks

FINAL NOTE

Run this technical SEO audit at least once every 3–6 months or after major WordPress updates, theme changes, or site migrations.

Need help implementing this audit? Visit – www.msangeetha.com