

# Technical SEO Audit Checklist for WordPress

## Phase 1: Foundational Checks (The "Must-Fix" Items) 🛠️

This phase addresses the most critical issues that can severely harm your site's performance and crawlability.

- **Google Search Console & Bing Webmaster Tools:**
  - ✓ **Check:** Is your site added and verified in both platforms?
  - ✓ **Check:** Are there any "Manual Actions" or "Security Issues" flagged?
  - ✓ **Check:** Is your XML Sitemap submitted and free of errors?
  - ✓ **Check:** Check the "Pages" report for any major indexing errors, such as "Not found (404)" or "Server Error (5xx)."
- **Site Crawlability & Indexability:**
  - ✓ **Check:** Ensure your `robots.txt` file isn't blocking essential pages.
  - ✓ **Check:** Use a free tool like Screaming Frog SEO Spider to check if important pages are accidentally set to "noindex" or "nofollow."
- **Mobile-Friendliness & Page Experience:**
  - ✓ **Check:** Use Google's Mobile-Friendly Test to confirm your pages are responsive and easy to use on mobile devices.
  - ✓ **Check:** Run your site through Google PageSpeed Insights and GTmetrix to identify and address slow loading speeds.

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## Phase 2: On-Site Optimization (The "Improvement" Items) 📈

Once the fundamentals are solid, these steps help you refine your site's structure for better user experience and search engine understanding.

- **Internal Linking Structure:**
  - ✓ **Check:** Do your most important "pillar" pages have a strong network of internal links pointing to them?
  - ✓ **Check:** Use a broken link checker plugin to find and fix any internal links that lead to 404 pages.
- **Structured Data & Schema:**
  - ✓ **Check:** Are you using a plugin like Rank Math to implement relevant Schema markup (e.g., FAQ, HowTo)?

- ✓ **Check:** Use Google's Rich Results Test to validate your Schema and see if your page is eligible for rich snippets.
  - **URL Structure & Canonicalization:**
    - ✓ **Check:** Ensure your URLs are short, descriptive, and use your primary keywords.
    - ✓ **Check:** Check for duplicate content and make sure a canonical tag points to the correct, preferred URL for each page.
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### **Phase 3: Ongoing Maintenance (The "Habit" Items) 💡**

This is about making technical SEO a regular part of your workflow to maintain and improve your site over time.

- **Plugin & Theme Audit:**
  - ✓ **Check:** Regularly review and remove any plugins you no longer need.
  - ✓ **Check:** Ensure your plugins, themes, and WordPress core are always up to date for security.
- **Security:**
  - ✓ **Check:** Confirm your site uses HTTPS. An SSL certificate is non-negotiable for modern SEO.
- **Redirects:**
  - ✓ **Check:** Use a redirection plugin to properly set up 301 redirects for any URLs you've changed or deleted.