

Free SEO audit checklist

A plain English checklist for small business websites

Work through this list in an afternoon, with a cuppa, and you'll know more about your website than most of your competitors know about theirs. Everything here can be checked with free tools. Tick each box as you go, and start with the ones marked **Fix first**.

Fix first

Sort these first. They can stop Google showing your website at all.

Important

Worth doing soon. These help Google understand and trust your website.

Nice to have

Polish. Handy, but don't lose sleep over them.

Search Console and tracking

Get the free tools in place first, so you can actually see what Google sees.

- ☐ **1. Google Search Console is set up and your website is verified** **FIX FIRST**
Go to search.google.com/search-console, add your website and verify it. It's free. **Tool: Google Search Console**
- ☐ **2. Your sitemap is submitted and shows "Success"** **FIX FIRST**
Search Console > Sitemaps. Most websites have one at yourwebsite.co.uk/sitemap.xml. **Tool: Google Search Console**
- ☐ **3. Google Analytics is set up so you can see what visitors do** **IMPORTANT**
Check you can log in to Google Analytics and that it's recording visits. **Tool: Google Analytics**

Indexing

If Google hasn't indexed a page (added it to its results), it can't show it to anyone.

- ☐ **4. Your important pages are indexed** **FIX FIRST**
Search Console > Pages shows which pages are indexed and which aren't. **Tool: Google Search Console**
- ☐ **5. Nothing important is set to noindex by mistake** **FIX FIRST**
Look for "Excluded by noindex tag" in the Pages report. A noindex tag tells Google to skip a page.
Tool: Google Search Console
- ☐ **6. You've checked any "Crawled" or "Discovered, currently not indexed" pages** **IMPORTANT**
These pages are known to Google but left out. Often a sign of thin or duplicate content. **Tool: Google Search Console**
- ☐ **7. Your robots.txt file isn't blocking important pages** **IMPORTANT**
Visit yourwebsite.co.uk/robots.txt. Watch out for "Disallow: /" on its own. **Tool: Your browser**
- ☐ **8. Only one version of your website loads** **IMPORTANT**
Try <http://>, <https://>, with and without www. They should all end up at the same address. **Tool: Your browser**

Technical health

The behind the scenes stuff that stops Google (and visitors) getting stuck.

- ☐ **9. The whole website loads over HTTPS (the padlock)** **FIX FIRST**
Click around your pages and check for the padlock in the address bar on every one. **Tool: Your browser**
- ☐ **10. No broken pages (404 errors) in your menus or on key pages** **IMPORTANT**
Crawl your website and look for 404 responses. **Tool: Screaming Frog (free up to 500 URLs)**

- ☐ **11. No redirect chains (one redirect pointing to another)** NICE TO HAVE
Crawl your website and check the redirects report. Tool: Screaming Frog (free up to 500 URLs)
- ☐ **12. Mobile speed scores aren't in the red** IMPORTANT
Test your homepage and a key service page on mobile. Tool: PageSpeed Insights
- ☐ **13. Core Web Vitals pass (or say there isn't enough data yet)** NICE TO HAVE
Search Console > Core Web Vitals. Small websites often show "not enough data", which is fine.
Tool: Google Search Console
- ☐ **14. Your website is easy to use on a phone** FIX FIRST
Open it on your own phone. Can you read everything, tap the buttons and find your phone number? Tool: Your phone

Page titles, descriptions and headings

What people see in Google before they decide whether to click.

- ☐ **15. Every page has its own unique, descriptive page title** FIX FIRST
Crawl your website and look for missing or duplicate titles.
Tool: Screaming Frog / Unseen SEO meta description checker
- ☐ **16. Page titles fit without being cut off in Google** IMPORTANT
Paste them into our free checker to see how they'll look on desktop and mobile.
Tool: Unseen SEO meta description checker
- ☐ **17. Every important page has its own meta description** IMPORTANT
The short summary under your title in Google. Check none are missing or copied.
Tool: Unseen SEO meta description checker
- ☐ **18. Each page has one clear main heading (H1)** IMPORTANT
Crawl your website and look for pages with no H1, or more than one. Tool: Screaming Frog (free up to 500 URLs)
- ☐ **19. Each page says what you do, and where, in the first few lines** FIX FIRST
Read the top of each key page as if you'd just landed from Google. Tool: Your own eyes
- ☐ **20. Images have alt text (a short description of the image)** NICE TO HAVE
Crawl your website and look for images missing alt text. Tool: Screaming Frog (free up to 500 URLs)
- ☐ **21. Page addresses (URLs) are short and readable** NICE TO HAVE
yourwebsite.co.uk/boiler-repair beats yourwebsite.co.uk/?page_id=123. Tool: Your browser

Content

Google wants pages that actually answer what people are searching for.

- ☐ **22. Key pages have enough useful content (no thin pages)** FIX FIRST
Would a stranger know what you offer, where, and what to do next? If not, the page needs more. Tool: Your own eyes
- ☐ **23. Pages don't repeat each other (no duplicate content)** IMPORTANT
Look for pages that say almost the same thing, like near-identical town pages. Tool: Your own eyes / Screaming Frog
- ☐ **24. Each main service has its own page** IMPORTANT
One page per service gives Google a clear page to show for each search. Tool: Your own eyes
- ☐ **25. Your website answers the questions customers ask you** IMPORTANT
List the questions you get asked by phone or email. Each one is a free content idea. Tool: Your own memory
- ☐ **26. Prices, opening hours, team and dates are up to date** NICE TO HAVE
Old information puts people off, and Google notices when content goes stale. Tool: Your own eyes

Internal links

How your pages link to each other, which helps Google and visitors find their way around.

- ☐ **27. Your most important pages are linked from the menu or homepage** **IMPORTANT**
If a key service is buried three clicks deep, bring it closer to the surface. **Tool: Your own eyes**
- ☐ **28. No orphaned pages (pages nothing else links to)** **NICE TO HAVE**
Compare the pages in your sitemap with the pages a crawler finds. **Tool: Screaming Frog (free up to 500 URLs)**
- ☐ **29. Links use descriptive words, not "click here"** **NICE TO HAVE**
"See our boiler repair prices" tells Google far more than "click here". **Tool: Your own eyes**

Local SEO

For businesses that serve customers in a particular town or area.

- ☐ **30. Your Google Business Profile is claimed, verified and complete** **FIX FIRST**
Check your categories, services, opening hours, photos and description. **Tool: Google Business Profile**
- ☐ **31. Your name, address and phone number match everywhere** **IMPORTANT**
Same details, written the same way, on your website, Google profile and directories. **Tool: Your own eyes**
- ☐ **32. You're listed in a few relevant directories** **NICE TO HAVE**
Think quality over quantity: local business groups and directories for your trade. **Tool: Your browser**
- ☐ **33. You ask happy customers for Google reviews** **IMPORTANT**
Make it easy with a direct review link from your Google Business Profile. **Tool: Google Business Profile**

Links and trust

Signals that help Google trust your website.

- ☐ **34. You know roughly which websites link to you** **NICE TO HAVE**
Ignore odd spammy links. Just get a feel for who links to you. **Tool: Ahrefs Webmaster Tools (free)**
- ☐ **35. You have a short list of genuine local websites that could link to you** **NICE TO HAVE**
Suppliers, local business groups, community events, people you've worked with. **Tool: Your own contacts**
- ☐ **36. Your contact details and an About page are easy to find** **IMPORTANT**
Real names, a real address or service area, and a way to get in touch. **Tool: Your own eyes**
- ☐ **37. Your business details are marked up with schema (structured data)** **NICE TO HAVE**
Schema is code that spells out your business details for search engines. Test a page to see what's there.
Tool: Google Rich Results Test

Your notes

Rather someone else did it?

Our £150 No Nonsense Audit checks all of this (and more) for you, and gives you a plain English list of what to fix first. No retainer, no jargon.

unsense.co.uk/services/affordable-seo-audits

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More free help: [What is an SEO audit?](#) · [Free meta description checker](#) · [All our free SEO tools](#)