Brandella Journal

Technical Audits checklist

Project: _____ Date: _____

- [ ] robots.txt returns 200 and blocks no page you want in Search
- [ ] CSS, JavaScript and images needed to render are not blocked
- [ ] CDN, firewall and bot protection let Googlebot and the AI search bots you allow through
- [ ] No noindex, nosnippet or max-snippet:0 on pages you want in Search and AI features
- [ ] Important pages return 200; removed pages return 404 or 410
- [ ] Permanent redirects use 301 or 308 and internal links point to the final URL
- [ ] Every indexable page has a self referencing canonical that points to a live URL
- [ ] One version of the site: http, www and trailing slash variants redirect to it
- [ ] No orphan pages and important pages within 3 clicks of the home page
- [ ] XML sitemaps list only 200, indexable, canonical URLs and are read successfully
- [ ] Main content and links are in the HTML, not only after JavaScript or clicks
- [ ] Mobile shows the same content, headings, structured data and meta as desktop
- [ ] LCP, INP and CLS are good at the 75th percentile for every main template
- [ ] HTTPS everywhere, no mixed content, no security issues or manual actions
- [ ] Every issue has a severity, an owner, a deadline and a way to validate the fix
- [ ] The audit is repeated after every major release and at least once a month

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/technical-audits/