



SEO DESIGNED FOR HOW SEARCH WORKS TODAY

CRAWLABILITY & INDEXABILITY CHECKLIST

If Google can't crawl or index your pages, nothing else matters. Work through every item below before you optimise for rankings or AI answers.

SITE _____

AUDITOR _____

DATE _____

01	☐	Use the "site:" operator in Google to check index status	NOTES
02	☐	Check your index status on Google Search Console account	NOTES
03	☐	Use a web crawler to find indexing & crawling issues	NOTES
04	☐	Check robots.txt file that blocks Google's spiders	NOTES
05	☐	Check "noindex" tags on your website	NOTES
06	☐	Simplify your website URL structure	NOTES
07	☐	Improve internal links	NOTES
08	☐	Minimise broken links & redirect loops	NOTES
09	☐	Monitor server errors	NOTES
10	☐	Minimise website coding/scripting issues	NOTES
11	☐	Submit a sitemap	NOTES
12	☐	Continue publishing content and avoid duplicate content	NOTES
13	☐	Improve your website loading speed	NOTES