Technical SEO Audit Checklist for School Websites (2025)

Use this checklist to identify and fix technical SEO issues on school websites. This is ideal for school admins, marketing teams, and freelance SEO consultants. You can complete this audit with free tools like Screaming Frog, Google Search Console, and PageSpeed Insights.

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| Category | Audit Task | Tool | Fix Required? | Status |
| Crawlability | Check for broken internal links (404 errors) | Screaming Frog |  |  |
| Crawlability | Scan for soft 404s (thin/placeholder pages) | Google Search Console |  |  |
| Crawlability | Find redirect chains (3+ hops) | Screaming Frog |  |  |
| Indexability | Verify sitemap.xml exists and is submitted | Google Search Console |  |  |
| Indexability | Check robots.txt file for accidental blocks | Google Search Console |  |  |
| Speed (Core Web Vitals) | Measure LCP, CLS, INP for mobile | PageSpeed Insights |  |  |
| Speed | Compress images & convert to WebP format | PageSpeed Insights / Plugin |  |  |
| Mobile Optimization | Test mobile usability issues | Google Mobile-Friendly Test |  |  |
| Security | Check for HTTPS mixed content warnings | Why No Padlock |  |  |
| Metadata | Ensure meta titles and descriptions exist and are unique | Screaming Frog / SEO Plugin |  |  |
| Canonicalization | Check canonical tags are properly set | Screaming Frog / SEO Plugin |  |  |

✅ Pro Tip: Run this checklist every 3–6 months or after any major site change.