Instructions: How to Perform a Technical SEO Audit (for Schools)

# 1. Crawl Your Website (Using Screaming Frog)

• Download Screaming Frog SEO Spider (free version)  
• Enter your school’s website URL (e.g., www.yourschool.edu)  
• Click 'Start' to begin crawling the site  
• Use tabs to check:  
 - Internal → Status Code → Find 404s  
 - Page Titles → Look for duplicates or missing tags  
 - Canonicals → Ensure rel=canonical is present  
• Export results to Excel and log issues in your report template

# 2. Check for Indexing Issues (Using Google Search Console)

• Go to https://search.google.com/search-console/  
• Select your verified school property  
• Navigate to:  
 - Pages → See which aren’t indexed  
 - Sitemaps → See errors or 'submitted URL has crawl issue'  
 - Mobile Usability → Find mobile-specific problems  
• Use this to prioritize your fixes

# 3. Analyze Page Speed & Mobile UX (Using PageSpeed Insights)

• Visit https://pagespeed.web.dev/  
• Test both desktop and mobile performance  
• Look at:  
 - LCP (main image speed)  
 - CLS (layout shifting)  
 - INP (button and click speed)  
• Use suggestions from 'Opportunities' to improve speed

# 4. Audit Your Sitemap and Robots.txt

• Visit your sitemap: www.yourschool.edu/sitemap.xml  
• Visit your robots file: www.yourschool.edu/robots.txt  
• Check in GSC under Indexing > Sitemaps  
• Ensure sitemap is listed in robots.txt like:  
 sitemap: https://www.yourschool.edu/sitemap.xml

# 5. Fix Issues and Track Progress

• Log issues into the Excel Audit Template  
• Assign fixes to developers or IT staff  
• Use status (Open/In Progress/Fixed) to manage workflow  
• Re-run the audit after fixes to validate improvements