

SEO Audit Checklist After Google Algorithm Update

27-Point Diagnostic Template | By Kawsar Ahmmed | seoalgorithmrecovery.com

How to use: Run this checklist within 7-14 days of a confirmed Google update. Check each item as you complete it. Start with P0 (critical), then P1, then P2. Use the Notes lines to track findings.

Section 1: Technical SEO Audit

	Check Item	What to Audit	Priority
■	Robots.txt Review	Check for accidental crawl blocks on CSS, JS, critical pages. Verify Googlebot access.	P0
■	Indexing Status	Run site:domain.com. Compare indexed count vs sitemap. Flag deindexed pages.	P0
■	XML Sitemap Health	Remove 404s, redirects, noindexed URLs. Submit fresh sitemap in GSC.	P0
■	Core Web Vitals	Check LCP, INP, CLS on top 20 landing pages via PageSpeed Insights.	P1
■	HTTPS / SSL	All pages HTTPS. Fix mixed content warnings. Check SSL certificate expiry.	P1
■	Mobile Usability	Run mobile-friendly test. Fix viewport, tap targets, layout shift issues.	P1
■	Redirect Chains	Flatten chains to single 301 hops. Audit with Screaming Frog.	P2
■	Server Response	Target TTFB under 200ms. Check hosting performance at peak hours.	P2

Notes: _____

Section 2: Content Quality Audit

	Check Item	What to Audit	Priority
■	Thin Content Scan	Flag pages under 300 words. Expand with original analysis or consolidate.	P0
■	AI Content Review	Check dropped pages for generic AI patterns. Add unique data and expert perspective.	P0
■	Search Intent Match	For each dropped page, compare your format vs current top 10 SERP results.	P0
■	Topical Authority	Map content to topic clusters. Identify depth gaps vs competitors.	P1
■	Content Freshness	Update outdated stats, year references, stale info. Add 2026 context.	P1
■	Duplicate / Cannibalization	Find multiple pages targeting same keyword. Consolidate or differentiate.	P2

Notes: _____

Section 3: On-Page SEO Audit

	Check Item	What to Audit	Priority
■	Title Tags	Primary keyword in first 60 chars. Match current SERP format.	P0
■	H1 / Heading Structure	One H1 per page matching intent. Logical H2/H3 hierarchy.	P0
■	E-E-A-T Author Signals	Visible bylines, author bio pages, relevant credentials.	P0
■	Internal Linking	Contextual links from high-authority pages to targets. Descriptive anchors.	P1
■	Schema Markup	Article, FAQ, HowTo, BreadcrumbList. Validate with Rich Results Test.	P1
■	Meta Descriptions	Pain-point descriptions. Target higher CTR on low-click pages.	P2
■	Image Alt Text	Descriptive alt text. Compress to WebP. Fix oversized images.	P2

Notes: _____

Section 4: Backlink Profile Audit

	Check Item	What to Audit	Priority
■	Toxic Link Scan	Export from Ahrefs/Semrush. Flag PBNs, link farms, irrelevant foreign domains, DR<10.	P0
■	Anchor Text Distribution	Exact-match anchors over 15% = over-optimized. Compare vs competitors.	P1
■	Disavow File Update	Create or update disavow. Domain-level for clearly spammy sources.	P1
■	Link Velocity Check	Look for unnatural spikes around ranking drop dates.	P1
■	Referring Domain Quality	70%+ referring domains should have real organic traffic.	P2
■	Lost Link Recovery	Identify high-authority links lost near update date. Outreach to reclaim.	P2

Notes: _____

6-Step Recovery Process

■	Step 1: Day 1	Confirm update impact in GSC. Compare 7-day before/after. Identify hardest-hit pages.
■	Step 2: Days 2-3	Full technical crawl. Fix P0 indexing, canonical, crawl issues first.
■	Step 3: Days 3-5	Audit content quality on affected pages. Flag for rewrite, consolidate, or remove.
■	Step 4: Days 5-7	Fix on-page: titles, headings, internal links, schema, E-E-A-T signals.
■	Step 5: Days 7-10	Export backlinks, identify toxic links, submit disavow. Begin lost link outreach.
■	Step 6: Days 10-30	Monitor daily. Google takes 2-4 weeks to reassess. Repeat cycle if partial recovery.

Target recovery date: _____ GSC baseline date: _____

Need Expert Help With Your Recovery?

Get a free preliminary audit. I diagnose the exact update that hit your site and build a recovery plan specific to your situation.

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Priority Key: P0 = Critical (fix first) | P1 = High (fix within 1 week) | P2 = Medium (fix within 2 weeks)