



Honed :: Full SEO Audit Summary [2026]

Summary

Here below are the SEO items covered when performing a full SEO audit. These include technical SEO, on-page (*visible*) SEO aspects, as well as other abilities such as AI search or off-page SEO e.g. inbound links.

Key

[^] is a priority

1. Technical SEO

Robots.txt [^]

Are there any vital codesets or URLs being disallowed to crawl?

XML Sitemap [^]

How healthy are sitemaps when it comes to programmatic, like lastmod dates? Are there 404 error URLs in the sitemaps, causing issues.

Indexation [^]

Has a rogue javascript meta noindex been stopping key page crawls? Or are parts of the site not indexing e.g. due to Hreflang alternatives.

Html [^]

How well formed is Html on your website pages? Is everything rendering well?

Mobile UX [^]

We are a bit beyond questions of whether a website is mobile-ready these days. But this is of course a vitally important item to assess. Not least to ensure a website doesn't differ in content for various screen sizes.





Signs of Hack? ^

Are there any tell-tell signs of a hack?

Rendering ^

Is it clear to see in Google Search Console that Google can render page Javascripts.

Canonicals

How do these function, do they self-refer no matter what the URL variant? Perhaps they aren't used to reduce duplication in parameter based URLs e.g. in faceted navigations.

Crawl Budget

Are there bizarre patterns of crawler behaviour where varied Googlebots arrive, and go on rabbit-hole adventures in totally obscure parts of the site.

Https Security

There are still the occasional websites that are not secured by https:// SSL certification, and that can cause profound issues in rankings.

Orphan Pages

Are there key pages that have very little internal links pointing to them? Do priority URLs easily find themselves 2-3 clicks away from the homepage?

404 Errors

Do typical patterns of 404 errors prevail here, and do they affect operations e.g. URL variant 404 errors, or old URLs that hold considerable traffic, but 404 error. As well as soft 404s when pages go ignored due to thin content.

404 Tracking

Are 404 errors easy to track for all teams in Google Analytics e.g. via a "Page Not Found" Page Title Tag.

Core Web Vitals

What errors report back with regards to website speed checks, and is there any stand-out aspects that could improve search conversions as a result of speed improvements e.g. affecting First Contentful Paint (FCP).



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Structured Data

Does your website carry the essential schema's that your sector searches can make use of e.g. product or review schemas.

Redirect Chains

How long do users and Googlebot need to take to reach critical URLs as a result of URL variant redirect chains that slow crawls down?

URL Variant Preference

Have you 301 redirected all of the other URL variants to your preferred URL type e.g. redirect other URL types to the www., secure, and trialling slash versions.

Subdomains

Are subdomains used in commercially significant areas of the site?

CMS Error Indexes

Do pages from e.g. the standard templating of the website index by accident? This can cause brand search blunders.

Continued...





2. On-Page SEO

Keyword Targeting ^

Does the site clearly have the instances needed to target the most significant selection of keyword searches?

Page Title Tags ^

How unique, and relevant are these to the priority page targeting? Do they elaborate on keywords, and do well to target key searches?

Copy Relevancies ^

Does priority page copy align well to the topical themes of the target keywords?

Content Quality ^

How much fresh, unique, expertly detailed, to-the-point, and valuable content features are there? Does priority page copy align well to the themes of the target keywords? Is there any signs of content decay, or indeed keyword stuffing?

Duplication ^

How is supportive content written?... Are call to actions, for instance, duplicating across priority pages? This can trigger duplicate content issues, and therefore ranking issues.

Missing Core Pages ^

With respect to the sector, and wider sector: are there pages or whole content resource hubs that are missing, and may offer more commercial abilities for others already in the sector?

Internal Linking ^

Are there hub-and-spoke links between pages that are relevant to one another?... does the internal linking ladder-up to bigger priority page targeting? How descriptive are linking alt texts, and the anchoring text e.g. 'Click Here' is relatively unwise.





URLs

Are URLs friendly i.e. compiled of words in between hyphens, yet short, and well targeted?

Meta Descriptions

Are meta descriptions working well in search? Do they avoid irrelevant rewrites from Google, and a lack of baitive clickability?

Header Classes

Is there alignment with the headers to the page optimisation priority keywords? Are headers allowed to prioritise optimisations, as opposed to being used more generally for e.g. Business as Usual (BAU) side nav headers and call to actions.

Trust Signals

Around the site, is there a spread of name, address and phone (NAP) trust signals, as well as discoverable terms & conditions?

Formatting

As examples: are items like contents jump-links in use where content is complex? Is priority content hidden in collapsed accordions? Are key internal links styled with clear hyperlink CSS styling? Do questions get answered in the first 100 words of a page? Are prominent links higher up in pages?

Multimedia

How engaging is content e.g. video placements, so as to avoid and slow down user exit signals.

Authorship

Do authors of website resource content exist, or is content left faceless?

Image Alts

Are images well described with image alts that assist in developing Google image search traffic.

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3. Other SEO Aspects

Brand Reputation ^

Are your brand search results representing you positively?

Analytics ^

Is Google Search Console setup, with Google Analytics and goal tracking e.g. via Google Tag Manager button tracking

Google Local ^

How complete and accurate is your local listing(s) i.e. category selections and business information, and do you carry well looked after reviews?

Backlinks ^

What is the inbound linking portfolio like? Does it contain a lot of unnatural link patterns? Do competitors have links that work harder than yours? Is the portfolio of links diverse and deeplinking throughout the core pages - as opposed to merely links to the homepage? Fundamentally, are you linked to from vital sector referrers?

Rank Tracking

How well do you actually rank already for key commercial searches?

AI Bot Management

Can AI bots get into the site, and find a spread of well optimised content for chat alignments e.g. FAQs?

International SEO

Do you translate content for other markets, and let Google know what these URL versions are via well formatted Hreflangs?





Share Image Metas

When you share key URLs, do the share metas work hard to bait clicks and vital off-page click signals? i.e. large share images and well formed social metas?

Ad Blocks

Are there too many advertising units on pages?

Outlink 404s

Have you been linking out to external resources that now 404 error? This can damage rankings.

