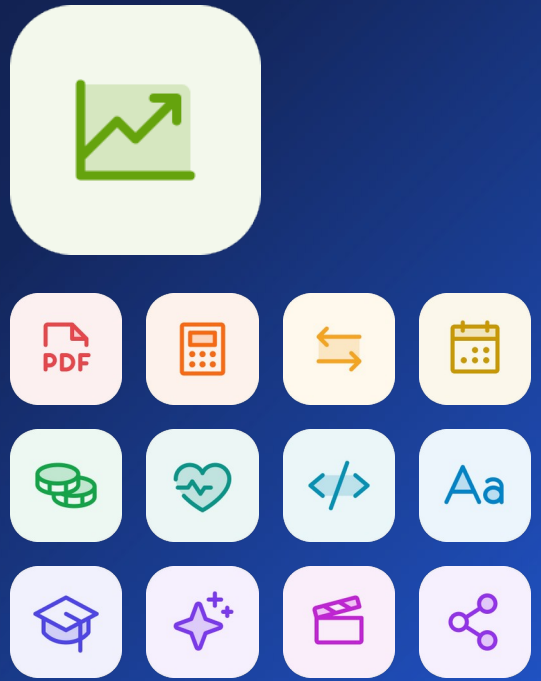
FreeToolr

Free SEO Audit Checklist: 12 Checks and the Tools to Fix Them

For small business sites and bloggers. Every check has a free tool.



2026 edition | **freetoolr.com**

FreeToolr

Why these tools are worth a look

35+

checks in one run of the free FreeToolr SEO audit

80+

SEO tools planned on FreeToolr

AI

search readiness checked as well as Google

FreeToolr

Check 1 and 2: can search engines read the page?

01 Run a full audit

Crawl, content, speed, schema, security and AI search checks in one run.

Use it when: Start here: it lists every issue with a plain fix.

freetoolr.com/seo/seo-audit/

02 Robots and sitemap

Make sure a sitemap lists every page you want found.

Use it when: New pages are not showing up in search.

freetoolr.com/seo/xml-sitemap-generator/

FreeToolr

Check 3 and 4: will people click the result?

03 Title and description

Write a clear title and meta description for each page.

Use it when: Your page ranks but few people click it.

freetoolr.com/seo/meta-tag-generator/

04 Preview the result

See how the page will look in Google before you publish.

Use it when: Checking that your title is not cut off.

freetoolr.com/seo/serp-snippet-preview/

FreeToolr

Check 5 and 6: is the page fast and mobile friendly?

05 Page speed

Find what makes the page slow to load.

Use it when: Visitors leave before the page appears.

freetoolr.com/seo/page-speed-checker/

06 Core Web Vitals

Check loading, response and layout shift scores.

Use it when: Search Console flags poor page experience.

freetoolr.com/seo/core-web-vitals-checker/

WORKED EXAMPLE

FreeToolr

Audit a small business home page

A local bakery's site gets few visitors from search.

1. Open the Website SEO Audit
2. Enter the home page address
3. Read the score and the issue list
4. Fix the top three issues first

Result: **A clear to-do list, each issue with its fix**

Try Website SEO Audit

FreeToolr

Checks 7 to 12 and their free tools

07
Broken Link Checker
Check 7: dead links
Open tool

08
Redirect Checker
Check 8: redirect chains
Open tool

09
Schema Markup Generator
Check 9: structured data
Open tool

10
Open Graph Generator
Check 10: social previews
Open tool

11
AI Search Readiness Checker
Check 11: AI answers
Open tool

12
llms.txt Generator
Check 12: guide for AI crawlers
Open tool

FreeToolr

Every SEO tool open today

- AI Search Readiness Checker
- Broken Link Checker
- Core Web Vitals Checker
- Keyword Density Checker
- Keyword Suggestion Tool
- llms.txt Generator
- Meta Tag Analyzer
- Meta Tag Generator
- Mobile Friendly Test
- Open Graph Generator
- Page Speed Checker
- Redirect Checker
- Robots.txt Generator
- Schema Markup Generator
- SEO Site Comparison
- SERP Snippet Preview
- UTM Builder
- Website Screenshot Generator
- Website SEO Audit
- XML Sitemap Generator

More are added every week. See the newest at **freetoolr.com/seo/**

FreeToolr

Three tips before you start



Fix the biggest issue first

One clear fix beats ten half-done ones.



Re-run after changes

Run the audit again to confirm each fix worked.



Check monthly

New pages and plugins bring new issues; a monthly check catches them.

FreeToolr

Every tool. Every day. Free.

No account, no limits, no watermark. Most tools run in your browser.

freetoolr.com/seo/

Free ebook: a guide to 1,000+ free tools **freetoolr.com/resources/free-online-tools-ebook/**

FreeToolr was founded by AK Shine and is managed by Dotdunia Technologies, Hyderabad, India. support@freetoolr.com