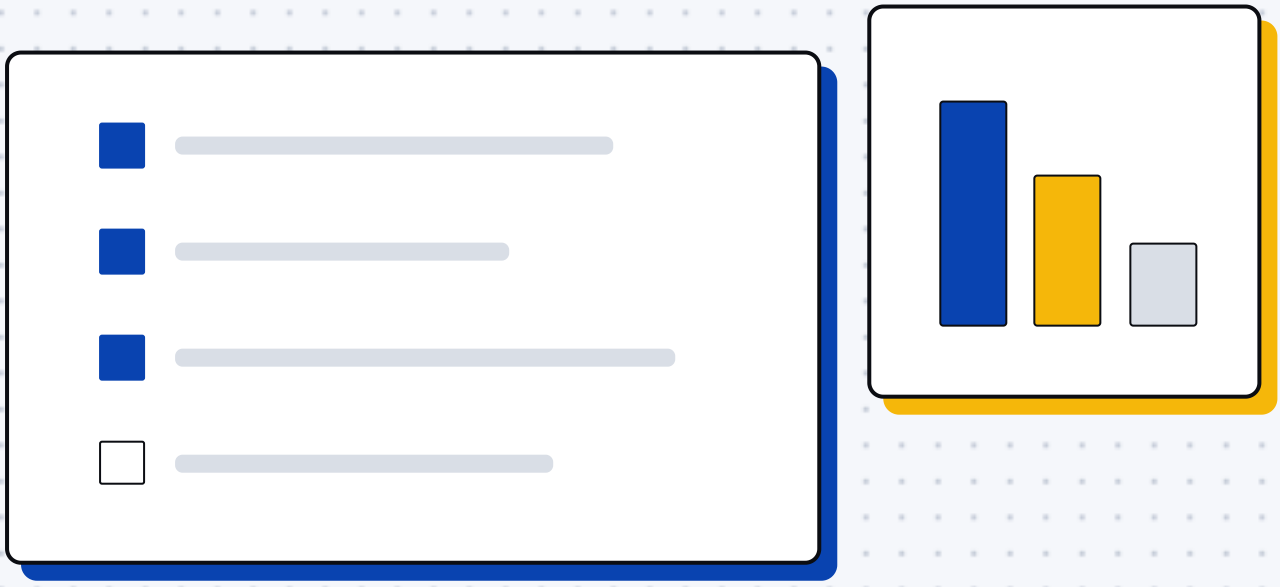
Perceptric

Checklist

The B2B SEO Audit Checklist

73 checks with a test for each, a findings table and a simple way to decide what to fix first.



perceptric.com

2026 edition

Contents

01 How to run the audit

02 Technical checks: indexing, structure, speed and mobile

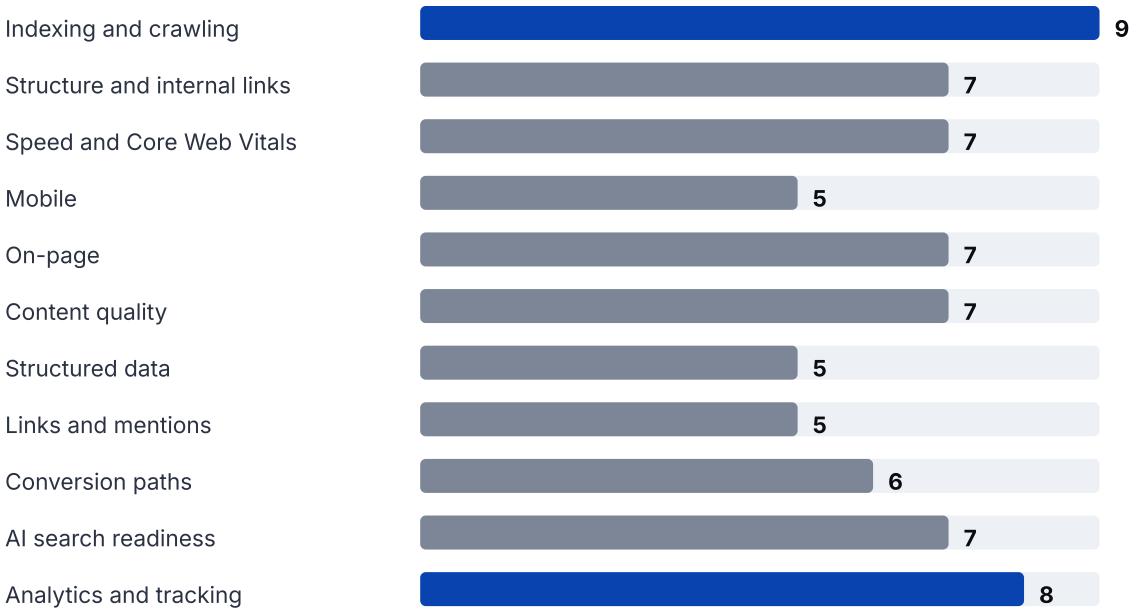
03 Page and content checks: on-page, content, structured data and links

04 Growth checks: conversion paths, AI search and tracking

05 The findings table

06 How to prioritize the fixes

73 checks in 11 groups



Source: this checklist. Chapters 2 to 4 hold the checks.

01

CHAPTER ONE

How to run the audit

The tools, the setup and the schedule that make every check repeatable.

The four core tools and what each one costs

Six setup steps before the first check

How often to run the full audit

This checklist holds 73 checks for a B2B website, split into 11 groups. Each check comes with a test, so anyone on your team can run it and get the same answer.

You need four core tools, and three of them are free. Add a few AI assistants for the AI search checks, since buyers now ask them for vendor shortlists.

73
checks in 11 groups, each with its own test

4
core tools, three of them free

500
URLs per crawl in the free Screaming Frog version

2 to 3
working days we plan for one person on a site under 1,000 URLs

Set up before you start

01

List key pages

The home page, product and solution pages, pricing, demo and contact, and the 20 blog posts that bring the most leads.

02

Get access

Owner or full access to Search Console, editor access to GA4 and read access to your CMS.

03

Crawl the site

Connect Search Console and GA4 to Screaming Frog under API Access, then crawl the whole site with your XML sitemap added.

04

Export 12 months

Search Console data by page and by query, so you can compare traffic with the crawl.

05

Run the groups

Work through the checks group by group, and log every failed check in the findings table in chapter 5.

06

Score and order

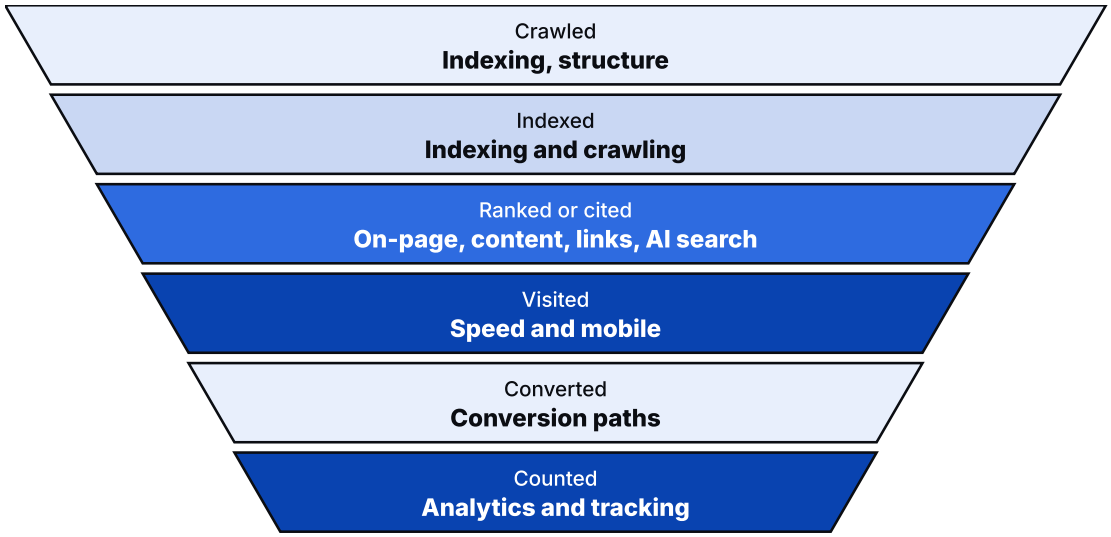
Score each finding and order the fixes with the method in chapter 6.

Tool	What you use it for	Cost
Google Search Console	Index status, queries, clicks, links and Core Web Vitals field data	• Free
Google Analytics 4	Engagement, key events and AI referral traffic	• Free for standard properties
Screaming Frog SEO Spider	Full crawl: status codes, titles, canonicals, depth and structured data	• Free up to 500 URLs per crawl, or £199 per year

Tool	What you use it for	Cost
PageSpeed Insights	Lab and field speed data for one URL at a time	• Free
ChatGPT, Perplexity, Gemini, Google AI Mode	Whether AI answers name you for buyer prompts	• Free tiers are enough

Source: Screaming Frog, SEO Spider licence page, 2026.

What the audit protects, from the first crawl to a counted lead



Source: Perceptric audit method, 2026. Each stage maps to the check groups that protect it.

When to run it

EVERY MONTH
Recheck the indexing and tracking groups between full audits.

TWICE A YEAR
Run the full audit with all 73 checks.

AFTER A BIG CHANGE
Run it again after any redesign, migration or CMS change.

Your first step today: write the key page list. Every check after this one is faster when you know which pages bring in pipeline.

02

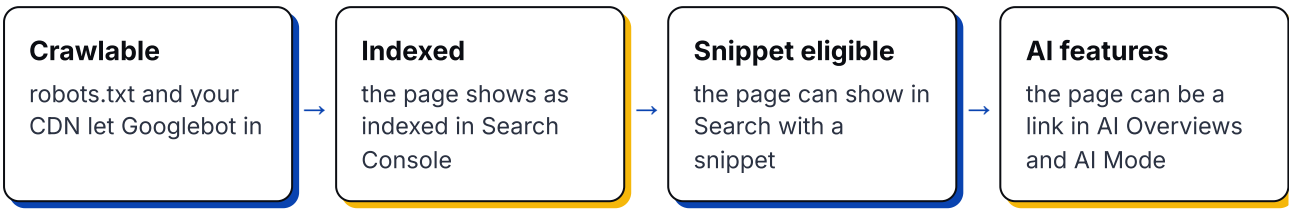
CHAPTER TWO

Technical checks

A page Google can't index can't rank in search or appear in its AI features, so start here.

- Indexing and crawling: 9 checks
- Site structure and internal links: 7 checks
- Page speed and Core Web Vitals: 7 checks
- Mobile: 5 checks

To be a supporting link in AI Overviews or AI Mode, a page must be indexed and eligible to show in Google Search with a snippet. Google lists no other technical requirement for those features.



Source: Google Search Central, AI features and your website, 2026.

Indexing and crawling

9 CHECKS

- [ ] Every key page shows as indexed in Google. 01
  Test: in Search Console, run URL Inspection on each page from your key page list.
- [ ] The robots.txt file blocks no page or folder you want found. 02
  Test: open yourdomain.com/robots.txt, then filter the crawl for URLs blocked by robots.txt.
- [ ] No key page carries a noindex tag. 03
  Test: filter the crawl's Indexability column for noindex and compare the results with your key page list.
- [ ] The XML sitemap lists only live, indexable and canonical URLs. 04
  Test: crawl the sitemap in list mode and log any redirect, 404 or noindex URL it contains.
- [ ] Search Console reads your sitemap without errors. 05
  Test: in the Sitemaps report, the status reads Success and the discovered pages roughly match your page count.
- [ ] Canonical tags point to the page itself or to the right original page. 06
  Test: in the crawl's Canonicals tab, review the Missing and Non-Indexable Canonical filters.
- [ ] Only one version of the site loads, and the others redirect to it. 07
  Test: open the http, https, www and non-www home pages and confirm three of them 301 to the fourth.
- [ ] Internal URLs return a 200 status code. 08
  Test: filter Response Codes for 4xx and 5xx errors, then note the pages that link to each broken URL.
- [ ] You know why Google left each group of pages out of its index. 09
  Test: in the Pages report, open "Crawled, currently not indexed" and "Duplicate without user-selected canonical" and review 10 URLs from each.

Site structure and internal links

7 CHECKS

- [ ] Every key page sits within three clicks of the home page. 10
  Test: sort the crawl by Crawl Depth and find where each key page lands.
- [ ] The site has no orphan pages that nothing links to. 11
  Test: with the sitemap and both APIs connected, run Crawl Analysis and open the Orphan URLs filter.
- [ ] Each redirect reaches its final page in one hop. 12
  Test: in Screaming Frog, open Reports, then Redirects, then Redirect Chains.
- [ ] Internal links point straight to final URLs instead of through redirects. 13
  Test: filter Response Codes for 3xx, open the Inlinks tab and update each link to the destination URL.

- [ ] Links into product and solution pages use anchor text that names the topic. 14
  Test: open Inlinks for each key page and flag anchors such as "click here" and "learn more".
- [ ] Every blog post links to at least one related product, solution or offer page. 15
  Test: open your 10 most visited posts and check the links in the body text.
- [ ] The main navigation uses plain HTML links that crawlers can follow. 16
  Test: view the page source and find each menu label inside an <a href> tag.

Page speed and Core Web Vitals

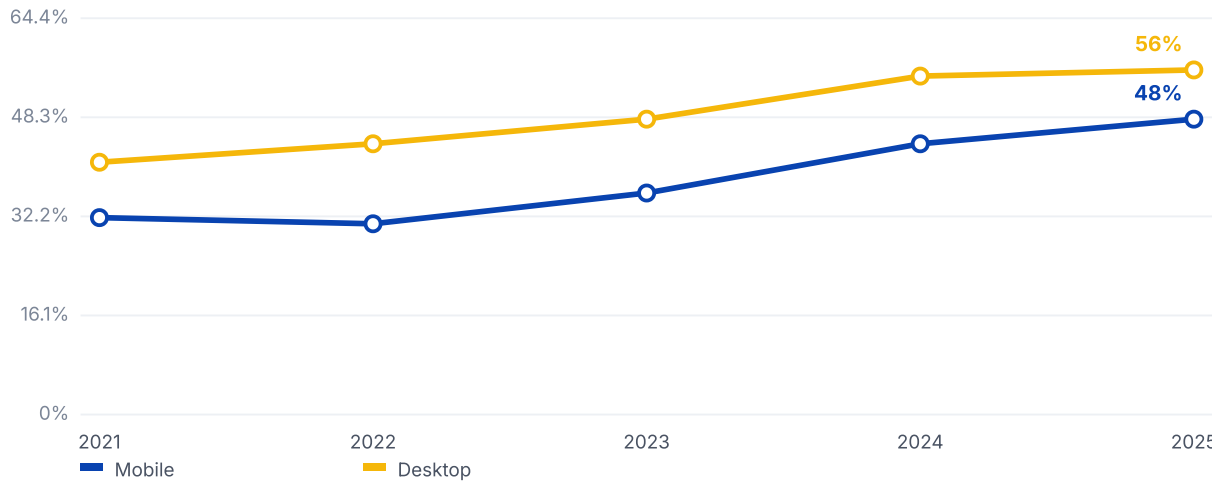
7 CHECKS

Google measures each Core Web Vital at the 75th percentile of page loads, split by mobile and desktop, and publishes the thresholds below.

Metric	What it measures	Good	Poor
Largest Contentful Paint (LCP)	How fast the main content shows	● 2.5 seconds or less	● Over 4 seconds
Interaction to Next Paint (INP)	How fast the page reacts to clicks and taps	● 200 ms or less	● Over 500 ms
Cumulative Layout Shift (CLS)	How much the layout jumps while loading	● 0.1 or less	● Over 0.25

Source: web.dev (Google), Defining the Core Web Vitals metrics thresholds, accessed November 2026.

Websites with good Core Web Vitals, 2021 to 2025



Source: HTTP Archive, Web Almanac 2025, Performance chapter.

Websites with a good score on each metric, 2025



Source: HTTP Archive, Web Almanac 2025, Performance chapter. Blue bars are mobile.

Source: HTTP Archive, Web Almanac 2025, Performance.

3x
higher conversion rate on B2B sites that load in 1 second than in 5 seconds

34%
average B2B lead generation conversion rate at a 2 second load

29%
at a 3 second load, where the rate starts to level off

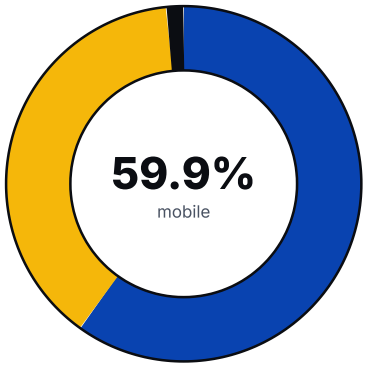
Source: Portent, Site speed is (still) impacting your conversion rate, 2022.

- [ ] LCP is 2.5 seconds or less on mobile for each key page. 17
  Test: read the field data in PageSpeed Insights, or the Core Web Vitals report in Search Console for groups of URLs.
- [ ] INP is 200 milliseconds or less on each key page. 18
  Test: read the field data, and if there is none, record clicks on menus and forms in the Chrome DevTools Performance panel.
- [ ] CLS is 0.1 or less on each key page. 19
  Test: read the field data, then use the layout shift findings in PageSpeed Insights to find what moves.
- [ ] The LCP image starts loading right away. 20
  Test: find the LCP element in PageSpeed Insights and remove any deferred loading attribute from its img tag.
- [ ] Images are compressed and sized for the space they fill. 21
  Test: filter the crawl's Images tab for files over 100 KB, then check the image savings in PageSpeed Insights.
- [ ] Every third-party script has an owner and a purpose. 22
  Test: list each tag in Google Tag Manager and the page source, then remove the ones no team still uses.
- [ ] Web fonts show text while they load. 23
  Test: check that each @font-face rule in your CSS uses font-display: swap or optional.

Mobile

5 CHECKS

Worldwide web traffic by device



Mobile	59.9%
Desktop	38.5%
Tablet	1.59%

Source: Statcounter Global Stats, October 2026.

Mobile devices made up 59.9% of worldwide web traffic in October 2026. Your own split may differ, so check Device category in GA4 before you weigh these fixes.

Source: Statcounter Global Stats, Desktop vs Mobile vs Tablet market share, October 2026.

- [ ] Mobile pages show the same content and links as desktop pages. **24**
  Test: open each key page on a phone and a laptop side by side and compare sections and links.
- [ ] No page scrolls sideways at phone width. **25**
  Test: in Chrome DevTools device mode, set the width to 360 pixels and scroll each key page.
- [ ] Text is easy to read and buttons are easy to tap on a phone. **26**
  Test: run Lighthouse in mobile mode and fix its accessibility findings for each key page.
- [ ] Pop-ups and chat widgets leave the main content visible on phones. **27**
  Test: load each key page on a real phone in a private browser window.
- [ ] Forms are easy to fill in on a phone. **28**
  Test: complete your demo form on a phone and confirm the email field opens the email keyboard and autofill works.

Your next step: run URL Inspection on every page from your key page list. It is the fastest way to find a page that can't rank at all.

03

CHAPTER THREE

Page and content checks

What Google and AI tools read on each page: the tags, the content, the markup and the sites that mention you.

On-page: titles, headings, meta and images

Content quality and cannibalization

Structured data

Links and mentions

96.55%

of the pages in the Ahrefs index get no traffic from Google at all.

Another 1.94% get between one and ten visits a month. The zero-click check in the content group gives each of these pages a plan: update, merge, redirect or remove.

Source: Ahrefs, Search traffic study, 2023.

On-page: titles, headings, meta and images

7 CHECKS

- [ ] Every indexable page has its own unique title tag. 29
  Test: in the crawl's Page Titles tab, filter for Duplicate and Missing.
- [ ] Key page titles lead with the topic buyers search for. 30
  Test: export the titles of your key pages and compare each one with its top query in Search Console.
- [ ] Titles fit in the search results without being cut short. 31
  Test: filter Page Titles for Over X Pixels and shorten the titles on key pages first.
- [ ] Each page has one H1 that says what the page covers. 32
  Test: open the H1 tab and filter for Missing and Multiple.
- [ ] Headings follow a logical order from H2 down to H3. 33
  Test: open five key pages with a heading outline browser extension and check how the headings nest.
- [ ] Key pages have a unique meta description that gives a reason to click. 34
  Test: filter Meta Description for Missing and Duplicate, then read the ones on key pages.
- [ ] Images that carry information have alt text that describes them. 35
  Test: filter the Images tab for Missing Alt Text and fill in screenshots, charts and diagrams first.

Crawler tabs for this group

Most of these checks are one filter in Screaming Frog.

Page Titles | H1 | Meta Description | Images

Content quality and cannibalization

7 CHECKS

Old pages with no clicks are common, so give each one a clear plan.

- [ ] Each main query has one page that ranks for it. 36
  Test: in Search Console Performance, filter by a query, open the Pages tab and flag queries where two or more pages split the clicks.
- [ ] Every page with no clicks in 12 months has a plan. 37
  Test: match your 12-month export to the crawl and mark each zero-click page to update, merge, redirect or remove.
- [ ] Pages that are losing clicks are flagged for an update. 38
  Test: compare the last three months with the same months a year earlier and sort pages by clicks lost.
- [ ] Thin pages are expanded or merged into stronger ones. 39
  Test: sort indexable pages by Word Count and review the shortest ones next to their GA4 engagement rate.
- [ ] Near-duplicate pages are merged or made clearly different. 40
  Test: turn on near-duplicate detection in the crawler's content settings and review each match.
- [ ] The site answers the questions your sales team hears most. 41
  Test: ask sales for its top 10 buyer questions and search your site for a clear answer to each.
- [ ] Blog posts show a named author with a short bio and a real updated date. 42
  Test: open 10 posts and check all three on each one.

Structured data

5 CHECKS

- [ ] The home page has Organization markup with your logo and profile links. 43
  Test: paste the home page URL into the Schema Markup Validator at validator.schema.org.
- [ ] Blog posts carry Article markup with the author and both dates. 44
  Test: run three posts through Google's Rich Results Test.
- [ ] Deep pages carry BreadcrumbList markup that matches the visible breadcrumb. 45
  Test: turn on structured data validation in the crawler and open the Structured Data tab.
- [ ] All markup matches the visible content of the page. 46
  Test: compare each marked-up field, such as a price or a rating, with the text on the page.
- [ ] Search Console shows no invalid structured data items. 47
  Test: open each report under Enhancements and fix every item marked invalid.

Links and mentions

5 CHECKS

Across 75,000 brands, branded web mentions correlate with AI Overview visibility at 0.664, against 0.218 for the number of backlinks.

Factor	Correlation
Branded web mentions	0.664
Branded anchors	0.527
Branded search volume	0.392
Domain Rating	0.326
Number of referring domains	0.295
Branded traffic	0.274
Number of backlinks	0.218

Spearman correlation with AI Overview brand visibility. Source: Ahrefs, An analysis of AI Overview brand visibility factors, 2025.

> **Mentions deserve a place in your link checks.**
>
> Perceptric

- [ ] Your most linked pages return a 200 status code. 48
  Test: export Top linked pages from the Search Console Links report, crawl them in list mode and redirect any 404s.
- [ ] The number of sites linking to you is steady or growing. 49
  Test: compare Top linking sites with your last audit, or check the trend in a backlink tool.
- [ ] Unlinked brand mentions are listed and followed up. 50
  Test: search for your brand name while excluding your own domain, then ask relevant sites to add a link.
- [ ] Your review and directory profiles are complete and up to date. 51
  Test: check your profiles on the review sites your buyers use, such as G2 and Capterra.
- [ ] You know which "best [category]" lists name you. 52
  Test: search "best [your category] software" and note which of the top pages include you.

Your next step: start this chapter with the cannibalization check on your top 20 queries. It often points to the fastest content wins.

04

CHAPTER FOUR

Growth checks

Rankings matter when they turn into pipeline. These checks make sure key pages convert, AI tools can cite you and every lead is counted.

Conversion paths on key pages: 6 checks

AI search readiness: 7 checks

Analytics and tracking: 8 checks

Conversion paths on key pages

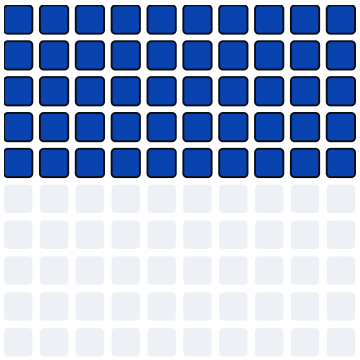
6 CHECKS

- [ ] Each key page has one clear main action that shows without scrolling. 53
  Test: open each key page on a laptop and a phone and note what the first screen asks visitors to do.
- [ ] The demo or contact form asks only for what sales uses. 54
  Test: list the form fields and ask sales which ones they read before the first call.
- [ ] A test submission reaches the right inbox and the CRM. 55
  Test: submit the form with a test email address and find the new record in your CRM.
- [ ] The confirmation step offers a next action, such as booking a time. 56
  Test: complete the form yourself and review the page or message that follows.
- [ ] Visitors can reach pricing from the main navigation. 57
  Test: starting from the home page on a phone, find the pricing page and count the taps.
- [ ] Proof such as customer logos, reviews or security badges sits near each form. 58
  Test: check that proof appears within one screen of each call to action.

AI search readiness

7 CHECKS

Where B2B software research starts

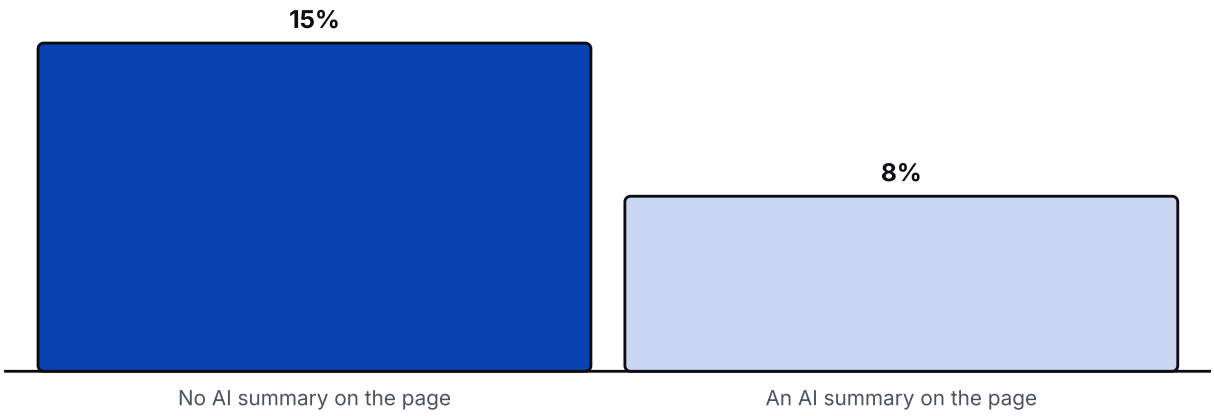


50%

of B2B software buyers now start their research in an AI chatbot instead of Google Search.

Source: G2, How AI chat is rewriting B2B software buying, 2025.

Google visits with a click on a search result



Source: Pew Research Center, 2025.

1%
of visits to pages with an AI summary included a click on a link inside the summary

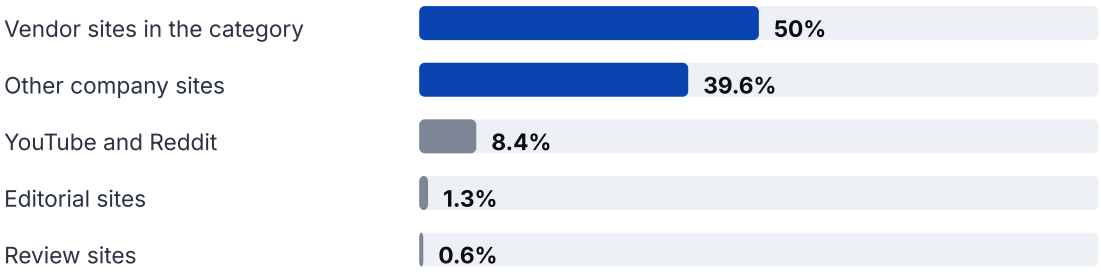
26% vs 16%
of visits ended the browsing session, with and without an AI summary

35%
more organic clicks for brands cited in an AI Overview

Sources: G2, How AI chat is rewriting B2B software buying, 2025; Pew Research Center, 2025; Seer Interactive, AIO impact on Google CTR, 2025.

Your own pages can be the source an AI answer cites. In a small Arrowsterr sample of 30 AI answers to B2B SEO agency prompts, most citations went to company websites.

Share of citations by site type in 30 AI answers



Source: Arrowsterr data, Perceptric, 2026. 5 B2B SEO agency prompts in ChatGPT, Claude, Gemini, Google AI Overview and AI Mode, August to November 2026.

A small sample, so read it next to the studies above. Of the 24 most cited pages, 10 were "best of" list articles.

- [ ] Your robots.txt allows the AI crawlers you want to reach your pages. 59
  Test: check the rules for OAI-SearchBot, GPTBot, PerplexityBot, ClaudeBot and Google-Extended, and review your CDN's bot settings too.
- [ ] Key text and links appear in the raw HTML before any JavaScript runs. 60
  Test: fetch each key page with curl or view its source, and confirm the main text is there. Tested crawlers from OpenAI and Anthropic don't run JavaScript (Vercel, 2024).
- [ ] Each key page answers its main question in the first two sentences. 61
  Test: read only the opening of each page and check that a buyer would get the answer.
- [ ] Your brand is described the same way everywhere. 62
  Test: compare the one-line description on your home page, About page, LinkedIn page and review profiles.
- [ ] You have helpful pages for comparison and alternatives prompts. 63
  Test: list prompts such as "[competitor] alternatives" and check that you have a fair, useful page for each.
- [ ] You track whether AI answers name you for buyer prompts. 64
  Test: run 10 buyer prompts in four AI tools each month and record who is named and which pages are cited.
- [ ] The site is verified in Bing Webmaster Tools with a sitemap submitted. 65
  Test: sign in and check that the sitemap status shows no errors.

Analytics and tracking 8 CHECKS

- [ ] The GA4 tag fires once on every page. 66
  Test: crawl with a custom search for your measurement ID, then check key pages with Tag Assistant.
- [ ] Every lead action is set up as a key event. 67
  Test: in GA4 Admin, open Key events and confirm demo requests, contact forms and signups are listed.
- [ ] Key events fire at the right moment and only once. 68
  Test: submit a test form with DebugView open and watch the event arrive.
- [ ] Data retention is set to 14 months instead of 2 months. 69
  Test: in Admin, open Data collection and modification, then Data retention. The shorter setting limits explorations and funnel reports (Google Analytics Help, 2026).
- [ ] Traffic from your own team is filtered out. 70
  Test: check that internal traffic rules exist in the tag settings and that the data filter is active.
- [ ] Search Console is linked to your GA4 property. 71
  Test: in Admin, open Product links, then Search Console links.
- [ ] Visits from AI tools are tracked as their own group. 72
  Test: in Traffic acquisition, filter Session source for chatgpt.com, perplexity.ai, gemini.google.com and copilot.microsoft.com.
- [ ] The lead source reaches the CRM with every form fill. 73
  Test: submit a test lead from a link with UTM tags and check the source fields on the CRM record.

> **Your next step:** run the test form submission today. One test checks the form, the key event and the CRM in about five minutes.

05

CHAPTER FIVE

The findings table

Log every failed check as one row, so each owner sees their fixes and you can show progress after each release.

How to score impact and effort

Eight example rows

A blank table for your own findings

Score impact and effort from 1 to 3, then multiply impact by four minus effort. The priority score runs from 1 to 9, and higher scores go first.

Impact
1 to 3

→

Effort
1 to 3

→

Score
impact × (4 minus effort)

→

Order
highest score first, 9 down to 1

Impact

- 3 means it blocks indexing, leads or tracking on key pages.
- 2 means it holds back rankings or conversions on key pages.
- 1 means a small gain or a fix on low-value pages.

Effort

- 1 means one person can fix it in under a day.
- 2 means one team needs a sprint to fix it.
- 3 means several teams or a rebuild are involved.

Example rows

Check	Issue	Pages	Impact	Effort	Owner	Score
03	The demo page carries a noindex tag left from staging	/demo/	3	1	Web developer	**9**
59	A CDN bot rule blocks OAI-SearchBot and PerplexityBot	Site-wide	3	1	IT	**9**
73	Form fills reach the CRM without a lead source	/demo/, /contact/	3	2	Marketing ops	6
36	Two pages split clicks for the main category query	/product/, /blog/what-is-category/	3	2	Content lead	6
13	Blog posts link to old product URLs that redirect	/blog/ (export attached)	2	1	Content lead	6
17	Mobile LCP on the pricing page is over 4 seconds	/pricing/	2	2	Web developer	4
35	Product screenshots have no alt text	/product/ pages	1	1	Content writer	3
16	The mega menu loads its links with JavaScript only	Site-wide	2	3	Web developer	2

Your findings

Check	Issue	Pages	Impact	Effort	Owner	Score

Copy these columns into a shared sheet and add a status column and a fixed date. Then fill in one row for every failed check.

06

CHAPTER SIX

How to prioritize the fixes

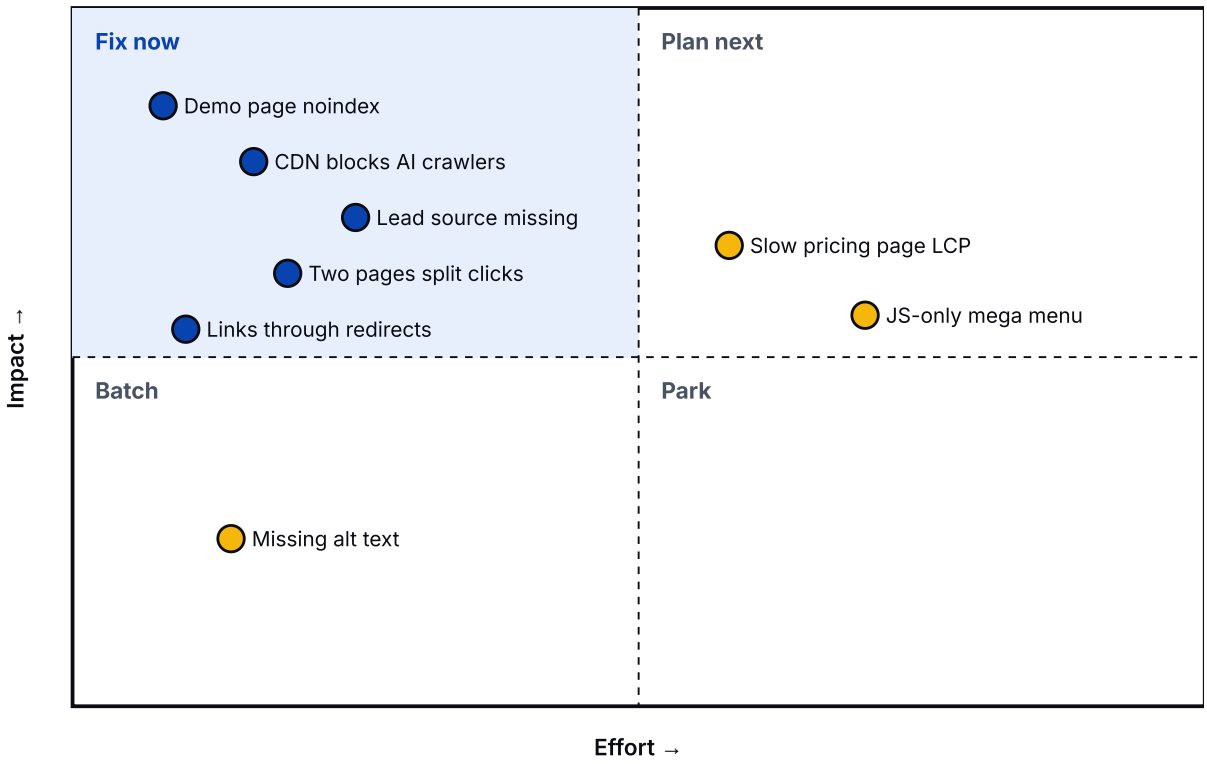
Fix what stops pages from being found or leads from being counted first. After that, sort by score and give each fix an owner and a date.

The four groups of fixes

The order of the work

How to show the result

The example findings, placed by impact and effort



Source: the example rows in chapter 5, scored with the Perceptric method.

01

FIX NOW

High impact, low effort

Scores of 6 to 9 belong here, so ship these in the next one or two weeks.

02

PLAN NEXT

High impact, high effort

Put each one on the roadmap for the next quarter with a named owner.

03

BATCH

Low impact, low effort

Group these small fixes into one release so they don't take sprint time.

04

PARK

Low impact, high effort

Keep them in the table and review them at the next audit.

Order the work

1. Fix every finding that blocks indexing or lead tracking on a key page, even when its effort score is high.
2. Ship the fix-now group, starting with the highest scores and the pages closest to pipeline.
3. Turn each plan-next finding into a ticket with an owner, an estimate and a target date.
4. Bundle the batch group into one release and assign it to a single person.
5. Rerun the related checks on each fixed page and record the date in the table.

Show the result

Compare the 28 days before each fix with the 28 days after it, using the measure that fits the fix.

Type of fix	What to measure	Where
Indexing and crawling	Indexed key pages and impressions	Search Console
Speed and mobile	Pages with good Core Web Vitals and engagement rate	Search Console, GA4
Content and cannibalization	Clicks and average position for the target query	Search Console
Conversion paths and tracking	Key events and leads by source	GA4, CRM
AI search readiness	Prompts where you are named or cited, and AI referral visits	Your prompt log, GA4

> **Your next step:** pick the five rows with the highest scores, give each an owner and a date, and book your next audit in the calendar six months from today.

ABOUT PERCEPTRIC

Want a second pair of eyes on your audit?

Perceptric is an SEO, GEO and content agency for B2B and SaaS companies. We audit sites, fix what holds them back and build content that ranks on Google and gets named in AI answers.

We track AI visibility for clients with Arrowsterr, the AI search platform we built.

Book a call

perceptric.com/contact