



Ritik Namdev

Free Tool list

10 Free Tools to Audit Your Website in One Afternoon

Indexing, crawling, speed, schema, redirects and AI crawler access: the same checks an SEO runs, with free tools, plus the order to fix things in.

Ten free tools, each checked live, that cover a full SEO website audit. Run them in this order in one afternoon and finish with a fix list ranked by what costs you customers first.



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SEO since 2018 · I help founders get customers from Google + AI search
ritiknamdev.com · Updated 2026-10

How to use it

1. Run the tools in section order. Each section is one part of the audit.
 2. Paste every problem into the fix-list template at the end as you go.
 3. Fix in this order: can't be found > can't be read > slow > everything else.
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1. Can Google find and keep your pages?

1

Google Search Console (<https://search.google.com/search-console>)

Free · needs site verification

Google's own report on your site. The Pages report shows what isn't indexed and why; URL Inspection shows how Google sees one page.

Best for: The first and most important audit check.

Ritik's note: Open Indexing > Pages. Only worry about reasons on pages you actually want in Google. Google says many 'not indexed' reasons are normal.

2

Bing Webmaster Tools (<https://www.bing.com/webmasters>)

Free · import your site from Search Console

Bing's version of Search Console, with a Site Scan that crawls your site and lists SEO issues.

Best for: A second crawler's view of your site, and Bing/Copilot data.

Ritik's note: Site Scan was reported at launch (2020) to crawl up to 10,000 pages a month. Check the current cap inside the tool.

2. Crawl the site like a search engine

1 Screaming Frog SEO Spider (<https://www.screamingfrog.co.uk/seo-spider/>)

Free · up to 500 URLs per crawl (paid licence £199/year)

Desktop crawler that finds broken links, redirects, missing or duplicate titles and descriptions, and noindex tags.

Best for: Small sites. 500 URLs covers most local business and early SaaS sites.

Ritik's note: Sort Response Codes by Client Error (4xx) first. Every broken internal link is a dead hallway.

2 Ahrefs Webmaster Tools (<https://ahrefs.com/webmaster-tools>)

Free for verified sites · 5,000 crawl credits per project per month · 1,000 backlinks/keywords shown

Free cloud Site Audit plus Site Explorer for your own backlinks and keywords.

Best for: A monthly health score that runs without your laptop.

Ritik's note: Verify through Search Console in a couple of clicks.

3 httpstatus.io (<https://httpstatus.io/>)

Free web checker · up to 100 URLs at once

Bulk checker for status codes and redirect chains.

Best for: Checking that http, www and old URLs all redirect in one hop to the right page.

Ritik's note: Paste your four homepage versions (http/https, www/non-www). All should 301 to one URL.

3. Speed and Core Web Vitals

1

PageSpeed Insights (<https://pagespeed.web.dev/>)

Free · no account

Real-user Core Web Vitals (when Google has enough data) plus a Lighthouse lab test with fixes.

Best for: Checking LCP (2.5 s or less), INP (200 ms or less) and CLS (0.1 or less) on key pages.

Ritik's note: Mobile tab first. Test your homepage and your main money page.

2

Lighthouse (Chrome DevTools) (<https://developer.chrome.com/docs/lighthouse/overview>)

Free · built into desktop Chrome

Built into Chrome. Audits performance, accessibility, best practices and SEO for any page you open, including staging sites.

Best for: Testing pages before they go live.

Ritik's note: Lab tests can't measure INP; Lighthouse uses Total Blocking Time as a stand-in.

4. Schema and rich results

1

Rich Results Test (<https://search.google.com/test/rich-results>)

Free · live URL or pasted code

Google's test for which rich results your structured data can earn, and errors that block them.

Best for: Checking Product, LocalBusiness, Breadcrumb, Article and other Google-supported types.

Ritik's note: FAQ rich results were retired in 2026, so don't expect FAQ stars here.

2

Schema Markup Validator (<https://validator.schema.org/>)

Free · no account

Schema.org's validator for every schema type, not only Google's rich result types.

Best for: Catching errors in Organization or LocalBusiness markup the Rich Results Test ignores.

Ritik's note: Use both tools. They answer different questions.

5. Can AI assistants read your site?

1

theStacc AI Visibility Checker (<https://thestacc.com/tools/ai-visibility-checker>)

Free · no signup · a limited number of checks per visitor in a short period

Requests a page as seven AI crawlers (including GPTBot, OAI-SearchBot, ClaudeBot and PerplexityBot) and a normal browser, reads your robots.txt rules for each, and checks text before JavaScript, noai/nosnippet, llms.txt and structured data.

Best for: Spotting a robots.txt rule or firewall that blocks AI crawlers by accident.

Ritik's note: Run it on your homepage and one service page. It only checks access and readability, not rankings.

Featured pick

theStacc

theStacc has a free, no-signup AI Visibility Checker for the AI crawler step of your audit. Its paid platform also includes an SEO Auditor that crawls your site, suggests fixes and checks which AI crawlers can access it.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Business info consistency (manual check, no tool needed)

- ☐ **Business name, address and phone are identical on your site footer, contact page and Google Business Profile.**

Google advises keeping Business Profile information accurate and current; mismatches confuse customers. (Practical advice on exact matching.)

- ☐ **Opening hours on your site match your Google Business Profile, including holiday hours.**

Wrong hours lose walk-ins and calls.

- ☐ **Any LocalBusiness or Organization schema uses the same details as the visible page.**

Google's structured data guidelines require markup to match visible content.

Turn findings into a fix list

Priority fix list

PRIORITY 1 — CAN'T BE FOUND (fix this week)

- ☐ Important pages with noindex or blocked by robots.txt
- ☐ Important pages returning 404 or 5xx
- ☐ Site versions not redirecting to one URL

PRIORITY 2 — CAN'T BE READ

- ☐ Broken internal links
- ☐ Missing or duplicate titles on key pages
- ☐ Key content missing on mobile
- ☐ Schema errors on key pages

PRIORITY 3 — SLOW

- ☐ Pages failing LCP / INP / CLS on mobile

PRIORITY 4 — EVERYTHING ELSE

- ☐ Missing meta descriptions, alt text, warnings

For each item: URL | problem | tool that found it | who fixes | date fixed

Re-run the same tool after each fix. A fix you didn't re-check isn't done.

Sources

- Search Console Help: Page indexing report — <https://support.google.com/webmasters/answer/7440203>
- Screaming Frog SEO Spider — <https://www.screamingfrog.co.uk/seo-spider/>
- Screaming Frog licence — <https://www.screamingfrog.co.uk/seo-spider/licence/>
- Ahrefs Webmaster Tools — <https://ahrefs.com/webmaster-tools>
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- web.dev: Web Vitals — <https://web.dev/articles/vitals>
- Chrome for Developers: Lighthouse overview — <https://developer.chrome.com/docs/lighthouse/overview>
- Google Search Central: Structured data general guidelines — <https://developers.google.com/search/docs/appearance/structured-data/sd-policies>

- Google Search Central: FAQ structured data (deprecation) — <https://developers.google.com/search/docs/appearance/structured-data/faqpage>
- Google Search Central: AI features and your website — <https://developers.google.com/search/docs/appearance/ai-features>
- theStacc AI Visibility Checker — <https://thestacc.com/tools/ai-visibility-checker>

Want the next one?

Every week I send one practical SEO + AI search lesson to founders. You're already on the list.

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<https://ritiknamdev.com/resources/website-audit-tools/>