

# TECHNICAL SEO CHECKLIST

## PREPARATORY STEP

Access to Google Analytics, Google Search Console, etc

No security warnings or penalties in the Console

The domain is not compromised



### CHECK YOUR INDEXED PAGES

01



### CHECK YOUR WEBSITE STRUCTURE

- URLs are optimized
- Click depth is not high
- No broken links
- Visual sitemap reviewed
- No orphan pages
- Anchor texts on internal links optimized

03



### CHECK MOBILE-FRIENDLINESS AND USABILITY

- Check mobile URLs
- Check mobile page speed
- No intrusive pop-ups
- No layout shifts

05



### IMPLEMENT STRUCTURED DATA MARKUP

- OpenGraph for social media
- Microdata (or its alternatives)

07



### SCHEDULE A REGULAR SITE AUDIT

09



### MANAGE WEBSITE INDEXING AND CRAWLABILITY

- Sitemap available
- Check pages disallowed by Robots.txt file
- Check pages blocked by noindex meta tags/X-Robots-Tag
- 404 page set up correctly
- Pages with 4xx, 5xx response codes fixed
- Canonical www/non-www set up
- No HTTPS/HTTP duplicates/mixed content issues
- Check 301 redirects
- Check 302 redirects
- 304 response set up properly
- No long redirect chains
- Check canonical URLs
- Fix duplicates
- Check localization / hreflang tags

02



### OPTIMIZE PAGE SPEED

- Load test on the server passed
- Check Core Web Vitals score
- Check performance score
- Optimize images and multimedia

04



### EXAMINE META TAGS

- No empty titles or descriptions
- No duplicate titles or descriptions
- No too long titles or descriptions
- Titles, H1-H5, meta descriptions are keyword-optimized
- No keyword spamming

06



### ASK SEARCH ENGINES TO RECRAWL YOUR PAGES

- Submit pages via webmaster tools
- Submit the sitemap

08