

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