

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

Step 1. Check your indexed pages

Step 2. 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 / *hreflangs* tags

Step 3. 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

Step 4. Optimize page speed

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

Step 5. Check mobile-friendliness and usability

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

Step 6. 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

Step 7. Implement structured data markup

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

Step 8. Ask search engines to recrawl your pages

- Submit pages via webmaster tools
- Submit the sitemap

Step 9. Schedule a regular site audit

Notes

