Technical

SEO Checklist

Preparatory step\*

Access to Google Analytics, Google Search Console, etc No security warnings or penalties in the Console

X

X

The domain is not compromised

X

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 Iong 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, HI-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*