



Technical SEO Checklist

This simplified checklist covers the essentials of technical SEO in a way that's easier to understand and implement, even if you're not an expert.

Step 1: Crawl Your Website
Tools: Screaming Frog, Sitebulb, or Ahrefs.
How to Do It: - Use a crawling tool to scan your entire website. - Analyze the crawl report for issues like broken links, missing meta tags, duplicate content, and orphan pages (pages with no internal links pointing to them).
Step 2: Check Website Crawlability
Tools: Google Search Console, Screaming Frog.
How to Do It: - Review your robots.txt file by typing yourdomain.com/robots.txt in your browser to ensure it isn't blocking important pages from being crawled. - Use Google Search Console's "Coverage" report to see which pages are indexed and which have crawl errors.
Step 3: Ensure Proper Indexability
Tools: Google Search Console, Google Search.
How to Do It: - Search site:yourdomain.com on Google to see which pages are indexed. - Check for pages that should be indexed but aren't and make sure there are no noindex tags on them. - Ensure pages that should not be indexed have a noindex tag.
Step 4: Test Page Speed and Optimize
Tools: Google PageSpeed Insights, GTmetrix, or Lighthouse.
How to Do It: - Enter your website URL in Google PageSpeed Insights to get a performance score for both desktop and mobile. - Follow the recommendations provided, such as compressing images, enabling browser caching, and minifying CSS, JavaScript, and HTML. - Implement a Content Delivery Network (CDN) to improve load times for users in different geographic locations.
Step 5: Ensure Mobile-Friendliness
Tools: Google's Mobile-Friendly Test, BrowserStack.
How to Do It: -Run your site through Google's Mobile-Friendly Test tool to check if it's optimized for mobile devices. -Test your website on different devices and screen sizes using BrowserStack or a similar tool to ensure it looks and functions well on all of them.
Step 6: Review URL Structure
Tools: Your CMS (like WordPress) or manual checks.
How to Do It: - Review your URLs to ensure they are clean, descriptive, and include relevant keywords. - Make sure URLs are short and logical, without unnecessary parameters or special characters. - If you've changed any URLs, set up 301 redirects from the old URLs to the new ones to maintain SEO value.
Step 7: Secure Your Site with HTTPS
Tools: SSL Test, your hosting provider.
How to Do It: - Check if your site is using HTTPS by looking for a padlock icon in the browser's address bar. - If your site isn't secure, purchase and install an SSL certificate via your hosting provider. - Run your site through SSL Test to ensure there are no mixed content issues (HTTP resources on HTTPS pages).
Step 8: Implement Structured Data
Tools: Google's Structured Data Markup Helper, Schema.org, and Google's Structured Data Testing Tool.
How to Do It:

- Use Schema.org guidelines to add structured data (schema markup) to your website's HTML to enhance search engine understanding.
- Use Google's Structured Data Markup Helper if you're unfamiliar with coding.
- Validate your structured data using Google's Structured Data Testing Tool to ensure it's implemented Correctly.

Step 9: Fix Broken Links

Tools: Screaming Frog, Ahrefs, Broken Link Checker.

How to Do It:

- Use a tool like Screaming Frog or Ahrefs to crawl your site and identify broken links (404 errors).
- Fix these broken links by either updating them or redirecting them to relevant pages using 301 redirects.
- If the link is internal, make sure the correct URL is updated in your content.

Step 10: Avoid Duplicate Content with Canonicalization

Tools: Your CMS, Screaming Frog.

How to Do It:

- Use canonical tags (<link rel="canonical" href="URL" />) on pages with duplicate or similar content to point search engines to the preferred version.
- Ensure all versions of your site (e.g., www and non-www, http and https) are properly redirected to avoid Content duplication.

Step 11: Optimize On-Page SEO Elements

Tools: Your CMS, Screaming Frog, Google Search Console.

How to Do It:

- Ensure each page has a unique, keyword-optimized title tag and meta description.
- Use header tags (H1, H2, etc.) properly to structure your content.
- Add alt text to all images, describing the content of the image and including relevant keywords where Appropriate.
- Use internal linking to connect related content and improve site navigation.

Step 12: Update and Submit XML Sitemap

Tools: Google Search Console, Yoast SEO, or other sitemap generators.

How to Do It:

- Ensure your XML sitemap includes all important pages and is up-to-date.
- Submit your sitemap to Google Search Console under the "Sitemaps" section.
- Include a reference to your sitemap in the robots.txt file.

Step 13: Review and Update Robots.txt File

Tools: Your CMS, Google Search Console.

How to Do It:

- Check your robots.txt file to ensure it's correctly configured and not blocking important content.
- Use Google Search Console's "robots.txt Tester" to validate your file.
- Update the file as needed to ensure proper access for search engine bots.

Step 14: Manage and Audit Redirects

Tools: Your CMS, Screaming Frog.

How to Do It:

- Implement 301 redirects for any pages that have been moved or deleted to pass on SEO value.
- Regularly audit your redirects using Screaming Frog or a similar tool to ensure they're functioning properly and not creating redirect chains.

Step 15: Monitor and Improve Site Architecture

Tools: Your CMS, Google Analytics, Screaming Frog.

How to Do It:

- Review your site's structure to ensure it's logical and easy to navigate, minimizing the number of clicks needed to reach important content.
- Create a clear hierarchy with well-defined categories and subcategories.
- Use Google Analytics to monitor user behavior and make adjustments to improve navigation and site structure

Step 16: Use SEO Tools for Ongoing Monitoring

Tools: Google Search Console, Ahrefs, SEMrush, Screaming Frog.

How to Do It:

- '- Set up regular audits using tools like Google Search Console, Ahrefs, or Screaming Frog to identify and fix New SEO issues.