

Technical SEO Checklist

A quick pass for the technical foundations that quietly decide whether the rest of your SEO work compounds.

CRAWLABILITY & INDEXATION

- robots.txt doesn't block pages that should be indexed
- XML sitemap is current, submitted, and free of errors
- No important pages are orphaned or unreachable via internal links
- Google Search Console shows no unexpected indexing drops

SITE PERFORMANCE

- Core Web Vitals (LCP, INP, CLS) pass on mobile and desktop
- Images are compressed and served in modern formats
- Unused JavaScript and CSS are minimized or deferred
- A CDN or caching layer is in place for static assets

MOBILE & SECURITY

- Site is fully responsive and passes a mobile-usability check
- HTTPS is enforced site-wide with no mixed-content warnings
- Tap targets and font sizes are usable on small screens

REDIRECTS & DUPLICATE CONTENT

- Redirect chains and loops are cleaned up (301s, not 302s, for permanent moves)
- Canonical tags resolve consistently — no conflicting signals
- www / non-www and trailing-slash versions are consolidated
- Parameter-based URLs don't create near-duplicate content at scale

MONITORING

- Server log files are reviewed periodically for crawl waste
- 404s and broken internal links are tracked and fixed regularly
- Structured data is validated after every major template change