

# Technical SEO Checklist

**Initial setup - Check you have Google Analytics and Google Search Console implemented correctly.**

Technical SEO is a crucial part of your SEO strategy. It enables search engines to locate, crawl, and index the pages on your website. Also, it ensures that pages load quickly, pages are interlinked, and the website is user-friendly. Here, we've outlined the basic technical SEO elements to check when auditing your website.

- Install and Setup GA4 for your website
- Setup & Implement Search Console

## Indexing & Crawling

- Checking the Google Search Console coverage report
- Perform a site crawl using Screaming Frog or a similar tool. Check the robots.txt file
- Ensure that the pages you want to rank aren't NOINDEX
- Ensure that pages have the correct canonical tag. Check pages response codes (should be 200)
- Create and submit an XML sitemap
- Check if JavaScript content is rendered correctly
- Perform a Google site search to ensure pages are indexed

**URL's - URLs should use a readable and simplified format, and all content should be available under just one URL**

- Do URLs use non-ASCII characters?
- Do URLs load with and without a trailing slash?
- Are URL parameters getting indexed?
- Do HTTP URLs load or redirect to HTTPS?
- Do URLs load with the upper and lower case?
- Do URLs use an SEO-Friendly URL Structure?

**Internal Links Set Up**

- Are there broken internal links?
- Do they link to 404 or 301 pages?
- Are there any orphaned pages?
- Are the important pages linked in the menu?
- How deep is the linking structure?

**Meta Data - Each page should have a unique meta title and description**

- Does each page have an optimized meta title and description?
- Are the titles too long (over 65 characters)?
- Are the descriptions too long (over 155 characters)?

**Site speed**

- Does the content fully load within a reasonable time?
- Does the URL pass Google's Core Web Vitals assessment?
- Are images compressed?

**Content - For technical SEO, written content should use the following elements**

- H-tags: The <h1> to <h6> tags are used to define HTML headings
- The main title of the page should be an <h1>
- Each page should contain only one H1 tag
- The subheadings should be an <h2>
- If relevant, secondary (second-level) subheadings should be <h3>, <h4> etc