Technical SEO Checklist

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1. Website Accessibility

1.1 Robots.txt File

- Ensure a robots.txt file is present.
- Check for disallowed pages that should be indexed.

1.2 XML Sitemap

- Create an XML sitemap.
- Submit the sitemap to Google Search Console and Bing Webmaster Tools.
- Ensure the sitemap is updated regularly.

1.3 HTTPS Security

- Verify that the site uses HTTPS.
- Check for mixed content issues (HTTP elements on HTTPS pages).

2. Site Structure

2.1 URL Structure

- Use a clean and descriptive URL structure.
- Avoid using special characters and excessive parameters.

2.2 Internal Linking

- Implement a logical internal linking structure.
- Use descriptive anchor text for links.

2.3 Breadcrumb Navigation

- Use breadcrumb navigation for better user experience and SEO.

3. Mobile Optimization

3.1 Mobile-Friendly Design

- Ensure the website is responsive and mobile-friendly.
- Use Google's Mobile-Friendly Test tool to check.

3.2 Page Speed

- Optimize images and other media for faster loading.
- Minimize HTTP requests and use browser caching.

4. Content Optimization

4.1 Title Tags

- Ensure each page has a unique and descriptive title tag.
- Keep title tags under 60 characters.

4.2 Meta Descriptions

- Write unique meta descriptions for each page.
- Keep meta descriptions under 160 characters.

4.3 Header Tags

- Use header tags (H1, H2, H3) appropriately for content hierarchy.
- Ensure each page has one H1 tag.

5. Indexing and Crawlability

5.1 Check Index Status

- Use Google Search Console to check which pages are indexed.
- Identify and fix any indexing issues.

5.2 Canonical Tags

- Implement canonical tags to prevent duplicate content issues.

6. Structured Data

6.1 Schema Markup

- Implement relevant schema markup to enhance search visibility.
- Use Google's Structured Data Testing Tool to validate.

7. Error Handling

7.1 404 Pages

- Create a custom 404 error page that guides users back to relevant content.
- Monitor 404 errors through Google Search Console.

7.2 Redirects

- Use 301 redirects for permanently moved content.
- Avoid excessive redirects and redirect chains.

8. Performance Monitoring

8.1 Analytics Setup

- Ensure Google Analytics (or another analytics tool) is properly set up.
- Track key metrics such as traffic, bounce rate, and conversions.

8.2 Performance Tools

- Use tools like Google PageSpeed Insights, GTmetrix, or WebPageTest to analyze site speed and performance.

9. Security Measures

9.1 Regular Updates

- Keep your CMS, plugins, and themes up to date.
- Regularly check for vulnerabilities and apply patches.

9.2 Backups

- Implement a regular backup strategy to prevent data loss.

10. Ongoing Maintenance

10.1 Regular Audits

- Conduct regular technical SEO audits to identify and fix issues.
- Stay updated with SEO best practices and algorithm changes.