



Essential technical SEO checklist

Our technical SEO checklist is a crucial tool for ensuring your website is fully optimized for search engines, enhancing its visibility and performance.

By following this checklist, you can confidently identify key elements critical to your website's success.



Robots.txt

Ensure your site's robots.txt file is correctly set up so search engines can easily explore your site without accidentally blocking important pages.

Sitemap file

Provide a sitemap to help search engines navigate your site structure and ensure all your pages are indexed correctly for better visibility.

SEO-friendly URL

Create clear and descriptive URLs to help search engines understand your pages better. This makes them more user-friendly as well.

Meta tags

Use unique meta tags for each page to avoid confusion for search engines, which can impact your site's ranking.

H1 tag

Make sure every important page has an H1 tag to indicate the main topic of the page, helping search engines understand your content.

Multiple H1

Ensure there is only one H1 tag per page to maintain a clear content hierarchy and avoid confusing search engines.

Duplicate H1

Avoid using the same H1 tag on multiple pages to keep each page's focus clear and relevant.

Orphan pages

Link all your pages internally so none are overlooked by search engines, which can reduce their visibility.

HTTP errors

Fix any HTTP content errors that might prevent search engines from accessing your content, which can impact your SEO performance.

Site versions

Make sure only one version of your site is accessible to avoid issues with duplicate content, which can hurt your rankings.

404 errors

Address broken links and missing pages, as they can negatively affect both user experience and SEO rankings.

Image size too large

Optimize your images' sizes to improve page loading speed, which enhances user experience and boosts search engine rankings.

Hreflang tags

Use hreflang tags to guide search engines in showing the correct language or regional version of your site to users, improving your site's international reach.

Language versions

Make sure that, in addition to setting up hreflang tags, all content is accurately translated for each language version and easily accessible to users.

Canonical tags

Implement canonical tags to prevent duplicate content issues by indicating the preferred version of a page to search engines.

Duplicate content

Identify and resolve any duplicate content on your site to avoid diluting its authority and confusing search engines.

Redirects

Ensure that all redirects are properly set up to maintain the value of your links and avoid SEO penalties.

Redirect chains

Fix any redirect chains to improve your site's loading speed and make it easier for search engines to crawl.

Junk in index

Remove any low-quality or irrelevant pages from search engine indexes to improve the overall quality of your site's content.

Page speed

Enhance the loading speed of your site on both desktop and mobile devices to improve user experience and search engine rankings.

If you're not sure how to check or update these important technical details and would like professional help to thoroughly review critical SEO factors, we suggest booking a consultation with us. Our SEO experts are here to help you optimize your website for improved search engine performance and greater visibility.