

Technical SEO Checklist

Checklist · 30 items · 11 sections

Every technical SEO factor that affects how Google crawls, indexes, and ranks your site. Use this to audit and fix technical issues holding back your rankings.

Open the editable, AI-powered version online:

<https://genechecklist.com/checklist/technical-seo-checklist>

SECURITY

- HTTPS enabled: site runs on SSL (padlock in browser = good)

HIGH

CRAWLABILITY

- WWW vs non-WWW consistent: pick one and 301 redirect the other

HIGH

- robots.txt exists and not blocking important pages

HIGH

Check: yoursite.com/robots.txt: blocking CSS/JS hurts Google's ability to render pages

- XML sitemap exists, is valid, and submitted to Google Search Console

HIGH

- Crawl budget not wasted on low-value pages (pagination, tags, filters)

INDEXING

- No important pages blocked by noindex meta tags

HIGH

- Canonical tags on all pages: no duplicate content being indexed

HIGH

- No 404 errors on important pages (fix or 301 redirect)

HIGH

- No redirect chains (A ! B ! C): all redirects go direct to final URL

CORE WEB VITALS

- Largest Contentful Paint (LCP) under 2.5 seconds

HIGH

- Cumulative Layout Shift (CLS) under 0.1: no elements jumping around

HIGH

- Interaction to Next Paint (INP) under 200ms

HIGH

PAGE SPEED

- PageSpeed score 70+ on mobile (Google PageSpeed Insights)

HIGH

- Images in WebP or AVIF format and lazy loaded

HIGH

- CSS and JavaScript minified and deferred where possible
- Browser caching and CDN enabled

MOBILE

- Site is fully mobile-responsive (Google uses mobile-first indexing)

HIGH

- No intrusive interstitials (full-screen popups on mobile)
- Font size readable on mobile (minimum 16px body text)

SITE STRUCTURE

- Site architecture: pages reachable within 3 clicks from homepage
- URL structure clean and consistent: /category/subcategory/page pattern
- Breadcrumb navigation present (helps Google understand site hierarchy)

SCHEMA

- Structured data (schema) implemented: Organization, WebSite, BreadcrumbList at minimum
- No structured data errors in Google's Rich Results Test

INTERNATIONAL

- Hreflang tags correct for multilingual sites

MONITORING

- Google Search Console verified and no critical issues

HIGH

- Google Analytics or GA4 tracking installed and working

HIGH

- Log file analysis: ensure Googlebot is crawling important pages

CONTENT QUALITY

- No thin content pages (under 300 words) being indexed
- Duplicate content issues identified and resolved

HIGH