

ALKALI

Technical SEO Checklist

The technical layer only: crawling, architecture, speed, structured data, redirects and mobile. Pairs with our broader SEO audit checklist, which covers content and links. Rows name the tool and the pass condition, so each one is checkable rather than a judgement call.

How to use it: this list is written to be run against a live site. If a row fails and the fix is not obvious, record it rather than improvising. Order matters less here than in the full audit, with one exception: crawling and indexing first.

SECTION 1 Crawling and indexing

DONE	TASK	OWNER	DATE
☐	In Search Console, review Indexing > Pages. Every 'excluded' reason should be explainable: gated, deprecated, or intentional.		
☐	Confirm robots.txt allows the content you want crawled and lists the sitemap.		
☐	Check the XML sitemap contains only live, indexable, canonical URLs. No redirects, no 404s, no noindexed pages.		
☐	Spot-check canonical tags on key templates: each page should point at itself unless deliberately consolidated.		
☐	Verify staging or development copies of the site are not indexable. Search site: for your staging hostname.		

SECTION 2 Architecture and internal linking

DONE	TASK	OWNER	DATE
☐	Confirm every important page is reachable within three clicks of the homepage.		
☐	Check URLs are stable, readable, and lowercase, and that the site serves one canonical form with and without trailing slashes.		
☐	Look for orphan pages: live URLs no other page links to. Your sitemap against a crawl finds them.		
☐	Check anchor text on internal links describes the target rather than 'click here'.		

SECTION 3 Speed and Core Web Vitals

DONE	TASK	OWNER	DATE
☐	Run key templates through PageSpeed Insights. Record LCP, INP and CLS from field data where it exists.		
☐	Check images are sized to their containers and served in a modern format. Oversized images are the most common single fix.		
☐	Count render-blocking scripts in the report. Old plugins and tag managers accumulate silently.		
☐	Confirm text renders before three seconds on a mid-range phone connection, not just on office wifi.		

SECTION 4 Structured data

DONE	TASK	OWNER	DATE
☐	Run key pages through Google's Rich Results Test. Errors fail; warnings are worth reading.		
☐	Confirm Organization markup exists with the correct name, address and logo.		
☐	Where a page answers questions, check FAQ markup matches the visible text exactly. Markup for content not on the page is a violation.		
☐	Check product or service pages carry the schema type that matches what they actually are.		

SECTION 5 Redirects and status codes

DONE	TASK	OWNER	DATE
☐	Confirm http, www and bare-domain variants all 301 to one canonical origin in a single hop.		
☐	Crawl for redirect chains: A to B to C wastes crawl budget and dilutes signals. One hop is the standard.		
☐	Check retired pages 301 to their closest live equivalent, not to the homepage.		
☐	Confirm the 404 page returns a real 404 status code, not a 200 with error text.		

SECTION 6 Mobile

DONE	TASK	OWNER	DATE
☐	Load key templates on a real phone. Check nothing overflows horizontally and forms are usable with a thumb.		
☐	Confirm the phone number is tappable and the primary call to action is visible without scrolling.		
☐	Check content parity: the mobile page should carry the same content as desktop, not a trimmed version.		