

SEO QA Checklist

An SEO QA checklist gives developers and QA teams a pre and post deployment test plan for status codes, redirects, canonicals, robots directives, metadata, headings, internal links, structured data, sitemaps, and rendered content.

16 checks · 15 sections · For: Developers, QA engineers, release managers

Site: _____ Checked by: _____ Date: _____

BEFORE DEPLOYMENT

☐	Crawl staging build	No new critical errors against baseline	High
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HTTP STATUS

☐	Check status codes	Key URLs return 200 after deploy	High
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REDIRECTS

☐	Check redirects	Existing redirects still resolve correctly	Medium
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CANONICALS

☐	Check canonicals	Canonical output unchanged unless intended	High
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ROBOTS DIRECTIVES

☐	Check meta robots	No noindex leaked to production	High
☐	Check robots.txt	File unchanged unless intended	High

TITLES AND META

☐	Check titles and descriptions	Templates still output correct metadata	Medium
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HEADINGS

☐	Check H1s	H1s present on all templates	Medium
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INTERNAL LINKS

☐	Check internal links	No new broken links	Medium
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STRUCTURED DATA

☐	Check schema	Schema still validates	Medium
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XML SITEMAP

☐	Check sitemap	Sitemap still generates with correct URLs	Medium
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JAVASCRIPT CONTENT

☐	Check rendered content	Content and links still render	High
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TRACKING

☐	Check analytics	Tracking fires after deploy	Medium
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AI CRAWLER ACCESS

☐	Check AI crawler rules	No unintended robots.txt changes	Low
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REGRESSION CHECKS

☐	Compare to previous crawl	Diff reviewed and unexpected changes investigated	High
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SIGN-OFF

☐	Approve release	QA owner signs off	Medium
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Common mistakes

- Testing only one URL per template
- Missing header level changes like X-Robots-Tag
- Not comparing against a baseline crawl
- Treating SEO QA as a post launch task

When to run this checklist

- Before every production release
- After deployments that touch templates, routing, or headers
- After CMS or plugin updates
- During sprint review

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.