

Technical SEO Checklist

A technical SEO checklist helps you find the crawlability, indexability, redirect, canonical, status code, XML sitemap, robots.txt, structured data, and JavaScript rendering problems that stop search engines and AI crawlers from discovering and ranking your pages.

28 checks · 14 sections · For: SEOs, developers, agencies

Site: _____ Checked by: _____ Date: _____

CRAWLABILITY

☐	Crawl the full site	Run a full crawl and confirm all important URLs are discovered	High
☐	Check crawl depth	Key pages are reachable within 3 clicks of the homepage	Medium
☐	Check crawlable links	Navigation uses <a href> links, not JS click handlers	High

STATUS CODES

☐	Check HTTP status codes	Important URLs return 200; no unexpected 3xx, 4xx or 5xx	High
☐	Find soft 404s	Thin or empty pages do not return 200 as fake content	Medium
☐	Check server errors	No 5xx responses on templates or sitemap URLs	High

REDIRECTS

☐	Check redirect chains	Redirects resolve in a single hop	Medium
☐	Check redirect loops	No URL redirects back to itself	High
☐	Check redirect type	Permanent moves use 301 or 308, not 302	Medium

INDEXABILITY

☐	Check meta robots noindex	Important pages carry no noindex directive	High
☐	Check X-Robots-Tag	HTTP headers do not send noindex or none	High
☐	Check canonical tags	Canonicals are absolute, self-referencing where expected, and resolve to 200	High

ROBOTS.TXT

☐	Check robots.txt availability	/robots.txt returns 200 and parses without errors	High
☐	Check disallow rules	No important directories or resources are blocked	High

XML SITEMAPS

☐	Check sitemap validity	Sitemap loads, validates and is referenced in robots.txt	Medium
☐	Check sitemap URLs	Sitemap lists only canonical, indexable, 200 URLs	High

HTTPS AND SECURITY

☐	Check HTTPS	All URLs serve over HTTPS and HTTP redirects to HTTPS	High
☐	Check mixed content	No HTTP assets load on HTTPS pages	Medium

DUPLICATE URLS			
	Check URL variants	Trailing slash, case, www and parameter variants consolidate	Medium
	Check duplicate content	Near duplicate pages are canonicalized or merged	Medium
INTERNAL LINKING			
	Check broken internal links	No internal links point to 4xx or 5xx URLs	High
	Check orphan pages	Every indexable page has at least one internal link	Medium
JAVASCRIPT RENDERING			
	Compare source vs rendered HTML	Critical content, links and tags exist in raw HTML or render reliably	High
STRUCTURED DATA			
	Validate structured data	Schema parses without errors and matches visible content	Medium
IMAGES			
	Check image alt text	Meaningful images have descriptive alt attributes	Low
	Check broken images	No image URLs return 4xx	Low
INTERNATIONAL			
	Check hreflang	Hreflang tags are reciprocal and point to 200 canonical URLs	Medium
AI CRAWLER ACCESSIBILITY			
	Check AI crawler access	GPTBot, ClaudeBot, PerplexityBot and similar are allowed or blocked intentionally	Medium

Common mistakes

- Checking only the homepage instead of every template
- Assuming a 200 status code means a page can be indexed
- Forgetting the X-Robots-Tag HTTP header when checking noindex
- Testing robots.txt without testing real URLs against it
- Assuming the XML sitemap only contains indexable canonical URLs
- Ignoring redirect chains left behind by past migrations
- Reviewing source HTML without comparing it to rendered HTML

When to run this checklist

- Before launching a new website
- After a redesign or CMS change
- Before and after a website migration
- After a major deployment
- When organic traffic or indexed pages suddenly drop
- As a quarterly technical SEO audit

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.