

Technical SEO Checklist for Agencies (2026)

A simple, repeatable checklist to keep client websites crawlable, fast, and index-ready at scale.

1. Crawlability & Indexation

- Robots.txt allows important pages
- XML sitemap submitted and clean
- Index Coverage report reviewed
- No accidental noindex tags
- URL parameters under control

2. Site Structure & Internal Links

- Important pages reachable within 3–4 clicks
- Clear URL hierarchy
- No orphaned pages
- Internal links support priority URLs



3. Performance & Page Experience

- Core Web Vitals checked
- Mobile usability verified
- No major layout shifts
- Server response time acceptable

4. Canonicals & Redirects

- Self-referencing canonicals present
- No redirect chains or loops
- Broken pages identified
- HTTPS enforced sitewide
- Preferred domain version enforced (www / non-www)

5. JavaScript & Rendering

- Main content visible in rendered HTML
- JavaScript not blocking indexation
- Lazy loading configured correctly

6. Structured Data

- Schema errors checked
- Correct schema types applied
- Consistent across templates and page types

How To Use This Checklist

*Work through each section from top to bottom.
Focus first on items that affect crawling, indexing, and visibility.*

Use this checklist:

- During new client onboarding
- For quarterly technical reviews
- After site launches, redesigns, or major updates

Revisit regularly to prevent small technical issues from turning into traffic or visibility losses.

