

THE TECHNICAL SEO CHECKLIST

Crawl, index, speed, schema — the technical layer, in order.

Work top to bottom. Crawl before index, index before speed, speed before schema. Tick each check on your own store, and re-run the top half every quarter.

CRAWLABILITY / Can Google reach the page at all

- ☐ **01. robots.txt isn't blocking anything important**
Check yourdomain.com/robots.txt for stray Disallow lines, and make sure CSS and JS aren't blocked, or Google renders a broken page.
- ☐ **02. Key pages are reachable by internal links**
Every page that matters should be a few clicks from the homepage. Orphan pages get crawled rarely or never.
- ☐ **03. Crawl budget isn't wasted on filter URLs**
Faceted navigation can spawn thousands of near-duplicate parameter URLs. Block the useless combinations or handle them with canonicals.

INDEXATION / The right page indexed, and only the right page

- ☐ **04. Check the Pages report in Search Console**
Read the 'crawled, currently not indexed' and 'discovered, currently not indexed' buckets — they point at thin content or crawl-budget issues.
- ☐ **05. No index bloat**
Run site:yourdomain.com. If it shows far more pages than you sell, noindex the tag pages, filter URLs and internal search results.
- ☐ **06. noindex and canonical signals agree**
A page that's canonical to itself but also noindexed sends a contradiction. Inspect key URLs to see how Google actually reads them.

CANONICALS & DUPLICATES / One URL per page

- ☐ **07. Each important page has a correct canonical**
It should point at the clean preferred URL, which must return a 200 — not a redirect or 404.
- ☐ **08. Site-wide duplicates are settled**
Pick www or non-www and http or https, then 301 everything else. Watch trailing slashes and uppercase URLs.

☐ **09. LCP under 2.5s, CLS under 0.1, INP under 200ms**

Read field data in the Core Web Vitals report, not just lab tools — field is what Google scores.

☐ **10. INP: cut the JavaScript**

Heavy apps, chat widgets and tracking scripts fight for the main thread. Remove unused apps and defer non-critical scripts.

☐ **11. Images optimised, layout reserved**

Serve WebP at display size, lazy-load below the fold, and set width/height on images so nothing jumps.

SITEMAPS & ROBOTS HYGIENE / Clean signals

☐ **12. Sitemap lists only canonical, indexable, 200 URLs**

No redirects, 404s or noindexed pages. Submit it in Search Console and watch the discovered-vs-indexed gap.

☐ **13. Don't block a page you want deindexed**

robots.txt controls crawling, not indexing. To remove a page, let Google crawl it and use a noindex tag instead.

SCHEMA & JAVASCRIPT / Machine-readable, server-rendered

☐ **14. Product schema in place and valid**

Price, availability and aggregateRating in JSON-LD, matching what's visible. Validate in the Rich Results Test.

☐ **15. Key content exists in the raw HTML**

View Source and search for your product name and price. If they only appear after JS runs, some may never get indexed.

REDIRECTS & MOBILE / No chains, no soft 404s

☐ **16. Redirects are single 301s, no chains or loops**

Each permanent move should point straight to the final URL. 301 old product URLs to the nearest relevant page.

☐ **17. No soft 404s**

A dead product returning a 200 'nothing here' page stays in the index as a weak page. Restock, 301, or return a real 404/410.

☐ **18. Mobile shows the same content as desktop**

Google indexes the mobile version. Anything hidden on mobile is effectively hidden from Google.

WANT THIS DONE FOR YOU?

If the technical layer is where your store keeps losing rankings, book a free Revenue Snapshot at matthapgood.co/snapshot and I'll show you what's holding it back.