Technical
SEO Audit

The Advanced Technical SEO Checklist

The
Search Initiative

The Advanced Technical SEO Checklist

Structured Data & Schema Markup

- Pick the right schema markup for your page using Google's Structured Data Markup Helper tool

- Your structured data is in the `<head>` section of your web page.

- Your schema markup is working correctly according to Google's Rich Results Test

- Use JSON-LD instead of RDFa or Microdata

- Ensure that your structured data adheres to Google's official guidelines

- Don't mark up content that isn't visible to the user.

- Don't mark up content that's irrelevant or misleading.

- Ensure that the content you markup is relevant and up to date.

- Add the same markup to all versions of a web page and not just the canonical version.

The
**Search
Initiative**

The Advanced Technical SEO Checklist

Mobile SEO

- Check if your web pages are mobile-friendly using Google's Mobile-Friendly Test
- Check for mobile usability issues on Google Search Console.
- Your mobile pages load quickly
- You are using responsive web design
- Your site is optimized for mobile-first indexing

  - Googlebot is able to render your content
  - Both the desktop and mobile versions of your site are the same.
  - Structured data is implemented correctly on both the desktop and mobile.
  - You use the same page titles, headings, and meta data for both mobile and desktop.

Best practices for mobile-first indexing:

  - Avoid cross-linking
  - Have you implemented redirects correctly?
  - Avoid Interstitials and Popups
  - Don't block resources for mobile users

The
**Search
Initiative**

Server Log File

To audit your log files, you can use the Log File Analyzer tool from Screaming Frog or JetOctopus's log analyzer.

- Check your URL Crawl Frequency to see whether your important pages are being crawled or not
- Check your Directory Crawl Frequency
- Check your File Crawl Frequency of other files such as images, JavaScript and CSS
- Check your User-Agent Crawl Frequency and see which user-agents are crawling your site the most
- Check All Crawled URLs to see exactly which URLs search engine bots like Googlebot have crawled on your site via the URLs
- Estimate your Crawl Budget
- Check for returned 3xx, 4xx, and 5xx response codes when search engines tried to access them.
- Check for Orphan Pages
- Check for URLs and files that may be too large and hinder your site's SEO performance.

HTTPS

- Check you have the right certificate for your site.

  - Single – If you have just one domain
  - Multi-domain – If you have multiple domains
  - Wildcard certificate – If you have one domain, with multiple subdomains.

- Use 2048-bit key certificates.

- Ensure the HTTPS site isn't blocked from crawling by your robots.txt.

After you've made the move to HTTPS, here are a few things to keep in mind:

- All HTTP pages all redirect to their respective HTTPS versions

- Ensure that none of your HTTP pages are indexed by Google.

- Update your XML sitemap with the new HTTPS versions of your pages

- Your SSL certificate is renewed before it has expired.

Javascript SEO

- External JS files aren't blocked from being found in your robots.txt
- Check how Google renders your page via the URL Inspection tool in Google Search Console. Make sure no content is missing due to blocked resources.
- Check that your content has been indexed
- Check Your Meta Robots Tag for a noindex tag in the robots meta tag before running JavaScript
- Check Your URLs For Hashes
- Check for Paginated Pages
- Check for any Timeout Errors via the URL Inspection tool on Google Search Console.
- Check Your Lazy-Loading Implementation is working correctly

The
**Search
Initiative**

Want to make sure your SEO is working for you?

✓ Want help figuring out the best SEO strategy for your site?

✓ Don't want to commit to monthly payments for an ongoing SEO management service?

✓ Interested in a straight-forward master plan you can take into action right now?

If you answered "Yes" to any of these questions, then we'd like to talk to you!

CLICK HERE: To Get A SEO Audit From the Search Initiative

The
Search
Initiative