

SEO Checklist for Developers & Testers

List of technical SEO factors that will most likely affect most websites, regardless of industry/type.

Technical SEO considerations

Interaction Design

- Keyword inclusion**
Does it contain the relevant keywords?
- TLD type**
If a global audience, consider a .com, otherwise consider a country specific TLD.

Important on-page HTML elements

- Page titles**
55-60 characters in length and uniquely written.
- Meta descriptions**
155-160 characters in length and uniquely written.
- Meta keywords**
Don't bother!
- Heading tags**
Single H1 tag per page, but multiple H2, H3s, etc. are ok.

URL etiquette

- Keywords in URL**
Include name of page in the URL.

Status codes

- Redirects**
Use 301s instead of 302s to pass on SEO value.
- Not Found**
Make sure they are reporting a 404 status code.

Internal linking

- Menu/navigation**
Feature main pages in menu/navigation.
- In-copy links**
Make sure links are included within pages' body copy (where appropriate).
- HTML sitemap**
A page listing all the pages on a website (or at least the main nav pages).
- Pagination**
Use rel="next" & rel="prev" for pagination purposes.

Rich snippets and structured data

- Structured data**
such as Schema.org - can be used to generate rich snippets in search engines.
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Image SEO

- File name**
Give images proper file names.
 - File size**
Upload images the size they are to be displayed at.
 - Alt attribute**
Make sure that it effectively describes the image.
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Duplicate content checks & fixes

- Canonicalisation**
Use rel="canonical" to address duplicate content issues.
 - Internal search**
Make sure search functions don't cause duplicate content issues.
 - http & https**
If a site uses SSL (secure https URLs) then be sure to redirect the standard http, or vice versa.
 - Blog categories, tags and archives**
Make sure certain blog sections don't cause duplicate content issues.
 - www. & non-www.**
If a site is hosted on www. URLs then be sure to redirect non-www. URLs, or vice versa.
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Responsive web design & mobile optimisation

- Structured data**
such as Schema.org - can be used to generate rich snippets in search engines.
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Site speed optimisation

- PageSpeed**
Check your site is optimised for speed as much as possible.
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Social metadata

- Social metadata**
Include social metadata on your posts and pages, for when your site gets mentioned in social media
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Google Search Console

- XML sitemaps**
Upload your website's XML sitemaps straight to Google.
 - Geo-targeting**
Choose to target your website globally or to a specific country.
 - URL parameters** - Configure them so Google can take them into consideration.
 - Blocked resources**
Check there are no blocked assets, such as images, CSS or JavaScript files.
 - Bing (& other) Webmaster Tools**
Consider Bing & Yandex's Webmaster Tool packages
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International SEO considerations

- hreflang**
Use hreflang to inform search engines that sections of your website are intended for different countries and languages.
 - Individual Google Search Console accounts**
Consider separate accounts for sub-domains and folders - depending on how your country/language variations are configured.
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Additional considerations – if the site is being redesigned/migrated

- URL redirection of old to new URLs**
Remember to redirect all the old URLs to the new URLs
 - Google's Change of Address tool**
If the domain is changing, use Google Search Console's Change of Address tool to notify Google of the change
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On launch day

- Remove noindex & robots.txt disallow from test site**
Allow search engines to crawl your site.
 - Implement redirects**
If URLs are changing then implement redirects from the old pages.
 - Add/change XML sitemaps**
Add its XML sitemap(s) to Google Search Console.
 - Migrate Google Analytics & Google Search Console**
Be sure to add in the Google Analytics UA code upon launch.
 - Fetch as Google**
In Google Search Console there is a tool that can be used to ask Google to 'fetch' a page, which you can then ask to be submitted to their index.
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Post-launch checks

- Correct implementation of Google Analytics code**
Double-check that the Google Analytics code is properly working.
- Monitor Google's results to see if it's recognised the changes**
Check various brand and keyword searches over time
- Monitor 404 (Page Not Found) errors**
Check that there aren't any broken links anywhere.