

Mini Technical SEO Checklist

[HQ SEO](#) has developed this mini technical SEO checklist to help marketers and businesses quickly assess the health of important technical SEO factors on their website. If you are familiar with the basics of SEO, it shouldn't take you long to reach actionable conclusions.

If you need an in-depth technical SEO audit of your website, please feel free to drop us a line [here](#).

1. Check the Essential Reporting Tools

- [Google Search Console](#)
- [Bing Webmaster Tools](#)
- [Google Analytics](#)
- [Google Tag Manager](#) (if required)

2. Check the XML Sitemap

- ✓ Does the website have a sitemap?
- ✓ Has it been submitted to Google?
- ✓ **Google Search Console > Sitemaps**

3. Check the SSL Certificate

- ✓ Does the domain have an active SSL certificate?
- ✓ Does the certificate show correctly in all browsers?

4. Robots.txt

- ✓ Has the robots.txt file been created?
- ✓ Does it accidentally disallow the crawling of important pages?
- ✓ Has it been added to Search Console?
- ✓ [Google Robots.txt Tester](#)

5. Check the Page Speed

- ✓ Does the website load fast enough on desktop and mobile?
- ✓ Are there any scripts that load partially?
- ✓ Does rendering take too long?
- ✓ [Google PageSpeed Insights](#)

6. Check the Mobile-friendliness of the Website

- ✓ Does the website render correctly on mobile?
- ✓ Is the website design responsive?
- ✓ Does the mobile view block any important elements?
- ✓ Does the mobile view hamper user experience in any way?

- ✓ [Google Mobile-View Tester](#)

7. Check for Duplicate Content

- ✓ Is there any duplicate content?
- ✓ Have canonical elements been used to good effect?
- ✓ Do duplicate content URLs share any relevant backlinks?
- ✓ [Copyscape.com](#)

8. Check for Structured Data Markup

- ✓ Does the website use the best schema practices?
- ✓ Do the search engines recognise all the structured elements?
- ✓ **Check via: Google Search "*site:you-url*"**