



# Template: Technical SEO Optimization Checklist

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Based on Article: "The Role of Technical SEO in Your Content Optimization Strategy"

A practical checklist to enhance your website's technical SEO for better content visibility and performance.

## Checklist Items:

- 1. Audit Crawlability**  
Ensure that search engine bots can access all crucial pages on your website. Check your robots.txt and resolve any HTTP errors.  
Reference Section: Site Architecture, Crawlability & Indexing
- 2. Verify Indexability**  
Use tools to check for stray 'noindex' tags or incorrect canonical tags that may be preventing your content from appearing in search results.  
Reference Section: Technical SEO and Why It Matters for Content
- 3. Optimize Site Architecture**  
Implement a clear silo structure and enhance internal linking to prioritize high-quality pages and improve link equity distribution.  
Reference Section: Technical SEO and Why It Matters for Content
- 4. Increase Page Speed**  
Compress images, enable caching, and defer JavaScript loading to improve load times and Core Web Vitals scores, enhancing user engagement.  
Reference Section: Technical Component
- 5. Implement Structured Data**  
Add JSON-LD schema to your content to help search engines understand content intent and to enable rich snippets in search results.  
Reference Section: Technical Component
- 6. Create a Clean XML Sitemap**  
Generate an XML sitemap that includes only canonical URLs, and arrange them by priority to assist in better indexing.  
Reference Section: Site Architecture, Crawlability & Indexing
- 7. Validate Robots.txt and Sitemap**  
Use Google Search Console to test your robots.txt and sitemap to ensure proper configuration and that all important pages are discoverable.  
Reference Section: Site Architecture, Crawlability & Indexing

## 8. Optimize URL Structure

Ensure that URLs are descriptive and keep them short. Avoid unnecessary parameters in URL paths for clarity and effectiveness.

Reference Section: URL structure, redirects and canonicals

## 9. Check for Redirects and Canonicals

Verify that 301 redirects are used for permanent moves and ensure canonical tags are correctly pointed to indexable pages to avoid duplicate content issues.

Reference Section: URL structure, redirects and canonicals