

# SEO Technical Checklist

Technical Optimization will remove technical barriers and ensure the website is set up for maximum performance.

## 1 HTML / JavaScript

### Do's

- ☐ Do use heading tags only in <body> of page
- ☐ Do have a single, unique <h1> per page
- ☐ Do make easily customizable in content management system
- ☐ Do ensure all JavaScript and HTML is indexable by search engines

### Don'ts

- ☐ Don't assign headings based only on styling
- ☐ Don't use hidden elements
- ☐ Don't rely solely on JavaScript to display SEO-important content

## 2 URLs / Structure

### Do's

- ☐ Do separate all words with a hyphen (-)
- ☐ Do keep file structure as flat as possible. The fewer folders, the better

### Don'ts

- ☐ Don't include strings of letters/numbers (keep user friendly)
- ☐ Don't repeat words/phrases

## 3 Image Optimization

### Do's

- ☐ Do use only high-resolution images
- ☐ Do reduce file size to smallest possible
- ☐ Do choose best file type
- ☐ Do provide three elements to optimize for every image
  - File name
  - Image alt text
  - Image title tag

### Don'ts

- ☐ Don't use excessively large files
- ☐ Don't rely on universal image files (should be unique to page)
- ☐ Don't use background images

## 4 Schema

### Do's

- ☐ Do use Schema as much as possible
- ☐ Do provide editing functionality in content management system
- ☐ Do implement different elements on different pages as appropriate; not necessarily universal
- ☐ Do validate using Google Search Console

### Don'ts

- ☐ Don't use non-standard Schema
- ☐ Don't implement using unconventional methods

## 5 Meta Data

### Do's

- ☐ Do make <title> and <description> elements customizable in content management system
- ☐ Do include Open Graph (OG) meta data, separate from standard metadata

### Don'ts

- ☐ Don't repeat metadata on multiple pages
- ☐ Don't generate metadata programmatically

## 6 Redirects

### Do's

- ☐ Do use 301 redirects by default
- ☐ Do redirect to closely-related content as much as possible

### Don'ts

- ☐ Don't redirect to homepage and category pages unless no other possible option
- ☐ Don't create redirect chains (2 or more redirect in a row)

## 7 Canonical Tags

### Do's

- ☐ Do include canonical tags on all duplicate pages
- ☐ Do include canonical tags on pages with little variation, such as different colors of same product
- ☐ Do put same canonical tag on page being canonicalized AND page canonicalized to
- ☐ Do provide editing functionality in CMS

### Don'ts

- ☐ Don't set canonicalize to homepage
- ☐ Don't include more than one canonical per page

## 8 XML Sitemap

### Do's

- ☐ Do ensure all active pages are included
- ☐ Do set up to programmatically update
- ☐ Do optimize using appropriate <changefreq> and <priority> tags

### Don'ts

- ☐ Don't include any URL that isn't current, preferred, and indexable
- ☐ Don't place anywhere but on root directory of site