



FREE CHECKLIST · SUMMARY

Technical SEO checklist for service websites

28 checks in 11 groups. Search engines can only rank what they can reach.



SWIPE →



GROUPS 1 - 3

Reach it, once, at one address.

01

Crawl and index

robots.txt lets crawlers in, the sitemap lists only pages you want found, drafts sit behind a noindex gate.

02

Canonicals and duplicates

Every page names itself; parameters, slashes and copies collapse to one URL.

03

Redirects

http and www in one hop, a planned 301 or 410 for old URLs, no chains or loops.



GROUPS 4 - 6

Honest codes, true markup, fast pages.

04

Status codes and links

Missing pages return a real 404; internal links don't break or bounce.

05

Structured data

JSON-LD that parses, markup that matches the page, no ratings you can't show.

06

Performance basics

Real-user data first, images with their size, scripts that wait their turn.



GROUPS 7-9

Phones, links and what search sees.

07

Mobile

The same content on phone and desktop; nothing scrolls sideways.

08

Internal linking

No orphan pages; public pages never link drafts or dead crumbs.

09

Analytics and Search Console

Search Console and Bing verified, one analytics tag, consent respected.



GROUPS 10-11

Count leads, target real markets.

10

Conversion tracking

Lead event on success only, no personal data, marked as a key event.

11

Local and international

One page per service, not per city; one English page for the US, UK and Australia; hreflang only when localized.



AUDIT ORDER

Reach it, read it, **then measure it.**

robots.txt and sitemap, status and redirects, index signals, the page, internal links, Search Console, lead events, then the same checks every week. Every check, with why and how, is on the page.

[Read the full checklist →](#)

teqprotech.com/resources/website-technical-seo-audit-checklist

