

■ Technical SEO Checklist 2025

The essential guide to performance, crawlability, and visibility

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👋 Introduction

Technical SEO is the foundation of your website's visibility. Without it, even the best content and backlinks may never perform.

This checklist is designed for both **business owners** and **technical marketers**. Every item includes:

- **What it means** (plain English)
- **Why it matters** (impact on business & SEO)
- **How to check/fix** (practical steps & tools)

👉 SEO in 2025 is harder to “game.” Google expects fast, secure, well-structured websites that genuinely serve users. This checklist gives you the framework to make sure your site is technically flawless.

1. Crawlability & Indexing

✅ Robots.txt configured correctly

- **What:** File that tells Google what it can/can't crawl.
- **Why:** Mistakes can block your whole site.
- **How:** Check yourdomain.com/robots.txt. Allow important areas.
- **Tools:** Google Search Console (Coverage), Screaming Frog.

✅ XML sitemap submitted in GSC

- **What:** A roadmap of your site.
- **Why:** Helps Google find important pages quickly.
- **How:** Create an XML sitemap and submit in Search Console.
- **Tools:** Yoast, RankMath, Screaming Frog.

✅ No accidental noindex tags

- **What:** A tag that excludes pages from Google.
- **Why:** Easy to hide important content by mistake.
- **How:** Check HTML for `<meta name="robots" content="noindex">`.
- **Tools:** Screaming Frog, Sitebulb.

✓ Canonical tags in place

- **What:** Tell Google the “main” version of a page.
- **Why:** Prevents duplicate content issues.
- **How:** Add `<link rel="canonical" href="URL">`.
- **Tools:** Screaming Frog.

✓ Crawl budget not wasted

- **What:** Google only crawls so much.
 - **Why:** Thin or duplicate pages waste it.
 - **How:** Consolidate or remove low-value URLs.
 - **Tools:** Log file analysis.
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2. Site Architecture & Internal Linking

✓ Pages reachable within 3 clicks

- **What:** Navigation depth.
- **Why:** Google prioritises easily accessible content.
- **How:** Simplify menus, flatten structure.
- **Tools:** Screaming Frog crawl depth report.

✓ Clean, descriptive URLs

- **What:** Simple, keyword-friendly web addresses.
- **Why:** Helps both SEO and user understanding.
- **How:** Use `/seo-leads/` not `/page?id=123`.

✓ Hub & spoke model used

- **What:** Main landing page supported by related blogs.
- **Why:** Builds topical authority.
- **How:** Link all relevant blogs back to service pages.

✓ Internal linking optimised

- **What:** Links within your site.
- **Why:** Spreads authority and guides users.
- **How:** Use descriptive anchors (e.g. “SEO services in Leeds”).

✅ **Breadcrumbs added**

- **What:** Navigation trail at the top of pages.
 - **Why:** Improves UX and context for Google.
 - **How:** Enable in CMS or theme.
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3. Performance & Core Web Vitals

✅ **LCP under 2.5s**

- **What:** Time for main content to load.
- **Why:** Slow sites lose users.
- **How:** Optimise images, caching, CDN.
- **Tools:** PageSpeed Insights.

✅ **CLS under 0.1**

- **What:** Page stability (no layout shifts).
- **Why:** Prevents clicks on moving buttons.
- **How:** Set image dimensions, stabilise ads.

✅ **INP under 200ms**

- **What:** Time for site to respond to clicks.
- **Why:** Poor responsiveness kills UX.
- **How:** Optimise scripts, reduce JS.

✅ **Optimised images**

- **What:** Compressed, next-gen formats (WebP/AVIF).
- **Why:** Images are the #1 cause of slow pages.
- **How:** Use tools like TinyPNG, ShortPixel.

✅ **Caching & CDN in place**

- **What:** Stores and delivers assets faster.
- **Why:** Reduces repeat load times and global latency.
- **How:** Enable via server or plugins (Cloudflare).

4. Server Technology

✓ VPS or cloud hosting used

- **What:** Hosting environment.
- **Why:** Shared hosting is often too slow.
- **How:** Upgrade to VPS or cloud (AWS, Azure).

✓ Server in right location

- **What:** Where your site is hosted.
- **Why:** Closer servers = faster local SEO.
- **How:** Use UK servers for UK businesses.

✓ HTTP/2 or HTTP/3 enabled

- **What:** Modern protocols.
- **Why:** Faster resource delivery.
- **How:** Ask host to upgrade.

✓ 99.9% uptime minimum

- **What:** Availability of site.
- **Why:** Downtime costs traffic and rankings.
- **How:** Monitor uptime with Pingdom.

✓ Log files analysed

- **What:** Server crawl records.
- **Why:** Shows how Googlebot sees your site.
- **How:** Review monthly with Screaming Frog Log Analyser.

5. Structured Data & Schema

✓ JSON-LD schema used

- **What:** Structured data format.
- **Why:** Google's preferred method.
- **How:** Add via CMS/plugin or manually.

✓ LocalBusiness schema applied

- **What:** Tells Google your NAP (Name, Address, Phone).

- **Why:** Boosts local SEO.
- **How:** Add to Contact/About pages.

✓ **Product/Review schema added**

- **What:** For e-commerce or services.
- **Why:** Enables rich snippets (stars, pricing).

✓ **FAQs marked up**

- **What:** Frequently asked questions.
- **Why:** Eligible for People Also Ask results.

✓ **Validate all schema**

- **How:** Use Google Rich Results Test.
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6. Security & Accessibility

✓ **HTTPS sitewide**

- **What:** Secure protocol.
- **Why:** Google expects all sites to be HTTPS.

✓ **No mixed content**

- **What:** Secure + insecure assets together.
- **Why:** Causes browser warnings.

✓ **Alt text for all images**

- **What:** Describes images.
- **Why:** Helps SEO + accessibility.

✓ **ARIA roles & semantic HTML**

- **What:** Improves accessibility.

✓ **WCAG compliance checked**

- **How:** Run tests with WAVE or axe.
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7. AI & Future-Proofing

✓ **Content structured for questions**

- **Why:** AI search loves conversational queries.

✓ **FAQs added to service pages**

- **Why:** Boosts AI summaries + PAA results.

✅ **Schema aligned with AI**

- **Why:** Structured data fuels AI answers.

✅ **AI tools for audits used**

- **Why:** Save time on routine checks.
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⚡ **Quick Wins (1-Page Summary)**

- Submit XML sitemap in Google Search Console
 - Optimise images (WebP/AVIF)
 - Add LocalBusiness schema
 - Check Core Web Vitals (LCP/CLS/INP)
 - Enable HTTPS across the site
 - Review robots.txt and fix errors
 - Run a Screaming Frog crawl and fix red flags
 - Monitor uptime with Pingdom
 - Add FAQs to at least one service page
 - Test accessibility with WAVE
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📚 **Resources**

Free tools:

- Google Search Console
- PageSpeed Insights
- Screaming Frog (free crawl)
- GTmetrix
- WAVE Accessibility Tool

Paid tools:

- SEMrush
 - Ahrefs
 - Screaming Frog Log File Analyser
 - Sitebulb
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Closing Note

Technical SEO doesn't need to be overwhelming. This checklist gives you a roadmap — but if you'd like expert eyes on your site, we'd be happy to help.