

SEO IT CHECKLIST SOP

Aim- To make sure that technical SEO issues are all included in this technical checklist.

Ideal Outcome: The executor of this SOP receives a comprehensive technical SEO strategy that will be sent to the IT team which helps to understand the state of a specific webpage, along with specific action steps on what to do next to increase organic traffic from search engines.

Below is the checklist for technical aspects-

- ❖ **Favicon**
- ❖ **Legible Font Sizes**
- ❖ **Google Accelerated Mobile Pages (AMP)**
- ❖ **JavaScript Errors**
- ❖ **Social Media Icon visible**
- ❖ **Form validations**
- ❖ **Site Loading Speed Test (Mobile)**
- ❖ **Site Loading Speed Test (Desktop)**
- ❖ **URL Canonicalization Test**
- ❖ **Create a custom 404 page and redirect all 404 pages**
- ❖ **FCP contains user engaging content and loads between 2000 and 4000 ms**

That's it! You now have a comprehensive overview of your technical SEO issues.