



CAMPFIRE
SEO

TECHNICAL SEO

DEEP-DIVE

CHECKLIST

HOW TO USE THIS CHECKLIST

Print or Open in Your Editor

Download and print this checklist (or open it in your favorite PDF/Doc editor).

Work Section by Section

Each checkbox represents a critical technical SEO task. Start at the top (“Crawlability & Indexing”) and move downward.

- Read the brief explanation to understand why it matters.
- Perform the check using the recommended tool or method.
- Tick the box once it’s verified or fixed.

Track Your Progress

Use the blank space next to each item to note dates, tool findings, or action steps.

Repeat Quarterly

Technical SEO is not a one-and-done. Revisit this checklist every 3–4 months to catch new issues and ensure your site stays healthy, fast, and crawl-friendly.

Benefit	What It Means for You
 Faster Page Loads	Happier visitors, lower bounce rates, and potential ranking boosts.
 Mobile-Ready Experience	Reach more users (and Google’s mobile-first index) with a responsive design.
 Stronger Crawl Coverage	Complete indexing of your important pages— no hidden or orphaned content.
 Enhanced Search Visibility	Rich snippets and better rankings through schema and clean architecture.
 Reduced Technical Debt	Proactively catch and fix issues before they become costly problems.

TECHNICAL SEO DEEP DIVE

Checklist

CRAWLABILITY & INDEXING

Ensure search engines can crawl and index all important pages.

- ☐ Check your robots.txt file (no unintended "Disallow").
- ☐ Maintain an up-to-date XML sitemap and submit it to Google Search Console.
- ☐ Use Search Console's Coverage report to fix any crawl or index errors.

SITE STRUCTURE & HIERARCHY

Organize your site so key pages are just a few clicks from the homepage.

- ☐ Create clear categories and subcategories.
- ☐ Implement breadcrumb navigation.
- ☐ Ensure no "orphan" pages exist (every page gets at least one internal link)

PAGE SPEED & CORE WEB VITALS

Optimize load performance for better UX and rankings.

- ☐ Aim for LCP < 2.5 s, FID < 100 ms, CLS < 0.1 (use PageSpeed Insights).
- ☐ Compress images, minify CSS/JS, enable browser caching, and consider a CDN.

MOBILE-FRIENDLINESS

Verify your site adapts seamlessly to all screen sizes.

- ☐ Use responsive design.
- ☐ Test with Google's Mobile-Friendly Test and resolve any issues.

STRUCTURED DATA & SCHEMA

Help search engines understand your content and enable rich results.

- ☐ Add relevant JSON-LD schema (Article, FAQ, Product, etc.).
- ☐ Validate with Google's Rich Results Test.

INTERNAL LINKING

Connect related pages to guide users and distribute ranking power.

- ☐ Use descriptive anchor text.
- ☐ Link from high-authority pages to deeper content.
- ☐ Avoid excessive or irrelevant links.

REDIRECTS, 404 PAGES, & BROKEN LINKS

Fix dead ends and preserve link equity.

- ☐ Identify 404s via Search Console or a crawler tool.
- ☐ Implement 301 redirects for moved or deleted URLs.
- ☐ Maintain a helpful custom 404 page.

HTTPS & SECURITY

Ensure all pages load securely over HTTPS.

- ☐ Install a valid SSL certificate.
- ☐ Redirect all HTTP traffic to HTTPS.
- ☐ Fix any mixed-content warnings (secure all resources).

CANONICALS & DUPLICATE CONTENT

CONTENT

Prevent duplicate-content issues and consolidate ranking signals.

- ☐ Use <link rel="canonical"> on duplicate or similar pages.
- ☐ Ensure consistent URL format (www vs non-www, trailing slash).