

Agency Technical SEO QA Checklist

A practical checklist for reviewing client websites before and after technical changes.

- Start with the baseline
- Review crawlability & indexation
- Check links, pages & schema
- Verify implementation

1. Start with the baseline

Before recommending changes, understand the site's current technical state.

-  Confirm Google Search Console access
-  Review indexing status
-  Check robots.txt and XML sitemaps
-  Run and save an initial crawl

2. Check crawlability & indexation

Can search engines reach and index the pages that matter?

-  Look for unintended noindex directives
-  Review canonical signals
-  Investigate important crawl errors
-  Confirm key URLs are internally linked

3. Review links, pages & schema

Look beyond the crawl export and check key page signals.

-  Check broken and redirected internal links
-  Review titles, headings and canonicals
-  Validate relevant structured data
-  Confirm priority pages remain accessible

4. QA after implementation

A developer ticket marked complete still needs a final SEO check.

-  Test the original issue again
-  Recheck affected URLs and templates
-  Look for unexpected side effects
-  Verify the change on the live site

Before you close the ticket...

Make the handoff actionable for the next person.

-  Record affected URLs and evidence
-  Explain the expected behavior
-  Assign an owner and priority
-  Document the QA result and next action

Need help with technical SEO QA?

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