

Technical SEO Performance Checklist

Answer each question to evaluate whether your website is technically optimised to support stronger rankings, visibility, and lead generation from SEO.

1. Crawlablity & Indexation

Question	YES	NO	NOT SURE
Can Google easily crawl and index your most important pages?			
Are your XML sitemaps properly configured and up to date?			
Have you checked for indexation issues in Google Search Console?			
Are important pages free from accidental noindex tags or canonical errors?			
Is your robots.txt file correctly configured?			

2. Site Speed & Core Web Vitals

Question	YES	NO	NOT SURE
Does your website load quickly across desktop and mobile devices?			
Are your Core Web Vitals passing recommended thresholds?			
Have you optimised large images, scripts, and unnecessary code?			
Is your hosting and server performance supporting fast page delivery?			
Have you tested speed across your key landing pages?			

3. Website Architecture & Internal Linking

Question	YES	NO	NOT SURE
Is your site structure easy for users and search engines to navigate?			
Do your most valuable pages receive strong internal links?			
Have you identified and fixed orphan pages on your website?			
Is your URL structure clean, consistent, and SEO-friendly?			
Can users reach your key pages within a few clicks?			

4. Technical SEO Errors & Site Health

Question	YES	NO	NOT SURE
Have you fixed broken links, crawl errors, and redirect chains?			
Are duplicate content issues properly managed with canonicals or redirects?			
Is your website fully mobile-friendly across important templates?			
Have JavaScript rendering issues been checked and resolved?			
Are technical SEO issues monitored regularly instead of only once a year?			

5. Structured Data & Search Visibility

Question	YES	NO	NOT SURE
Have you implemented the right schema markup for your services?			
Is your structured data free from validation errors?			
Are your title tags and meta descriptions written to improve click-through rate?			
Do your pages clearly signal relevance to Google and potential customers?			
Are you using technical improvements to help your pages stand out in search?			

6. Technical Fix Implementation

Question	YES	NO	NOT SURE
Do you have a prioritised action plan based on impact and effort?			
Are technical recommendations actually being implemented, not just reported?			
Do your developers or SEO team validate fixes after they go live?			
Are SEO changes tested before they affect important live pages?			
Is every technical fix connected to rankings, traffic, leads, or revenue?			

7. Long-Term Technical SEO Growth

Question	YES	NO	NOT SURE
Do you regularly audit your website as it grows and changes?			
Are new pages checked for crawlability, speed, and indexation before launch?			
Do you monitor Google Search Console for new coverage and performance issues?			
Is your technical SEO strategy aligned with your wider SEO growth plan?			
Do you have a clear roadmap for turning technical SEO into more leads?			

Your Results

Total questions answered with NO or NOT SURE:

This field updates automatically in Adobe Acrobat and compatible PDF viewers after selecting your answers.

What Happens If You Answered "No" Or "Not Sure" On More Than 3 Questions?

There is a strong chance your website is not reaching its full potential - and that means technical issues could be costing you rankings, traffic, and leads every single month without realising it.

Most websites do not underperform because the business lacks expertise. They underperform because search engines cannot properly crawl, index, understand, or trust the pages that should be generating enquiries.

The good news? These issues are fixable.

At Visibility SEO, we help businesses uncover the technical problems holding their websites back - and turn underperforming sites into stronger, faster, more reliable organic growth engines.

Book your free technical SEO audit and we will show you:

- What is limiting your crawlability, indexation, and rankings
- Which technical issues are hurting performance the most
- Where your biggest SEO growth opportunities are
- Which fixes could have the biggest impact on traffic and leads

[Book Your Free Technical SEO Audit](#)