

WEBSITE HEALTH CHECKLIST

DOMAIN

DATE OF CHECKUP

HIGH-PRIORITY ITEMS

- Important URLs are indexed and followed
- Updated internal links
- Using XML Sitemaps
- Pages load in less than 2 seconds
- Important page titles are optimized for keywords
- Site is mobile-friendly
- Fixed known 404s
- All URLs use a standardized format
- Rel canonical tags are implemented
- Implemented href lang tags if needed
- Site has a valid SSL certificate

LOWER PRIORITY ITEMS

- All meta descriptions are unique
- Software is up to date
- Images contain alt text; files are compressed
- HTML code has been streamlined
- Crawl depth is less than 4 clicks
- Broken/missing media files have been fixed
- Disavowed spammy backlinks