FREE FIELD SHEET · Nº 003
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KEYWORD
SEO

THE TECHNICAL SEO CHECKLIST

Crawl, index, speed, in the order that actually matters

CHECKS	DO FIRST	PARTS	COST
35	5	6	Free



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10+ yrs · $5M+ ad spend managed · 150+ page-one rankings

Ordered by dependency, not by difficulty. A page that can't be crawled can't be indexed, and a page that isn't indexed cannot rank no matter how fast it loads.

ON THIS SHEET

1	Can Google reach it?	8 CHECKS
2	Is it indexed, and only once?	6 CHECKS
3	Core Web Vitals	6 CHECKS
4	Rendering and JavaScript	5 CHECKS
5	Structured data	5 CHECKS
6	Security and infrastructure	5 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/SEO

PART 1 OF 6 — 8 CHECKS

Can Google reach it?

Everything downstream depends on this. Fix in this order.

- [ ] 1.1 DO FIRST

robots.txt does not block anything you want indexed

Check in Search Console's robots.txt report, not by eye.

- [ ] 1.2

No accidental noindex on template pages

One noindex in a shared header can de-index an entire section.

- [ ] 1.3

XML sitemap lists only canonical, indexable, 200-status URLs

A sitemap full of redirects and 404s trains Google to trust it less.

- [ ] 1.4

Sitemap is submitted and reporting no errors in Search Console

- [ ] 1.5

Internal linking reaches every important page in 3 clicks or fewer

Crawl depth correlates with how often a page gets recrawled.

- [ ] 1.6

Orphan pages identified

A page with no internal links is invisible to crawlers.

- [ ] 1.7

Crawl budget is not being spent on faceted or parameter URLs

Common on ecommerce. Check the crawl stats report.

- [ ] 1.8

Server returns proper status codes

A soft 404 returning 200 keeps dead pages in the index.

PART 2 OF 6 — 6 CHECKS

Is it indexed, and only once?

- [ ] 2.1 DO FIRST
Canonical tags are self-referencing on every indexable page

- [ ] 2.2
No duplicate content across www/non-www or http/https

- [ ] 2.3
Pagination handled without splitting authority

- [ ] 2.4
hreflang is correct and reciprocal if you serve multiple markets
Relevant for UAE, UK and US targeting from one domain.

- [ ] 2.5
Search Console coverage report has no unexpected exclusions
'Crawled, currently not indexed' usually means a quality signal, not a technical one.

- [ ] 2.6
Staging and dev environments are not indexed
Search your domain with site: and look for surprises.

PART 3 OF 6 — 6 CHECKS

Core Web Vitals

Measured at the 75th percentile of real visitor data, 75% of visits must be good for the page to pass. Field data, not lab data.

- [ ] 3.1 DO FIRST
LCP under 2.5 seconds
The largest visible element must paint within 2.5s. Highest commercial impact of the three.

- [ ] 3.2 DO FIRST
INP under 200 milliseconds
Interaction to Next Paint. The most commonly failed vital, and the hardest to fix, because it usually means too much JavaScript.

☐ 3.3

CLS under 0.1

The easiest to fix: set explicit width and height on images and reserve space for ads and embeds.

☐ 3.4

Fix whatever is in the 'poor' band first, then INP, then LCP, then CLS

That order maximises both ranking benefit and conversion benefit.

☐ 3.5

Checked in CrUX field data, not just Lighthouse

Lighthouse is a simulation. Google ranks on what real visitors experienced.

☐ 3.6

Mobile checked separately from desktop

They are scored separately and mobile is almost always worse.

PART 4 OF 6 — 5 CHECKS

Rendering and JavaScript

☐ 4.1 DO FIRST

Primary content is in the HTML, not injected client-side

Use the URL Inspection tool's rendered HTML view to confirm what Google actually sees.

☐ 4.2

Internal links are real anchor tags with href attributes

A div with a click handler is not a link and will not be followed.

☐ 4.3

Critical CSS inlined, non-critical deferred

☐ 4.4

Third-party scripts audited for what they cost you

Tag managers accumulate. Most accounts have tags nobody remembers adding.

☐ 4.5

Images use modern formats and lazy-load below the fold

Never lazy-load the LCP element itself. It delays the exact thing being measured.

PART 5 OF 6 — 5 CHECKS

Structured data

- [ ] 5.1
Organization and WebSite schema on the homepage

- [ ] 5.2
Article or Product schema on the pages that warrant it

- [ ] 5.3
BreadcrumbList matches the visible breadcrumb

- [ ] 5.4
FAQ schema only where the FAQ is genuinely on the page
Marking up content that isn't visible is a manual-action risk.

- [ ] 5.5
Validated in the Rich Results Test, not just a linter
Valid JSON-LD and eligible for rich results are two different things.

PART 6 OF 6 — 5 CHECKS

Security and infrastructure

- [ ] 6.1
HTTPS everywhere with no mixed content warnings

- [ ] 6.2
HSTS header set

- [ ] 6.3
Redirects are single-hop 301s
Chains leak authority and slow every crawl.

☐ 6.4

CDN serving static assets from an edge close to your market

For UAE traffic, check where your origin actually is.

☐ 6.5

Server response time under 600ms (TTFB)

A slow TTFB caps your LCP before any front-end work can help.

THE ONE THAT PAYS FASTEST

INP. 43% of sites still fail it, it's a confirmed ranking signal, and the fix, cutting main-thread JavaScript, also improves conversion rate on the same pages. Two results from one piece of work.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
- **Instagram** @ihamza.jameel
- **YouTube** @ihamzajamil

SOURCES

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2. INP replaced FID as a Core Web Vital in March 2024, developers.google.com/search/blog
3. Google Search Central documentation, developers.google.com/search/docs