The Mega Technical SEO Actionable Checklist

First, I will give you the mega list, so your eyes bleed. Just kidding, I mean, so you know how deep this stuff can get. Then I will give you a more manageable list you can take action on.

The second list is the one that's more actionable for C-level folks and partners.

Site Architecture – URL Structure – Getting Pages Indexed

• Make sure your pages and assets are crawlable (don't add a Noindex tag by mistake)
• Make sure your content is actually indexed (Use Google Search Console)
• Test your robots.txt file for "typos" and make sure you are not disallowing, or blocking, good content
• Use an XML sitemap and keep it updated
• Review blocked resources (hashbang URLS) with the Fetch as Google tool
• Optimize your crawl budget (See Search Console >Crawl > Crawl Stats)
• Set up permanent 301 redirects (not temporary 302's) when launching a new website
• Do not use meta refresh for moving a site
• Use hreflang for language and regional URLS
• Use HTTPS, so your site is secure
• Make your URLs simple for users and search engines vs. "index.php?p=367595."
• Add breadcrumbs for better navigation and indexing
• Fix 404 errors, and fix broken links (internal and external)
• Avoid indexing multiple versions of homepage (e.g. www. vs. non www.)
• Rel=canonical can be used for multiple versions of the same content
• Use structured data markup / schema.org
• Avoid canonicalizing blog pages to the root of the blog
• Declare the default language of your site

Content Optimization (This is directly related to technical issues)

- Make sure title and meta-descriptions exist, are unique and the right length
- Use H1 tags for main topic heading, H2 for sub-topics, etc.
- Fix broken images
- Add ALT tags to images
- Get rid of duplicate content
- Review pages with low text-to-HTML ratio and add more content

Usability and Links

- Improve poor mobile experience
- Improve website navigation
- Improve the amount of helpful links to internal pages
- Keep a reasonable number of links on each page
- Remove spammy / bad links to your website

Website Loading Speed Time

- Limit the number of resources
- Improve server response time
- Optimize images for size and quality
- Reduce the number of redirects and remove redirect loops
- Make a browser cache policy
- Minimize render-blocking JavaScript and CSS

Need some aspirin? Here is a more manageable list to start with. For many of you who are not digital marketers or technical SEO experts, the first list might have been a lot to take in. That's why we've included this checklist you can use each time you run a technical SEO audit on your law firm's website.

Technical Analysis Checklist: Top 12 Action Items

1. Make sure URLs follow the same format and make them easy to understand.
2. Implement an XML sitemap to get pages indexed.
3. Use a robots.txt file to direct search engines.
4. Set up secure browsing (HTTPS)
5. Use breadcrumbs for improved navigation and indexing.
6. Create a 404 error page to handle broken links.
7. Make sure you use permanent 301 redirects versus temporary 302 redirects.
8. Limit the number of redirects.
9. Check for duplicate content and remove it (including having two home pages indexed).
10. Correct any title and meta-tag issues (missing, duplicate, length).
11. Improve mobile load time.
12. Make your website's user experience mobile-ready and responsive.

Use our book *Content Marketing and SEO for Law Firms* or blog – including this post: https://www.legalmarketingreview.com/seo/technical-seo-ranking-factors/ to help guide you through each of the steps.

Keep this action item list handy and or give it to your marketing and web development team. If they do not understand it, it's time for a new team, at least for this highly specialized process.