



## Checklist 15: How to Fix Technical SEO Problems?

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*If the SEO problems only influence a small percentage of your overall website traffic and performance, it isn't a big deal. You should let it go and focus on the real and bigger picture. However, if the issues are big, you should look into it. Here's how you can debug technical SEO problems:*

- 1 Pick out a few pages for example. Choose Web Pages you can focus and concentrate on.
- 2 Your sample page should be representative of your website.
- 3 Find out and determine if Google can crawl the page.
- 4 How to see if crawlers can access your site:

Use Robots.txt. Check its checker by going into Google Search console and determine if your website is interacting and communicating with the crawlers.

Confirm with Googlebot user agents. See if you can open the URL for the page you are checking by opening up Dev tools.

Make sure Google's Smartphone crawler has access to your site.

View your IP address and try VPN.

- 5 Always look for signs of mixed messages to Google's crawlers.

Notes

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- 6 Places, where you can check for directive inconsistencies, are:
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- Sitemap
  - HTTP headers
  - Settings of Google Search console
- 7 Check for the consistency with crawling. Go to your log files and get an idea about what the search engine is seeing when it crawls your pages.
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- 8 Determine consistency by:
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- Plotting status codes
  - Check if Google is downloading all resources for the pages you are viewing.
  - Compare the maximums and minimums with your resources and look for differences that suggest issues.
- 9 Use Fetch and render and other mobile-friendly test tools to see if Google is seeing what you're seeing.
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- 10 Get a better idea about what Google might be encountering.
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- 11 Look at Google's cache, disable JavaScript to avoid it from running on the cached version.
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*Notes*



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- 12 Do site searches for specific content.
  
- 13 Store the rendered document object model from Googlebot. It will display what is wrong with relevance to technical SEO elements.
  
- 14 Check for other issues like improper HTTPS configuration.
  
- 15 Look for errors like poorly constructed or invalid HTML.
  
- 16 Search for issues with the implementation or configuration. (AMP)

*Notes*