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GROWTH · CHECKLIST

# Technical SEO Checklist

The technical foundations that make a site discoverable.

**NWARRAH**

Systems, software & applied AI — engineered to last.

Technical SEO is the plumbing search engines rely on. Fix these before investing in content.

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## Crawlability

- robots.txt allows important pages, blocks admin/private.
- XML sitemap generated and submitted.
- No accidental noindex on live pages.
- Canonical tags set to avoid duplicate content.

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## On-Page

- Unique title (<60 chars) and description (<160 chars) per page.
- Single H1 per page; logical heading hierarchy.
- Descriptive, keyword-aware URLs.
- Image alt text present and meaningful.

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## Structured Data

- JSON-LD schema for org, breadcrumbs, articles.
- OpenGraph and Twitter card tags set.

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## Performance & Mobile

- Core Web Vitals in the green.
- Mobile-friendly and responsive.
- HTTPS enforced site-wide.