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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN WEBSITES

Technical SEO checklist: ten checks for your site.

Use these checks to find the technical problems that stop good content ranking. Tick each one your site passes.

- [ ] 01 **Important pages are indexed** — Indexing
  Search Console's Pages report shows key pages indexed, with reasons for any that are not.
- [ ] 02 **robots.txt blocks nothing important** — Crawling
  No leftover development rules blocking pages or resources.
- [ ] 03 **XML sitemap is current and submitted** — Discovery
  Lists live pages only, submitted in Search Console.
- [ ] 04 **HTTPS everywhere** — Security
  Every page loads securely, with old http addresses redirected.
- [ ] 05 **Largest Contentful Paint is fast on mobile** — Core Web Vitals
  The main content appears quickly in PageSpeed Insights.
- [ ] 06 **Interaction to Next Paint is responsive** — Core Web Vitals
  Buttons and menus respond quickly when tapped.
- [ ] 07 **Cumulative Layout Shift is low** — Core Web Vitals
  Nothing jumps around while the page loads.
- [ ] 08 **Mobile-friendly layout** — Mobile
  Text readable and buttons tappable without zooming.
- [ ] 09 **Clean structure and internal links** — Structure
  Important pages reachable in a few clicks, no broken links or redirect chains.
- [ ] 10 **Structured data where relevant** — Rich results
  Organisation, local business, article and FAQ markup validated.

Common speed fixes

Compress and resize images, remove unused plugins and scripts, use caching and a content delivery network, and choose hosting suited to your traffic.

Tools to use

Google Search Console, PageSpeed Insights and the Rich Results Test are free and show most technical problems.

Full guide: high10.com.au/blog/technical-seo-core-web-vitals

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