

# ■ Insert A Quarter – SEO & Monitoring Maintenance Checklist

## 1. Google Search Console (GSC)

- ☐ Open Search Console → <https://search.google.com/search-console/>
- ☐ Check Coverage → Indexed Pages — confirm all key pages are indexed
- ☐ Go to Sitemaps → ensure <https://insertaquarter.com/sitemap.xml> status is Success and “Last read” date is recent
- ☐ Use URL Inspection on a new/recent page to “Request Indexing” if needed

## 2. Structured Data

- ☐ Test home page & one game page in Schema.org Validator → <https://validator.schema.org/>
- ☐ Confirm WebSite and VideoGame objects parse with 0 errors, 0 warnings
- ☐ Run Rich Results Test → <https://search.google.com/test/rich-results> — confirm no unexpected errors

## 3. Social Preview (OG/Twitter Cards)

- ☐ Open Facebook Debugger → <https://developers.facebook.com/tools/debug/> → paste homepage → Scrape Again
- ☐ Confirm image, title, description load correctly
- ☐ Paste homepage link into Twitter/X → confirm preview card renders with image + text

## 4. Uptime Monitoring

- ☐ Log in to UptimeRobot → <https://uptimerobot.com/>
- ☐ Confirm Insert A Quarter monitor status is Up
- ☐ Confirm email alerts still work (test notification if needed)

## 5. 404 Monitoring

- ☐ Check Insert A Quarter 404 Test monitor in UptimeRobot → should show Down (since it's a fake URL returning 404)
- ☐ Manually visit <https://insertaquarter.com/this-should-404-test> → confirm custom 404 page appears and returns a real 404 status

## 6. Optional SEO Extras

- ☐ Run a Lighthouse check (npm run test:lighthouse if local) → confirm scores ≥90
- ☐ Run a link check (Linkinator or similar) → confirm no broken links
- ☐ Re-check meta descriptions (index, merch, leaderboard, achievements, each game page) are concise and unique

