{Client Name}

Technical Review

Date

Overview

In this section provide a brief overview of the technical factors impacting the site. Address how correcting these issues will help improve their SEO. This should be a minimum of 100 words. Note that this is a very basic technical review, but as you learn more about Technical SEO through practice or other learning materials, you would build out a more extensive document covering your findings.

Robots.txt

Provide your feedback on the sites Robots.txt, or lack of, in this section.

Site Errors

Provide a brief overview of the site errors found, and then list some of the critical issues by pasting from an excel document. If you ran into a large amount of errors, then it’s advisable to address the types of errors you are running into, and then attach an excel file of the errors separately.

For example

**404 Errors:**

List how many 404 errors were discovered when crawling the site. What might be the cause of these errors so they can develop a better method of error prevention in the future. What is your ultimate recommendation for these errors, and is another sheet attached? If only a few errors, you may choose to list them here or keep them in a separate attached document.

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| Page | Error | Recommendation |
| [www.exampleurl.com/page](http://www.exampleurl.com/page) | 404 | what is your recommendation. Do you recommend redirecting? If so, where? |
| [www.exampleurl.com/page](http://www.exampleurl.com/page) | 404 | what is your recommendation. Do you recommend redirecting? If so, where? |
| [www.exampleurl.com/page](http://www.exampleurl.com/page) | 404 | what is your recommendation. Do you recommend redirecting? If so, where? |
| [www.exampleurl.com/page](http://www.exampleurl.com/page) | 404 | what is your recommendation. Do you recommend redirecting? If so, where? |
| [www.exampleurl.com/page](http://www.exampleurl.com/page) | 404 | what is your recommendation. Do you recommend redirecting? If so, where? |
| [www.exampleurl.com/page](http://www.exampleurl.com/page) | 404 | what is your recommendation. Do you recommend redirecting? If so, where? |

Repeat this process for major errors you discovered. Mention what each error-type means, and what your recommendations are for correcting it.