| Checklists | Status | Current Status | Remarks |
|---|---|---|---|
| | | | |
| Latest version of CMS (WordPress) | ☐ | WordPress was not updated to the latest version. | |
| Latest version of Plugins (WordPress) | ☐ | Plugins were not updated to the latest version. | |
| Set up GSC and GA | ☐ | GSC and GA will be setup after the site goes live. GSC and GA are already setup for current live PFD. | |
| Review XML Sitemap | ☐ | Some pages are missing from staging site and the url strucuture is also not same with the live site. However, the posts are all same. | |
| Review HTML sitemap in the website | ☐ | No HTML sitemap on the website | |
| Review Robots.txt | ☐ | Currently, the staging website is stopped from crawling. Added screaming frog user agent. | |
| Check malware in GSC | ☐ | No GSC access for staging. It will be checked once the site goes live. | |
| Check manual penalty in GSC | ☐ | No GSC access for staging. It will be checked once the site goes live. | |
| Claim all 4 versions of website ( Review www redirects) | ☐ | Cannot be crawled | |
| Check for issues (5xx,4xx,3xx) | ☐ | No current issues | |
| Review Content Delivery Network (CDN) | ☐ | No CDN Detected. | |
| Make sure the website is mobile-friendly | ☐ | The site is responsive and mobile friendly. | |
| Improve mobile site speed | ☐ | Images need to be optimized, | |
| Check for HTTP(S) server errors | ☐ | No HTTP(s) server errors | |
| Review broken links | ☐ | No any broken links found. | |
| Improve site speed | ☐ | The images need to be addressed as checked from Google Page Speed Insights. | |
| Check structure issues (HTML/CSS) | ☐ | No HTML/CSS issues found. | |
| Check for URL structures | ☐ | The URL strucutre is changed. | |
| Check for duplicate content | ☐ | No duplicate contents | |
| Optimize meta titles with unique titles | ☐ | Although the SEO Plugin (Yoast) settings and data were imported, the pages' meta descriptons were not updated.Certain meta tags needs to be updated. | |
| Review HREFLANG | ☐ | There is no use in Hreflang tag. The site does not need Hreflang tag as it focues within a certain region only. | |
| Review schema | ☐ | Article Schema is present. The SEO Plugin (Yoast) generates the schema by default. | |

| | | |
|---|---|---|
| Review Open Graph Tags | ☐ | No missing open graph tags. However, OG image needs to be updated. |
| Review thin contents | ☐ | Some pages contain thin contents. |
| Maintain proper reverse SILO structure | ☐ | There are orphan pages that need to be addressed. |
| Collect primary, secondary, LSI keywords | ☐ | |
| Set up GMB | ☐ | The GMB is already setup. |
| Review publisher tag | ☐ | |
| Review proper citation signal (NAP) | ☐ | |
| Add Google Map in the footer | ☐ | A google map is present in the footer. |
| Set up footer correctly | ☐ | There was no Name of the business in the footer.The logo is created and added with the business name to maintain the NAP consistency. |
| Check for proper site title, tagline, and favicon | ☐ | There was no Favicon on the staging site.Favicon was added. |
| Check for social media page links | ☐ | Only one Facebook link is found as social media. |
| Check for demo pages and contents | ☐ | One dummy content page found. Also, a sample-page is published. |
| Check the links of the header, footer, sidebar. and menus | ☐ | All links redirect to the correct URL. |
| Compare Sitemap with Staging and Live site | ☐ | While comparing two sitemaps (posts and pages), posts are exactly the same while the page sitemap consists of pages that are different. We must consider the changed URLs, review them, and perform action accordingly. |
| Maintain existing redirects | ☐ | There are redirection available in the live site but, they are not valid now. They are redirected from the URLs that contain the dates. The staging site contains the final redirected URL itself. |
| Check for images loading issue | ☐ | No broken images.The blog posts are not displaying images. And the images are of higher size. |
| Review H1 tags | ☐ | No H1 found. The Page Title can be made H1. |