

Technical SEO Checklist

9 KEY AREAS TO CHECK



RIGHT
LEFT
AGENCY™

Intro

This editable checklist gives you a clear view of your SaaS website's technical health.

Use it with your marketing, product, and engineering teams to run through the checks together.

Come back to this checklist after big releases or once a month. Over time, it becomes a living system for keeping track.

Who We Are

We're **Right Left Agency**™, a woman-founded digital marketing agency that propels growing SaaS/B2B brands.

We do marketing with *both* sides of the brain, Right (for creative) and Left (for logic), meaning we optimize ROI for our clients through a mix of out-of-the-box visual assets *and* solid, data-backed strategy.

We're a collaborative partner to hungry, growing businesses to get them to that next level. If that sounds like your brand, let's talk scale!

80%

INCREASE IN
LEADS



45%

DECREASE IN
QUALIFIED LEAD CPA



81%

INCREASE IN
ORGANIC TRAFFIC



✓ Accessibility

SEO Check	Potential Issue
Robots.txt	Important pages might be blocked or low-value URLs overuse crawl budget.
HTML Sitemap	Key sections or deeper pages can be harder for users and crawlers to find.
XML Sitemap	New or updated pages may not be discovered or indexed efficiently.
Custom 404 Page	Users who hit broken URLs are more likely to exit instead of re-entering the site.

✓ Mobile-Friendly

SEO Check	Potential Issue
Mobile-Friendly Website	Layouts, text, or CTAs can break on smaller screens, hurting conversions.

On Page SEO

SEO Check	Potential Issue
http & https check	Both versions may be accessible, causing security warnings and duplicate versions of pages.
<u>www.</u> & non <u>www.</u> version	Signals can be split between hostnames if both resolve without proper redirects.
Meta 'hreflang' (used SF signal: 'hreflang=')	Wrong language or region version may appear in international search results.
Sub-Optimal Meta Title	Pages may struggle to rank or attract clicks for important keywords.
Missing Meta Title	Search engines may auto-generate weak or irrelevant titles.
Duplicate Meta Title	Multiple URLs compete for the same query and dilute relevance.
Meta Description	Snippets may not persuade users, keeping click-through rates low.
Missing Meta Description	Random on-page text may appear in SERPs instead of a controlled message.
Duplicate Meta Description	Different pages may show the same snippet despite different intents.
Heading/Sub-headings	Pages can be hard to scan and the main topic unclear.
Duplicate Headings	Topical focus is blurred when many pages reuse the same H1/H2.
Missing Heading (H1)	The primary topic of the page is not obvious to users or search engines.
Multiple Headings (H1)	The page appears to target several main topics with no clear priority.
Image ALT Tags	Search engines and assistive tech get little context from key images.

✓ URL Analysis

SEO Check	Potential Issue
URL Delimiter Check	Inconsistent characters can make URLs look messy and less readable.
URL Friendliness	Long or cryptic URLs may not reflect page content or inspire clicks.

✓ Architecture Checks

SEO Check	Potential Issue
Top Level Navigation (TLN) Analysis	Important product or conversion paths may be buried or hard to reach.
Footer Analysis	Support, legal, or trust pages may not be easily accessible site-wide.

✓ Link Issues

SEO Check	Potential Issue
Broken Links	Users and crawlers can hit frequent 4XX/5XX errors in key journeys.
Broken Images	Missing visuals weaken clarity, trust, or key conversion sections.

✓ Schema Markup

SEO Check	Potential Issue
Use of Structured Data Markup	Pages may miss rich results and clearer machine understanding.

✓ Content Optimization

SEO Check	Potential Issue
Duplicate Content	Multiple URLs compete for the same terms and split ranking signals.

✓ Site's Loading Speed

SEO Check	Potential Issue
Google PageSpeed Insights (desktop)	Desktop users may see slow loads resulting in lower engagement on heavy pages.
Google PageSpeed Insights (mobile)	Mobile visitors may bounce due to slow, unstable page loads.

Final Word

This checklist gives you a complete, reusable technical SEO system you can use today, and then revisit after each release, to keep your SaaS site healthy and search-friendly.

The layout is simple on purpose. Each section flows into the next—from crawlability and architecture to performance and key conversion paths—so you always know what to review next.

Instead of reacting to random warnings in tools, this checklist helps you protect the pages that actually matter: product, pricing, and signup journeys.

And that's it! Not sure how to complete the above checklist?

We're happy
to help! 

Get some time on the calendar to chat with Right Left's CEO, Courtney, and review your accounts at no cost:



SCHEDULE A CALL AND PICK A CAUSE FOR US TO DONATE TO!



All big things start with a small chat.

RIGHTLEFTAGENCY.COM

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