

Cloudflare SEO Checklist

A quick pre-publish and maintenance checklist for using Cloudflare without hurting crawlability, indexing, speed, or AI search visibility.

Speed and caching

- Confirm static assets are cacheable at the edge.
- Review Cache Rules for key page templates and file paths.
- Keep admin, checkout, cart, account, and personalized pages excluded from unsafe caching.
- Check Browser Cache TTL and avoid stale critical assets after site changes.

HTTPS and redirects

- Confirm HTTP redirects cleanly to HTTPS.
- Check www/non-www canonical redirects and avoid redirect chains.
- Look for mixed-content warnings after Cloudflare SSL/TLS changes.
- Confirm the origin certificate and Cloudflare SSL mode match the setup.

Search crawlers

- Review security events before tightening bot or firewall rules.
- Confirm Googlebot and Bingbot are not blocked or challenged.
- Check robots.txt, meta robots, and X-Robots-Tag rules for accidental blocking.
- Use Crawler Hints when indexing freshness matters.

AI crawlers and llms.txt

- Review AI Crawl Control reports before allowing or blocking AI crawlers.
- Check whether llms.txt is reachable, cacheable, and returning the expected content type.
- Separate AI crawler policy decisions from normal search crawler access.
- Document which crawlers are allowed, blocked, or monitored.

Rules, headers, and edge fixes

- Use Redirect Rules for simple URL migration and canonicalization work.
- Use Response Header Transform Rules only when the SEO header logic is clear.
- Avoid stacking multiple rules that can create redirect loops or conflicting headers.
- Keep a changelog of Cloudflare rules that affect SEO behavior.

Performance monitoring

- Review Cloudflare Observatory and Core Web Vitals before prioritizing fixes.
- Compare slow templates against revenue, rankings, and crawl importance.
- Look for cache misses, slow origin responses, and large front-end assets.
- Recheck mobile layouts after adding screenshots, embeds, or large media.

Use this checklist before publishing major SEO changes, after Cloudflare rule updates, and when reviewing crawler access for search engines or AI systems.

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