

Pre-Publish Technical SEO Checklist

Run this before every new page goes live | webdesy.com

Links

- Every internal link resolves to a live page (no 404s)
- External links load and are not broken
- Any changed or deleted URLs have a 301 redirect

Meta tags

- Title tag present, unique, and not truncated
- Meta description is one sentence, ~150-160 characters
- Canonical URL points to the clean page URL

Social (Open Graph)

- OG title and description set
- OG image set (per-page or a site-wide default)

On-page

- Exactly one clear H1
- Descriptive alt text on every image
- Headings follow a logical order (H2, H3)

After publishing

- Re-crawl the site in Ahrefs Site Audit
- Check Google Search Console for coverage issues

Avoid new technical SEO issues after a site audit cleanup
Full guide: webdesy.com/how-to-avoid-new-technical-seo-issues