✔️ **Чек-лист | Эксперт**

Weekly Sites Check

Technical and SEO (Main, AR, RU sites)

Google Search Console has a weekly check in on Thursdays:

☐ In Pages - urls with errors and indexing problems. If unwanted pages are detected, immediately report them to add a rule to the robots.txt file

☐ Under Security & Manual Actions - monitoring of new messages in Manual actions and Security issues

☐ In Core Web Vitals - monitoring the number of pages with low loading and display speeds

Tracking new external links and anchors via Ahrefs

☐ Every Thursday on the sites in Ahrefs service check the appearing anchors in order to detect spam.

☐ Monitoring new external domains every Thursday to find spam domains with low scores. Preparing a list to add to Google disavow tool.

Scanning sites with Screaming Frog spider - every Wednesday.

- ☐ Detection of new broken links (4xx, 5xx)

- ☐ Detection of broken and unnecessary redirects (3xx)

- ☐ Search for duplicate meta-data (titles, descriptives, H1). Incomplete, more than the recommended length.

- ☐ Search for duplicate pages and missing (broken) redirects

- ☐ Search for pages without or with invalid canonical links

Check sites with Google Page Speed every Wednesday. In case of decrease of indicators urgently report.

Checking structured data on the site using extensions or spider

- ☐ Google Rich Results Test checks

- ☐ Schema Markup Validator - test by Schema.org

Checking if technical pages and service subdomains (dev, debug, stage) are closed from indexing in Robots.txt file and noindex tags

Checking robots.txt and sitemap files to detect hacking or malicious activity in a timely manner.

Checking the visibility of elements on the page by Google-bot. Styles and scripts should not block scanning of

elements on the page. Especially the bot should see all headers of the site.