

	Grade	Type	Where	Start here	Reference
There is a technical reason good content isn't indexed.	Fail	Outcome			
URLs are not discoverable by crawlers.	Fail	Cause			
XML sitemaps aren't uploaded to GWT.	Pass	Issue	Google Search Console	Crawl > Sitemaps	https://support.google.com/webmasters/answer/183668?hl=en&ref_topic=4581190
XML sitemaps don't reflect the valid URLs on the site.	OK	Issue	Google Search Console	Crawl > Sitemaps	https://support.google.com/webmasters/answer/183669?hl=en&ref_topic=4581190
Internal navigation breaks with basic JavaScript rendering capability.	Fail	Issue	Screaming Frog Crawl	Configuration > Spider > Rendering	
There are more than ~300 links on important pages.	Pass	Issue	Screaming Frog Crawl	Outlinks field	https://www.youtube.com/watch?v=QH66kmzDEM
Important content is >4 clicks from the homepage.	Pass	Issue	Screaming Frog Crawl	Crawl depth field	https://googlewebmastercentral.blogspot.com/2008/10/importance-of-link-architecture.html
Robots.txt blocks content we want in the index.	Pass	Issue	Google Search Console	Crawl > robots.txt Tester	https://support.google.com/webmasters/answer/6062608?hl=en
The website is timing out.	Pass	Issue	Screaming Frog Crawl	Status code	
The site is down.	Pass	Issue	Screaming Frog Crawl	Status code	
Bad URLs are being presented to crawlers as good.	Fail	Cause			
Error pages return 200 status codes.	Pass	Issue	Screaming Frog Crawl	Title tags (look for "404" or "Error" on a page that returns	https://support.google.com/webmasters/answer/936417?hl=en&ref_topic=6001951
Internal links point to URLs returning 4XX or 5XX status codes.	Pass	Issue	DeepCrawl	Summary > All Pages > HTTP Status Breakdown	
Robots.txt doesn't block URLs that don't belong in the index.	Pass	Issue	Google Search Console	Crawl > robots.txt Tester	https://support.google.com/webmasters/answer/6062608?hl=en
Sitemaps contain valid URLs we want to keep out of the index.	OK	Issue	Screaming Frog Sitemap Crawl		
Sitemaps contain invalid URLs.	Fail	Issue	Screaming Frog Sitemap Crawl		https://support.google.com/webmasters/answer/183669?hl=en&ref_topic=4581190
Duplication is causing Google to ignore pages.	Fail	Cause			
Canonical tags don't associate duplicate content.	Pass	Issue	DeepCrawl	Content > Body Content > Duplicate Body Sets	https://support.google.com/webmasters/answer/139066?hl=en
URLs work with both HTTP or HTTPS.	Pass	Issue	Screaming Frog Crawl	URL field	https://support.google.com/webmasters/answer/6073543?hl=en
Duplicate content shows up on other domains or subdomains.	OK	Issue	DeepCrawl	Content > Body Content > Duplicate Body Sets	https://support.google.com/webmasters/answer/66359?hl=en
Multiple URL patterns return the same content.	Fail	Issue	DeepCrawl	Content > Body Content > Duplicate Body Sets	https://support.google.com/webmasters/answer/66359?hl=en
Mobile markup isn't implemented.	Pass	Issue	DeepCrawl	Mobile > Categorization > Separate Mobile	https://developers.google.com/webmasters/mobile-sites/mobile-seo/separate-urls
Our site serves too many unique pages.	Fail	Cause			
We have paginated content without using rel="next".	Pass	Issue	DeepCrawl	Indexation > Indexable Pages > Paginated 2+ Pages	https://support.google.com/webmasters/answer/1663744?hl=en
Faceted navigation results in an unbounded amount of content.	OK	Issue	DeepCrawl	Summary > Dashboard > Web Crawl Depth	https://googlewebmastercentral.blogspot.com/2014/02/faceted-navigation-best-and-5-of-worst.html
We haven't specified parameter behavior in GWT.	Fail	Issue	Google Search Console	Crawl > URL Parameters	https://support.google.com/webmasters/answer/6080550?hl=en
On-page content is not readable by crawlers.	Pass	Cause			
Page copy isn't visible with basic JavaScript rendering capability.	Pass	Issue	Screaming Frog Crawl	Configuration > Spider > Rendering	https://developers.google.com/search/docs/guides/debug-rendering
We load crucial content in an iframe.	Pass	Issue	Screaming Frog Crawl	Custom filter for "<iframe"	https://support.google.com/webmasters/answer/34445?hl=en
We load crucial content in Flash.	Pass	Issue	Manual Page Testing		https://support.google.com/webmasters/answer/72746?hl=en#1
We serve different content to different user agents, including crawlers.	Pass	Issue	Screaming Frog Crawl	Configuration > User-Agent	https://support.google.com/webmasters/answer/66355?hl=en
Mobile URLs don't resolve when accessed with various user agents.	Pass	Issue	Screaming Frog Crawl	Configuration > User-Agent	https://developers.google.com/webmasters/mobile-sites/mobile-seo/
We haven't shown where we do and don't want content discovered or indexed.	Pass	Cause			
We don't have nofollow tags on links pointing to non-indexable content.	Pass	Issue	Screaming Frog Crawl	Configuration > Spider > Basic (uncheck Follow Internal	https://www.youtube.com/watch?v=86GHCVRReJs
We have noindex tags on content we want in the index.	Pass	Issue	Screaming Frog Crawl	Configuration > Spider > Basic (uncheck Follow Internal	https://developers.google.com/webmasters/control-crawl-index/docs/robots_meta_tag?csw=1
Our site doesn't respect mobile-first best practices	Pass	Cause			
We are missing links on our mobile site that are present on desktop.	Pass	Issue	Screaming Frog Crawl		https://developers.google.com/search/mobile-sites/mobile-first-indexing
There is a technical reason indexed content doesn't rank for desired terms.	Fail	Outcome			
Our internal linking doesn't convey the relative importance of our content.	Pass	Cause			
We use redirects that aren't 301s.	Pass	Issue	DeepCrawl	Indexation > Non-200 Status > Non-301 Redirects	https://support.google.com/webmasters/answer/93633?hl=en&ref_topic=6001951
We use JavaScript redirects.	Pass	Issue	Manual Page Testing		https://support.google.com/webmasters/answer/2721217?hl=en
We use meta refresh tags.	Pass	Issue	Screaming Frog Crawl	Meta Refresh field	https://support.google.com/webmasters/answer/79812?hl=en
We have redirect chains.	Pass	Issue	Screaming Frog Crawl	Reports > Redirect Chains	https://support.google.com/webmasters/answer/6033086?hl=en
We link more to inconsequential content than important organic content.	Pass	Issue	Screaming Frog Crawl	Inlinks field	https://googlewebmastercentral.blogspot.com/2008/10/importance-of-link-architecture.html
Our targeting elements don't help crawlers understand our content.	Pass	Cause			
Title tags are longer than 60 characters.	Pass	Issue	DeepCrawl	Content > Titles & Descriptions > Max Title Length	http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-or
Title tags are duplicated across pages.	Pass	Issue	DeepCrawl	Content > Titles & Descriptions > Pages with Duplicate T	http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-or
Title tags are missing.	Pass	Issue	DeepCrawl	Content > Titles & Descriptions > Missing Titles	http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-or
H1 tags are duplicated across pages.	Pass	Issue	Screaming Frog Crawl	H1 field (sort by)	http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-or
H1 tags are missing.	Pass	Issue	DeepCrawl	Content > Body Content > Missing H1 Tags	http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-or
Pages have multiple H1 tags.	Pass	Issue	DeepCrawl	Content > Body Content > Multiple H1 Tag Pages	http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-or
We haven't implemented bleeding-edge SEO best practices.	Fail	Cause			
We don't use HTTPS.	Fail	Issue	Screaming Frog Crawl	URL field	https://googlewebmastercentral.blogspot.com/2014/08/https-as-ranking-signal.html
We are duplicating content that first appeared elsewhere.	Pass	Cause			

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Content is scraped from other sources.	OK	Issue	Manual Page Testing	LMGTFY	https://support.google.com/webmasters/answer/2721312?hl=en
The site is slow enough that Google would prefer not to show it to searchers.	Pass	Cause			
Our site takes longer than 5 seconds to load.	Pass	Issue	Chrome Inspector	Inspector > Network	https://developers.google.com/speed/pagespeed/
There is a technical reason site content isn't well-presented in search.	Pass	Outcome			
We haven't indicated our preferred content.	Pass	Cause			
We don't use canonical tags to indicate pages we want ranking.	Pass	Issue	Screaming Frog Crawl	Canonical field	https://support.google.com/webmasters/answer/139066?hl=en
We haven't specified the canonical domain pattern in Webmaster Tools.	Pass	Issue	Google Search Console	Config > Site Settings	https://support.google.com/webmasters/answer/44231?hl=en
We aren't showing the relative importance of our content through internal linking.	Pass	Cause			
We link more to inconsequential content than important organic content.	Pass	Issue	Screaming Frog Crawl	Inlinks field	https://googlewebmastercentral.blogspot.com/2008/10/importance-of-link-architecture.html
There are problems with our schema markup.	Pass	Cause			
Our schema markup is missing or incomplete.	Pass	Issue	Structured Data Testing Tool		https://developers.google.com/structured-data/policies
Our schema markup is spammy.	Pass	Issue	Structured Data Testing Tool		https://support.google.com/webmasters/answer/3498001?hl=en
We haven't signaled our international content.	Pass	Cause			
We haven't implemented hreflang across localized sites.	Pass	Issue	DeepCrawl	Config > Hreflang > Pages without Hreflang Tags	https://support.google.com/webmasters/answer/189077?hl=en
We haven't linked to all localized content.	Pass	Issue	Screaming Frog Crawl	URL field	https://support.google.com/webmasters/answer/182192?hl=en&ref_topic=2370587
We haven't set GSC region targeting to reflect regions we're targeting.	Pass	Issue	Google Search Console	Search Traffic > International Targeting > Country	https://support.google.com/webmasters/answer/62399?hl=en
We're using URL parameters to distinguish localized content.	Pass	Issue	Screaming Frog Crawl	URL field	https://support.google.com/webmasters/answer/182192?hl=en&ref_topic=2370587
We haven't signaled our mobile content.	Pass	Cause			
We're using dynamic serving but haven't implemented the Vary-HTTP header.	Pass	Issue	DeepCrawl	Mobile > Categorization > Dynamically Served	https://developers.google.com/webmasters/mobile-sites/mobile-seo/dynamic-serving