

{Client Name}

Technical Review

Date

Overview

In this section provide a brief overview of the technical factors impacting the site. Address how correcting these issues will help improve their SEO. This should be a minimum of 100 words. Note that this is a very basic technical review, but as you learn more about Technical SEO through practice or other learning materials, you would build out a more extensive document covering your findings.

Robots.txt

Provide your feedback on the sites Robots.txt, or lack of, in this section.

Site Errors

Provide a brief overview of the site errors found, and then list some of the critical issues by pasting from an excel document. If you ran into a large amount of errors, then it's advisable to address the types of errors you are running into, and then attach an excel file of the errors separately.

For example

404 Errors:

List how many 404 errors were discovered when crawling the site. What might be the cause of these errors so they can develop a better method of error prevention in the future. What is your ultimate recommendation for these errors, and is another sheet attached? If only a few errors, you may choose to list them here or keep them in a separate attached document.

Page	Error	Recommendation
www.exampleurl.com/page	404	what is your recommendation. Do you recommend redirecting? If so, where?
www.exampleurl.com/page	404	what is your recommendation. Do you recommend redirecting? If so, where?
www.exampleurl.com/page	404	what is your recommendation. Do you recommend redirecting? If so, where?
www.exampleurl.com/page	404	what is your recommendation. Do you recommend redirecting? If so, where?
www.exampleurl.com/page	404	what is your recommendation. Do you recommend redirecting? If so, where?
www.exampleurl.com/page	404	what is your recommendation. Do you recommend redirecting? If so, where?

Repeat this process for major errors you discovered. Mention what each error-type means, and what your recommendations are for correcting it.