

Enterprise SEO Checklist

Governance, template QA, localization basics and migration readiness.

How to use this: work section by section, mark what is confirmed, and leave any unknown item open until you have evidence.

Governance

- ☐ Define SEO owner for each platform or business unit.
- ☐ Record which release types require SEO review.
- ☐ Keep decision history for indexation and canonical rules.
- ☐ Confirm reporting by page group, not only by domain total.

Cross-team workflow

- ☐ Map engineering, content, product and SEO owners.
- ☐ Create an intake path for template-level SEO changes.
- ☐ Separate critical release blockers from backlog items.
- ☐ Use validation samples after deployment.

Template-level QA

- ☐ Check title, canonical, robots and structured data output.
- ☐ Compare source and rendered internal links.
- ☐ Validate representative URLs for every major template.
- ☐ Review pagination, faceted navigation and generated URLs.

Localization basics

- ☐ Confirm local URL pattern and hreflang relationship.
- ☐ Check that translated pages satisfy local search intent.
- ☐ Review canonical tags across market variants.
- ☐ Record market owners for localization changes.

Migration readiness

- ☐ Freeze the old-to-new URL map before launch.
- ☐ Test redirect rules with representative legacy URLs.
- ☐ Confirm staging is not indexable.
- ☐ Validate XML sitemaps and internal links after launch.

Final review

- ☐ Assign one owner to every open blocker.
- ☐ Document unresolved risks before release.
- ☐ Schedule the next enterprise SEO QA cycle.

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