

JavaScript SEO Checklist

Rendering-method identification, crawlability checks and indexing verification.

How to use this: check each item, leave unknowns open, and record evidence before assigning a fix.

Rendering method

- ☐ Identify SSR, SSG, CSR or hybrid behavior.
- ☐ Compare source HTML with rendered HTML.
- ☐ Record which templates depend on client-side content.
- ☐ Confirm metadata delivery before and after hydration.

Crawlability

- ☐ Check that internal links use crawlable hrefs.
- ☐ Validate pagination, filters and load-more links.
- ☐ Avoid important paths that require user interaction only.
- ☐ Confirm sitemap URLs resolve to stable pages.

Indexing verification

- ☐ Check canonical and robots output in rendered HTML.
- ☐ Sample important pages in Search Console where available.
- ☐ Confirm duplicate states are controlled.
- ☐ Record indexable and non-indexable URL states.

Common pitfalls

- ☐ Content appears only after click or scroll.
- ☐ Client-side routes change content without stable URLs.
- ☐ Hydration overwrites metadata or canonical tags.
- ☐ Lazy loading hides essential links.

Fix planning

- ☐ Define intended search behavior before choosing implementation.
- ☐ Separate component fixes from platform rebuilds.
- ☐ Validate representative templates after release.

Handoff

- ☐ Assign engineering owner.
- ☐ Attach source/rendered evidence.
- ☐ Define pass condition for each issue.

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