

FREE FIELD GUIDE

Technical SEO. Less panic. Better priorities.

A practical first review for marketers
and site owners.

**This is not a guide to fix all of your problems,
just a starting point.**

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22

minute weekly triage

48

workbook checks

54

research sources

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01 / START WITH THREE PAGES

The 22-minute checkup.

Choose your homepage, a main offer page and a recently changed page. Have Search Console, analytics and a recent crawl ready before starting the clock.

01	Robots.txt and access Accidental blocks on important public pages	2 min
02	Priority-page indexing Unexpected indexing or canonical changes	3 min
03	XML sitemap A broken sitemap or missing important section	1 min
04	Meta robots and headers Accidental noindex on a key template	2 min
05	Analytics events Missing or duplicate page views and lead events	2 min
06	Page Indexing and Crawl Stats New problems affecting valuable pages	3 min
07	Manual Actions and Security Issues A reported action or security problem	1 min
08	Internal links and redirects Broken paths in important customer journeys	3 min
09	Mobile page experience Hidden content, unusable forms or slowdowns	2 min
10	Search and AI visibility A meaningful change that needs investigation	3 min

Setup, test waits and repairs take longer. If your site is down, please abandon the stopwatch.

02 / TURN OBSERVATIONS INTO DECISIONS

Keep your receipts.

A missing page may be correct. A green tool score may miss a broken enquiry form. Record what should happen before deciding what is broken.

1 Define the intended behavior

Which URL and audience matter? Should this page appear in search? Which customer action should work?

2 Capture a reproducible observation

Save the tested URL, date, environment, tool and exact result. Separate a report about last week from a live test today.

3 Choose the next test or owner

An observation is not yet a root cause. Give the next action to a named person and record what would disprove your hypothesis.

THREE TRAPS TO AVOID

A robots.txt block is not proof of removal from search or a privacy control.

A site: result count is not an exhaustive index inventory.

A successful live URL test is not proof that the current version is indexed.

03 / ONE CONFIRMED ISSUE, ONE CLEAR TICKET

Make the fix testable.

Attach enough evidence for another person to reproduce the issue. Keep credentials, customer data and private report links out of public prompts.

01 Problem + intended behavior

What should happen, and what happens instead?

02 Scope + business impact

Affected URL/template, sample size and customer consequence.

03 Evidence + reproduction

Exact URL, test date, tool output and steps to reproduce.

04 Proposed change + owner

Named owner, dependencies and the smallest useful correction.

05 Acceptance + rollback

A test that can fail, plus a way to reverse the change.

06 Release + retest

Environment, release date, tested URLs and actual result.

Deployment means Fixed - retest. Use Verified fixed only after the acceptance test passes. Recrawling and indexing may still take time.

04 / GIVE THE IMPORTANT PROBLEM AN OWNER

Triage beats a giant list.

These are planning labels, not evidence that your website has a problem. Prioritize the impact on valuable pages and customer journeys.

P0**Incident**

Important public pages are broadly unavailable, blocked, or affected by a critical security or functional failure. Escalate immediately.

P1**Important failure**

A confirmed issue affects valuable pages or a customer journey. Scope the fix and give it a near-term owner.

P2**Improvement**

An opportunity without an active critical failure. Compare the expected benefit with effort and competing work.

HYPOTHETICAL EXAMPLE

A service page returns 200 and looks fine, but contains `noindex`. If it is intended for search, that is a confirmed directive conflict. It does not establish whether Google has removed it. Record the directive and check the indexed state separately.

05 / READ THE EVIDENCE, THEN THE ANSWER

AI visibility has stages.

Access, retrieval, citation and business results answer different questions. A citation that gets your offer wrong is not an uncomplicated win.

01

Access

02

Retrieval

03

Citation

04

Outcome

Start with the engine

Use official documentation for controls and report definitions. Record the date and scope; overlapping report totals are not unique people.

Use practitioners to form hypotheses

Cases from the front line reveal failure patterns. Vendor studies and arXiv papers still need scrutiny of sample, methods and publication status.

Give the assistant evidence

Use the included prompts to classify findings and draft tickets. A prompt does not grant access to your CMS, analytics or server.

The workbook includes the full 54-source compendium. Start with the engine guidance, then follow the evidence behind practitioner findings and news.

06 / YOUR FIRST MONTH

One issue. All the way through.

One person keeps the workbook current. Specialists own individual fixes. The goal is a verified improvement, not a longer audit.

Week 1 Choose three pages. Run the triage. Record evidence and unknowns.

Week 2 Confirm the most important issue. Write the ticket and assign an owner.

Week 3 Implement the scoped change. Keep the rollback ready.

Week 4 Retest, record the result and review the relevant business outcome.

Website / sampled pages

Most important confirmed issue

Owner / next test date

WHEN THE PROBLEM SPANS TEAMS OR TEMPLATES

Bring in help for migrations, large-scale changes or rendering failures. Discuss technical SEO with Green Flag Digital.