SEO Head Tag Checklist

rjl.io/seo-analyzer/

Length targets

Element	Target
`<title>`	About 50-60 characters, key words first
meta description	About 120-160 characters, unique per page
`og:title`	Under about 60 characters
`og:image`	1200 x 630 px (1.91:1), absolute URL
URL	Short, lowercase, hyphenated

Engines cut by pixel width, not a fixed count: these are practical targets.

Head order (top to bottom)

```
1. <meta charset="UTF-8">
2. <meta name="viewport" content=
     "width=device-width, initial-scale=1.0">
3. <title> and meta description
4. <link rel="canonical" href="...">
5. robots meta, sitemap link
6. Open Graph tags, icons, manifest
7. Stylesheets, then JSON-LD and scripts
```

Canonical

```
<link rel="canonical"
  href="https://example.com/guide/">
```

- One per page, absolute URL, final (non-redirecting) address.
- A self-referencing canonical is normal.
- Keep it identical to `og:url` and the sitemap entry.

Robots meta

Value	Effect
`index, follow`	Default; tag is optional
`noindex`	Keep out of results
`nofollow`	Do not follow links on the page
`nosnippet`	No text snippet
`max-snippet:N`	Limit snippet to N characters
`max-image-preview:large`	Allow large image previews

A page blocked in robots.txt is never crawled, so its noindex is never seen.

Open Graph

```
<meta property="og:type" content="website">
<meta property="og:title" content="Title">
<meta property="og:description" content="...">
<meta property="og:url" content="https://...">
<meta property="og:image" content="https://...">
<meta property="og:image:alt" content="...">
```

- `property` for Open Graph, `name` for standard meta.
- Use `article` as og:type for posts.

JSON-LD

```
<script type="application/ld+json">
{ "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Example Co",
  "url": "https://example.com/" }
</script>
```

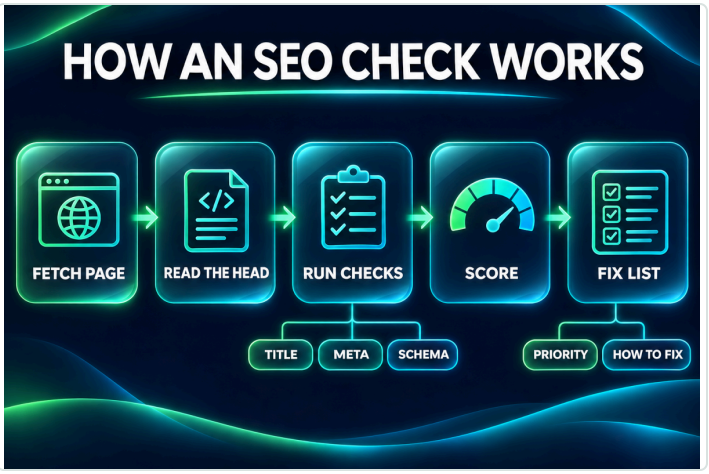
Type	For
Organization	Name, logo, profiles
WebSite	The site, on the home page
BreadcrumbList	Page path in results
Article	Posts and guides
Product	Price and availability
FAQPage	Q and A content

Valid JSON, double quotes, no trailing commas; mark up only visible content.

Site files

File	Rules
`/sitemap.xml`	Max 50,000 URLs or 50 MB uncompressed per file; canonical, indexable URLs only
`/robots.txt`	Controls crawling, not indexing; add a `Sitemap:` line
Favicons	`favicon.ico`, 32x32 PNG, 180x180 apple-touch-icon, 192 and 512 px manifest icons
`/llms.txt`	Optional Markdown site summary for AI assistants; a community proposal, not a standard

How an SEO check works



Fetch, read the head, run checks, score, fix list.

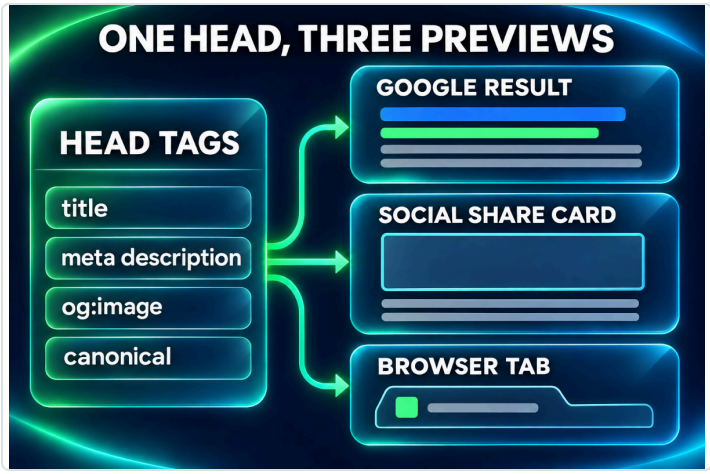
Pre-launch checklist

- ☐ Unique title and description on every page
- ☐ One canonical, absolute, on the final URL
- ☐ Charset first, viewport second in the head
- ☐ No leftover staging `noindex`
- ☐ og:title, og:description, og:image (absolute URL)
- ☐ JSON-LD validates and matches visible content
- ☐ Sitemap lists only live, canonical pages
- ☐ robots.txt does not block the site or its CSS/JS
- ☐ Favicon set and web manifest in place

Common mistakes

Mistake	Fix
Same title on every page	Unique, specific titles
Canonical to another page or a redirect	Point at the page itself
Relative `og:image` URL	Use full https address
Staging noindex left on	Remove, request re-crawl
Two canonicals or descriptions	Keep exactly one
Sitemap lists redirects or noindex pages	List live, canonical pages only

One head, three previews



The same tags drive the search result, share card and browser tab.