

SEO IMPLEMENTATION CHECKLIST

Website Redevelopment Product Catalogue

Manchester Technology — manchestertech.ae

DEPARTMENT: WORDPRESS

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1 Phases, Gates & Ownership

SEO implementation for Manchester Technology’s website redevelopment begins at the wireframe stage to ensure that site structure, navigation, and content hierarchy support discoverability and ranking objectives from the outset. Early integration of SEO requirements reduces the risk of rework and ensures that technical and on-page SEO elements are embedded in every phase of the project. This approach is necessary to meet the business objective of improved organic visibility and lead generation as defined in the signed Statement of Work.

1.1 SEO Activities by Project Phase

SEO tasks are distributed across all project phases, from initial planning through to post-launch. Each phase includes specific SEO deliverables and review gates that must be completed before progressing to the next stage. Ownership of each gate is assigned to either the KrishaWeb technical lead, content specialist, or the client, as appropriate.

1.2 SEO Gates and Blocking Status

PHASE	SEO GATE	OWNER	BLOCKING?
Wireframe & Planning	Site structure and URL schema approved	KrishaWeb Technical Lead	Yes
Design	SEO metadata fields included in templates	KrishaWeb Design Lead	Yes
Development	On-page SEO plugin configured (Yoast or Rank Math)	KrishaWeb Technical Lead	Yes
Content Migration	SEO metadata and alt text mapped for all migrated content	KrishaWeb Content Specialist	Yes
Pre-Launch	Redirect map for all legacy URLs completed and validated	KrishaWeb Technical Lead	Yes
Pre-Launch	Google Analytics and Search Console configured and verified (FR-IN-01, FR-IN-02)	KrishaWeb Technical Lead	No
Pre-Launch	SEO audit of staging site completed	KrishaWeb Technical Lead	Yes
Go-Live	SEO checklist signed off by client	Manchester Technology	Yes

Blocking gates must be completed before the project can progress to the next phase. The redirect map before launch is a critical blocking gate; failure to complete this will result in loss of search rankings.

1.3 Gate Descriptions and Rationale

- Site structure and URL schema approval ensures that navigation and page hierarchy support SEO best practices and business objectives.
- Inclusion of SEO metadata fields in design templates guarantees that titles, descriptions, and alt text can be managed for every page and product.

- On-page SEO plugin configuration is required for technical SEO management and ongoing optimization by the client team.
- Mapping SEO metadata and alt text during content migration prevents loss of search equity and ensures all migrated content is optimized.
- The redirect map is a critical blocking gate; missing redirects for legacy URLs will cause ranking and traffic loss that may take months to recover.
- Google Analytics and Search Console configuration is required for tracking but does not block launch if delayed, as it can be completed post go-live.
- A full SEO audit of the staging site is required to identify and resolve technical or content issues before launch.
- Final SEO checklist sign-off by the client is required to confirm all agreed SEO deliverables are complete.

1.4 Gate Ownership and Responsibilities

The KrishaWeb Technical Lead is responsible for technical SEO gates, including site structure, plugin configuration, redirect mapping, and SEO audits. The KrishaWeb Design Lead ensures that design templates support SEO metadata. The KrishaWeb Content Specialist manages SEO metadata and alt text during content migration. Manchester Technology is responsible for final sign-off on the SEO checklist prior to go-live.

1.5 Impact of Blocking Gates

Blocking gates are mandatory checkpoints. Progress to the next project phase is not permitted until all blocking gates are completed and approved. The redirect map is especially critical; failure to implement it before launch will result in loss of organic rankings and traffic, with recovery taking several months. All parties must prioritize completion of blocking gates to avoid delays and negative business impact.

1.6 Non-Blocking Gates

Non-blocking gates, such as Google Analytics and Search Console configuration, are important for measurement and reporting but do not prevent launch if delayed. These tasks must be completed as soon as possible after go-live to ensure accurate tracking and reporting of SEO performance.

2 Discovery & Baseline

Manchester Technology’s website redevelopment project requires a comprehensive SEO baseline to be established before any migration or redesign activities commence. The current site, www.manchestertech.ae, serves as the primary digital channel for product discovery and lead generation. Accurate measurement of existing SEO performance is critical to ensure that the new site maintains or improves organic visibility and traffic after launch.

2.1 Current Organic Rankings

ID	CHECK	VERIFICATION	STATUS
SEO-D-01	Document current organic keyword rankings for www.manchestertech.ae , focusing on branded and high-value product terms.	Export ranking data from Google Search Console and third-party tools (e.g., SEMrush, Ahrefs) prior to migration.	Pending

All ranking data must be captured before any changes to the live site.

2.2 Indexed Page Count

ID	CHECK	VERIFICATION	STATUS
SEO-D-02	Record the total number of indexed pages in Google for the current domain.	Run a <code>site:manchestertech.ae</code> search in Google and confirm count in Google Search Console.	Pending

Indexed page count provides a baseline for post-launch comparison.

2.3 Top Landing Pages by Traffic

3 Sitemap, URLs & Redirects

The redevelopment of the Manchester Technology website requires a new sitemap and URL structure to support the searchable product catalogue, individual product pages, and improved lead generation. All existing URLs must be mapped to their new equivalents to preserve SEO value and avoid loss of organic traffic. The new site will use clean, descriptive URLs for all pages, products, and categories. A comprehensive redirect plan is mandatory to ensure continuity and compliance with SEO best practices.

3.1 URL Structure and Naming Conventions

All new URLs must be short, descriptive, and use hyphens to separate words. Product, category, and content pages will follow a consistent structure. Example patterns include `/products/`, `/products/{brand}/`, `/products/{brand}/{product-name}/`, `/case-studies/`, and `/news-events/`. No dynamic or query-string-based URLs are permitted for indexable pages. All URLs must be in lowercase and free of special characters except hyphens.

3.2 Redirect Mapping and Implementation

A one-to-one redirect map is required for every legacy URL to its new destination. All redirects must use HTTP status code 301 (permanent). No redirect chains longer than one hop are permitted. The redirect map must be reviewed and approved before deployment. Redirects must be implemented at the server or application level, not via JavaScript or meta refresh.

3.3 Sitemap and Redirect Checklist

ID	CHECK	VERIFICATION	STATUS
SEO-U-01	All new URLs follow the agreed structure and naming conventions.	Manual review of URL list and site crawl.	Pending
SEO-U-02	One-to-one redirect map covers every legacy URL.	Compare legacy and new URL lists; confirm mapping for each.	Pending
SEO-U-03	All redirects use HTTP 301 status code.	Server configuration review and HTTP header check.	Pending
SEO-U-04	No redirect chains longer than one hop exist.	Crawl redirect map and test with SEO tools.	Pending
SEO-U-05	No indexable page uses query strings or uppercase letters in URLs.	Site crawl and manual review of URLs.	Pending
SEO-U-06	Sitemap.xml is generated and submitted to Google Search Console.	Check sitemap presence and submission status in Search Console.	Pending

All checks must be completed and verified before go-live.

3.4 Redirect Testing and Validation

Before launch, the full redirect map must be crawled using an SEO tool to confirm that every legacy URL resolves to the correct new URL with a single 301 redirect. Any errors, chains, or mismatches must be resolved

prior to go-live. The redirect implementation must be retested after migration to the new hosting provider.

3.5 Sitemap Submission and Indexing

A complete XML sitemap must be generated for the new site, reflecting the final URL structure. The sitemap must be submitted to Google Search Console and verified for successful indexing. Any crawl errors or warnings must be addressed before launch.

3.6 Ongoing Monitoring

After launch, monitor Google Search Console and analytics for crawl errors, redirect issues, and indexing anomalies. Any issues identified must be investigated and resolved promptly to maintain SEO performance and organic traffic retention.

Redirect Testing Requirement A full crawl of the redirect map is mandatory before launch. No site may go live without documented evidence that all legacy URLs resolve to their correct new destinations with a single 301 redirect and no chains.

4 On-Page, Content & Structured Data

This section details the on-page SEO elements and structured data implementations for the Manchester Technology website redevelopment project. It covers the specific checks and verification methods for titles, meta descriptions, heading hierarchy, canonical tags, image alt text, internal linking, and relevant schema types based on the approved Statement of Work.

4.1 Titles and Meta Descriptions

ID	CHECK	VERIFICATION	STATUS
FR-CM-04	Unique and relevant page titles and meta descriptions implemented for all content and product pages	Review of page source and CMS metadata fields for presence and uniqueness	Pending implementation

4.2 Heading Hierarchy

ID	CHECK	VERIFICATION	STATUS
FR-CM-04	Proper use of heading tags (H1, H2, H3) reflecting content structure on all pages	Manual and automated HTML validation of heading tag order and usage	Pending implementation

4.3 Canonical Tags

ID	CHECK	VERIFICATION	STATUS
FR-CM-04	Canonical tags present on all pages to prevent duplicate content issues	Inspection of HTML source and SEO tool reports	Pending implementation

4.4 Image Alt Text

ID	CHECK	VERIFICATION	STATUS
FR-CM-04	Descriptive alt text provided for all images on product and content pages	CMS metadata fields and manual page review	Pending implementation

4.5 Internal Linking

ID	CHECK	VERIFICATION	STATUS
FR-CM-04	Logical internal linking between related products, categories, and content pages	Site crawl reports and manual review of navigation and contextual links	Pending implementation

4.6 Structured Data

ID	CHECK	VERIFICATION	STATUS
FR-SE-02	Product schema implemented on individual product pages with specifications and pricing	Structured data testing tools and page source inspection	Pending implementation

ID	CHECK	VERIFICATION	STATUS
FR-EC-01	Offer schema included for products with online checkout options	Structured data testing tools and page source inspection	Pending implementation
FR-CM-01	LocalBusiness schema applied to site footer or contact page for physical location details	Structured data testing tools and page source inspection	Pending implementation
FR-CM-05	Article schema applied to News & Events pages for SEO optimization	Structured data testing tools and page source inspection	Pending implementation

5 Measurement: GA4, Tag Manager & Search Console

Manchester Technology's redeveloped website must be measured using Google Analytics 4, Google Tag Manager, and Google Search Console. All measurement configuration must align with the requirements and goals defined in the approved Statement of Work. Conversion events must reflect actual lead generation and product enquiry actions. Tag firing must comply with user consent, and no analytics or marketing tags may execute before consent is granted.

ID	CHECK	VERIFICATION	STATUS
SEO-M-01	GA4 property created for manchestertech.ae, with correct time zone and currency settings.	GA4 admin panel shows property with UAE time zone and AED currency.	Pending
SEO-M-02	Google Tag Manager container created and implemented on all site templates.	Tag Manager debug mode confirms container loads on every page.	Pending
SEO-M-03	GA4 configuration tag deployed via Tag Manager, set to fire only after user consent is granted.	Tag Assistant and consent mode debug confirm tag fires post-consent only.	Pending
SEO-M-04	Conversion events configured for product enquiry form submissions, WhatsApp clicks, and checkout completions, using exact event names from SOW goals.	GA4 events list shows 'enquiry_form_submit', 'whatsapp_click', and 'checkout_complete' as conversions.	Pending
SEO-M-05	Google Search Console property verified for new site and XML sitemap submitted.	Search Console dashboard shows verified property and accepted sitemap.	Pending
SEO-M-06	All analytics and marketing tags respect user consent and do not fire before consent is granted.	Consent mode debug and manual test confirm no tags fire pre-consent.	Pending

All checks must be completed and verified prior to go-live.

5.1 GA4 Property and Tag Manager Setup

A dedicated Google Analytics 4 property must be created for manchestertech.ae, with the correct UAE time zone and AED currency. Google Tag Manager must be implemented on all site templates. The GA4 configuration tag must be deployed via Tag Manager and set to fire only after user consent is granted, in compliance with privacy requirements.

5.2 Conversion Event Tracking

Conversion events must be configured in GA4 for all lead generation and transactional actions specified in the SOW. These include enquiry form submissions, WhatsApp click-to-chat interactions, and checkout completions. Event names must match the project's defined goals: 'enquiry_form_submit', 'whatsapp_click', and 'checkout_complete'. Each event must be marked as a conversion in GA4.

5.3 Search Console Verification and Sitemap

Google Search Console must be verified for the new site domain. The XML sitemap generated by WordPress must be submitted to Search Console. Verification must be completed before launch, and the sitemap must be accepted without errors.

5.4 Consent Mode and Tag Firing

All analytics and marketing tags, including GA4 and conversion events, must be configured to respect user consent. No tags may fire before the user has granted consent. Consent mode must be tested using Tag Manager's debug tools and manual browser testing to confirm compliance. Any tag firing before consent is a compliance failure and must be remediated before go-live.

6 Pre-Launch Gate & First 48 Hours

Before go-live, the Manchester Technology website must pass a defined pre-launch gate to ensure SEO, analytics, and technical requirements are met. The following checklist applies to the redeveloped WordPress site at manchestertech.ae and is mandatory for launch approval. All items must be verified by the KrishaWeb technical lead and acknowledged by the client project sponsor.

6.1 Pre-Launch Gate Checklist

ID	CHECK	VERIFICATION	STATUS
FR-CM-04	Remove all noindex, nofollow, and robots.txt disallow rules from production site, including any staging or development noindex tags.	Manual inspection of page source and robots.txt on production URL.	
FR-IN-01	Google Analytics tracking code present and firing on all pages.	Google Tag Assistant or real-time Analytics report.	
FR-IN-02	Google Search Console property verified and sitemap submitted.	Search Console dashboard verification.	
FR-CM-03	PageSpeed Insights score 85+ on Home and Products pages (mobile and desktop).	Google PageSpeed Insights report.	
FR-CM-04	Unique SEO meta titles, descriptions, and alt text present for all public pages and products.	SEO plugin audit and manual spot check.	
FR-BK-05	Landing pages have clean URLs, visible CTAs, and load in under 2.5 seconds.	Manual check and PageSpeed Insights report.	

All items must be marked complete before launch approval.

6.2 First 48 Hours Post-Go-Live Actions

1. Verify that Google Analytics is receiving live traffic data from the production domain (FR-IN-01).
2. Confirm Google Search Console is indexing the new site and no crawl errors are present (FR-IN-02).
3. Monitor site for any accidental noindex, nofollow, or robots.txt issues that may have been reintroduced (FR-CM-04).
4. Check that all public pages and product URLs are accessible and return HTTP 200 status codes (FR-CM-03, FR-SE-02).
5. Review Google PageSpeed Insights for any performance regressions on key templates (FR-CM-03).
6. Spot-check SEO meta data and alt text for completeness and accuracy (FR-CM-04).
7. Monitor lead capture forms and WhatsApp chat for successful submissions and correct routing (FR-BK-01, FR-BK-02).
8. Confirm that landing pages for Google Ads are live, accessible, and meet campaign requirements (FR-BK-05).

6.3 Signoff

Signing below confirms that all pre-launch SEO, analytics, and technical checks for manchestertech.ae have been completed and verified, and that the site is approved for go-live.

KrishaWeb — Project Manager

KrishaWeb — Technical Lead

**Manchester Technology —
Project Sponsor**

SIGNATURE

SIGNATURE

SIGNATURE

NAME & DATE

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