

What to Look for When Partnering with Technical SEO Agencies

Choosing the Right Partner for Technical SEO Work

Over the past decade, I have worked with a fair number of technical seo agencies. Some delivered clear, prioritized fixes that our dev team could act on immediately. Others handed over a 40-page PDF with vague suggestions and no real urgency. The difference usually came down to how well the agency understood the gap between an audit report and the actual work of implementing changes on a live site. If you are evaluating technical seo agencies right now, you likely already know that surface-level recommendations are not enough. You need someone who can dig into the real mechanics of how search engines interact with your code, your server configuration, and your content structure.

That is where a white label service like the one at livadaras.com makes sense for many agencies that want to offer technical audits without building an in-house team. But whether you outsource the work or keep it internal, the same principles apply. The audit must be developer-ready. It must separate critical issues from nice-to-haves. And it must respect the fact that every change carries a cost in engineering time and risk to the live environment.

Beyond the Dashboard: Tools That Reveal Real Issues

Every competent technical SEO audit starts with crawling the site. Screaming Frog SEO Spider remains the workhorse for most of us. It shows you the full URL list, response codes, and metadata issues in a way that few other tools match. But a crawl is only the first pass. The deeper work happens when you cross-reference that crawl data with other sources. For example, Google Search Console gives you the actual index coverage status that Google sees. If your Screaming Frog crawl shows 50,000 URLs but Google Search Console reports only 10,000 indexed, you have a clear gap to investigate.

From there, you want to look at how search engines allocate crawl budget. A site with 200,000 low-value URLs and a poorly managed robots.txt file can waste a huge portion of its allowed crawl activity on pages that should never be indexed. I have seen this pattern many times: a robots.txt that accidentally blocks important sections, or a crawl path that leads crawlers through endless session IDs. The fix often involves cleaning up the URL structure, adding proper canonical tags, and ensuring that XML sitemaps only list the pages you actually want indexed.

Tools like Ahrefs and Semrush give you a different angle. They show you backlink profiles, keyword rankings, and competitive data. But for technical audits, I find their site audit modules

most useful for flagging broken links, missing meta descriptions, and duplicate title tags. None of these are the most glamorous fixes, but they are the kind of issues that erode performance over time if left untouched. A good technical audit will group these small items together so you can fix them in batches rather than one at a time.

Performance Metrics That Matter for Real Users

Core web vitals have become a major talking point in SEO circles, and for good reason. Google has made page experience a ranking factor, but the metrics themselves are also a genuine reflection of how users experience your site. Lighthouse reports give you a score for performance, accessibility, best practices, and SEO. But I have found that relying only on Lighthouse can be misleading, especially for larger sites where the test environment does not match real-world conditions.

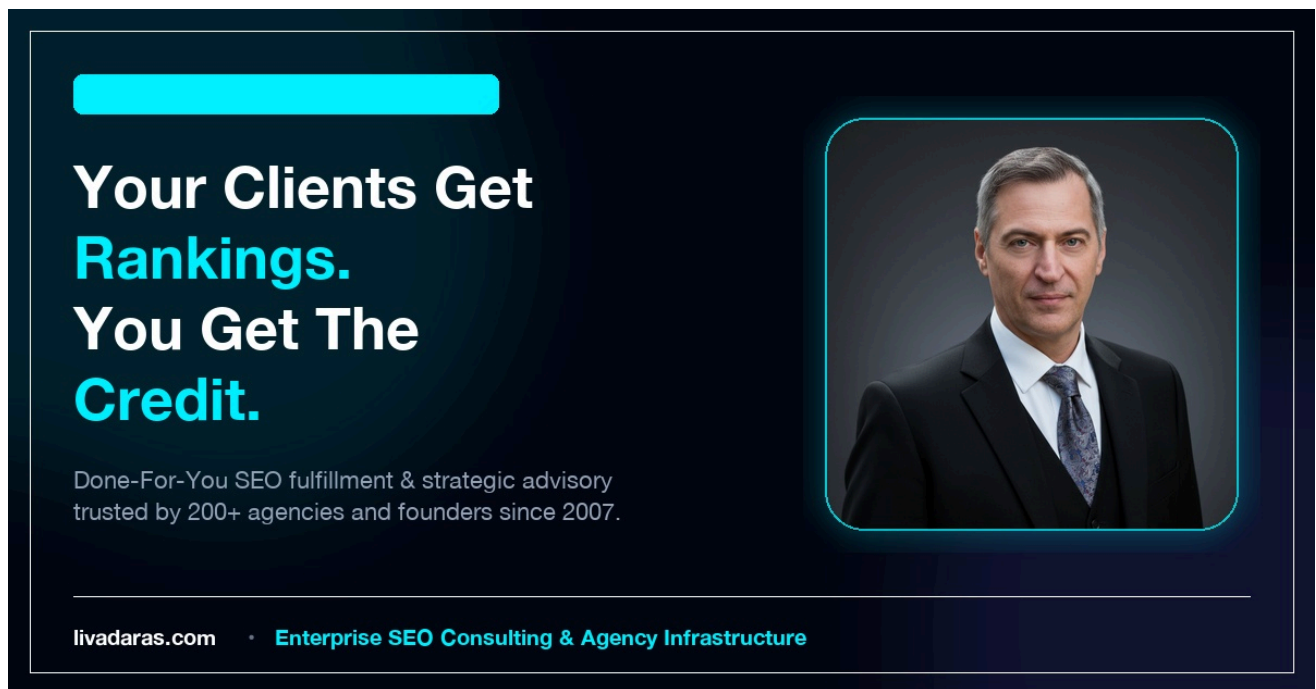
That is why I always run a site through WebPageTest and GTmetrix as well. WebPageTest lets you test from different locations and connection speeds. It shows you the full waterfall of resource loading, which is invaluable when you are trying to understand why a page feels slow. GTmetrix offers a similar analysis with its own grading system. When you compare results from all three tools, you get a much clearer picture of where the bottlenecks actually are. Sometimes it is unoptimized images. Other times it is JavaScript that blocks rendering or a server that takes too long to respond.

Google PageSpeed Insights is another essential tool in this context. It gives you both mobile and desktop scores along with specific suggestions. The mobile score is especially important now that mobile-first indexing is the default for most sites. Google uses the mobile version of your content for indexing and ranking. If your mobile pages load slowly or have rendering issues, that affects your visibility across all devices. I have seen sites that ran perfectly on desktop but had heavy JavaScript that broke on mobile browsers, causing key content to be missed during indexing.

JavaScript SEO and the Complexity of Modern Sites

JavaScript SEO is one of the trickiest areas for [technical seo agencies](#) to get right. Modern sites often rely on JavaScript to load content, handle navigation, and render interactive elements. Google has gotten better at rendering JavaScript, but it is still not perfect. If your site depends on JavaScript to load critical content, you need to verify that Google can actually see that content. The best way to check is by using the URL inspection tool in Google Search Console. It shows you exactly what Google saw when it crawled the page. If the rendered version is missing text or links that are present in the source code, you have a JavaScript rendering problem.

Another approach is to use the structured data testing tool to validate your schema markup. Schema markup helps search engines understand the context of your content. It can lead to richer SERP features like review stars, event listings, or product information. But if the markup is broken or hidden behind JavaScript that does not execute, it will not appear in search results. I have debugged cases where schema markup was injected via JavaScript but the server did not serve the JavaScript to the Googlebot user agent. The fix involved moving the schema into the initial HTML or ensuring the JavaScript rendered reliably for crawlers.



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When you are working with a technical SEO partner, you want them to be comfortable with these kinds of debugging scenarios. They should be able to look at a page, identify whether the content is server-side rendered or client-side rendered, and advise on the best approach for your specific setup. There is no single right answer. A JavaScript-heavy site that relies on a modern framework like React might need a different strategy than a traditional server-rendered site.

Prioritizing Fixes: The Difference Between a Report and a Plan

The most common complaint I hear from developers about SEO audits is that they list hundreds of issues without any sense of priority. A good technical audit should rank issues by impact and effort. For example, fixing a redirect chain that causes a 404 on your most visited product page is higher priority than adding alt text to 200 images. A redirect chain wastes crawl budget and can cause link equity to leak. It is also usually a quick fix. Alt text is important for accessibility and image search, but it rarely affects rankings as immediately as a broken redirect chain.

When I look at a site, I start with the issues that affect indexation and crawlability. Are there pages that should be indexed but are blocked by robots.txt? Are there canonical tags pointing to the wrong URL? Is the XML sitemap missing important pages or including ones that return 4xx or 5xx status codes? Once those are clean, I move to performance issues that affect user experience and core web vitals. Then I look at content and markup issues like duplicate content, missing schema, and thin pages.

This prioritization is exactly what you should expect from any serious technical SEO partner. They should be able to present you with a list of fixes that your development team can work through in order of business impact. They should also be clear about which issues are quick wins and which ones require significant architectural changes. If a partner hands you a flat list of 200 issues, ask them to rank it. If they cannot, that is a red flag.

Working with Google Analytics 4 and Beyond

Google Analytics 4 has changed how we measure the impact of technical changes. The switch from Universal Analytics to GA4 means that many of the old reports are gone or work differently. For technical SEO, the most useful reports in GA4 are the engagement and traffic acquisition reports. You want to track whether organic traffic to the pages you fixed increases after the changes go live. But remember that correlation is not causation. A traffic increase could come from seasonal trends, content updates, or external factors. The best way to isolate the effect of a technical fix is to monitor the specific pages that were affected and compare their performance to a control group of similar pages that were not changed.

I also recommend setting up custom reports in GA4 to track crawl-related metrics. You can create an event that fires when a Googlebot request comes in, but that is usually too technical for most setups. A simpler approach is to monitor the index coverage report in Google Search Console before and after the fix. If you fixed a crawl budget issue, you should see an increase in the number of indexed pages and a decrease in crawl errors. These are concrete signals that the technical work is paying off.

Final Thoughts on Evaluating Technical SEO Agencies

Finding the right technical SEO partner is not just about the tools they use or the certifications they list. It is about whether they understand the full lifecycle of an audit: discovery, analysis, prioritization, implementation, and measurement. The best technical seo agencies I have worked with treat the audit as a living document. They follow up after the fixes are deployed to verify that the changes had the intended effect. They do not disappear after sending the PDF.

If you are considering a white label service, make sure they are transparent about their process. Ask how they handle JavaScript-heavy sites, how they prioritize issues, and how they

communicate with your development team. The goal is not just to find problems but to fix them in a way that improves your site's performance for both users and search engines.