

# SEO Pagination Checklist

- Choose the right type of pagination for your website
- Make sure that each page has a unique URL
- Use rel="prev" and rel="next" tags to signal pagination to Google
- Do not refer to the first page as canonical: use your own canonical tags for each page
- Use crawlable links to paginated pages
- Avoid using noindex tags on paginated pages
- Ensure that all content is accessible to search engines without using AJAX
- Use structured data to indicate pagination to search engines
- Check if your sitemap file includes all the products that your paginated pages have
- Test and monitor pagination to ensure that all the content is accessible to search engines