SEO Notes

## Basic SEO

* Title tags
* Meta Tags
* Anchor links with internal URLs
* Semantic html design
* Sitemaps
* Anchor text
* Images
* Content
* Key words

## Weekly Tests

Is page mobile friendly? Check with [Mobile-Friendly tool](https://search.google.com/test/mobile-friendly). Accepts url or code. <https://search.google.com/test/mobile-friendly>

Real time and past website traffic with [Google Analytics](https://analytics.google.com/) <https://analytics.google.com/>

[Google Search Console](https://search.google.com/search-console/) indicates how the site is performing as well as mobile performance and website errors are tracked. <https://search.google.com/search-console/>

Analytics from an external company [SEMRUSH](https://www.semrush.com/seo) provides a useful dashboard that includes ranking, according to SEM Rush, and backlink audits. Free tier allows 1 website to be monitored. <https://www.semrush.com/seo/>

## Check your links

Googlebot navigates from URL to URL by following links, sitemaps, and redirects. Googlebot treats every URL as if it's the first and only URL it has seen from your site. To make sure that Googlebot can find all the URLs on your site:

* Use <a href> with a valid URL. Ensure that all pages on the site can be reached by a link from another findable page. Make sure the referring link includes either text or, for images, an alt attribute, that is relevant to the target page. Crawlable links are [tags with an href attribute.](https://developers.google.com/search/docs/advanced/guidelines/links-crawlable)
* [Build and submit a sitemap](https://developers.google.com/search/docs/advanced/sitemaps/build-sitemap) to help Googlebot more intelligently crawl your site. A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them.

## Tell Google about other versions of your content

Googlebot doesn't automatically know that there are multiple versions of your site or content. For example, a mobile and desktop version, or international versions of your site. To make sure that Google serves the right version to users, you can:

* [Consolidate duplicate URLs](https://developers.google.com/search/docs/advanced/crawling/consolidate-duplicate-urls).
* [Tell Google about localized versions of your site.](https://developers.google.com/search/docs/advanced/crawling/localized-versions)
* [Make your AMP pages discoverable.](https://www.ampproject.org/docs/fundamentals/discovery)

## Control what content Google sees

There are several ways to block Googlebot or control frequency:

* To block Googlebot from finding your page, restrict access to your content to logged in users (for example, use a login page or [password-protect your page](https://developers.google.com/search/docs/advanced/crawling/control-what-you-share)).
* To block Googlebot from crawling your page, [create a robots.txt](https://developers.google.com/search/docs/advanced/robots/create-robots-txt)
* Build a sitemap and notify Google. Also add it to robots.txt https://developers.google.com/search/docs/advanced/sitemaps/build-sitemap?hl=en#sitemapformat

## If your content isn't showing up in Google Search and you want it to show up, follow the steps below:

* Check if Googlebot can access the page with the [URL inspection tool.](https://support.google.com/webmasters/answer/9012289)
* Test your [robot.txt file](https://support.google.com/webmasters/answer/6062598) to see if you're unintentionally blocking Googlebot from crawling your site.
* Check your HTML for noindex rules in meta tags.