

so, I started with basic things but then decided to jump into a rabbit hole

I begin with comparing profiles.

For example, my profile is getting less visibility in google compared with Mahbod's account and a few other top contributors. I don't have an answer, but I have some ideas. Ideally, having a similar discovery as Linkedin has - can increase traffic and Alexa rates.

~~~

While it's just an external review(as I don't have access to analytics, keywords), even it might help. Plus, I found a few strange coding decisions that were made.

## **html-related**

- hidden copy testing
- checking schema-related things
- mobile version of the website
- how clickable links are from phone
- forms
- cross-browser thing
- checking utf-8 stuff
- check if we have a template for 404
- breadcrumbs on\off
- menu(public/private), buttons. active states of menu links and buttons
- styles(big thing) but important is how it affects the loading speed

## **Optimization**

- checking a redirect from www.HD into HD.com and backward
- checking on optimization errors
- comparing several pages that are visible with pages that we have at google index
- testing reply an output of 404 from a server(can be better)
- index coverage status and which pages were disabled
- checking how "upperscored" domain name was set(because Hella & Doge)
- quick links
- incoming links review

- terms/policy & policy confidentiality pages
  - inner optimization analysis
  - each page check
- 
- checking for existing HTML-map
  - search for external links
- 
- compare "duplicated" pages
- 
- checking FB, TW for having a link to the website, check if logos have links inside(yep, this thing matters for google)
- 
- check basics metatags, <h1> headings
  - styles from components must be located at one CSS file on the production build

Проверка на наличие циклических ссылок и переадресаций

Проверка наличия на сайте RSS-ленты новостей, загрузки постов в группы компании в соцсетях

analytics website snippet @ search results

checking for SSL and date of domain expiration  
checking what hosting we are using

rechecking page loading speed

checking css rules and HTML code(output) for mistakes

Проверка наличия в «подвале» сайта ссылок на разделы

Проверка наличия блоков с повторяющимся на всех страницах контентом

Проверка наличия атрибутов title и alt у картинок

Проверка оптимизации атрибутов alt и title изображений под ключевые слова

Проверка имени файлов изображений

Проверка объема изображений

Анализ качества изображений