Must Follow
SEO Requirements for
Any Projects

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1.0 Introduction
This document stated the SEO Best practices followed around the web. We will strictly follow these steps for every project.

2.0 SEO Requirements based on Project Types
2.1 Project Type: Staging
Always create a Staging site for a New Project.
Staging site must be Disallowed in Robot.txt file.
Just insert this lines in robots.txt file:

User-agent: *
Disallow: /

The Meta Robots should be "noindex,nofollow".

<meta name="robots" content="noindex, nofollow">

2.2 Project Type: Production
2.2.1 For Design Team

Make a plan for a good site structure.

The site should support Basic Mobile-friendly viewport features.

Plan a site Hierarchy before design a website.

Try to keep the main Category from 2 (two) to 7 (seven).

Balance the Subcategory with categories.

Category and Subcategory pages should able to include up to 500 words of text copy above/below the product grid.

The site should have Image Optimization. Use the file name, alt text, title, description, captions properly.

Design the web page with a Table of Content feature (Mainly for blog page).

Must Use the Heading Tags accurately. Maintain the sequence like <h1> <h2> <h3> ...

Use <h1> only for Once. Try to use main Keyword in the <h1> tag.

Use minified JavaScript and CSS file.

Always avoid the Inline CSS.

Don't use any js file which has any error.

Remove any unnecessary code from the server.

Need to add product Ratings and Reviews (like Google rating).

Use social media link for your site on the website.

Should use social sharing buttons on product pages.

2.2.2 For Development Team

The LIVE site should Hosted on Dedicated IP.

LIVE site must be Allowed in Robot.txt file.

The Meta Robots should be "index,follow".

The site must have Clean & SEO-friendly Link/URL relevant to the page it represents.

URL structure should be planned from the very beginning of the project.

Page URLs should be customized, use real language to reference pages.

Always use the Lowercase Letter for the URL.

Always try to keep the URL length between 50-65 character.

Always avoid (?,+,=,_,%) in the URL.

SessionIDs are not required for Page URLs.

URL must have SSL Certificate (https://)

A page should have Canonical Tag.

A page should have Social Media Meta Tags.

A page must have a Unique Title with Keyword.

The Title length should be between 55-60 character.

A page must have a Unique Description with the same Keyword from the Title.

The Description length should be between 150-155 character.

A site should have ad hoc 301 redirect mapping.

A site should have an Automated XML Sitemap.

A site should support Clickable Links for users with JS, CSS, and Cookies disabled.

Enable HTML/GZIP compression in the server to increase the site speed.

A site should Use Breadcrumb to give a Better User Experience.

A site must Use a Custom 404 page.

If the site uses more than one Location or Language-

Should have a country/language selector (rendered in plain HTML).

Country/language selector should override any automated geolocation.

Should provide automated 'hreflang' tagging either at the page level or within XML sitemaps.

For better Google PageSpeed score-

The Server response time should be <500ms (<200ms, ideally).

The Server should support browser caching and file compression.

The Home page should able to "LIVE" at domain root.

2.2.3 For SEO Manager
Should check Meta Tags.
Should check Sitemap update.
Should check Robots.txt file update.
Should check Schema Markup.
Should check Popup page views from Web & Mobile.
Should check Site speed for Web & Mobile.
Should check Valid URL indexing.
Should check Invalid URL, Error Page & Broken Links.
Should check Keyword Optimization.
Should check Google Search Console (Webmaster).
Should check Google Tag Manager.
Should check Google Analytics.
Should check Google My Business.
Should check Google Merchant account.

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