Report - upd-site-seo - 2022-01-29

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Contextualization

Search Engine Optimization (SEO) is an important aspect that should be taken into consideration when building and maintaining a website. This is so important, that search engines companies, like Google, offer a handful of tips to deal with it. Things like add a description metatag, or write a concise and precise title, are one of the advices from Google.

Problem

Our page was missing a proper 404 page. [1]

Solution

Add a 404 page. Netlify websites may have a 404.html page in the site and the servers will detect that.[2] So we just added a 404 page to the root directory.

Something that should be kept in mind is that Google needs to be able to crawl the page, thus we didn't hide it from the Search engine using robots.txt or anything else of the sort.

[1] Erros soft 404 - Google
https://developers.google.com/search/docs/advanced/crawling/soft-404-errors?hl=pt-br#pagegone

[2] Redirect options - Netlify Documentation
https://developers.google.com/search/blog/2011/05/do-404s-hurt-my-site

[3] Do 404s hurt my site? - Google Search Central Blog
https://developers.google.com/search/blog/2011/05/do-404s-hurt-my-site