

**Search Engine Optimized Blog**

***SEO BLOG***



# Spis treści

[Spis treści 1](#_Toc499009052)

[Overview 1](#_Toc499009053)

[Features 1](#_Toc499009054)

[Client side 1](#_Toc499009055)

[Search angine 2](#_Toc499009056)

[Admin Panel 3](#_Toc499009057)

# Overview

This application should allow to create high search engine optimized blog.

# Features

--(server) - means that this features is provided by server side only

--#1, #2, #3, ... - means feature priority

## Client side

1. Contact form #1
2. Reviews and/or comments with external identify (google, Facebook) #2
3. Social Media buttons (likes, twits,...) #2
4. Desktop/Tablet/Mobile view #1
5. Content elements:
   1. Logo #1
   2. Navigation Menu #1 (Menus: top, main, left)#3
   3. Slider #1
   4. Headings #1
   5. Paragraphs #1
   6. Images #1
   7. Videos #1
   8. Special blocks:
      1. Code block (c#, js, Html) #3
      2. draw.io viewer #4

## Search engine

1. Accelerated Mobile Pages (AMP) #1

This technology allows google to cache pages in their cache its speed up page loading from google search. If page support this technology than page is higher in search results

**Implementation:** <https://www.ampproject.org/>

1. Structured data: #1
   1. Website
   2. Webpage
   3. Organization
   4. Article
   5. Breadcrumbs
   6. Site navigation elements

**Implementation:** <http://schema.org/> and <https://developers.google.com/search/docs/guides/search-features>

1. Gzip compression (server) #1

**Implementation:** <https://docs.microsoft.com/en-us/iis/configuration/system.webserver/httpcompression/>

1. Keep-alive attribute (server) #1

**Implementation:** <https://docs.microsoft.com/en-us/iis/configuration/system.webserver/httpprotocol/>

1. CDN (server) #4
2. Optimized images (server) #1

**Implementation:** Use tiny png Api for .Net. Each blog instances should have own TinyPNG Api Key, it should be configured by user in admin panel. 500 transformation per month is free. Use images store (for reuse and cross site update) which will be minified while publication or while edition if it will be required (crop/resize). <https://tinypng.com/developers>

1. Google Analytics (server) #1
2. Google webmaster tools (server) #1
3. Google Tag Manager (server) #2
4. Robots.txt (server) #1
5. H1,H2,H3,H4,strong, #1
6. Friendly URLs #1
7. Image Alts #1
8. No inline CSS #1
9. Data URIs for top page images (logo especially) (server) #2
10. Server Cache (server) #1
11. Expires headers (browser cache) (server) #1
12. JS/CSS magnification (server) #1
13. URL canonicalization www to non www (server) #1
14. Https (server) #1
15. No server signature (server) #2
16. Email protection #2
17. Top page style including to page code #2
18. Meta tags:
    1. Hreflang (server) #1
    2. Description (server) #1
    3. Charset (server) #1
    4. Robots (server) #2
    5. Social media meta tags: #1
       1. Facebook
       2. Twitter
       3. Pinterest
19. Links:
    1. Canonical (server) #2
    2. Pagination (prev, next) (server) #2
20. Title tag (server) #1
21. Site map (server) #1
22. RWD #1
23. Only required styles loading #2
24. Only required JS loading #3

## Admin Panel

1. Working copy/copies / Publications #1
2. Versions history? #2
3. Allow users to edit texts just in end view html #1
4. Allow to modify element properties in properties block (right side of window) #1:
   1. All elements
      1. Alignment
      2. Width
   2. Text
      1. Colour
      2. Decoration
   3. Image
      1. Alt
      2. Url (inline/block)
   4. Link
      1. Url
      2. Text (inline)
      3. Target
   5. Gogle Map (iframe)
      1. Url
5. Text properties should use class styling (no inline styles and additional tags) #1
6. Allow users to build his website structure in tree. (notify user if tree have more than 3 levels) #1
7. Allow user to use tags for his articles
8. Allow user to create series of blogs
9. Allow user to add new element to page #1
10. Allow user to move elements #1
11. Desktop View edition with Mobile View Block(Preview/Editon) #3
    1. User can choose device from list
    2. Set custom width, height
    3. Horizontal/Vertical