SEO guide for developers

1°   URL ORGANIZATION

a) URL structure

For e-commerce or online-catalogue website:

site.ru/category site.ru/product1 site.ru/product2 **YES**	site.ru/category/product **NO**

This hierarchy allows putting one product at several categories without duplication and avoiding extra nesting levels for product pages

b) URL length

Always try to keep URLs human-readable, short and avoid extra directory nesting

site.ru/blue-elephant **YES**	site.ru/animals/big-animals/elephants/by-color/blue/blue-elephant-204457 **NO**

c)   Filters

Filters should not generate long unreadable URLs.

In case if page can be interesting for SEO – better if filter follow to separate URL:

site.ru/laptops/dell site.ru/skirts/short	[dell laptops] search query [short skirts] search query

Otherwise filters should be realized by AJAX without separate

URL:

site.ru/smartphones/2sim	site.ru/smartphones/micro-sim
YES	**NO**
people search for [2 sim smartphones]	very few people search for [micro-sim smartphones]

In case if (after all) we use fitters which dynamically generate URLs, all child URLs should have canonical tag followed to parent initial URL:

https://site.ru/smartphones?arrFilter_45=1060745282&arrFilter _P1_MIN=&arrFilter_P1_MAX=&set_filter=micro&sim
rel canonical="https://site.ru/smartphones"

2° LAYOUT

a) h1 – h6 Headings

- Use one and only h1 tag for each page
- Use h1 as top-level heading
- follow the size and the hierarchy of headings
- Use these tags only for headings
- Main keyword (page name) should be included in h1 tag

b) HTML markup

Always try to follow w3.org guides and keep code valid

c) Microdata markup

Microdata should be used for:

- contact information
- product offers for e-commerce sites
- in common case use item "Thing" with "name", "image", "description" properties

d) On-page elements

Websites with commercial strongly should have phone number in header

e) Mobile-friendly

- Responsive design and touch-friendly interface are welcomed.
- Responsive design preferable than mobile version.
- Accelerated Mobile Pages (AMP) versions for news/blog pages welcomed

3°   BACK OFFICE

For each page back office should provide the opportunity to fill:

- page title
- meta description
- canonical page
- URL alias
- Image title and alt text
- onpage text

Also back office should support auto-filing the above by templates and default values (except text field).

4°   META TAGS

a) Default values

By default title should generated by (page name | site name) template.
Meta description can be generated as first paragraph / first 160 characters.
The above usually provided by SEO plugins for CMS.

b) Main rules

Consistency of page title and page content required
Page title and descriptions should be unique on website.
Title length < 70 characters, description length < 160 characters

5°   NAVIGATION

a) Target pages

All target pages should be placed no more when 2 clicks from home page. Important competitiveness

b) Pagination

In case if website uses pagination:
- use canonical tag for every page > 1, which follows to 1st page
- use rel="next" and rel="prev" for next and previous page links

c) Breadcrumbs

Breadcrumbs are desirable elements as internal linking provider and required at least for desktop version, especially for catalogue-like structured websites.

d) 404 error page

Custom 404 page is required. Should contain elements to keep user on website: links to main website sections, search form

6° IMAGES

Images should be optimized for search engines via:
- alt text
- title text
- file name

Example:

```
<img src="blue-elephant.jpg" alt="Синий слон" title="Синий слон"/>
```

7° INDEXATION AND ANALYTICS TOOLS

a) Sitemap

Sitemap XML file always should be generated and automatically updated after new pages added to website. Path to Sitemap file should be specified in robots.txt file.

b) Webmaster tools

Integrate Yandex.Webmaster and Google Search Console services

c) Web-analytics services

Add desirable web-analytics service code. Usually it's:

- **Yandex.Metrika**
- **Google Analytics**