Technical SEO

1. A canonical URL is a tag that you add to your page that acts as an instruction for search engines, telling them that no matter what URL might be showing up in the address bar for this content, make sure to index this URL as the primary URL to access this content.
2. Microformats give a special syntax to use to help search engines identify very specific types of content on your pages. This helps search engines identify these pieces of content and also allows them to identify very specific attributes of your content.
3. Search engines send users to pages that will provide the best possible experience. When considering your web server, take into account the number and type of processors, the amount of memory, the quality of the network, and the connection to the Internet. If your server, is constantly down, search engines will consider your site unreliable and they won’t suggest it to users.