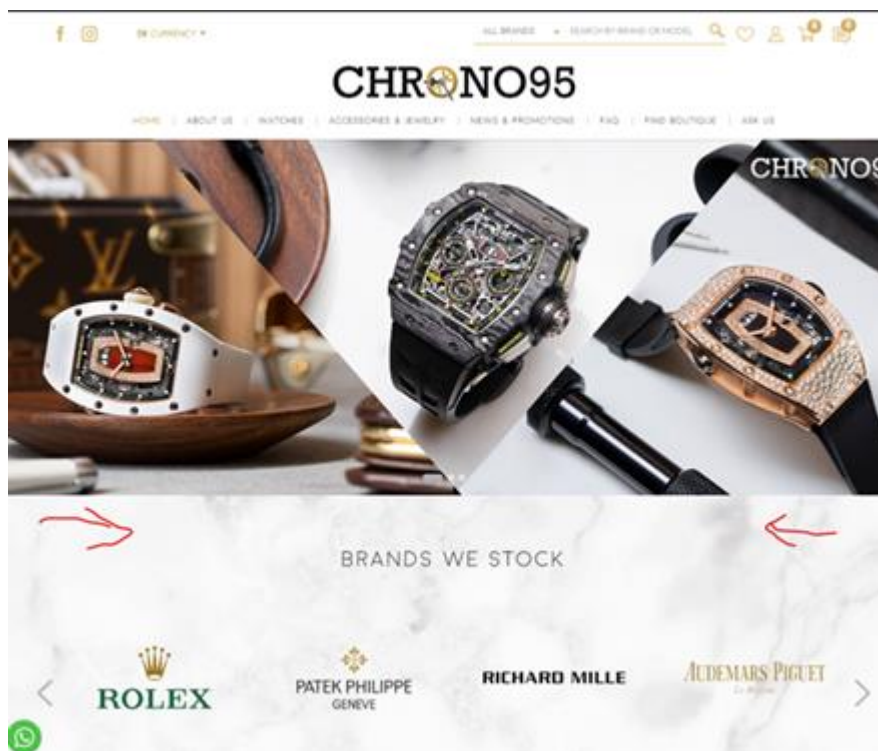


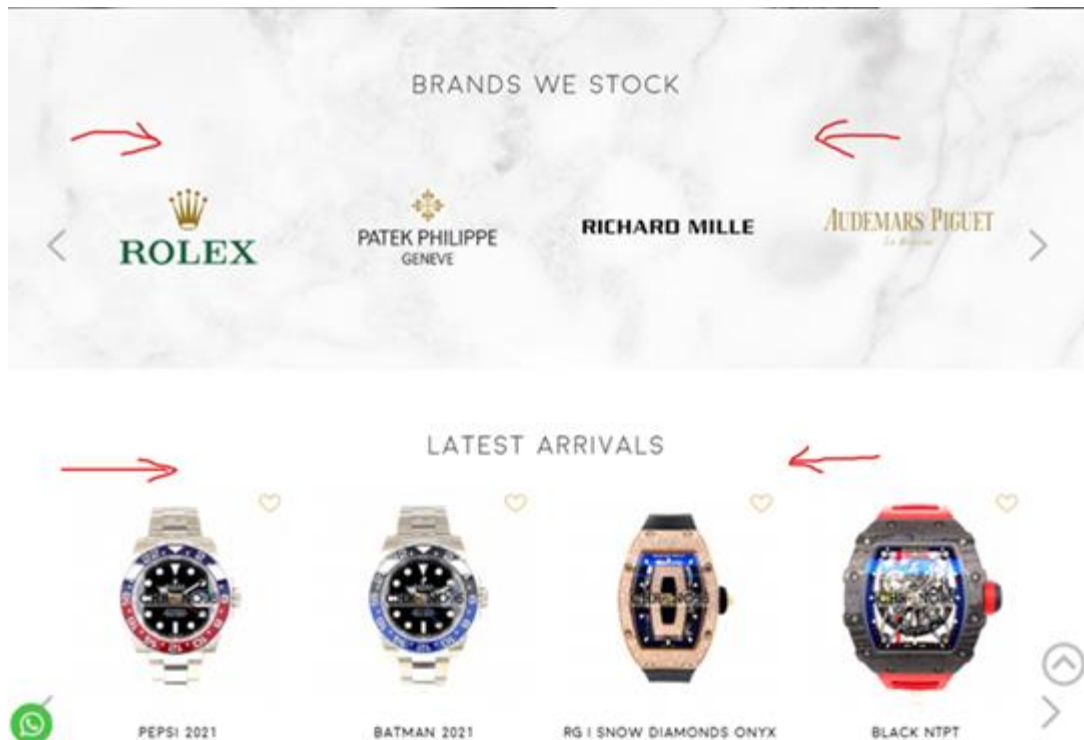
Advisory for Web Developments with SEO

For programmers:

- For **Ecommerce sites** (OpenCart/FDS/Custom), it **must be possible to add content to ALL pages**, especially the Home Page. This is because text content is a major factor in helping keywords rank to hit KPIs for the SEO campaign.

Examples where text might need to be added:





- Security of website: Please ensure backend URL of the Live website is not the default '/admin', and that Wordfence is installed. This will reduce our sites from being hacked and malicious pages being created.

-

For PEs:

- If client has an existing site before us, do not unpublish their existing website while we are doing their new website. This will cause traffic on their site to be lost.
Protip: Install GA on their old site, and after we have put their new site on their domain, if organic traffic has increased, we are in better grounds to upsell them SEO :)
- Ensure all dummy text on client's product page is removed before the website goes Live. This is because Google's spiders will crawl a site once it goes Live, and index the pages to be shown on search engine results.

In other words, Google records what pages your client's site are Live and will show it on search engine results. Very often, some dummy pages that were present on the demolink are Live

- (Wordpress mostly) If you are duplicating an existing page to make a new page, please ensure that the copied page has its own URL named after its own products.
For instance, you are duplicating /watermelon page to create a Papaya page, Papaya page URL should be /papaya and not /watermelon-2.

Design guidelines:

- Don't use Splash pages for the Home Page
Example:

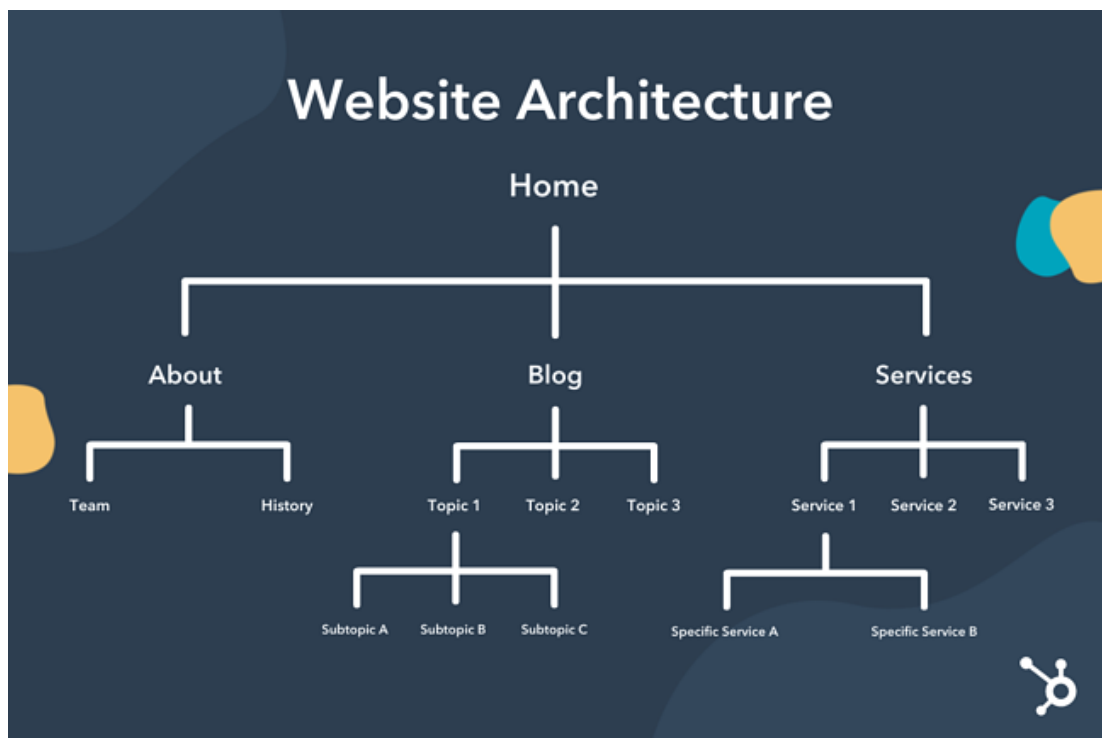


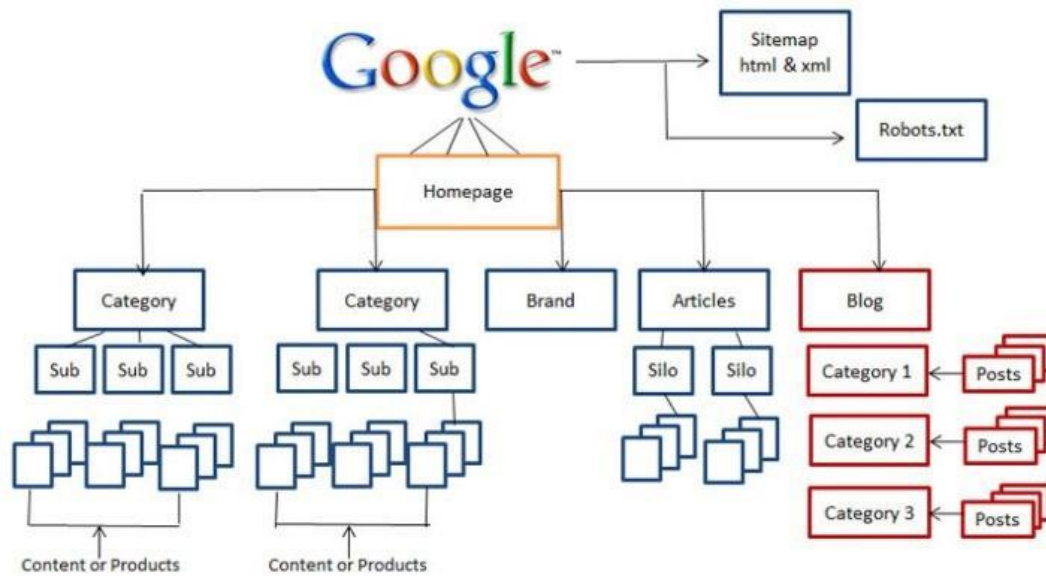
Reference

<https://www.upthereeverywhere.com/blog/5-common-website-design-mistakes-kill-seo>

- Avoid large size image display, and heavy use of images with large file size
- Use proper website architecture & information silo

Examples:





References:

<https://blog.hubspot.com/marketing/website-architecture>

If you have any queries, please feel free to contact me either on my work mobile or via Skype.

Regards,

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