Technical SEO

Best Practices

Boost Your Website's Performance!

To understand technical SEO better,

We need to discuss two important processes:

✅ **Crawling**

✅ **Indexing**

✓ Crawling

Search engine bots discover new and updated content on the web.

✅ Indexing

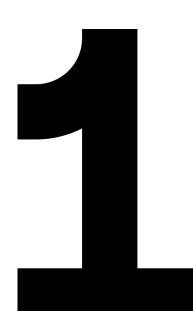Search engines store and organize this content for retrieval in search results.

For faster crawling and indexing I follow these technical SEO practices:

Ensure Mobile-Friendliness

With mobile-first indexing, it's vital your site is fully responsive and offers a seamless experience on all devices.

1

Improve Page Speed

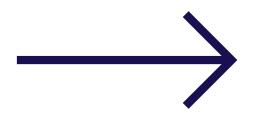Fast-loading pages enhance user experience and are favored by search engines.

These are the tools I use most:

Google
PageSpeed Insights

pingdom

2

→

Optimize XML Sitemap

Submit a well-structured XML sitemap to ensure search engines can efficiently crawl and index your site.

3

Implement HTTPS

Security is a ranking factor. Ensure your site is secure with HTTPS to protect user data and boost trust.

4

Fix Broken Links

Regularly check for and repair broken links to maintain a smooth user journey and preserve link equity.

5

Utilize Structured Data

Implement schema markup to help search engines understand your content and enhance your SERP appearance with rich snippets.

6

Improve Internal Linking

Strengthen your site's structure and distribute link equity by strategically linking to important pages within your site.

7

Optimize Robots.txt

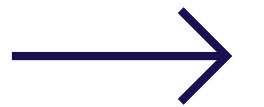Use the robots.txt file to guide search engines on which pages to crawl and index.

8

Monitor Crawl Errors

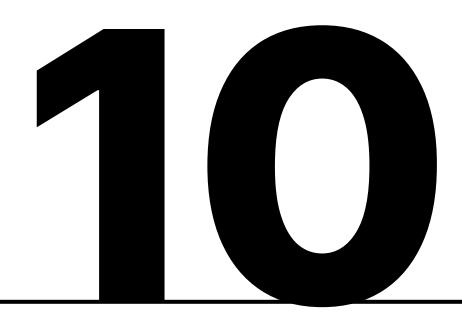Use Google Search Console to track & resolve crawl errors, ensuring search engines can access all important content.

9

Utilize Canonical Tags Effectively

Avoid duplicate content issues by using canonical tags to indicate the preferred version of a page.

10

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