What Is Technical SEO?

Technical SEO is about improving your website to make it easier for search engines to find, understand, and store your content.

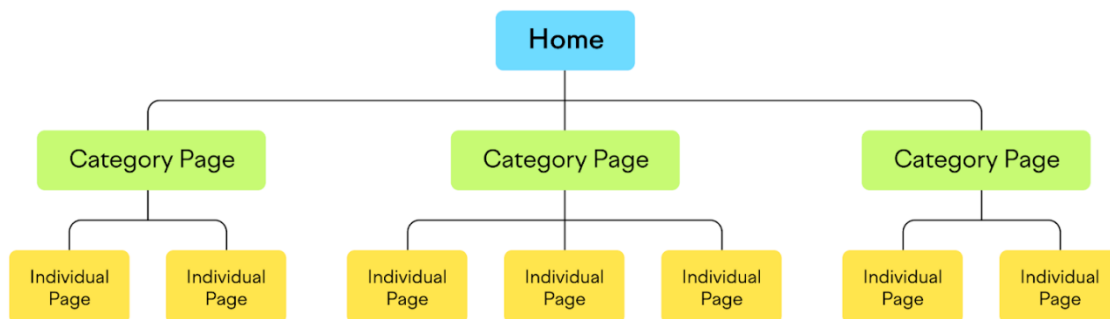It also involves user experience factors. Such as making your website faster and easier to use on mobile devices.

Done right, technical SEO can boost your visibility in search results.

1) SEO-Friendly Site Architecture

Site architecture (also called site structure) is the way pages are linked together within your site.

An effective site structure organizes pages in a way that helps crawlers find your website content quickly and easily.

2) Submit Your Sitemap to Google

Using an XML sitemap can help Google find your webpages.

An XML sitemap is a file containing a list of important pages on your site. It lets search engines know which pages you have and where to find them.

Regular: yoursite.com/sitemap.xml

WordPress: yoursite.com/sitemap_index.xml

3) Use HTTPS

Hypertext transfer protocol secure (HTTPS) is a secure version of hypertext transfer protocol (HTTP).

4) Improve Your Page Speed

Page speed is a ranking factor both on mobile and desktop devices. So, make sure your site loads as fast as possible.

Tool:

https://pagespeed.web.dev/

https://gtmetrix.com/

5) Ensure Your Website Is Mobile-Friendly

Google uses mobile-first indexing. This means that it looks at mobile versions of webpages to index and rank content. So, make sure your website is compatible on mobile devices.

6) Use Breadcrumb Navigation

Breadcrumb navigation (or "breadcrumbs") is a trail of text links that show users where they are on the website and how they reached that point.

7) Find & Fix Broken Pages (404 Pages)

Having broken pages on your website negatively affects user experience.

Tool:

https://www.drlinkcheck.com/

8) Check Indexing of Whole Website

Make sure pages you want people to find can be indexed in Google. The two previous chapters were all about crawling and indexing, and that was no accident.

Use: Past on your browser

Site:www.yourdomain.com

9) 301 & 302 Redirection

301 Redirection: A 301 redirect is a permanent redirection status code used in HTTP, indicating that a web page or resource has permanently moved to a new location. It's essential for SEO because it transfers the SEO "juice" from the old URL to the new one, helping to maintain search engine rankings and traffic.

302 Redirection: A 302 redirect is a temporary redirection status code in HTTP, indicating that a web page or resource has temporarily moved to a new location.

To set this we need to create .htaccess and add code

Old URL → New URL

301 Permanent Redirect

Redirect 301 /old-page.html https://www.example.com/new-page.html

302 Temporary Redirect

Redirect 302 /old-page.html https://www.example.com/new-page.html

If you are using WordPress then install only 301 redirect plugin, its automatically create and add code in .htaccess file