



Technical SEO

Introduction

Technical SEO is about bringing back your website's technical SEO score. The more difficult it is for a search engine to crawl your pages and find the content you want to rank, the better of course. This can be done either through improving your site's functionality or by building additional functionality on top of your current site architecture.

Optimize robots.txt

Robots.txt is a file that you can use to control how search engines and other web robots access your site's content. For example, if you've got pages on your site that are only for users with special access or not intended for search engines, then you would block them from being indexed by adding those URLs to the file.

You can always find the robots.txt in this location:

Make sure your website code is clean

Use HTACCESS to redirect users and search engines or to hide content from search engines

You can use the .htaccess file to redirect users and search engines to different pages, or to hide content from search engines.

To redirect users:

- Open your FTP client and navigate to the directory where your .htaccess file is located (usually in the root of your website).
- Add a line that specifies how you want to redirect traffic with this code: Redirect 301

Be strategic with your XML sitemaps

In a perfect world, Google would be able to crawl the entire internet in no time flat. In the real world, however, this isn't possible—there are just too many pages and sites out there for Google to keep up.

See More

<https://razibseo.blogspot.com/2022/07/technical-seo.html>

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