SEO must knows for Village88 engineers
(written by Michael Choi on April 2020)

SEO is important especially if we want people to easily find our content.

Here are tips to remember whenever we work on projects.

- Make sure each page has a relevant title tag

- Make sure each page as a h1 tag where it has the same or similar words as the title tag.

- Make sure all links are using <a href=""> tag. If you use <div> or <path> or <h1> or any other tag other than <a href=""> tag, crawlers won't know those are actual links. For example, imagine you had <div>Click here</div> and you used CSS to change the mouse cursor when it's hovered and you attached an event listener to th div so that when clicked, it goes to another page. Crawler won't know that <div>Click here</div> behaves like a link. If it is a link, use <a href=""> which was built exactly for this purpose.

- Make sure that the url has relevant keywords and is concise yet still readable. For example, instead of site.com/g/135123/a/5113, it's much better to have it be site.com/learn-to-code/fibonacci. Whatever we want our main keyword to be, closer it appears to the domain name, better it is. We also want to avoid using too many "/" in the url as each level it goes, google will think it's not so relevant. Think of using the url more like a folder structure too. For example, for HH, the following urls are bad
    a. Module url of hackerhero.com/g/13513 - change this to something like hackerhero.com/learn-to-code
    b. Challenge url of hackerhero.com/challenge/fibonacci-135 - as this is part of the module above, it's much better to have it be hackerhero.com/learn-to-code/fibonacci. Note that this shows the search engine that this challenge fibonacci is subset of the /learn-to-code.
    c. Always strive to put all urls within 2 folder structure. Anything beyond 2, google won't think it's that relevant and won't really crawl.
    d. Always try to make the parent folder url also available. For example, if there is a url of site.com/a/b, try to set it up so that if the user went directly to site.com/a/, there would be content on the parent url also (where from that page, hopefully the user can find information about b as well as other sub-sets of the page /a/

For pages that are only viewable after the user logs in, no need to worry about SEO as much as none of the crawlers can go there. Do pay attention only on the title tag for non-crawlerable pages as the title tag helps the user know what the page is about when they have multiple tabs open.

https://drive.google.com/file/d/0B7-ajnCF0-W2YzA0dklRZTdYVzlnM0hRbWRRMlF0RVFmaWVB/view