**Technical SEO Checklist**

**Technical SEO 101 – Ensure proper discovery of Websites**

* URL (Uniform Resource Locator)
  + Ensure there is 1 unique, secure version of a URL per page.
  + URLs should not include any special characters/ non-ASCII Characters.
  + Stay below 115 characters for URLs.
* Header Tags
  + Include 1 unique H1 tag per page that targets primary keywords.
  + Incorporate other sub-headers introducing sections throughout body copy.
* Title Tags
  + Optimize tags so that they are descriptive and include a primary keyword.
  + Stay below 60 characters.
* Meta Descriptions
  + Ensure there is a unique, optimized meta description on every page that includes a CTA.
  + Stay below 160 characters.
* Redirects
  + Implement 301 redirects to the most relevant content prior to removing pages.
* Internal Linking
  + Include internal links to important pages that are related to one another.
  + Use keyword rich anchor text.

**Technical SEO 201 – Rocketship to organic traffic growth**

* Robots.txt file
  + Place file in website’s root directory and monitor to ensure crawlable content on the site is not being blocked.
* XML Sitemap
  + Keep XML sitemap up-to-date with the latest content and link to sitemap within the Robots.txt file.
* Canonical Tags
  + Make sure canonical tags are self-referential on all site pages unless there is duplicate content (point out preferred version of a page when there are duplicates).
* Open graph Tags
  + Place OG tags in the of a page’s HTML and make sure they align with specific platform requirements.
* Anchor Text
  + Create anchor text that is concise and relevant to the linked-to page.
* Image Alt Text
  + Use relevant keywords within alt tag and ensure text is descriptive of the image content. - Harender to handle

**Technical SEO 301 – Ensuring better Commnication of website with the search engine**

* Image File Name
  + Create an image file name that contains relevant, descriptive keywords.
  + Hyphenate between words
* Image Optimization
  + Serve images in next gen formats.
  + Keep image file size under 150 – 200KB.
* Image File Format
  + Select one of Google’s accepted image file formats: SVG, PNG, or JPEG, TIFF.
  + Eliminate parameters for image file URLs where possible
* Schema Markup
  + Implement relevant schema types and specify all required properties for the rich result type.
* Page Speed
  + Enable compression, implement minification, optimize images, and leverage browser caching