

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

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Technical seo

Performance techniques

Shadi Lahham - Web development

Technical seo

Technical seo

technical SEO refers to the optimization of a website's technical infrastructure and elements to improve search engine visibility and crawlability, focusing on ensuring that search engines can access, index, and interpret a website's content efficiently, leading to higher rankings and improved organic traffic

it involves various aspects of website development, server configuration, and performance optimization

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Website architecture

organizing pages logically with clear navigation and using descriptive, hierarchical URLs and permalinks

Crawlability and indexability

controlling crawling through robots.txt and creating XML sitemaps for efficient crawling

Page loading speed

optimizing speed for a better user experience by minimizing requests, compressing and resizing images, and monitoring regularly with tools like PageSpeed Insights, while utilizing a CDN for faster delivery

Mobile optimization

ensuring content is fully optimized for mobile devices

Schema markup

enhancing search results using schema.org schema markup in JSON-LD format and validating structured data for rich search results with tools like Google's [Rich Results Test](#) and [Structured Data Markup Helper](#)

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Canonicalization

using canonical tags to specify preferred URLs and configuring URL parameters in Google Search Console

Hreflang

implementing hreflang tags for language and regional targeting to prevent duplicate content and improve international SEO

Server performance

optimizing server response time, minimizing downtime, and monitoring website uptime and performance

Website security - HTTPS

installing SSL certificates for secure data transmission and implementing 301 redirects for a seamless transition

Analytics

monitoring website performance and user behavior to drive data-driven improvements

References

[What is technical seo - ahrefs](#)

[What is technical seo? basics and best practices](#)

[Technical seo: the definitive guide](#)

[The beginner's guide to technical seo](#)