Url: https://front-end-next-js-task.vercel.app/

For a given OnlineStore Task, I did following tasks to make site more SEO optimized:

SEO Optimization
- Meta: title, description, author, robots
- Facebook and twitter card design to define type of content using og:type, twitter:card, etc.
- Implemented structured data for list of product (JSON:ld) to make crawler understand about site data. This will make list our product in search pages.

Sitemap and Robots.txt
- For sitemap, I have used sitemap-generator packages and add logic to build sitemap for all pages including dynamic product page also. This will be build for every nextjs build run with command so it will be uptodate always.
- Inserted robots.txt manually.

Canonical URLs
- All canonical URLs are inserted correctly within meta tag using <Head> in NEXTJS.

404 page
- Custom 404 page created with information
- NEXTJS provide 404 http status automatically for 404 page.

Performance Optimization
- NEXTJS is known for seo and performance optimized framework. Using Image like components we can implement lazy loading for images and increse site perfomance also.
- React Query too helps in caching of data which increases the speed of site.

Testing
- I was previously experienced with SEO because of my 3-month course and I implemented knowledge of schemas and performance and tested with Google Page Speed. In mobile .. seo was 100, accessibility >92 , best pracrice > 92 and performance > 78 .. in desktop the speed was about >96, accessibility >98.
- Previously while testing I found that heading tag was not used in sequentially order. I fixed that also.