

Quick Tips For SEO Friendly Website Design:

1. **Don't use '_' in image name or file name. Use hyphen ('-') instead of underscore '_'.**

2. **SEO Friendly URLs**

You need to make sure that the URL of your site is SEO-friendly. Only use keywords that are relevant to your business and relate to it in some way. Avoid using long URLs, and if possible separate terms using hyphens. The URL should give people an idea about your business.
(ex: For website design page: domain.com/website-design-services)

3. **Optimized Images**

To get a better rank in the search results, optimize your images along with the text on your website. Avoid using large images on your website. Keep the image size from 30 to 100 KB with a resolution of 72 dpi.

Large images make your site load slower. When you are creating an alt image text, make sure that you use keywords in graphics, header images, logo images, and buttons on each page

4. **Quick Navigation**

When you design a website, make sure the navigation is not difficult. Let users experience an easier navigation when they land on your website so that they can easily find what they are looking for. Place the navigation bar either at the top or along the left margin of the page.

5. **Be Careful With JavaScripts**

When you are designing your website, make sure that you do not use JavaScripts for your entire site design. Search engines crawl through websites to index them, thus excessive use of JavaScripts will cause crawling issues.

Another disadvantage is that JavaScripts do not work smoothly on mobile devices. You need to make sure the website is simple and easy to read for both users and search engines.

6. **Fast Page Load Time**

Page load time is an important aspect from a website visitor's perspective. Consumers are busy and do not like waiting for a page to load. Mobile users on an average only wait for five seconds for the page to load, whereas desktop users wait only for three seconds for the page to load.

To reduce the page load time, make sure you are minimizing Javascripts, enabling compression, using small images, and browser caching.

Make sure your site doesn't take more than 3 seconds to load.

You can easily check your site's loading speed using the excellent GTMetrix.com & <https://developers.google.com/speed/pagespeed/insights>.

7. **Code Cleaning**

The code is something due to which a lot of amazing things happen on a website. However,

there are two tips that every good designer should keep in mind.

(i). Don't stuff your web page. If there is too much matter on a site, it becomes impossible to comprehend what is going.

(ii). It is the sign of a good developer that he/she can minimize the code and still work wonders with a web page.

It becomes too complicated for the search engines if there is too much code on a web page. On the surface, everything may appear to be in a proper order, but your bloated code may cause the search engine crawlers to detect some things going haywire. Due to this, crawlers may face difficulty in recognizing your page easily.

8. Limited Use of Flash

Limit your use of flash. Most of the devices and search engines do not respond to flash in a friendly manner. It would be advisable to avoid it completely if possible in the design of an SEO friendly website. However, if you are using flash then there is no need to use flash for the complete website. Secondly, no need to employ flash for navigation. The last tip is that do not apply flash to your text.

9. HTML5 and CSS3 ([W3C HTML validator](#) & [W3C CSS validator](#))

HTML 5 and CSS3 work well together and can help in making the site sleek, clean and fast. HTML5 is flexible enough to be scaled down as per the need of new media. HTML5 has advanced functions compared to the old HTML. CSS3 speeds up page download and giving your site a new, interactive feel. Validation is one of the most imperative elements of good code development, although a site can function without it as well. However, a web designer should be doing clean enough code that the HTML will validate properly. Validation is necessary for CSS too. Overall, validation should be measured as an essential component of good code development.

10. Fixed Canonical Issue:

A canonical issue arises when 301 redirects are not properly in place. This means that your website can be accessed by search engines from several different URLs. This means that search engines can then potentially index your site under different URLs, meaning that it will look like a site of duplicated content.

11. Make Use Of Html Heading Elements

(H1 – H6) to include descriptive headlines and take advantage of their importance for the search

engines. Use H1 & H2 in content part. (Only 1 H1, 3-5 H2 in one page)



12. Responsive design

Google started penalizing mobile unfriendly sites [in 2015](#). And they're likely crack down even more in the future. If you want to make your site mobile-friendly, I recommend Responsive Design.

13. Redirecting

Any mistake you commit while redirecting to the new version of your website can adversely affect the traffic and ranking. Your visitors will receive 404 error when you delete old pages without proper redirecting to the new pages. Moreover, for search engines, that web page does not exist and therefore, it will not be included in the searched results.

Using 301 redirects can save you from losing traffic. It tells the search bots that the old version is replaced with the new version. Moreover, any link to the new page from the old page also get

counted. Don't forget to use optimized keywords in the updated permalinks when you redirect to the new version. In addition to this, you can also redirect a visitor to some other page of the website by using a customized 404 page.

14. Removing Excess Code

Websites are supposed to be about delivering content to users so when a search engine finds a website where more than 80% of the content is code it's going to be suspicious. It's also going to know that the page will be slow to load compared to the information it holds.

It's not uncommon when I go through a client's website to find loads of stuff there that isn't necessary. Plugins that were added and never used, styling that belonged to an older site design, etc, etc. So make sure all the code that is on the page and all the styling that is in the CSS file actually needs to be there.

As with styling (which should all be in your CSS file) other code such as JavaScript and JQuery should also be held in external files.

15. Remove Broken Links From WebPages

You must remove all dead links from website.

16. Use External CSS File

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

17. JS Minification

You must minify all of your external JavaScript files. For this task you can use an online JS minifier like YUI Compressor, Closure Compiler or JSMIn.

18. CSS Minification

You must minify all of your external CSS files. For this task you can use an online CSS minifier like YUI Compressor or cssmin.js.

19. Use Search Engine Optimized Themes (This point for only CMS Developer)

Some themes use a lot of code to create the layout and design. Google will wade through the source code to find the relevant content. The more code you have, the less content and keyword density. Fast performing themes are good for your Google ranking, since the performance of a website is one of two hundred criteria that determine your ranking.