

# Seo Checklist - Seo Friendly Website Designing And Development

## Header Tag guideline

- H1 should be used one time on each web-page
- The header tag should be represented like this way:

H1 tag

H2 tag

H3 tag

H3 tag

H3 tag

H4 Tag

H4 Tag

- Don't use header tag in slider text
- Don't use header tag in head or footer menu segment.

## Image Guidelines:

- need to add an optimized image format. please use this optimized image format from the scratch level of

## Responsive web design

Need Responsive web design. you can check Google's mobile-friendly test on <https://search.google.com/test/mobile-friendly>

## CSS and JavaScript

Remove unnecessary CSS and JavaScript

## Design search-friendly URLs

- Separate words in URLs with hyphens
- Keep URLs short
- url Describe the content of the page
- Don't use \_ in the url they are not SEO friendly

## Block pages you don't want search engines to index

Admin pages

Duplicate pages

Low-value pages

Privacy and policy pages

## Redirection:

All variant should be redirected to main variant <https://abc.com/>

- <https://www.abc.com/>
- <http://abc.com/>
- [www.abc.com](http://www.abc.com)
- [abc.com](http://abc.com)

## Blog Page

- Blog Page should have table of content
- Social share button should be there
- All font should be visible
- Related blog Posts should be shown below end segment of the blog
- Need SEO friendly blog design.
- FAQs should be added in the blog end segment

## Contact

- If the client has physical address, then please add google maps embed in the contact

## Thank You Page

- Need thank you page after filling up and submitting the lead form
- CTA button

## custom 404 page

## SSL

## Ecommerce website:

### Home Page

- Consider featuring your top few products on the homepage and your unique selling proposition.

### Category Page

- Pagination should present in the all-category page
- Canonical tags must be used for pagination
- In cases where your product category pages expand to more than one page or when you use filters on the category page, you need to set the canonical URL.

- In the category page, below the H1 tag you can also add a few lines of content to give both users and search engine crawlers a good idea on what the page is all about.
- There should be a content section added at the bottom of the collection pages
- Product Images used must be light and of high quality.
- You can add search filters to the category pages.
- Show ratings and prices of the products in the category pages.
- Need call to action button (Buy Now!!, Shop Now!! Get Quote) on the category pages products

### Product Page

- Testimonial review section must be added with rating.
- Use canonical tags for similar products (ex: different colour, size etc).
- Use proper seo friendly urls. Example  
Present unoptimized

### Examples-

url- <https://cuffedbynano.com/collections/shop-all-necklaces/products/herringbonenecklace>

SEO friendly url- <https://cuffedbynano.com/products/herringbone-necklace>

<https://www.muscleu.com.au/collections/meal-replacement-protein-main-menu>

<https://www.muscleu.com.au/products/collagen-switch>

- Page navigation must be very simple for users.

### Plugin

- All in One SEO
- amp plugin WordPress
- Table of content plugin
- Blog social share button plugin