



# **Digital Marketing**


## **Technical SEO:**

**Site architecture and URL structure,  
Mobile optimization and site speed.**



# Introduction



- Technical SEO focuses on enhancing a website's backend to improve its **crawlability, indexability, and overall search engine performance.**
  - Key aspects include **site architecture, URL structure, mobile optimization, and site speed.**
- 




# 1. Site Architecture & URL Structure



- A well-structured website ensures efficient crawling and indexing, leading to better rankings.

- **Importance of Site Architecture**

- Enhances user experience and navigation.
  - Helps search engines crawl and understand content hierarchy.
  - Improves link equity distribution across pages.
- 

# 1. Site Architecture & URL Structure

## –Best Practices for Site Architecture

- ✓ Logical Hierarchy
- ✓ Internal Linking
- ✓ Breadcrumbs
- ✓ XML Sitemap
- ✓ Robots.txt File



# 1. Site Architecture & URL Structure

## –URL Structure Optimization

•SEO-friendly URLs improve search rankings and user experience.

### •1. Keep URLs Short & Descriptive

•Example:

•Good: **example.com/best-seo-tips**

•Bad: **example.com/index.php?id=12345**

# 1. Site Architecture & URL Structure

## 2. Use **Keywords Naturally**

•URLs should include relevant keywords without stuffing.

•Example: **example.com/technical-seo-guide**

## 3. Use **Hyphens Instead of Underscores**

•Search engines recognize **hyphens** (-) as word separators, not **underscores** (\_).

•Example: **example.com/seo-best-practices (✓) vs.**

**example.com/seo\_best\_practices (✗)**



# 1. Site Architecture & URL Structure



## 4. Avoid Dynamic Parameters

•Where possible, use static, clean URLs instead of long parameter-based ones.

•Example: **example.com/product/best-laptop** instead of **example.com/product?id=123&category=laptops**

## 2. Mobile Optimization & Site Speed

.Mobile-friendliness and fast-loading pages improve rankings and user experience.

### **.1. Mobile Optimization**

.With Google's mobile-first indexing, mobile-friendly sites rank higher.

. **Use Responsive Design**

.**Improve Touch-Friendliness**

●**Optimize Images & Media for Mobile**




## 2. Mobile Optimization & Site Speed

### 2. Site Speed Optimization

- .Page speed is a direct ranking factor. A slow site increases bounce rates and lowers conversions.
- .Use a **Content Delivery Network (CDN)**
- .**Optimize Images**
- .**Enable Browser Caching**
- .**Use Lazy Loading for Images & Videos**
- .**Test & Monitor Speed Regularly**

# Conclusion



- Technical SEO ensures that your website is structured, fast, and mobile-friendly, making it easier for search engines to crawl and index.
  - A strong site architecture, optimized URLs, mobile responsiveness, and fast loading speeds are essential for improved rankings and user experience.
- 





**THANK YOU**

A person wearing a dark suit is holding a tablet horizontally with both hands. The words "THANK YOU" are written in large, bold, white capital letters across the center of the tablet. The background of the image is a textured, aged, light brown paper with a red bookmark ribbon in the top right corner and some dark ink splatters in the bottom left corner.