# Technical SEO How-To

Technical SEO employs a variety of behind-the-scenes techniques to optimize your website for search engine crawlers. There are many strategies to achieve this goal, and no doubt they will continue to change and evolve over time. For instance, a very old aspect of technical SEO that is still important today is the **robots.txt** file included in the root folder of a website. This simple file has been in use since the 1990’s and defines where search crawlers can and can’t look to index website data. Another basic and longstanding aspect of technical SEO comes in the **HTML structure** of your site. Having properly formatted and clean code not only makes sure your website is easy to maintain and performant; but also allows web crawlers to understand the context of your site and better index them for organic search results.

Some more modern tools and concepts that should be employed in achieving a successful technical SEO strategy include the following:

Including a **sitemap**.xml file in the root directory. This file provides information about the pages and content of your site and the relationships between them. Search engines can read the file to crawl the site more efficiently.

Include **structured data,** via a script tag in the head of the html on your page containing a JSON-LD snippet with contextual information about what’s contained in the page. The context is helpful for how search engines will display your site in the results. For instance, defining that your page includes a recipe, and including some basic info about it in the JSON-LD format (with the shcema.org language) will help it display to searchers in a more useful way.

Adding **open graph** tags to the head of your page’s html. The open graph protocol uses open graph tags to determine how your link previews will appear on meta owned social media sites. Including these descriptive tags works similarly to the structured data example above. These tags include formatted information that Facebook and other social media sites will use to display links to your site in a more useful and visually appealing way.

Finally, employ the **Lighthouse** tool on your site. Lighthouse is an open-source, automated tool for improving the quality of web pages. You can run it against any web page, public or requiring authentication. It has audits for performance, accessibility, progressive web apps, SEO, and more.

Technical SEO is an important aspect of making sure your site ranks well in the search results. Although there is no “magic-bullet” to push your site to the top; using the strategies outlined above should greatly help the back-end web crawlers to properly handle and display your site to relevant searchers!

## Seo Site Checkup Results

Graphical user interface, text, application, website

Description automatically generated

Note: *This test was run before fixing the meta description for the home page. It has since been fixed but I am unable to refresh the site without providing credit card information.*