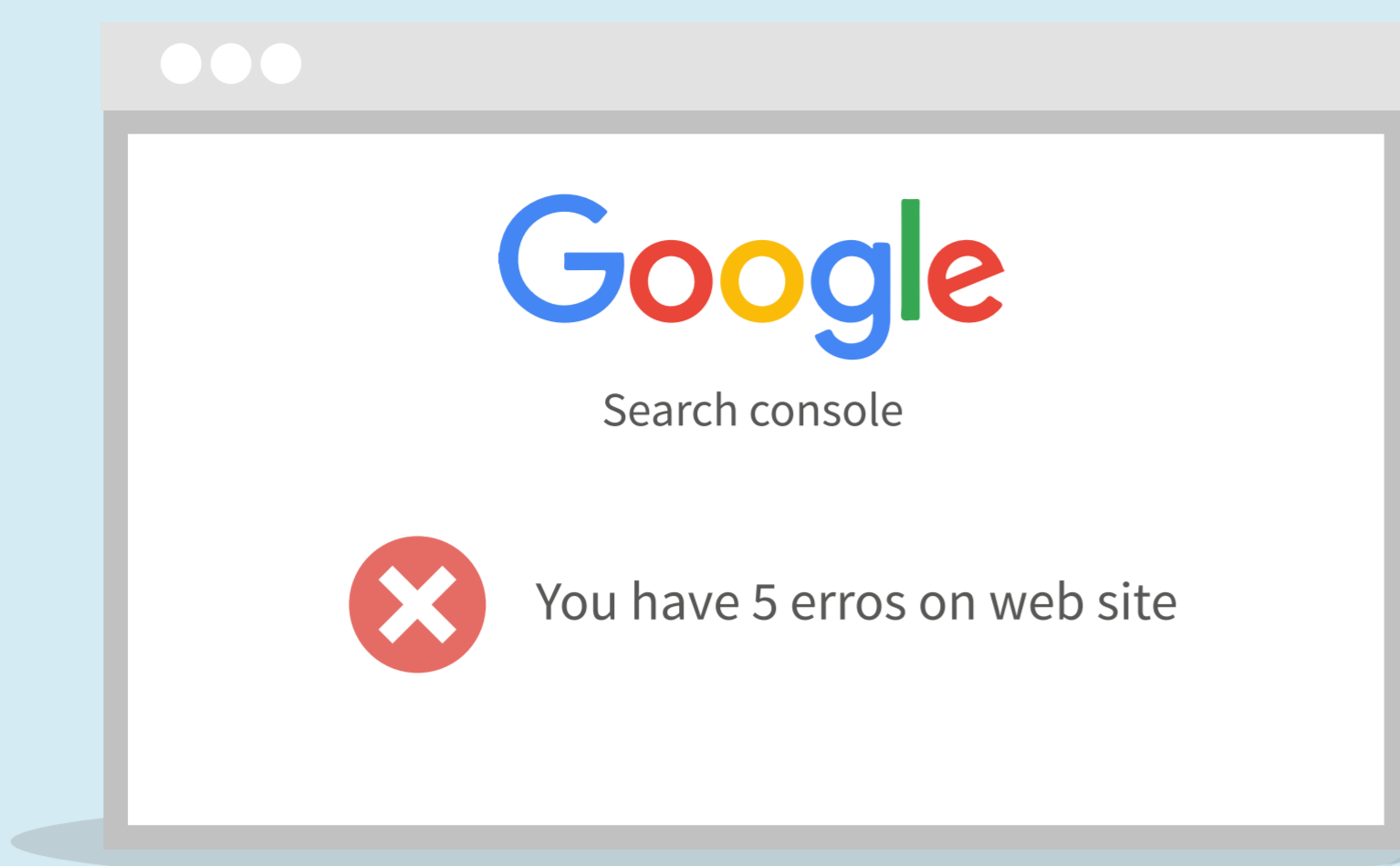


Technical on-page SEO checklist

by mangools

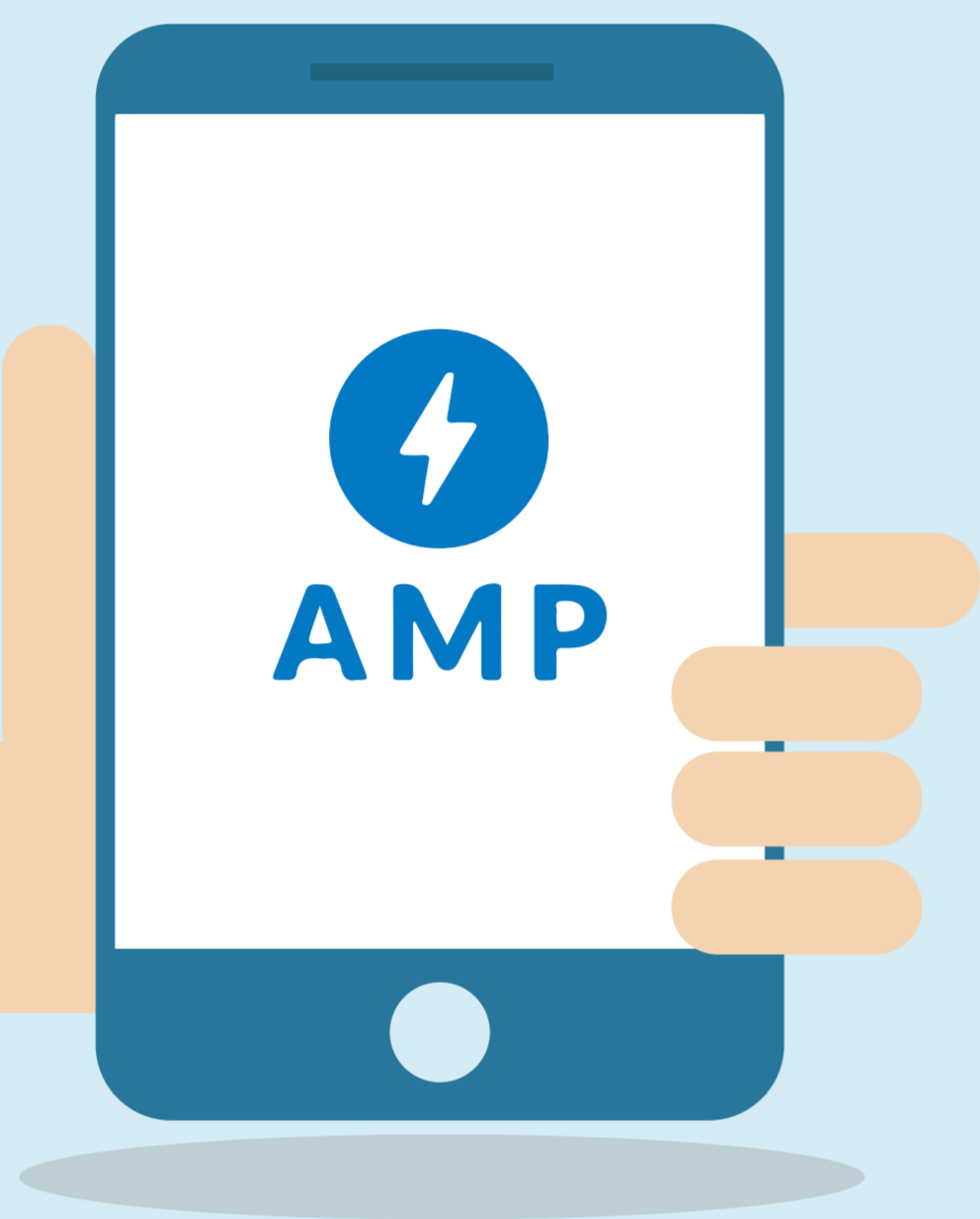


1. Implement Search console

Monitor and maintain your site's presence in Google Search results. Choose what you want to be indexed or not, get notifications about site errors, structured data or code errors and in-depth analysis with Google Analytics.

2. Make your website load fast

50% of web users expect a site to load in 2 seconds or less. If it doesn't load in 3 seconds, they will leave. Don't forget to optimize images, decrease server response time, enable GZIP compression, HTML compression, JS and CSS minification.

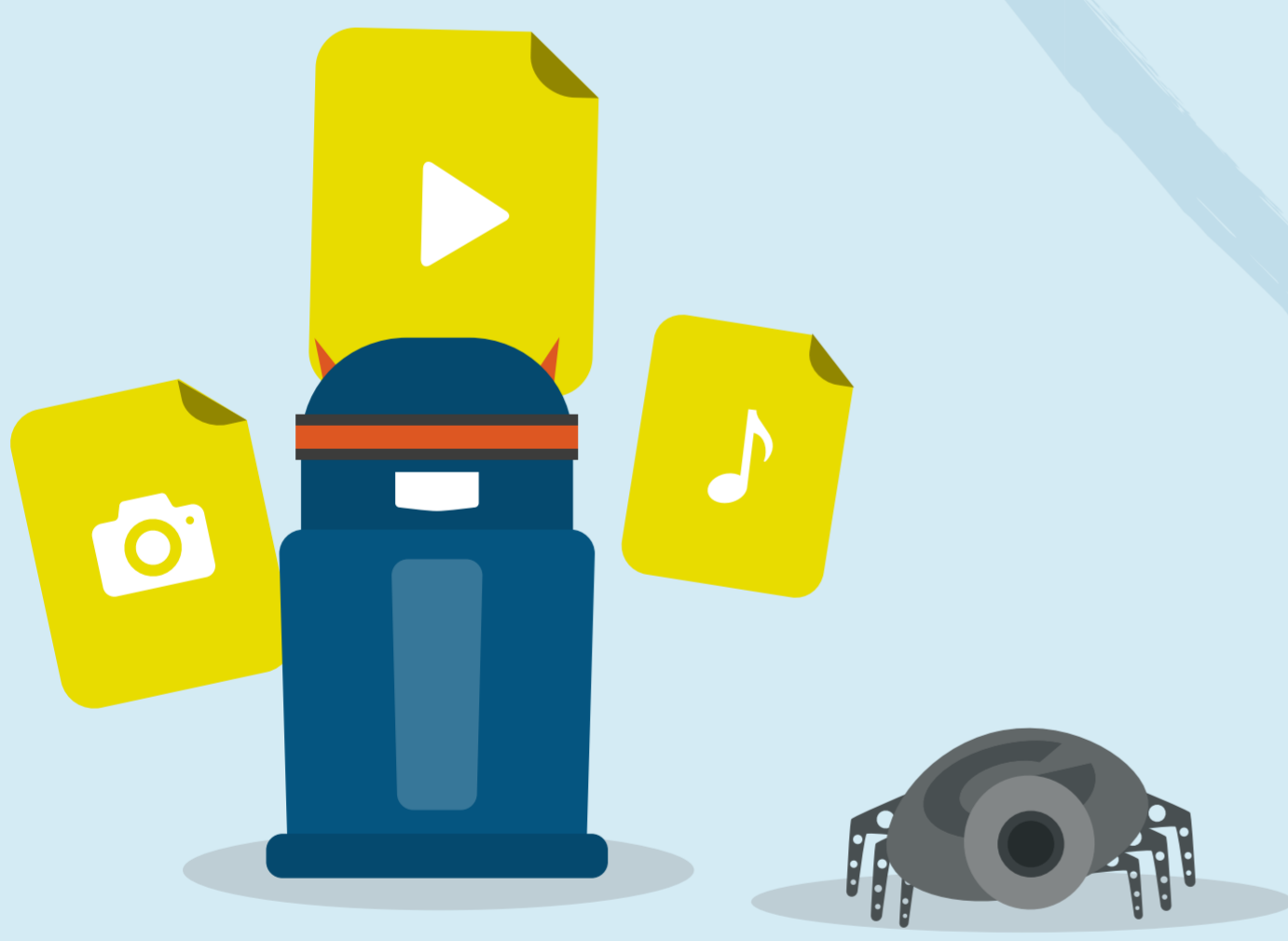


3. Optimize for mobile

Mobile optimization is a must. Google penalizes websites that aren't mobile-friendly. Think about AMP optimization thanks to WordPress plugins.

4. Create a sitemap for your website

A sitemap helps search engines to crawl your content. It's a file where all website sections are listed. According to Google, it's a benefit and you'll never be penalized for it.



5. Don't forget about robots

Robots.txt is a file that tells crawlers which website sections you don't want to be accessed. It's handy when you don't want some scripts, unnecessary files or images to be indexed. Don't use robots.txt to hide content from search engines.

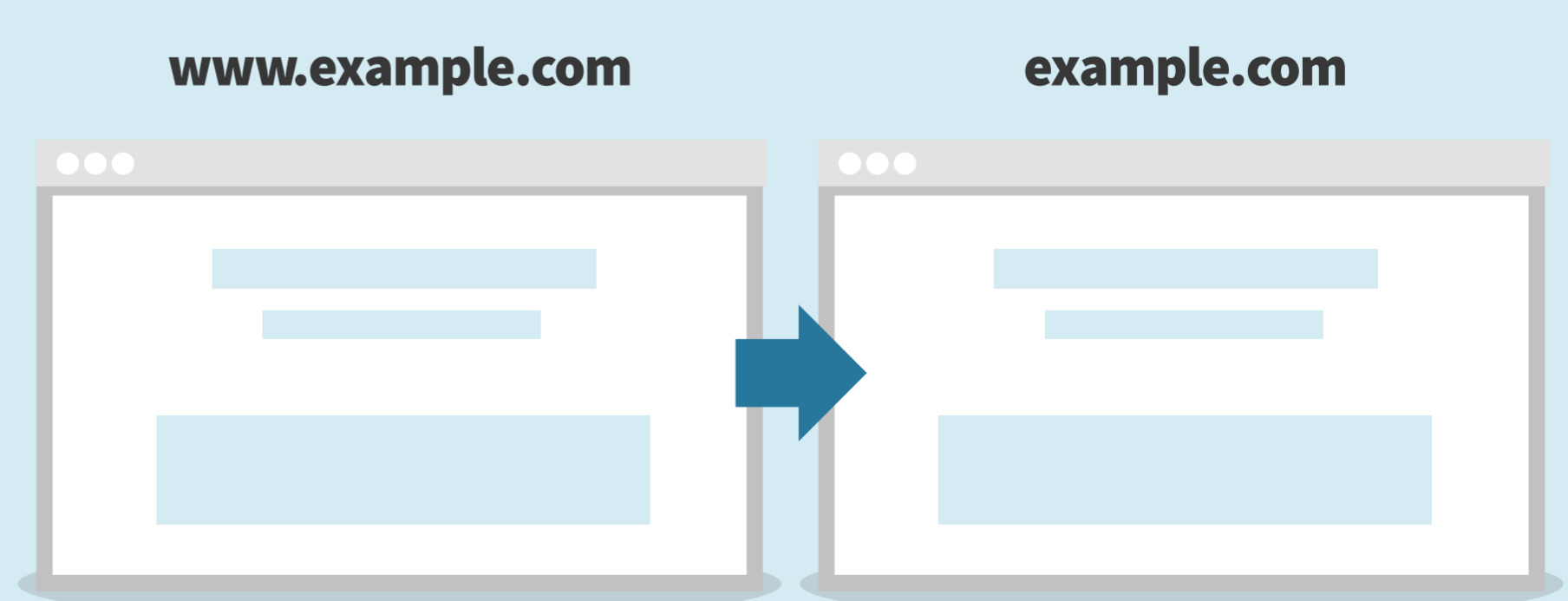
6. HTTPS vs. HTTP

Security is a strong factor. However, it's a lightweight factor influencing a small percentage of search queries.

<https://safetyfirst.com/>

7. URL/IP canonicalization

IP canonicalization is important when a website is indexed under both its IP address and domain name. URL canonicalization means that: <https://example.com> and <https://www.example.com/> should resolve to the same URL.



Find out more on:

<http://bit.ly/on-page-seo-checklist>

