WebFX

10-Step Checklist: Getting Started with Technical SEO

1. Make a Google Search Console Account

- [ ] Create a free Google Search Console account to monitor your website's performance in search results, track errors, submit pages to Google, and more

2. Create a robots.txt file

- [ ] Develop a robots.txt file to guide web crawlers on how to interact with your site, preventing them from overwhelming your server or accessing unimportant pages
- [ ] Use Google's robots.txt test tool to check and optimize your robots.txt file

3. Build an XML and HTML sitemap

- [ ] Create an XML sitemap to help crawlers find your most important pages
- [ ] Submit your XML sitemap to Google via Google Search Console
- [ ] Create an HTML sitemap for users, highlighting key pages like product or service pages, keeping it under 100 pages

4. Use HTTPS

- [ ] Ensure your site uses HTTPS to improve security, protect customer data, and boost your rankings
- [ ] Purchase and install an SSL certificate, and set up appropriate redirects from HTTP to HTTPS pages

5. Establish an SEO-friendly navigation

- [ ] Optimize your main navigation menu with these best practices:
  - Limit to seven core menu items.
  - Use keyword-rich anchor text.
  - Organize menu items within sub-menus, if appropriate.

6. Follow an SEO-friendly URL structure

- [ ] Use lowercase letters, hyphens to separate words, short URLs, and avoid symbols and dates
- [ ] Nest URLs appropriately to provide context and improve rankings

7. Develop a mobile-friendly website

- [ ] Ensure your site is responsive to all devices, meeting Google's mobile-first indexing requirements
- [ ] Use Google's Mobile-Friendly Test tool to check and optimize your site

8. Optimize page speed

- [ ] Aim for pages to load in three seconds or less
- [ ] Use Google's PageSpeed Insights tool to identify and implement speed improvements like compressing images and using browser caching

9. Improve internal linking

- [ ] Use descriptive anchor text for internal links
- [ ] Ensure every page has internal links to help crawlers and users navigate your site

10. Add structured data to relevant pages

- [ ] Use structured data markup to provide additional information to search crawlers, enhancing your page's appearance in search results
- [ ] Utilize tools like Google's Structured Data Markup Helper and Testing Tool to add and verify structured data

For more information, visit **https://www.webfx.com/blog/seo/what-is-technical-seo/**