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TECHNICAL SEO TIPS TO BOOST YOUR SITE'S RANKING

This basic guide outlines the steps you should follow to optimize your website structure and security to meet the expectations of search engine algorithms.

BASICS OF TECHNICAL SEO

1 Secure your website

Google prefers secure sites over non-secure ones and so do users. Some web builders include **SSL** (Secure Sockets Layer) by default, but it's always better to check and install an SSL Certificate if that's not the case.



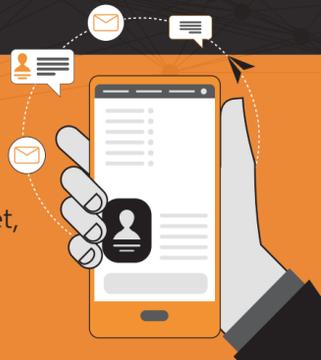
2 Ensure your website loads quickly

Your website's loading speed is recommended to be around **3 seconds**. It can be improved by using fast hosting, a fast DNS provider, minimizing media sizes and cleaning up the website's code.



3 Make your website mobile-friendly

Most users today use mobile devices to browse the net, which leads to Google preferring responsive websites and ranking them higher than those that aren't.



4 Avoid content duplication

Make sure that there's no duplicate content on your website to make it technically more sound.



NITTY-GRITTY OF TECHNICAL SEO

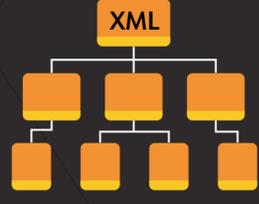
5 Enable AMP

With AMP (Accelerated Mobile Pages) being a Google-backed project, such webpages are often highlighted in search results.



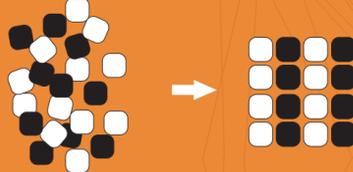
6 Create an XML sitemap

An XML sitemap acts as a roadmap for the bots crawling your website while containing lots of important information about your site's functionality.



7 Use Structured Data Markup

Not only does Structured Data aid in increasing CTA clicks, but it also helps improve the website's organic rankings.



8 Register with indexing platforms

Google Search Console

[<https://search.google.com/search-console/welcome>](https://search.google.com/search-console/welcome)

Bing Webmaster Tools

[<https://www.bing.com/toolbox/webmaster>](https://www.bing.com/toolbox/webmaster)



9 Use Google My Business

Providing updated and complete information can significantly increase your ranking on the platform.



10 De-index Repetitive Content

De-indexing using robots.txt file or noindex metatags will help you lessen duplication on your website and help the bots focus on your valuable landing pages.



11 Create URL Slugs

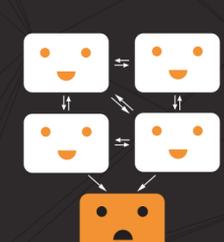
Having slugs for each of your web pages also helps your rankings as it lets you add relevant keywords to the URL.

<https://www.name.com/>



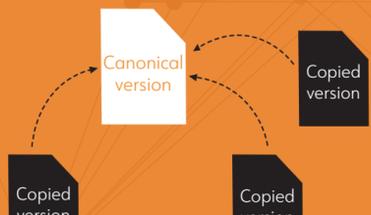
12 Links to Orphaned Pages

To ensure a smooth indexing process, your website's internal linking has to be sound, with no dead-ends and orphaned pages.



13 Use Canonical Tags

Canonical tags help the crawling bots identify which pages on your website are primary – leading them to index those pages.



A technical-sound website gives you a strong base to build your SEO efforts on. Be sure to audit your website on a consistent basis to make sure your site is optimized for the search engines.

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