

Technical SEO Checklist

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Task	Description	Tips
Website Structure	Ensure your site has a clear and logical structure.	Use a hierarchical structure with clear navigation.
XML Sitemap	Create an XML sitemap and submit it to Google Search Console.	Include all important pages on your website in it.
Robots.txt	Use a robots.txt file to control crawling and indexing search engines.	Prevent unnecessary crawling of low-value pages.
Mobile-Friendliness	Optimize your website for mobile device users.	Use responsive design or a mobile-specific website.
Page Speed	Improve your website's loading speed to enhance user experience.	Use low file-size image types, minify code, and leverage browser caching.
HTTPS	Implement HTTPS to secure your website.	Use a valid SSL certificate.
Canonical Tags	Use canonical tags to specify the preferred version of every page.	Prevent duplicate content issues.
URL Structure	Use easy-to-read URLs that include keywords.	Keep URLs short.
404 Error Pages	Create a custom 404 error page. Fix broken links.	Provide helpful information and links to relevant pages.

Server Response Time	Ensure your server responds quickly to requests.	Use a reliable hosting provider.
Security	Protect your website from security threats.	Use strong passwords, keep software updated, and implement security measures.
Structured Data	Implement schema markup to help search engines understand your content.	Use Google's Structured Data Markup Helper or a reliable plugin.
Google Search Console	Track your website's performance in Google Search.	Check for errors, warnings, and opportunities for ranking improvement.
Google Analytics	Track website traffic and visitor behaviors.	Use Google Analytics to identify trends and optimize your website.

This technical SEO checklist can help to improve your website's visibility in search engine results.

You can take advantage of software tools. [Check out these SEO tools.](#)