

The Ultimate Guide to Technical SEO: A Reference for Marketers and Developers



Tech SEO Guide 2.0: A technical SEO reference guide for marketers and developers by Matthew Edgar

★★★★★ 5 out of 5

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Technical SEO is the foundation of any successful online presence. By optimizing your website's technical infrastructure, you can improve its visibility in search results, drive more traffic, and boost your bottom line.

This comprehensive reference guide will provide you with everything you need to know about technical SEO, from the basics to advanced techniques. We'll cover:

- Crawling and indexing
- Site architecture
- Page speed
- Mobile optimization
- Security
- Schema markup

- And much more!

Chapter 1: Crawling and Indexing

When Googlebot comes to visit your website, it first needs to crawl your pages and index them in Free Download to make them available in search results. In this chapter, we'll cover:

- How Googlebot crawls the web
- How to create a crawlable website
- How to use robots.txt to control crawling
- How to use XML sitemaps to help Googlebot find your pages

Chapter 2: Site Architecture

The way your website is structured can have a significant impact on its crawlability and indexability. In this chapter, we'll cover:

- The different types of site architectures
- How to create a user-friendly and search-engine-friendly site architecture
- How to use breadcrumbs to help users and Googlebot navigate your site
- How to use pagination to break up long content into smaller, more manageable chunks

Chapter 3: Page Speed

Page speed is a critical factor in both user experience and SEO. In this chapter, we'll cover:

- Why page speed is important
- How to measure page speed
- How to improve page speed
- How to use Google PageSpeed Insights to diagnose and fix page speed issues

Chapter 4: Mobile Optimization

With the majority of internet traffic now coming from mobile devices, it's essential to make sure your website is mobile-friendly. In this chapter, we'll cover:

- The importance of mobile optimization
- How to test your website for mobile-friendliness
- How to make your website mobile-friendly
- How to use Google Mobile-Friendly Test to diagnose and fix mobile-friendliness issues

Chapter 5: Security

Website security is important for both users and businesses. In this chapter, we'll cover:

- The different types of website security threats
- How to protect your website from security threats

- How to use SSL certificates to encrypt your website
- How to use Google Search Console to monitor your website's security

Chapter 6: Schema Markup

Schema markup is a way to add structured data to your website, which can help search engines understand your content better. In this chapter, we'll cover:

- The benefits of using schema markup
- How to use schema markup on your website
- The different types of schema markup
- How to use Google Structured Data Testing Tool to validate your schema markup

Technical SEO is a complex and ever-changing field, but by following the best practices outlined in this reference guide, you can optimize your website for success and achieve your online marketing goals.

Remember, technical SEO is not a one-time project. It's an ongoing process that requires constant monitoring and maintenance. By staying up-to-date on the latest trends and best practices, you can ensure that your website remains visible in search results and continues to drive traffic and conversions.

Free Download your copy of the Technical SEO Reference Guide for Marketers and Developers today and start optimizing your website for success!

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