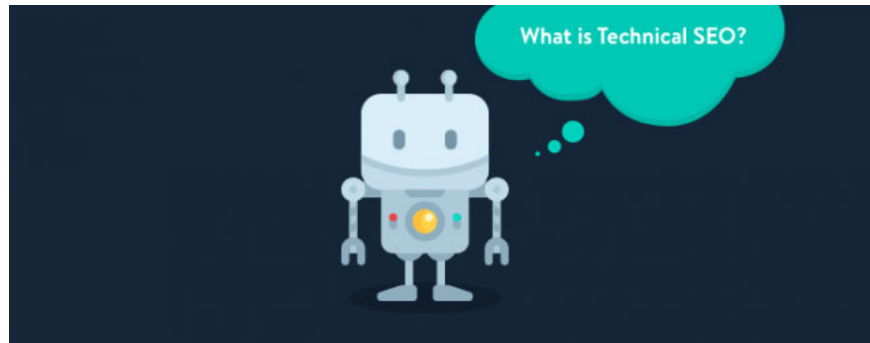


What is technical SEO?

Technical SEO refers to website and server optimization, which helps search engines crawl and index the website more effectively, helping to improve rankings.

Search engines prioritize search results for websites that display certain specifications - for example, secure connections, responsive (responsive) designs or fast loading times - and Technical SEO is the job you need to do to ensure your site can do these things.

Below you will find a list of important steps that can be taken to ensure your Technical SEO is qualified. By following these guidelines, you can help ensure that the security and structure of your site meets the expectations of search engine algorithms and is well rated in relevant search results. application.



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Learn about the key elements in Technical SEO

1. Use SSL
2. Make sure your website is mobile friendly
3. Speed up the web
4. Fix content duplication issues
5. Create XML sitemaps
6. Consider activating AMP
7. Add Structured data markup to website
8. Register your website with Google Search Console and Bing Webmaster Tools

1. Use SSL

Secure Sockets Layer - SSL - is a security technology that creates an encrypted link between web server and browser. You can discover a website using SSL quite easily: The website URL begins with **https://**, instead of **http://**.

In 2014, Google announced that it wanted to see HTTPS everywhere, and secure HTTPS sites would take precedence over unsafe websites in search results.

So to ensure your website is secure, install SSL certificates on the site (most leading website builders now include SSL by default).

2. Make sure your website is mobile friendly

Responsive website design (responsive) will automatically adjust for easy navigation and reading on any device.

Google considers having a responsive website a very important ranking signal by its algorithms. And with the introduction of the 'mobile first' method of indexing content, a responsive website will become more important than ever.

Therefore, it is reasonable to ensure that your website is fully responsive and will display in the best possible format for mobile, tablet or desktop users.

3. Speed up the web

Search engines prefer fast loading websites: Page load speed is considered an important ranking signal.

There are several ways you can speed up your website:

1. Use fast hosting
2. Use a fast DNS (Domain Name System) provider
3. Minimize HTTP requests - keep script and plugin usage to a minimum
4. Use a CSS stylesheet (the code used to tell a web browser how to display your website) instead of multiple CSS or inline CSS stylesheets
5. Make sure the image files are as small as possible
6. Compress web pages (this can be done using a tool called GZIP)
7. Minimize web page code - eliminate unnecessary whitespace, line breaks or indentation in HTML, CSS and Javascript

4. Fix content duplication issues

Duplicate content can be confusing for users (and also for search engine algorithms). It can also be used to try to manipulate search rankings or gain more traffic.

Therefore, the search engines are not very excited with them. Google and Bing recommend that webmasters fix any duplicate content issues they find.

You can fix duplicate content issues by:

1. Prevent CMS from exporting multiple versions of a page or post (for example, by disabling Session ID in cases where they are not important to the functionality of the website and eliminating machine-friendly content versions. print).
2. Use canonical link element (HTML element helps webmasters prevent duplicate content optimization when search engine optimization, by specifying "standard" or "preferred" versions of web pages) let search engines know where the main version of the content is located.

5. Create XML sitemaps

An XML sitemap is a file that helps search engines understand your site while crawling.

It also contains useful information about each page on the website, including:

1. When was a page last modified
2. What is preferred on the site
3. How often is updated

6. Consider activating AMP

AMP is a project supported by Google, to speed up the distribution of content on mobile devices, through the use of a special code called AMP HTML.

AMP versions of web pages load extremely quickly on mobile devices. They can do this by trimming the content and code to a minimum, leaving text, images, and video, but disabling scripts, comments and forms.

Because they load so quickly, AMP versions of pages are more likely to be read and shared by users, increasing page retention time and the number of backlinks pointing to the content - all good from SEO perspective.

7. Add Structured data markup to website

Structured data markup is the code that you add to your website to help search engines better understand the content on it. This data can help search engines effectively index the site and provide more relevant results.

In addition, structured data enhances search results through the addition of a rich snippet - for example, you can use structured data to add star ratings to reviews; product price; or evaluate information (like the example below).

[Shop Crusher Wireless Headphones - Free Delivery | Skullcandy](https://www.skullcandy.com/shop/headphones/bluetooth-headphones/crusher-wireless)
<https://www.skullcandy.com/shop/headphones/bluetooth-headphones/crusher-wireless> ▼
★★★★★ Rating: 5 - 43 votes - \$129.99
Shop Skullcandy Crusher Wireless. The dual-channel haptic bass provides an immersive experience with bass you can feel. Free Delivery + Warranty!

Structured data helps improve search results

Because they are more visually appealing and instantly highlight useful information for searchers, these advanced results can improve clickthrough rate (CTR) and generate additional website traffic. . Because sites with higher CTR results are often favored by search engines, adding structured data to your site is worth it.

8. Register your website with Google Search Console and Bing Webmaster Tools

Google Search Console and Bing Webmaster Tools are free tools from Google and Microsoft, respectively, allowing you to submit your site to search engines for indexing.

When you're ready to launch your website, you should submit its XML sitemap to both Google Search Console and Webmaster Tools, so that these tools can crawl the new site and start displaying results from that page. in search results.

These services also allow you to track the overall performance of the site from a future search engine. Other things you can do with the tools include:

1. Check usability on mobile devices
2. Access search analytics
3. See backlink to website
4. Refuse to link spam
5. Etc.

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