

Technical SEO

Fixing technical issues with the intension to improve SEO is something can be done to accelerate the search engine visibility process and showcase more content of your website on search engines

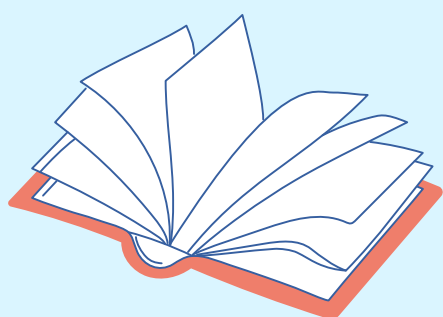
Crawl Errors

- Your most important web pages have successful response codes (200-299)
- Set permanent (301) redirects on pages that return 400-499 response codes.
- Check robots.txt file to ensure that you didn't accidentally disallow search engine bots from crawling your site pages.



Indexability

- Optimise your pages for the right queries from your keyword research and for readability.
- Fix broken links & Eliminate duplicate content.
- Create an XML sitemap & Improve site architecture.



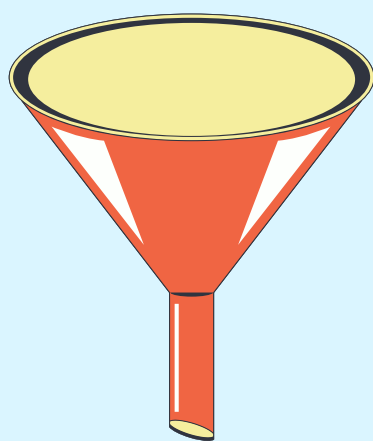
Log File Issues

- Download a copy of your log file from your web host or server.
- Analyse the log file using your preferred tool of choice.
- Fix the issues found in the log file analyser report.



Page Experience

- Change to the best web host
- Use a caching plugin if you're using Wordpress
- Compress all images on your website.
- Use session recording softwares to enhance user experience and improve CRO



Structured Data Issues

- In case using WP, use a plugin to automatically create structured data otherwise you can manually create it page wise.
- You can use structure data generators available free of charge.
- Showcase your pages in rich results of search engines to enhance your click rate

