



# 10 SEO TIPS FOR WEB DEVELOPERS A CHECKLIST.

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Increase your website's ranking on Google with this exhaustive checklist containing top SEO hacks, for you to implement as a web developer.





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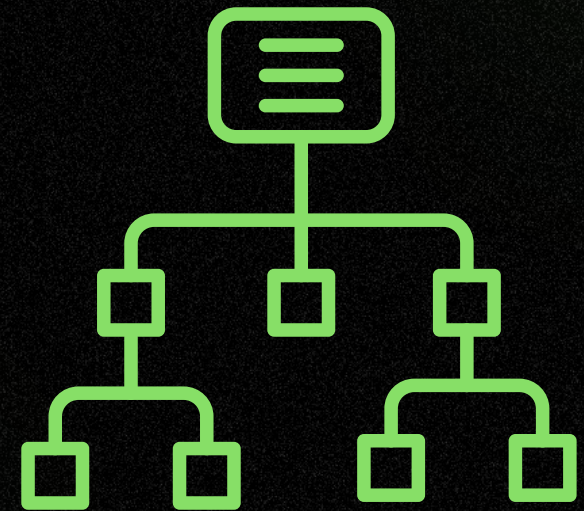


## 01. PAY ATTENTION TO THE SITE STRUCTURE, SITEMAP, AND ROBOTS.TXT FILE

Create a proper structure for your website. Avoid having illogical pages, and have pages that depict the purpose of the website. Have an initial page that describes your website's objective, and then add sub-sections to it.

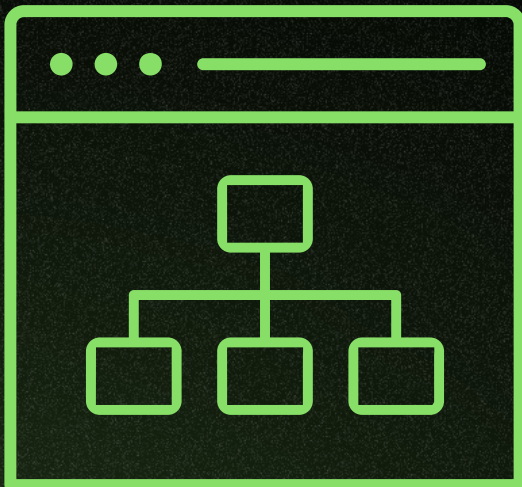
For instance, if you are a software selling company, you can have a software website, having sub-sections for the different types of software that you offer. Ensure to have a limit of 3-5 sub-sections, so that you don't make the work of Google crawlers tough.

Also, adding an HTML sitemap to your website works great. An HTML sitemap aids the website visitor and Google crawlers to find out the information that they are looking out for, such as the meta tags, .txt files, etc, in addition to the content of the webpage. As a best practice, this sitemap is placed on the home page of the website.





## PAY ATTENTION TO THE SITE STRUCTURE, SITEMAP, AND ROBOTS.TXT FILE



An XML sitemap lets the owner of the website enter specific information about their site into the sitemap, such as the last updated date for the content, to maintain the hierarchy of the content on the website. Whenever additions or deletions are done to the website, automatically the sitemap gets updated. This ensures that the website is correctly ranked on the search engine results page.

Robots.txt is a standard text file that lets the web crawlers know which pages to crawl on your website, and which to avoid.



## 02. HAVE CLEAR SITE NAVIGATION

Having an easy-to-understand navigation bar on the home page would help the users and Google easily find out the sections that they are interested in. Ensure that all the pages are linked to other pages on the website, and avoid having unlinked web pages. This enhances the search experience of the visitor along with the search engine crawler.





### 03. FOLLOW THE URL STRUCTURE AND CANONICAL URL BEST PRACTICES



Keep the URL short and crisp. This way the visitor would be able to remember it for future reference. Use plain English for the content, and avoid using numbers or short forms. Enhance the readability of the URL by hyphenating each word in the URL. This makes it easy for the visitor to understand what to expect inside the webpage.

Place keywords in the URL and avoid stuffing. A canonical URL lets the search engine know that some similar URLs are identical. There are chances that different pages of your site contain the same products or content. By having canonical URLs, you can easily let this content stay on your website, and your rankings also do not suffer. Have a canonical URL for a similar set of URLs, and voila, the search engine knows it all!



## 04. ENSURE HAVING A HIGH WEBSITE LOADING SPEED

With an ever-shrinking consumer online attention span, of as low as around 8 seconds, you need to ensure that your website doesn't take forever to load.

A swift loading is what is essential. A high number of web page exits would be there if the website is slow, along with a lower ranking on Google. Double trouble! Make use of the online tools which would let you know the load speed of your website, and specific slow-loading web page details, so that you begin working on rectifying those pages' load speed.





## 05. GIVE IMPORTANCE TO A MOBILE-OPTIMIZED WEBSITE



A mobile-optimized and responsive website is what the online audience looks out for since they are comfortable surfing the web on their mobiles/tablets. This makes it crucial to have a mobile-first website that loads properly and swiftly.

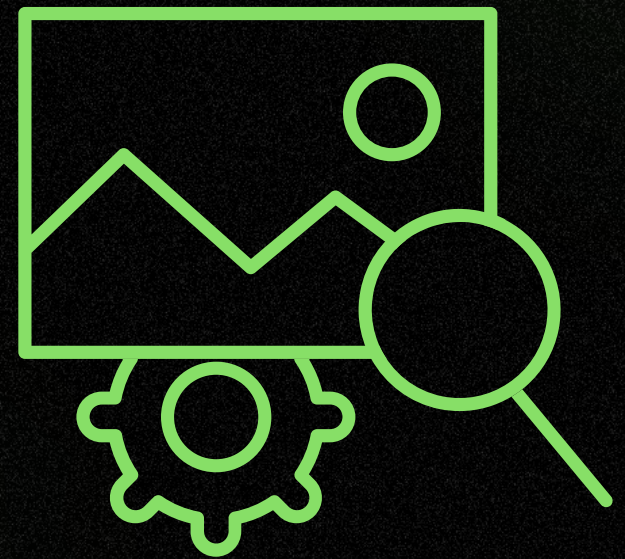
Also, Google ranks such websites higher in the search results. To analyze your website for mobile-friendliness, a lot of free online tools are available that you can make use of.



## 06. OPTIMIZE ALL THE IMAGES

Since Google cannot read and understand the images on your website, it needs your assistance. Alt tags for the images would help Google know what exactly the image is displaying. Make proper use of these tags.

Ensure that the images are not highly sized, this hampers the website load speed. Also, image names should be proper, and not like “abc123”.





## 07. INCLUDE A CLEAR TITLE, META DESCRIPTION, AND HEADER



Ensure to include the keyword in the title of the webpage. For the header, include the keyword in the `<h1>` tag for on-page SEO. To let the users know why they should visit the website, make proper use of the space beneath the title, and describe your website and offerings.



## 08. FOCUS ON THE SCHEMA MARKUP, W3C VALIDATION CODE, AND HTTP STATUS CODES

Though it is still a debatable topic, whether or not the schema markup helps you follow the SEO best practices, still you should pay attention to it for attracting more traffic to your website, and ultimately, a higher search engine ranking.

W3C (World Wide Web Consortium) validation lets you write HTML and CSS codes for a website, in line with the standards set under the consortium. There can be possibilities of potential errors in your code, and W3C can help you get rid of those, which in turn gets you a better rank on the search engines. There are free tools under W3C that help validate your code free of cost.

HTTP status codes help you detect the errors and/or broken links or any other server error on your website, to enhance the user experience, thereby optimizing the search engine ranking.





## 09. AVOID FLASH CONTENT



For search engines, flash content doesn't exist, as the crawlers cannot read that content. So, avoid having flash content in different sections of your website, like the home page, navigation bar, etc.



## 10. DESIGN A GREAT SITE INTERFACE

A visitor, while consuming content on your website, would look out for an attractive and well-organized site interface. Thus, for SEO, the user interface of your website is of utmost importance. Ultimately, you would want to have the visitors stick around on your website for a longer duration!





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