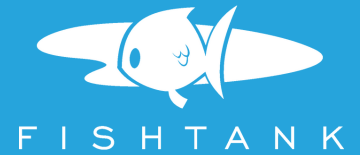


WEBSITE SEO READINESS CHECKLIST



- 1. Set my website up on Google Search Console
- 2. Extract my site map & upload it to Search Console
- 3. Add a robots.txt file and exclude any pages that I don't want to index
- 4. Keep my images small by compressing them on tinypng.com
- 5. Set up image lazy loading
- 6. Configure a CDN to properly cache all media and css such as Cloudflare
- 7. Add a field or item for performing 301 redirects
- 8. Ensure I use Sitecore's internal linking function when hyperlinking to other pages
- 9. Add a field for page titles and meta descriptions
- 10. Ensure all pages have a unique meta description with relevant keywords, that is 156 characters or less
- 11. Add unique page titles with relevant & descriptive keywords, that are 70 characters or less. Ensure they are different to my h1 tag
- 12. Ensure I have unique h1 tags on every page, and that I only use one h1 tag per page
- 13. Set a field up for adding "rel canonical tags" to pages, and ensure I have this field filled in for every page
- 14. Set a field up for adding schema to pages. Ensure the schema structured data is complete for all relevant pages
- 15. Ask your developer to redirect all URLs with incorrect spacing or special characters to the hyphenated version of the URL, rather than falling back on the %20 encoding
- 16. Ensure significant pages aren't buried too deep in the URL or website structure and move more significant pages higher in the site's architecture
- 17. Set up an ability to write and publish long-form content such as blogs or articles. Use these to target long-tail relevant keywords and build content clusters