

Technical SEO Checklist For Developers

Do these to have a chance at #1 on Google

- ✓ Title And Description
- ✓ OG Tags
- ✓ Schema
- ✓ Sitemap and Robots.txt
- ✓ Good Performance
- ✓ Server-Side Render
- ✓ Correct File Formats
- ✓ Minified Code
- ✓ Accessibility
- ✓ Good Content Structure
- ✓ Good URL Structure
- ✓ HTTPS



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Add Title And Description

Make sure you have title tag and description meta tags. They let Google know how to display your page in search results. Title should be less than 75 characters.

codefrontend.com

Some random text that google picked up from your content.



```
<title>  
  Code Frontend - Become a Better Web Developer  
</title>  
<meta  
  name="description"  
  content="Daily web development tips..."  
>
```

Code Frontend - Become a Better Web Developer

Daily web development tips and guides for Javascript and React to help you build real-world applications. Read the blog to become a better web developer.

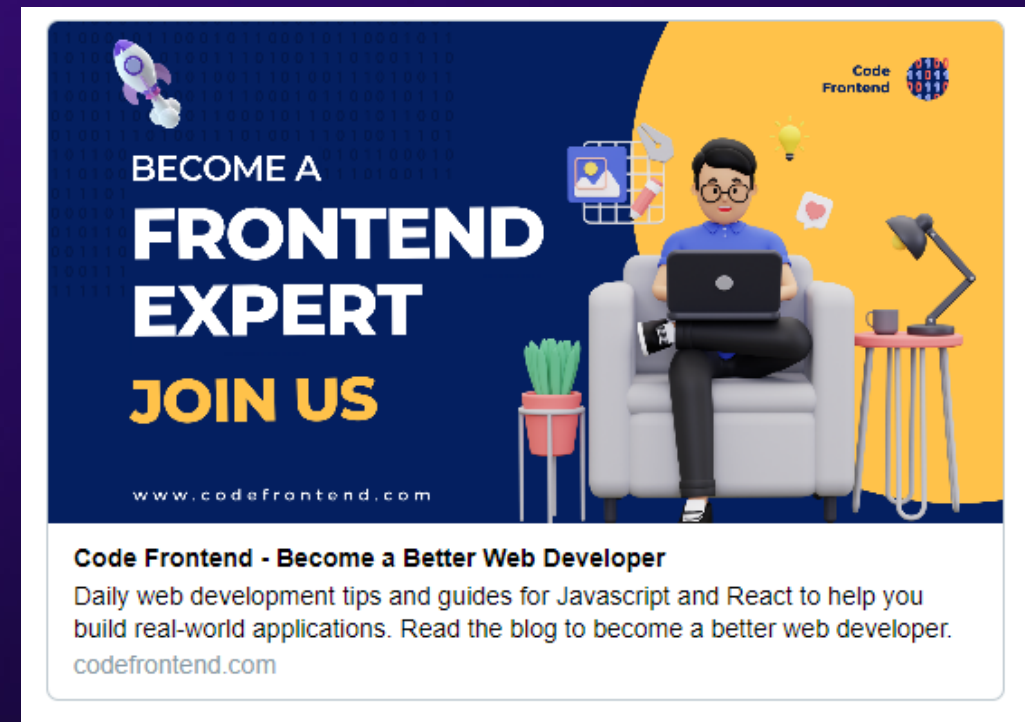
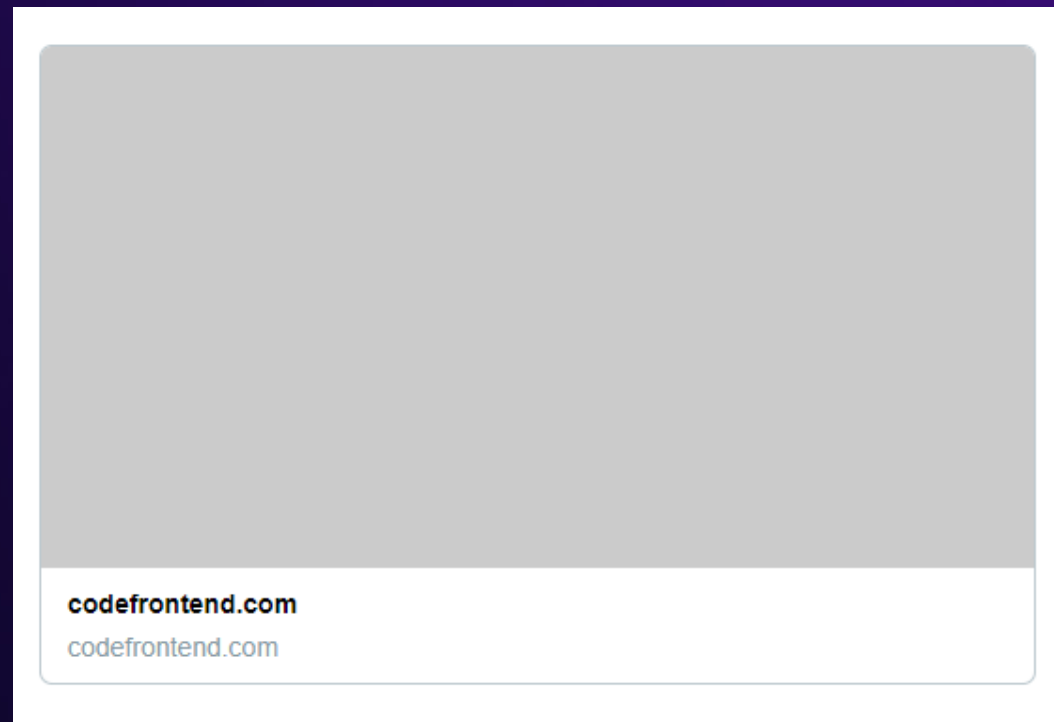


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Add Open Graph Meta Tags

Add OG meta tags to define how your website will look like when shared on social media. Add *title*, *description* and *image*.

```
<meta property="og:description" content="Become a Better Web Developer" />
```



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Add Schema If Needed

Schema is piece of code that allows google to better classify your content and add additional metadata in results, such as category or star ratings. Use a helper:

<https://www.google.com/webmasters/markup-helper>

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Recipe",
  "name": "Party Coffee Cake",
  "author": {
    "@type": "Person",
    "name": "Mary Stone"
  },
  "datePublished": "2018-03-10",
  "description": "This coffee cake is awesome and perfect for parties.",
  "prepTime": "PT20M"
}
</script>
```

<https://www.amazon.com> › Clean-Architecture-Craftsm... ⋮

Clean Architecture: A Craftsman's Guide to Software Structure ...

Clean Architecture: A Craftsman's Guide to Software Structure and Design (Robert C. Martin Series) ; Sold by: Amazon.com ; Pick Up Where Clean Code Leaves Off. "As ...

Publisher: Pearson; 1st edition (September 1... Item Weight: 1.41 pounds

★★★★★ Rating: 4.7 · 2,178 reviews · \$28.49 · In stock



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Add Sitemap and Robots.txt

Sitemap and Robots.txt help Google crawl your website by letting it know which pages are essential and which ones shouldn't be accessed. Generate a sitemap.xml file:

<https://www.xml-sitemaps.com>

```
< > ↺ ☰ VPN 🔒 codefrontend.com/robots.txt

User-agent: *
Sitemap: https://codefrontend.com/sitemap.xml
Disallow: /ghost/
Disallow: /p/
Disallow: /email/
Disallow: /r/
```

✔ Sitemap index processed successfully

| Sitemaps read | | | |
|--|--------------|---------|-----------------|
| Sitemap | Last read | Status | Discovered URLs |
| https://codefrontend.com/sitemap-authors.xml | Oct 24, 2022 | Success | 1 |
| https://codefrontend.com/sitemap-pages.xml | Oct 26, 2022 | Success | 4 |
| https://codefrontend.com/sitemap-posts.xml | Oct 23, 2022 | Success | 10 |
| https://codefrontend.com/sitemap-tags.xml | Oct 24, 2022 | Success | 5 |

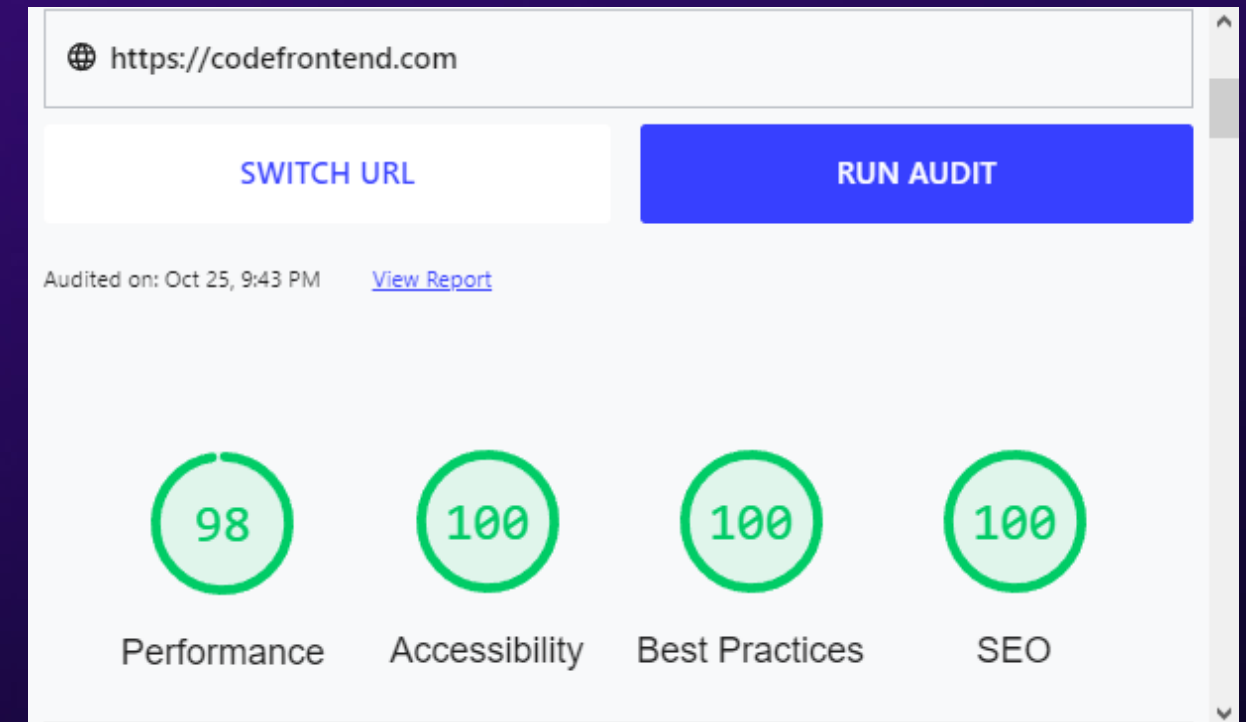
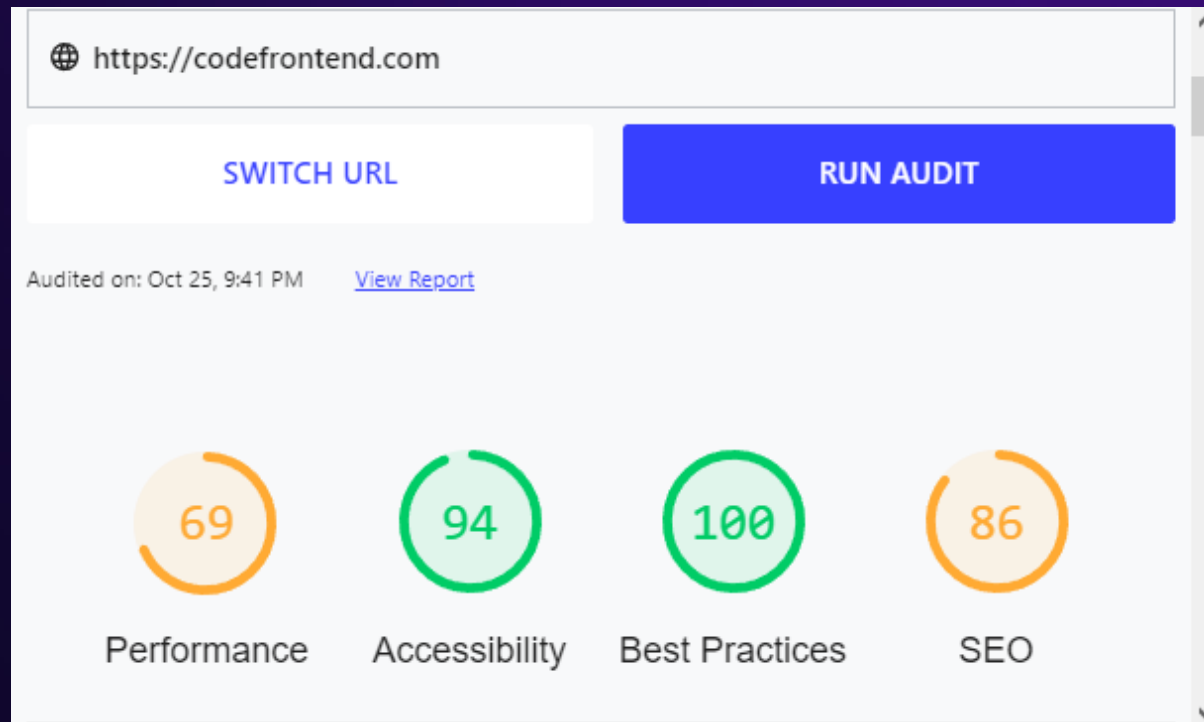
Rows per page: 10 1-4 of 4



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Ensure Great Performance

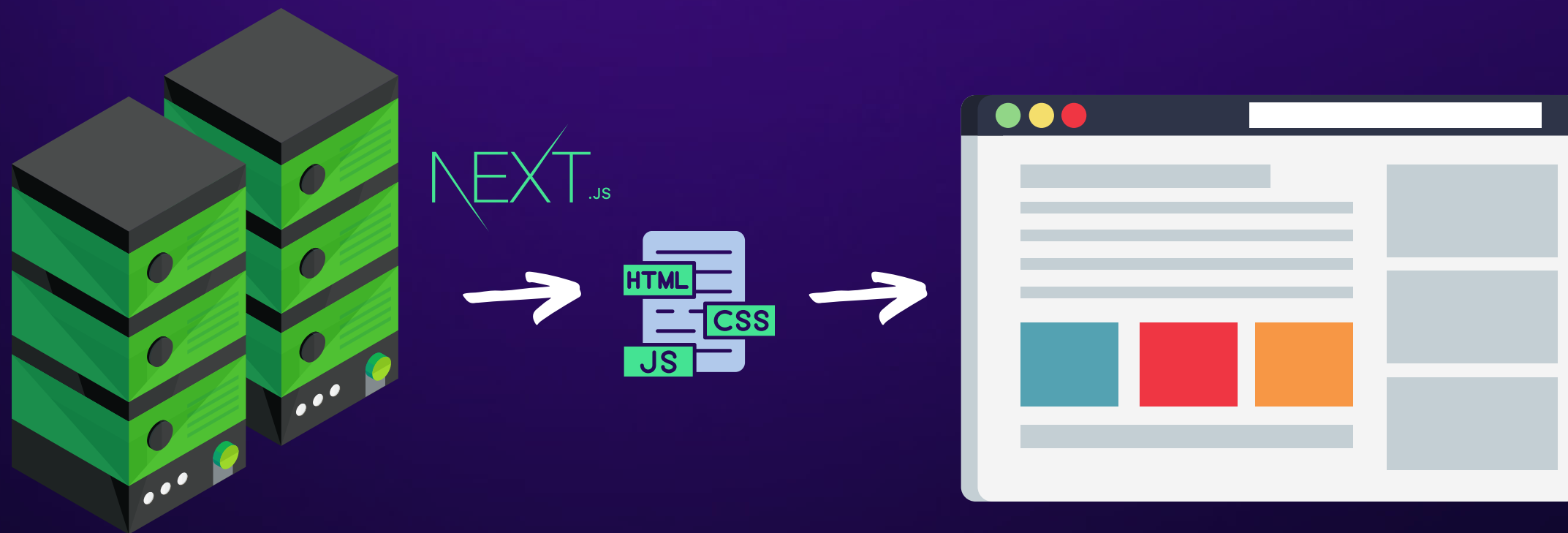
Make sure your website loads quickly - split bundles if possible, use `defer` and `async` to load scripts. Run a free website audit on <https://web.dev/measure> and fix any major issues.



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Server-Side Render

Pre-render your single-page app on the server so that Google doesn't need to wait for scripts to load before it can parse content, e.g. using NextJS, Remix or Astro for React.



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Ensure Correct File Formats

Make sure you're using file formats fit for web. Prefer JPEG images, or even better WEBP. Make sure to compress images and videos.



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Minify Your Code

Make sure your JavaScript bundle is minified, so that the bundle size is smaller. Don't forget to build in **production** mode!

```
align-items: center;
border: $control-border-width solid transparent;
border-radius: $control-radius;
box-shadow: none;
display: inline-flex;
height: $control-height;
justify-content: flex-start;
line-height: $control-line-height;
padding: $control-padding-vertical $control-padding-horizontal;
position: relative;
vertical-align: top;

/* States */
/* &:focus,
&.is-focused,
&:active,
&.is-active {
  outline: none;
} */
```



```
*/:root{--ghost-accent-color:#0abe51;--color-primary:var(--ghost-accent-color);--header-text-link:#292929;--header-bg:#fff;--story-small-bg:#fff;--card--title-color:#18181b;--color-link:var(--ghost-accent-color);--border-color:--gray-300:#e0e0e0;--gray-400:#bdbdbd;--gray-500:#757575;--gray-600:#545454;--button-color:#292929;--button-bg:#f2f2f2;--button-hover-color:rgba(0,0,0,.04);--button-white-bg:#fff;--button-white-hover-color:#757575;--button-white-hover-color:#757575;--input-border-color:#ced4da;--input-hover-border-color:#80bfff;--input-focus-border-color:#80bfff;--bg-cta:#fff}.dark{--blank:#111;--bg-base:#111;--text-base:#acacac;--header-text-link:#292929;--header-bg:#111;--story-small-bg:#111;--card--title-color:#18181b;--color-link:var(--ghost-accent-color);--border-color:--gray-200:#141414;--gray-300:#1b1a1a;--gray-500:#747e86;--gray-600:#545454;--border-color:#2e2e2e;--button-color:hsla(0,0%,100%,.9);--button-bg:#2b2b2b;--button-white-color:hsla(0,0%,100%,.9);--button-white-bg:transparent;--button-white-hover-bg:transparent;--input-color:#fff;--input-bg:rgba(97,97,97,.04);--bg-cta:#111}.dark table td,.dark table th,.dark table tr:last-child td{border:1px solid #2e2e2e;background:rgba(0,0,0,.5)!important}.dark :not(pre)>code{background:#363636;border:1px solid #2e2e2e;box-sizing:border-box}:after,:before{--tw-font-family:ui-sans-serif,system-ui,-apple-system,BlinkMacSystemFont,Segoe UI,Roboto,Helvetica,Segoe UI Symbol,Noto Color Emoji;line-height:1.5;-moz-tab-size:4;-o-tab-size:4;tab-size:4;border-top-width:1px;color:inherit;height:0}abbr:where([title]){webkit-text-decoration:underline;text-decoration:underline}h3,h4,h5,h6{font-size:inherit;font-weight:inherit}a{text-decoration:inherit}b,
```



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Ensure Accessibility

Make sure your img tags have alt attributes, image-only buttons have titles and there are no broken links.

Accessibility attributes

```
<button role="button" aria-label="Toggle Search" aria-haspopup="true" title="Search">  
  <svg class="icon icon--search"><use xlink:href="#icon-search"></use></svg>  
</button>
```

```

```



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Ensure Good Content Structure

Make sure you're using **H1** tags for titles, **H2** for section headings, **H3** for subsections, **P** tags for content, and **UL/LI** tags for lists, so that Google understands your content structure.

```
-- H2
- H1
--- H3
--- H3
-- H3
--- H2
-- H1
```



```
- H1
-- H2
--- H3
--- H3
-- H2
--- H3
-- H2
```



Ensure Good URLs Structure

Make sure your URLs are logical and consistent. Your pages should be linked together in a clear hierarchy, so that Google and people can follow them easily.



<https://codefrontend.com/sites/blog/1b9d6bcd-bbfd-4b2d-9b5d-ab8dfbbd4bed/>



<https://codefrontend.com/react-hooks-patterns/>

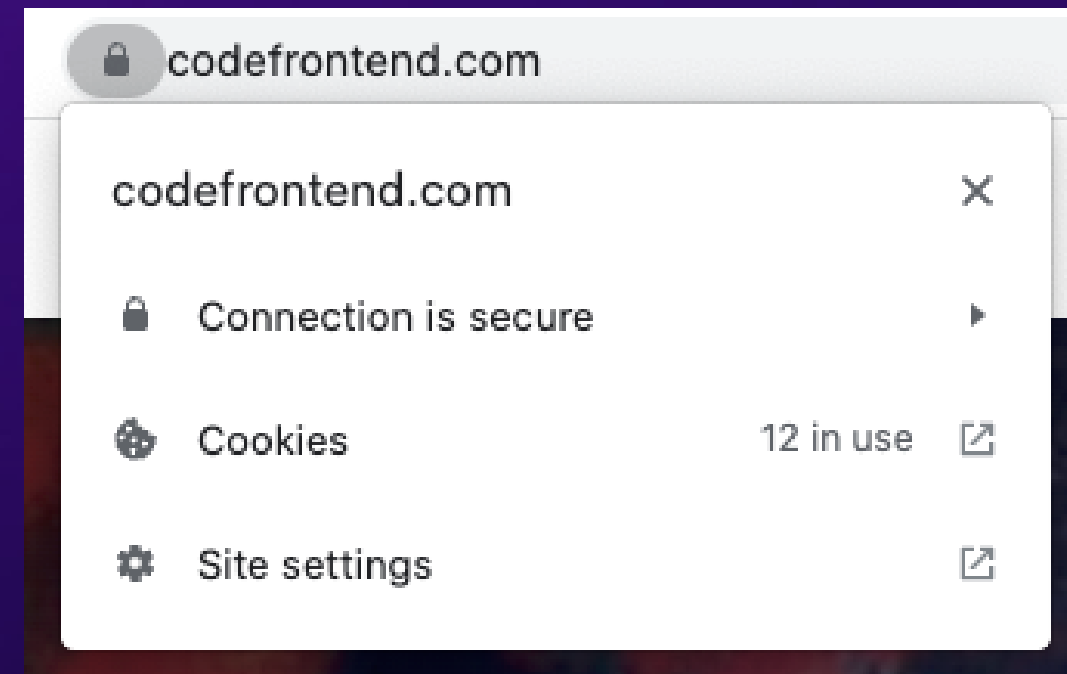
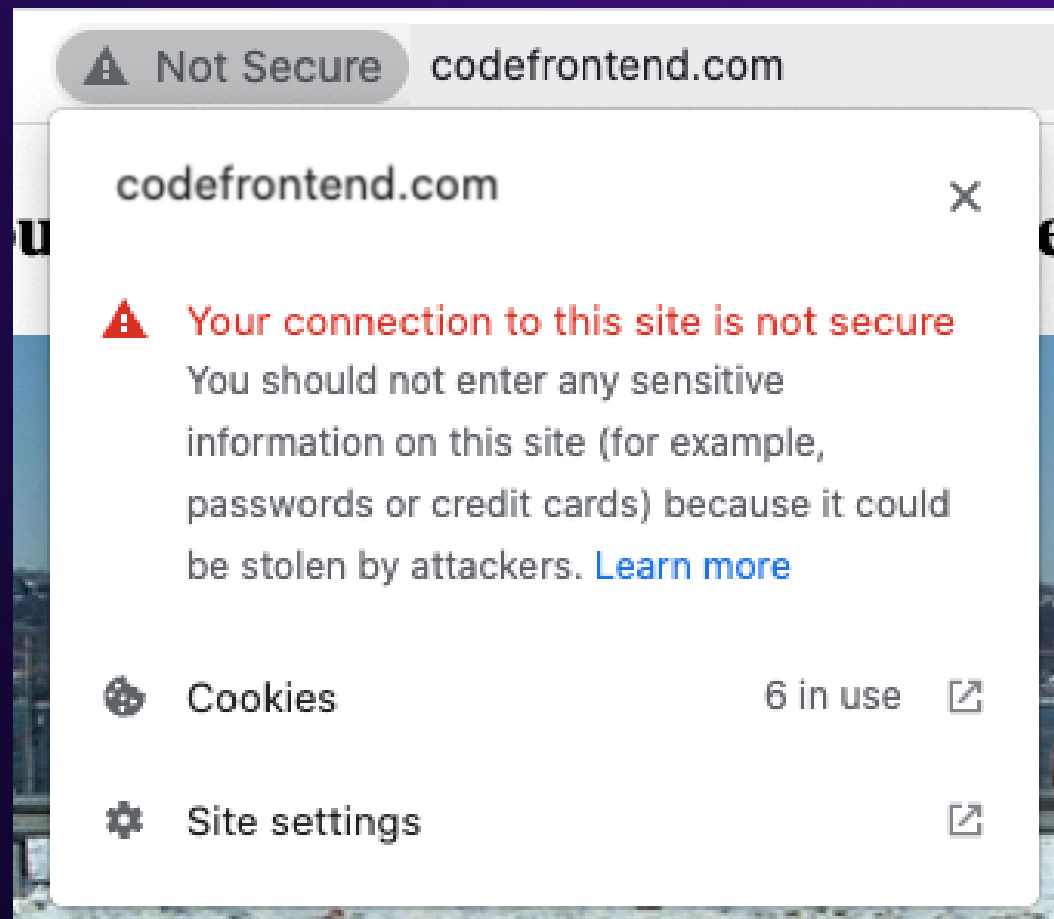
<https://codefrontend.com/tag/javascript/>



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Use HTTPS

Google prefers secure websites, make sure your certificates are set up correctly.



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