

What's **Technically Wrong** With Your Website?

MARKET
MINDSHIFT



A Little **About Me**

- President & Founder of Market MindShift
- Marketing Professor
- Digital Marketing Trainer
- Published Author
- PhD Student






So what if you have
great content?




Links

So what if you have
great links?

A close-up photograph of a hand resting on a black leather steering wheel. The steering wheel features a silver Mercedes-Benz logo in the center and several control buttons on the left side. The background shows the interior of a car, including the dashboard and a keychain hanging from the ignition. A semi-transparent dark circle is overlaid on the left side of the image, containing the text.

*What you think your
website looks like.*

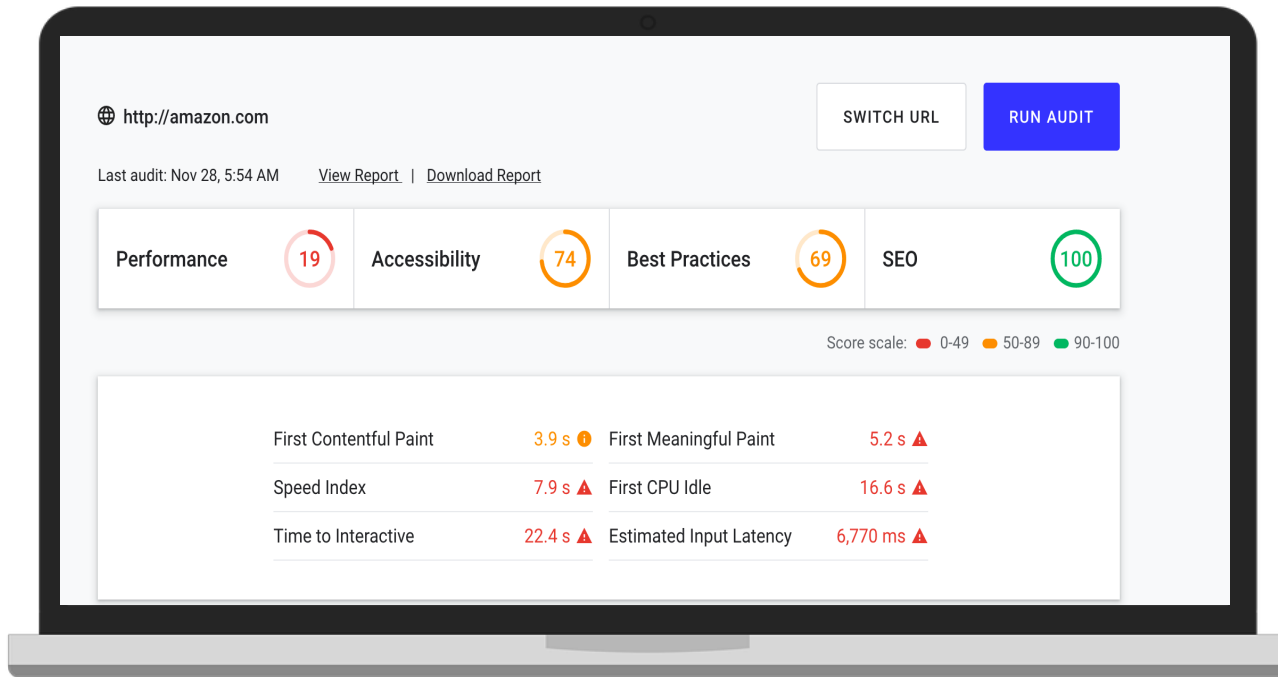
The image shows the interior of a severely rusted and dilapidated car. The metal body is heavily corroded, and the interior panels are missing or peeling. A steering wheel with a checkered pattern is visible, along with various mechanical components and wires. A large, semi-transparent dark circle is overlaid on the left side of the image, containing white text. The background shows a window with a view of trees and a building.

What the search engines think your website looks like.

MOST COMMON TECHNICAL ISSUES



Web.dev



IMPACT	CATEGORY	AUDIT	GUIDE
High	Performance	Properly size images	Serve responsive images
High	Performance	Defer offscreen images	Use lazysizes to lazyload images
High	Performance	Efficiently encode images	Use Imagemin to compress images
High	Performance	Serve images in next-gen formats	Use WebP images
High	Performance	Avoid multiple page redirects	Avoid multiple page redirects

Troubleshoot: **Technical SEO**

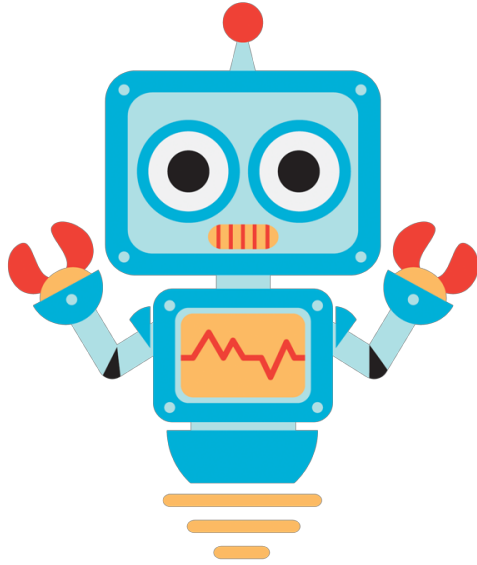
Every website
needs one in the
root directory



Don't block files or
directories you want
indexed

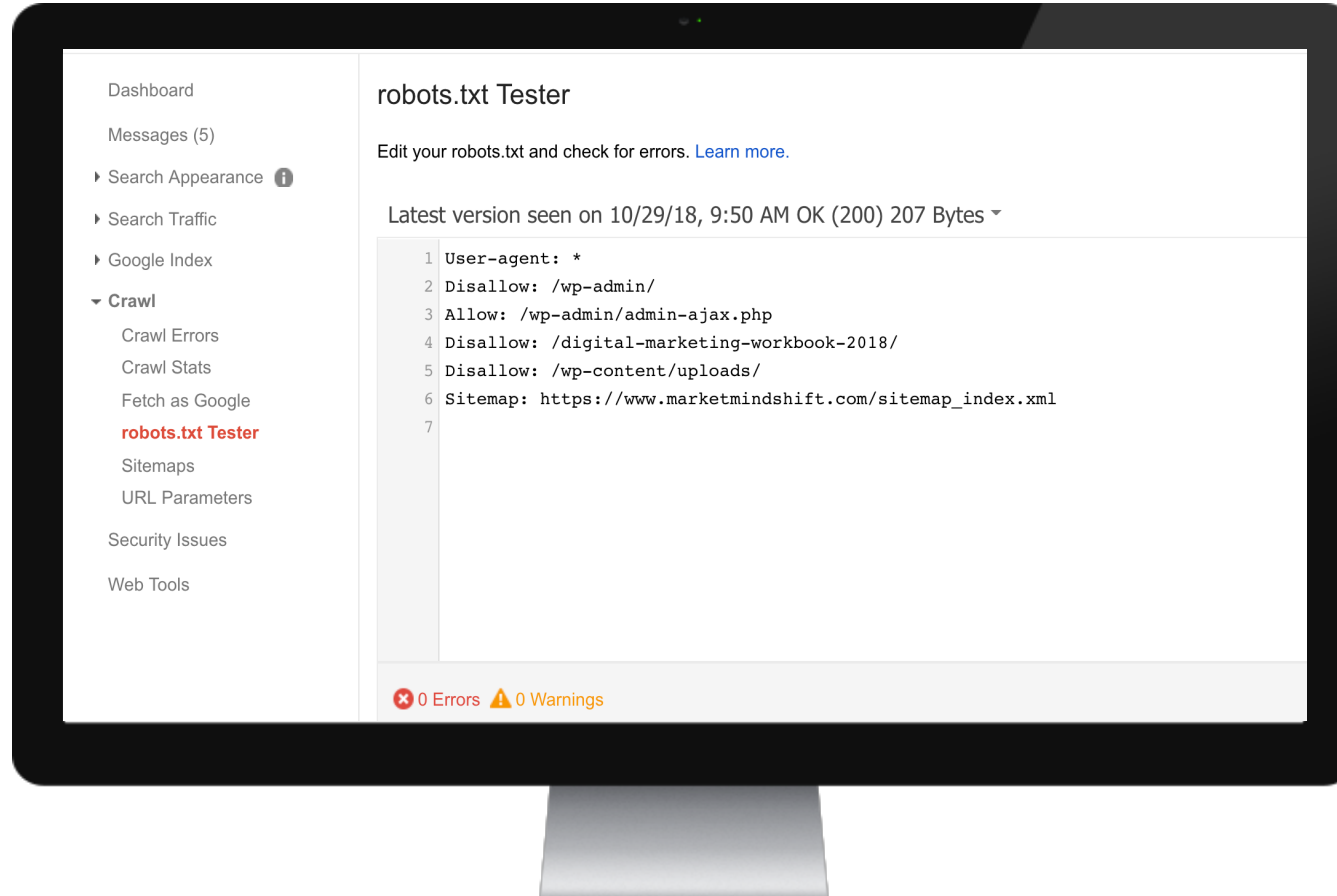
Include XML
sitemap

Careful when you redesign!



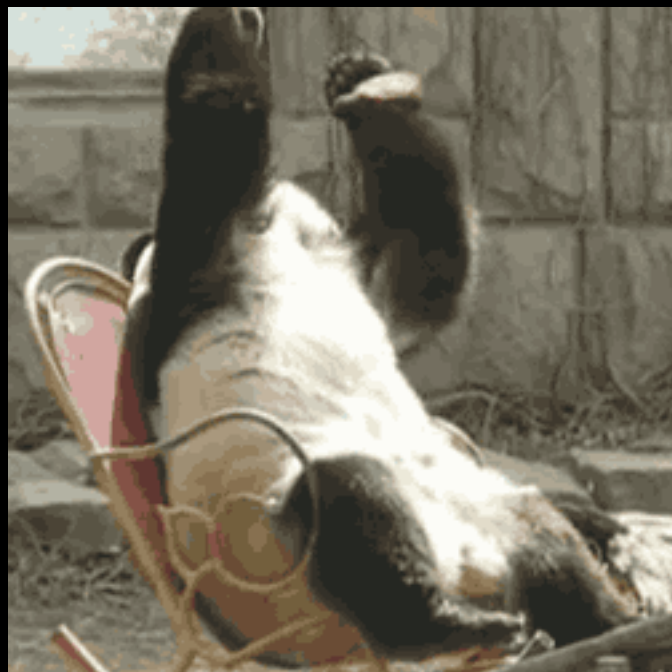
How do you check your
robots.txt file?

Google Search Console



FAILED





Troubleshoot: **Technical SEO**

Canonical Link Element

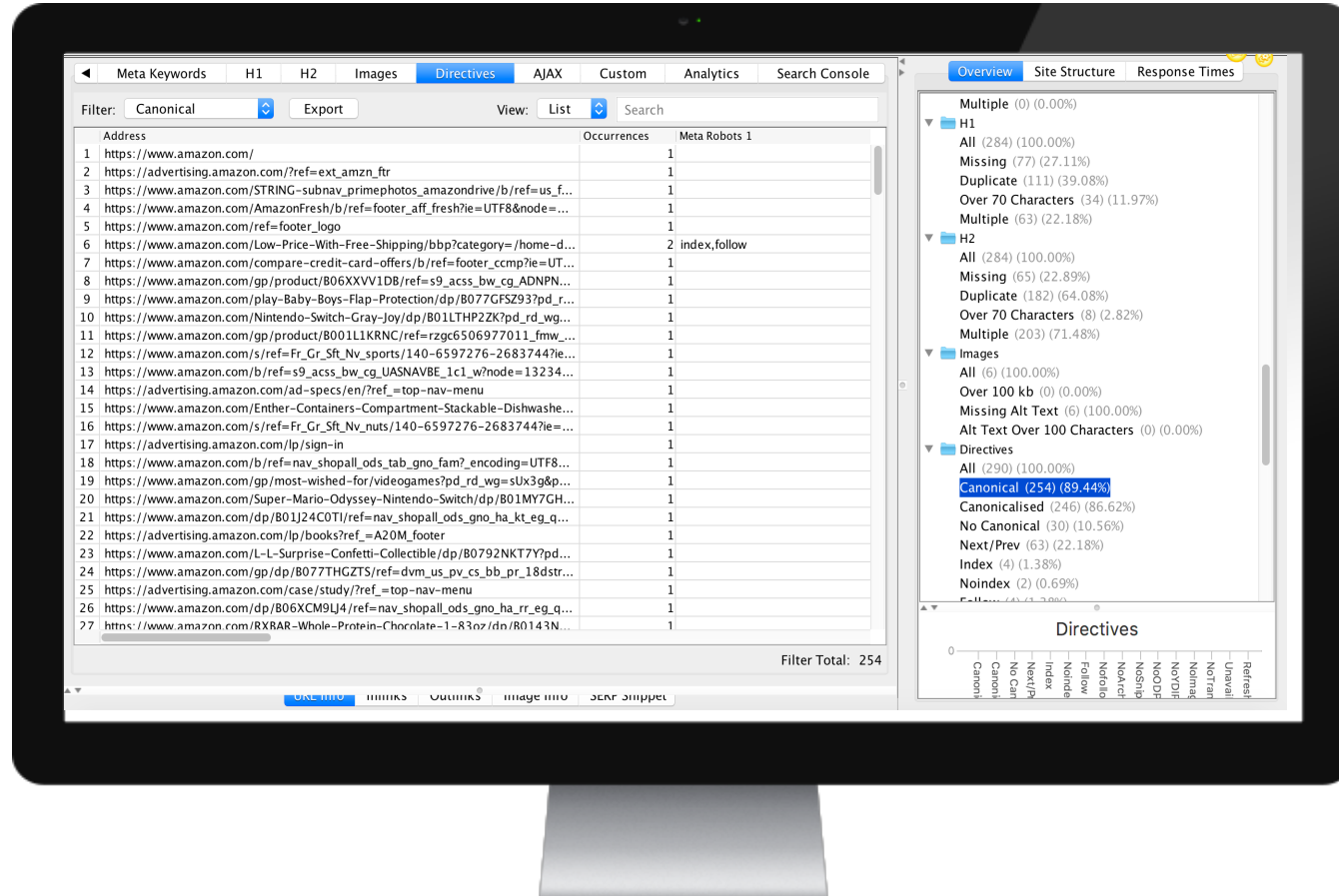
- Should reference a URL that does not redirect and is indexed
- Contains the full path (absolute) URL
- Self canonical





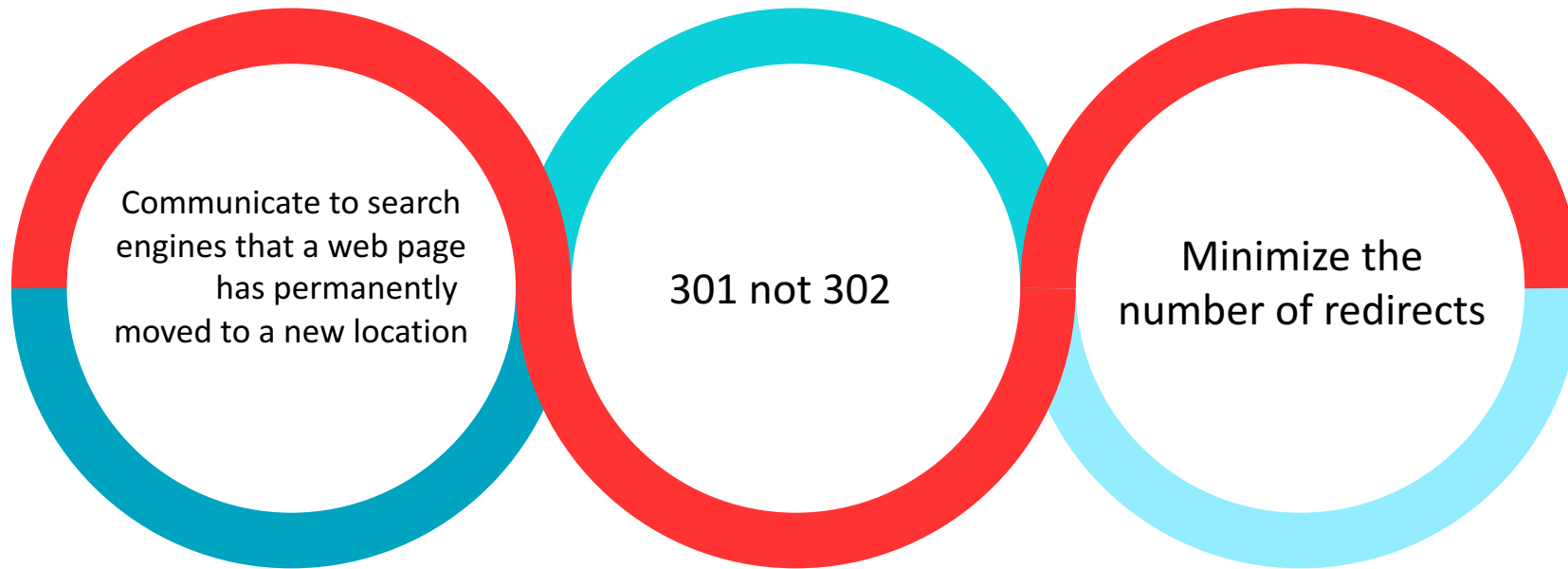
How do you check **canonicals**?

Screaming Frog



Troubleshoot: **Technical SEO**

Redirects



No redirect chains



STOP



CONFUSING GOOGLE

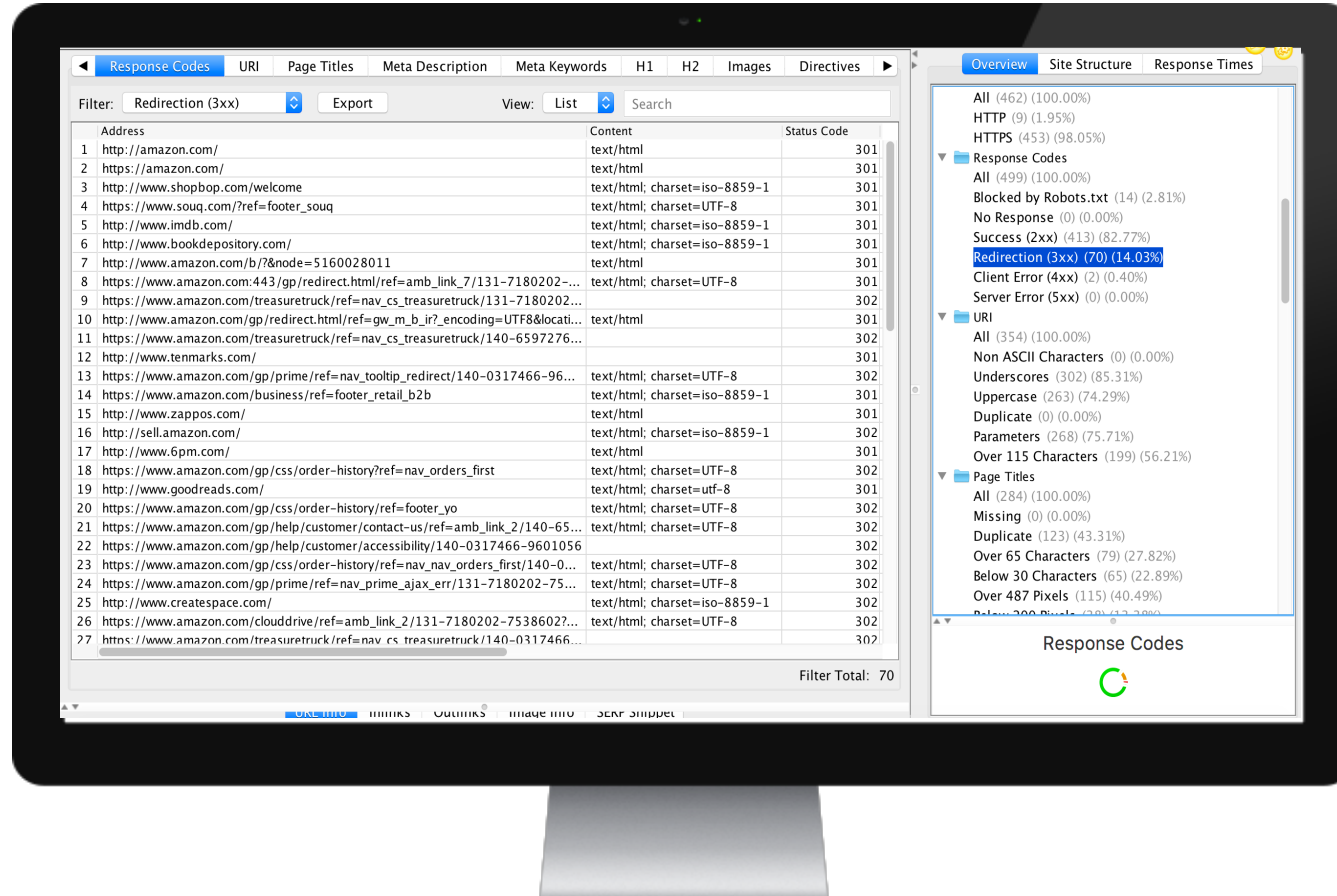


How do you check
redirects?

Redirect-checker.org



Screaming Frog

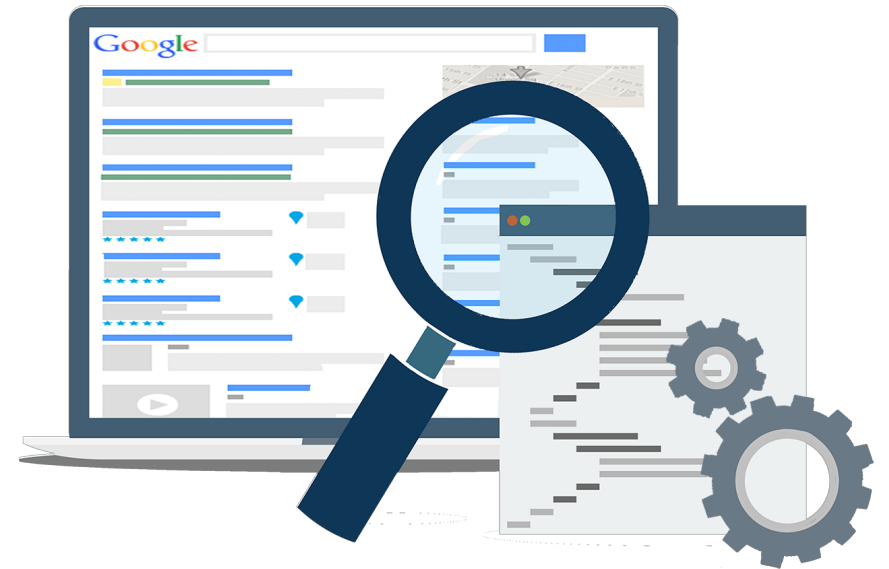


Troubleshoot: **Technical SEO**

Address the cause, not just the symptoms:

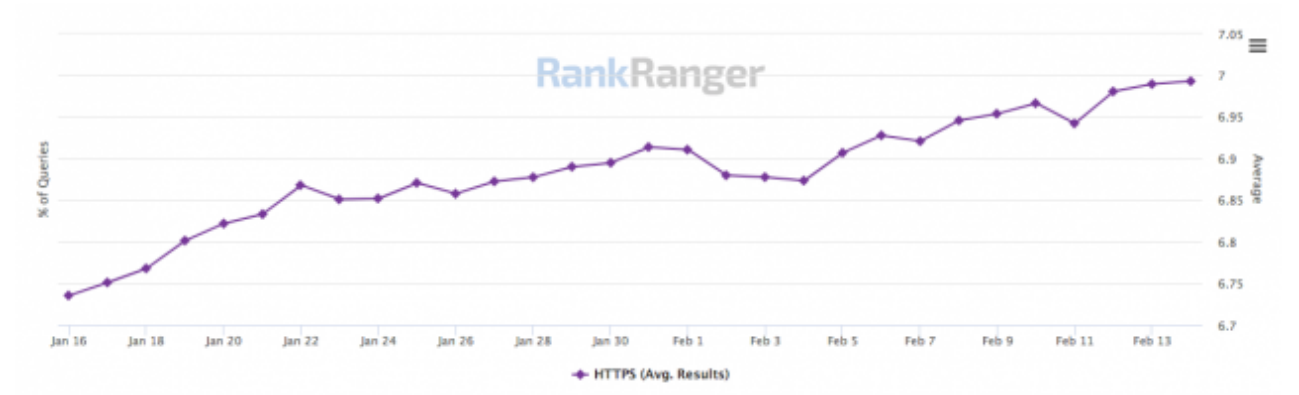
- HTTP vs. HTTPS, WWW vs. non-WWW
- Page found under multiple URLs
- Boilerplate text

Read: goo.gl/9HsEP5



Troubleshoot: **Technical SEO**

Note: 70% Of Google's Page One Search Results Are HTTPS

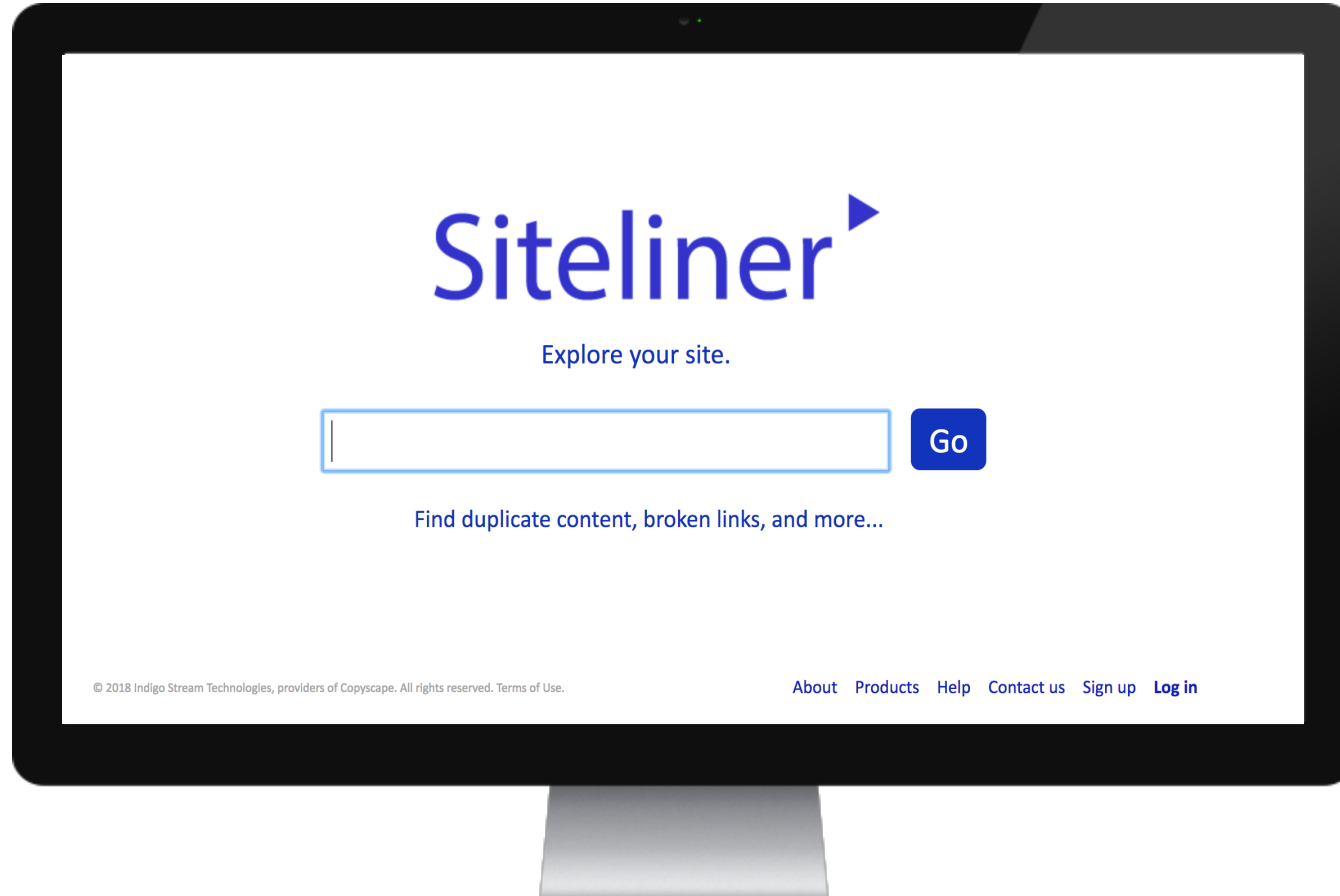


Source: <https://www.rankranger.com/google-serp-features>



How do you check
duplicate content?

Siteliner



Siteliner

Explore your site.

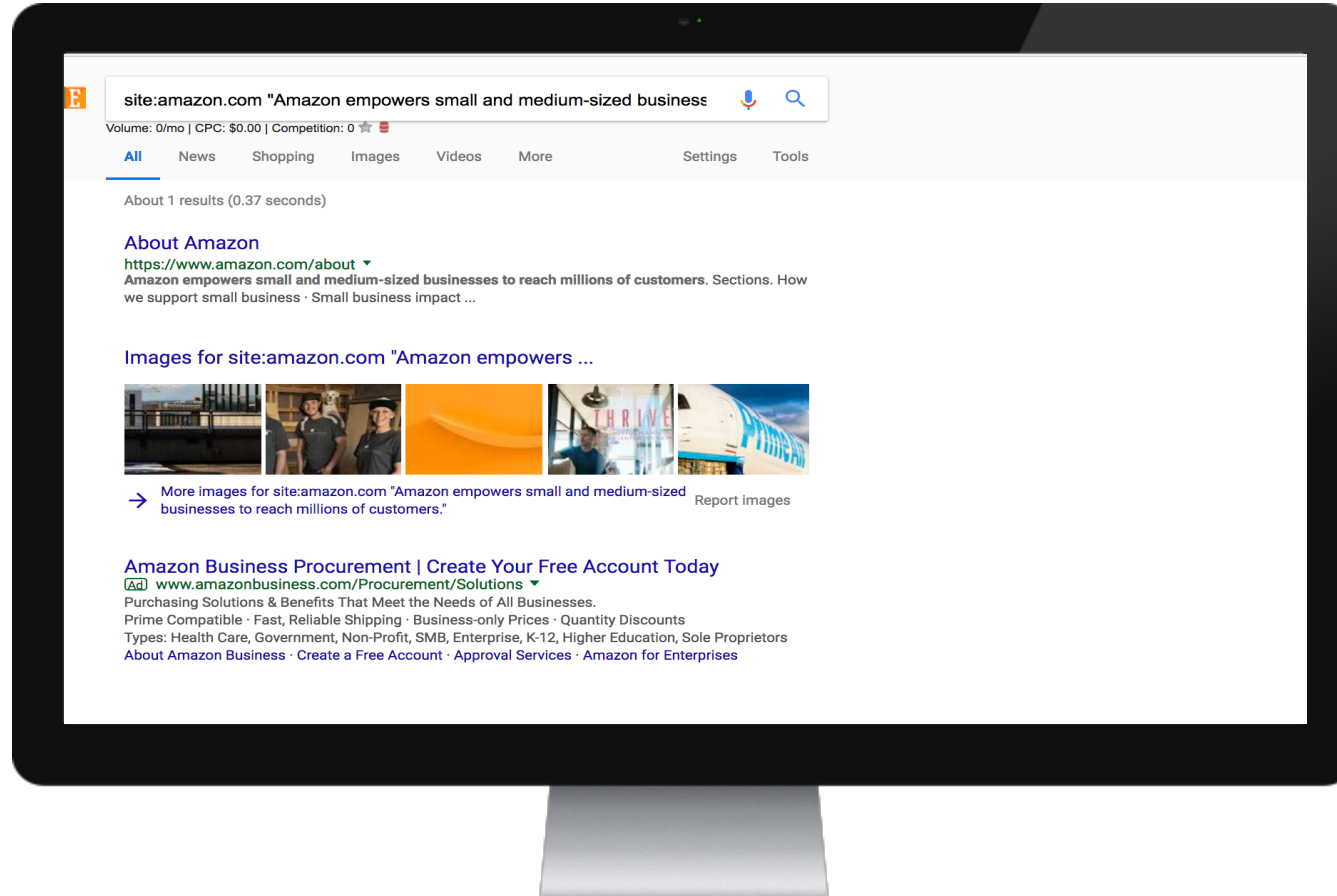
Go

Find duplicate content, broken links, and more...

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Google Search



site: domain
snippet from page

Troubleshoot: **Technical SEO**

HTTP to HTTPS Checklist

- Ensure all internal links point to HTTPS.
- Make sure all references to images, JavaScript, CSS URLs are pointing to HTTPS.
- Update any plugins/modules/add-ons – Don't forget to update the internal search and forms.
- Update canonical tags.
- Redirect HTTP to HTTPS—always use 301 permanent redirect.

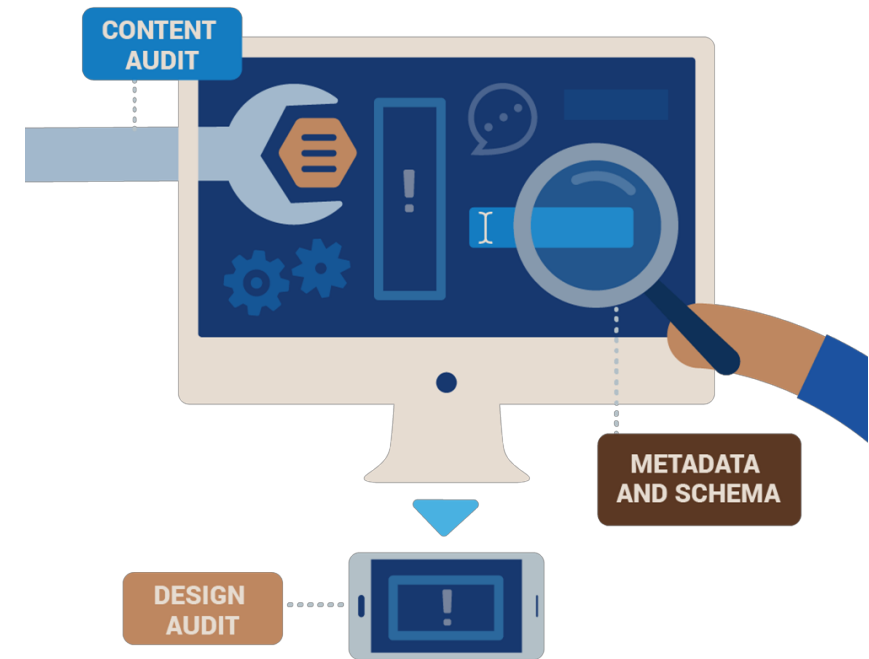


Troubleshoot: Page Construction

Poor Performing Content

Audit your content

- Gather your pages using a crawler
- Get page metrics
- Sort the sheet
- Make changes



Read: bit.ly/2HrUeRy



How do you
audit content?

URL Profiler

The screenshot shows a web application interface for a URL profiler. It is divided into several sections for configuring data collection:

- Domain Level Data:** Includes checkboxes for Majestic [Paid], Moz [Free], Ahrefs, SEMrush Rank, Alexa Data, Social Shares, Social Accounts, Email Addresses, Whois Emails, Whois Information, Site Types, IP Address, Bing Outbound Links, Malware Check, Google Indexation, and Wayback Machine.
- URL Level Data:** Includes checkboxes for Majestic [Paid], Moz [Free], Ahrefs, HTTP Status, Robots Access, Screen Capture, Social Accounts, Social Shares, and Email Addresses.
- Google:** Includes checkboxes for Google Analytics, Mobile Friendly, Search Analytics, Mobile PageSpeed, Google Indexation, and Desktop PageSpeed.
- Content Analysis:** Includes checkboxes for Readability, Duplicate Content, Custom Scraper, uClassify, and Copyscape. It also features a CSS Selector input field with the example text "eg div.content or #content".
- Link Analysis:** Features a "Domain to Check:" input field with the example "eg www.example.com or example.com" and four buttons: "Anchors", "Disavowed", "Whitelist", and "Blacklist".

On the right side, there is a "URL List" section with a table header "URL" and 15 empty rows. Below the table, it says "Right click on the list above to import or add URLs". At the bottom right of the interface is a "Run Profiler" button.

Troubleshoot: Page Construction

Page Speed

- Large, slow-to-load pages run the risk of being crawled only partially or skipped completely
- Google recommends above the fold content load no slower than 1 second



Troubleshoot: **Page Construction**

Page Speed

Compress images

- [Compressor.io](https://compressor.io)
- [Tinypng.com](https://tinypng.com)

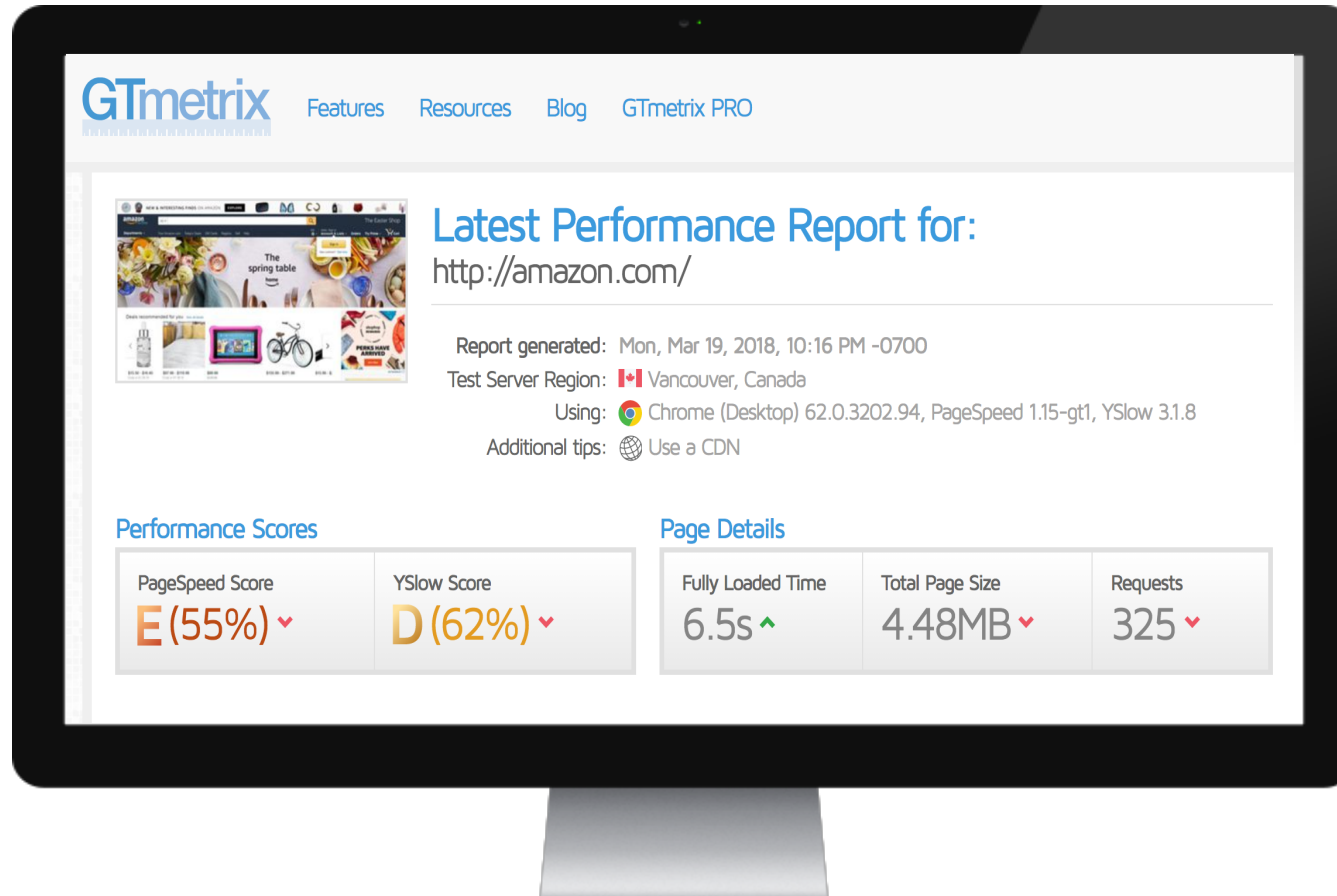






How do you check
page speed?

GT Metrix



Troubleshoot: **Ranking & Traffic**

- Check Google updates
- Use on-page elements
- Compare your pages to competitors (top 5-10 ranked pages)



Screeamingfrog



SEMRUSH



SpyFu



MAJESTIC

Google



NachoAnalytics



Bing

GTmetrix

A Technical SEO Checklist for the Non-Technical Marketer

By [Mindy Weinstein](#) / September 10, 2018

1.1K 9.3K
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