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

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A Little **About Me**

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

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So what if you have

great content?

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So what if you have

great links?

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What you think your website looks like.
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What the search engines think your website looks like.
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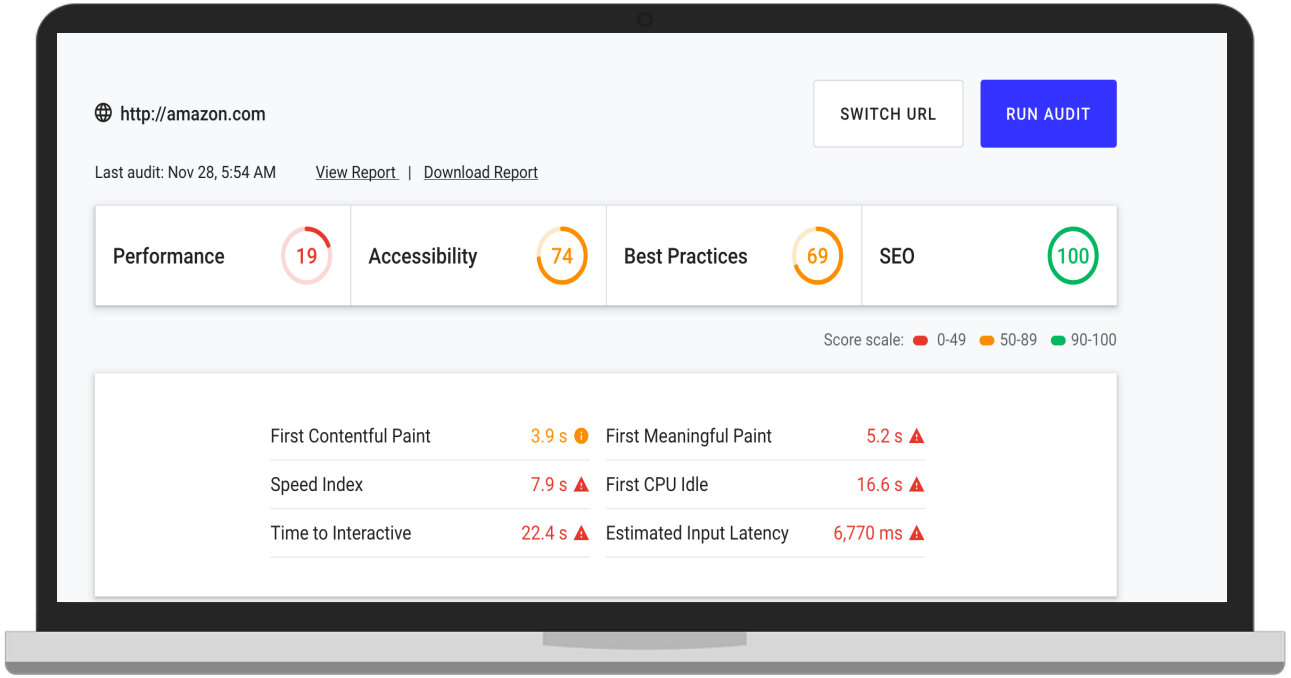
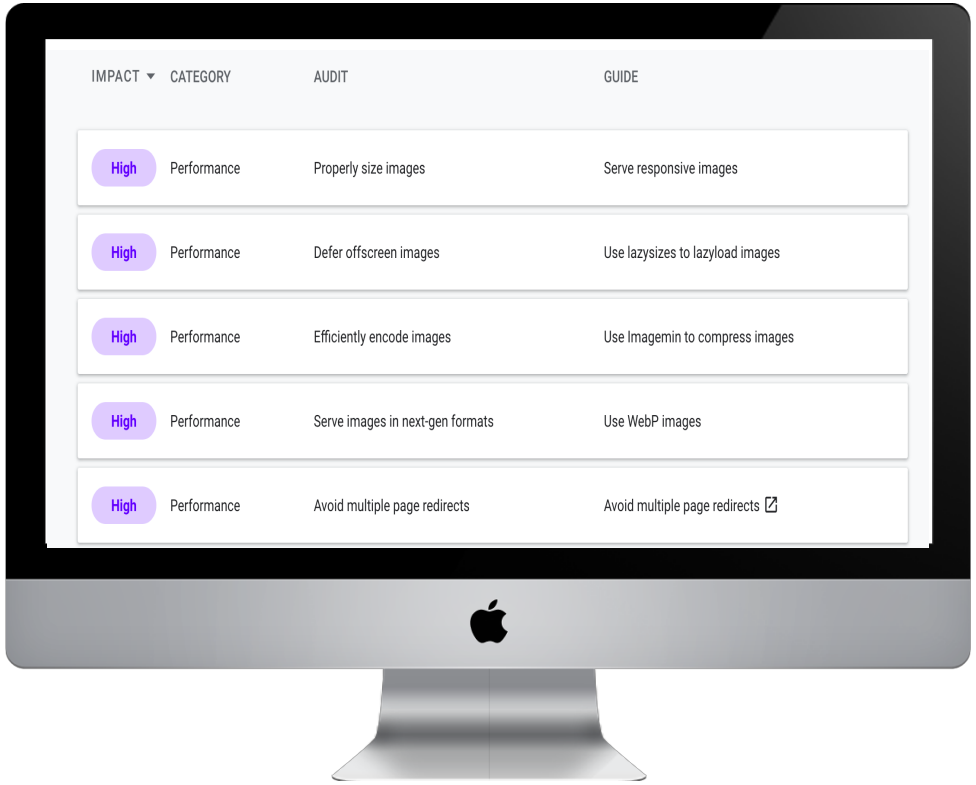
MOST COMMON
TECHNICAL ISSUES

Web.dev





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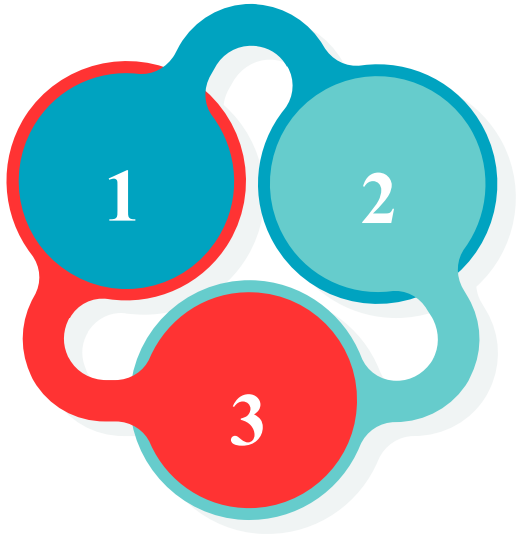
Troubleshoot: **Technical SEO**

Every website needs one in the root directory



Don’t block files or directories you want indexed

Include XML sitemap

Careful when you redesign!

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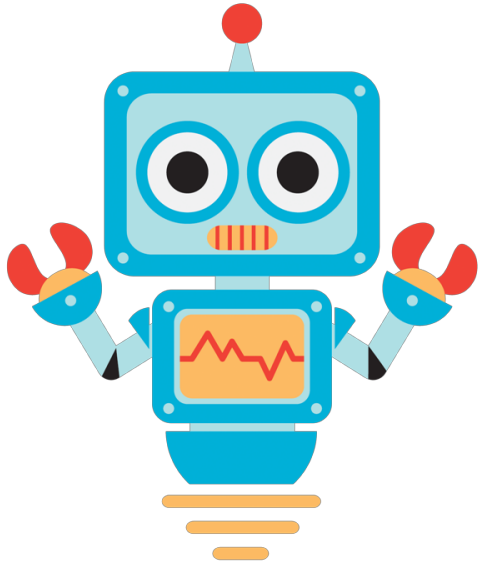

How do you check your

robots.txt file?

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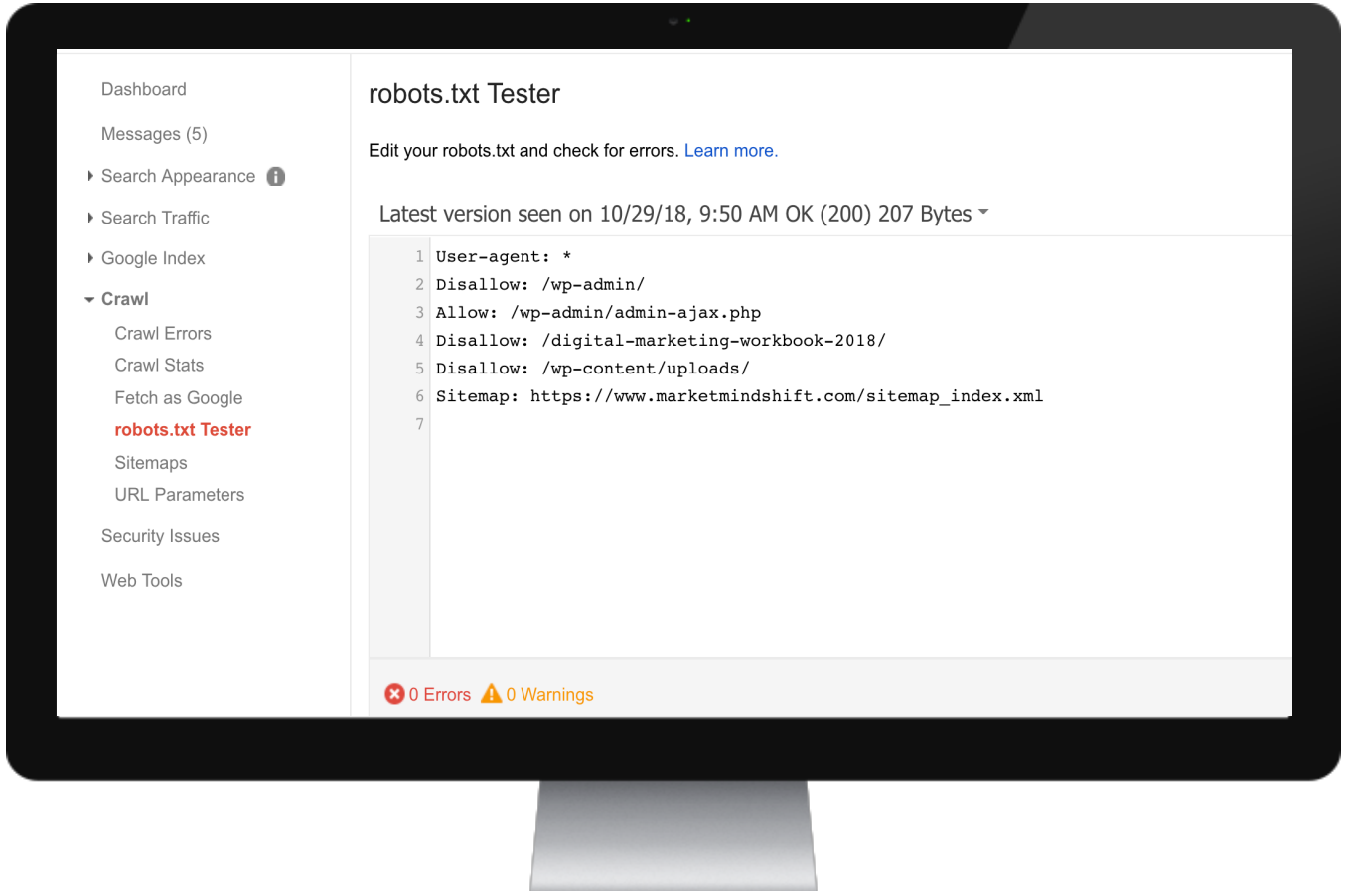
Google Search Console



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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

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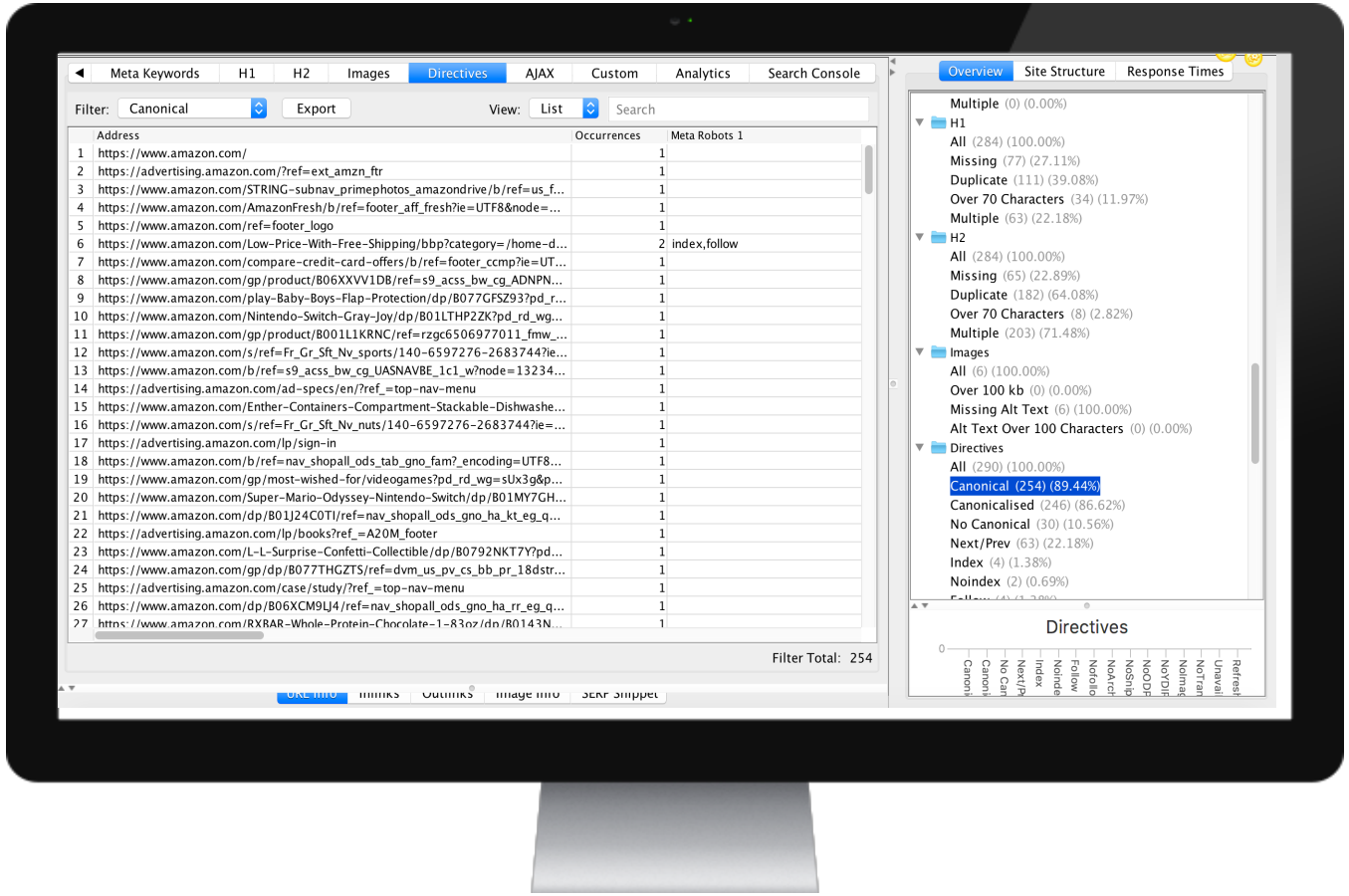
<link rel="canonical" href="http://www.example.com/product.php?item=foo123"/>

How do you check **canonicals?**

Screaming Frog



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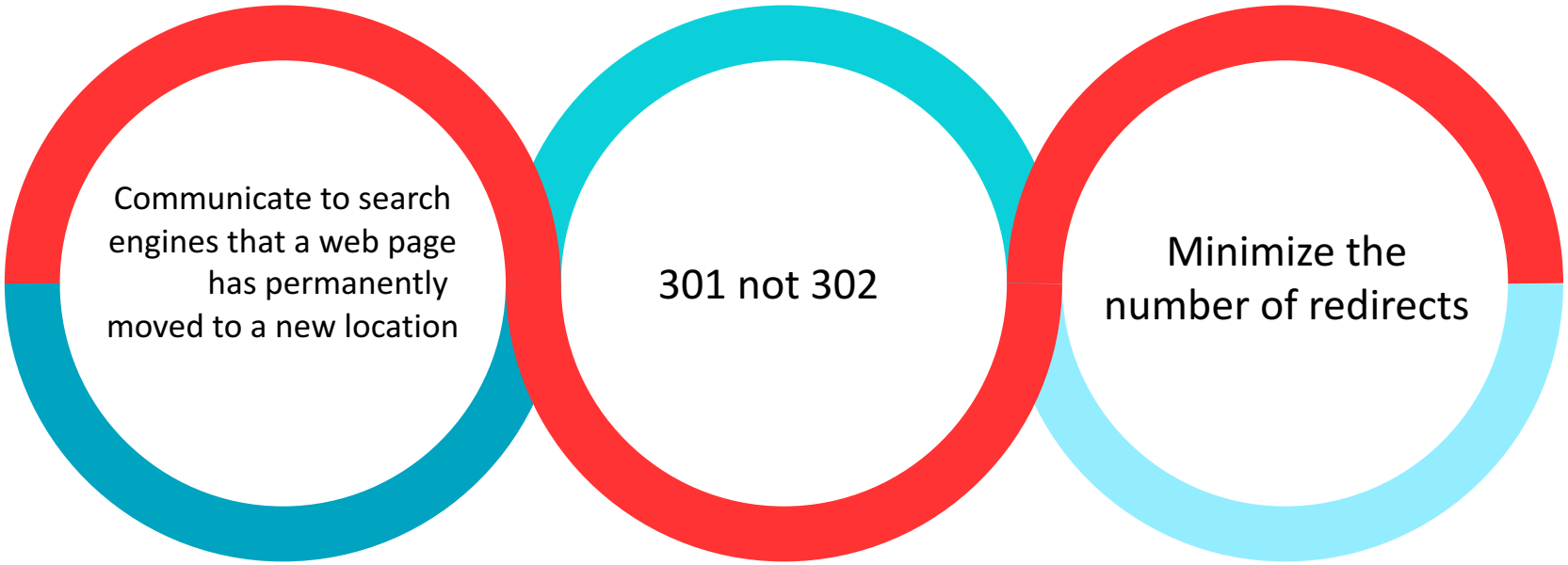
Troubleshoot: Technical SEO

Redirects



No redirect chains

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STOP
CONFUSING GOOGLE

How do you check
redirects?

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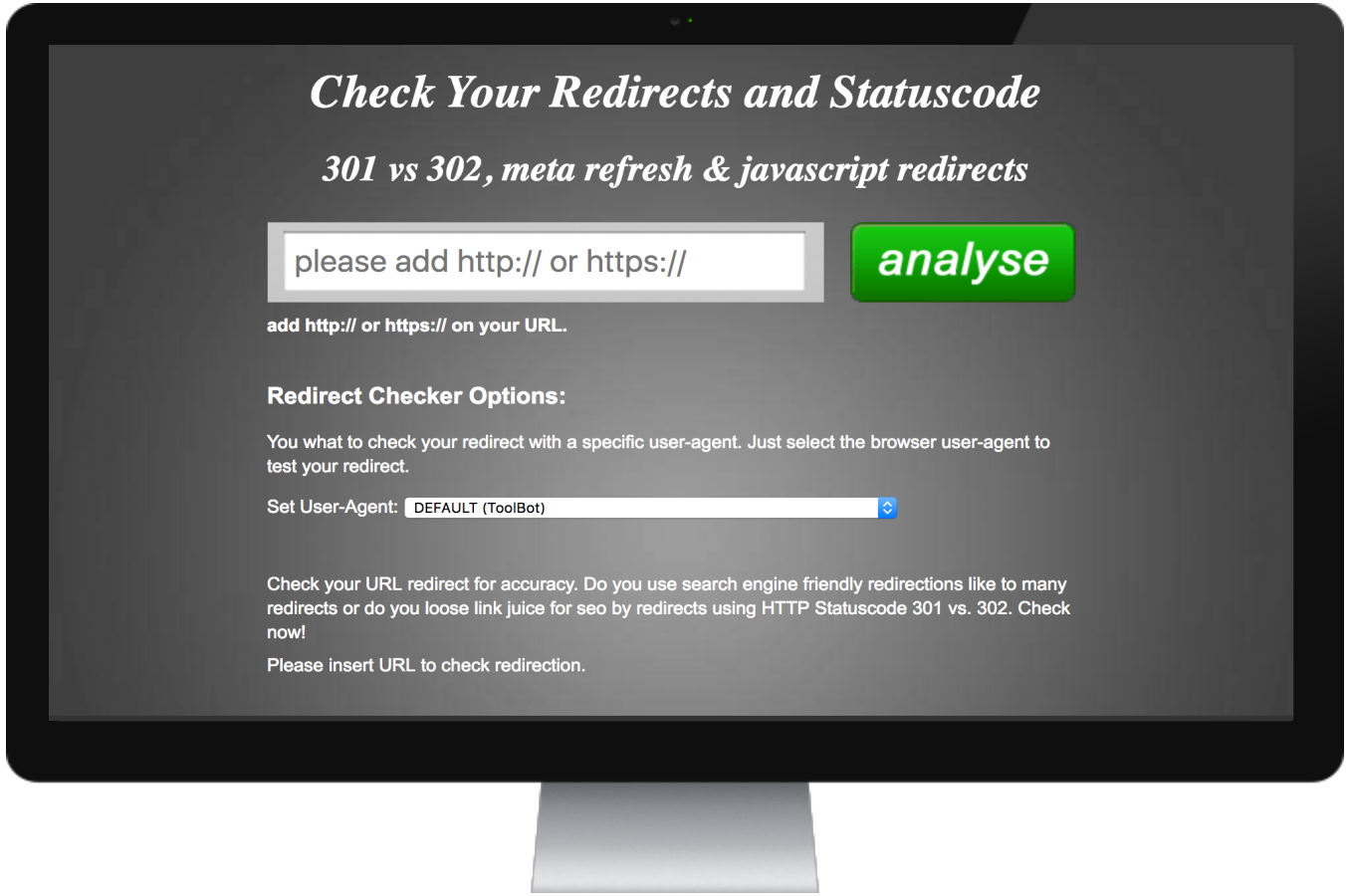
Redirect-checker.org



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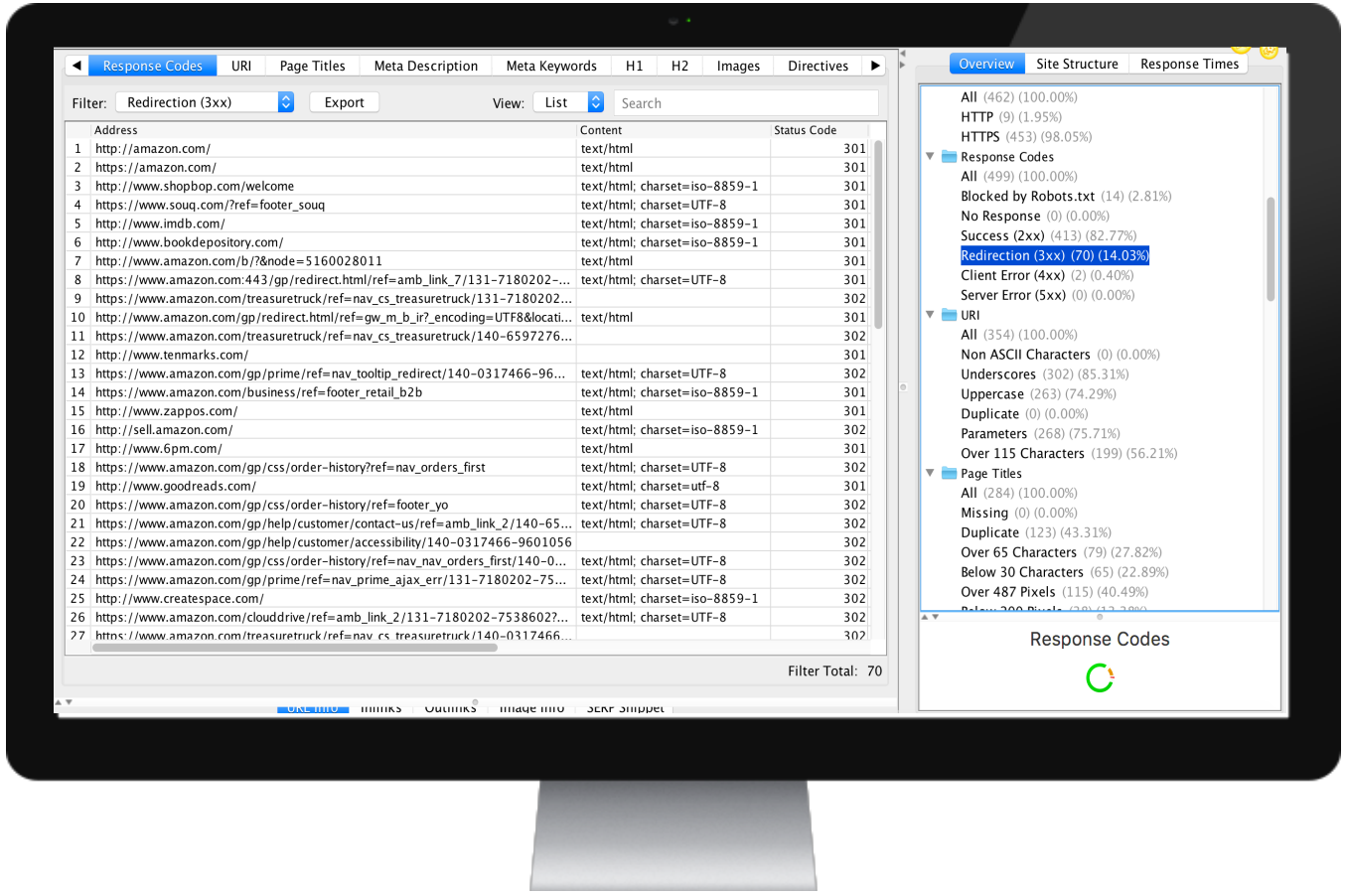

screamingfrog.co.uk/redirect-checker

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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

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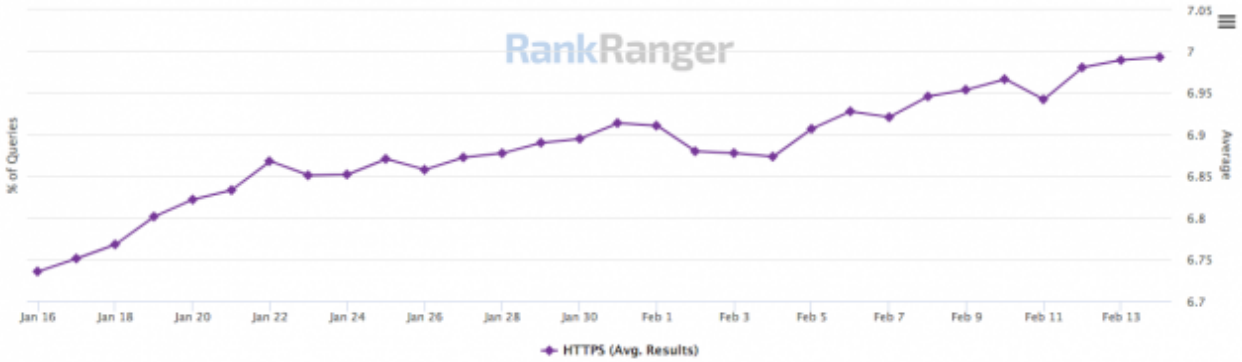
Troubleshoot: **Technical SEO**

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



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

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How do you check **duplicate content?**

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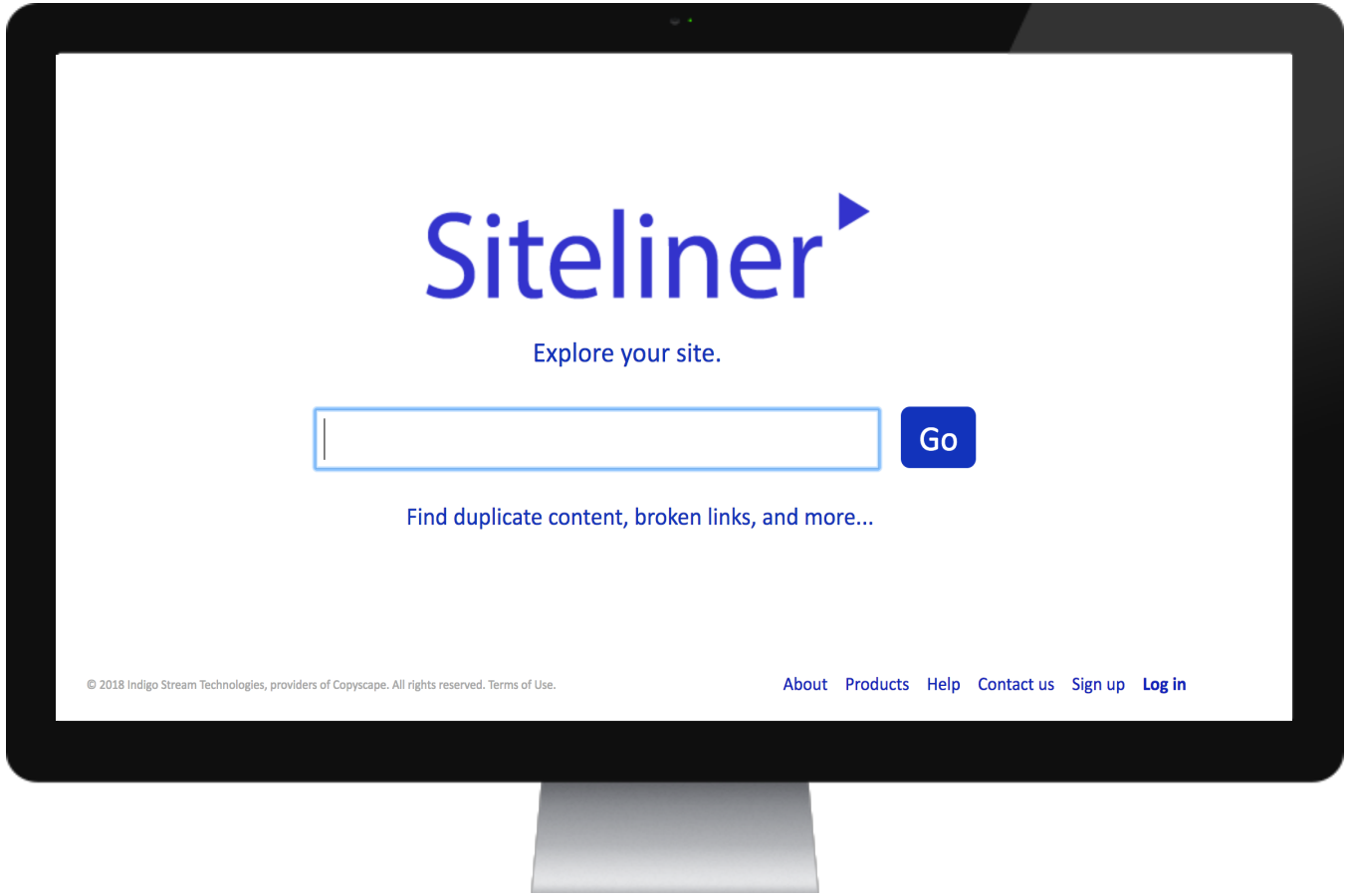
Siteliner



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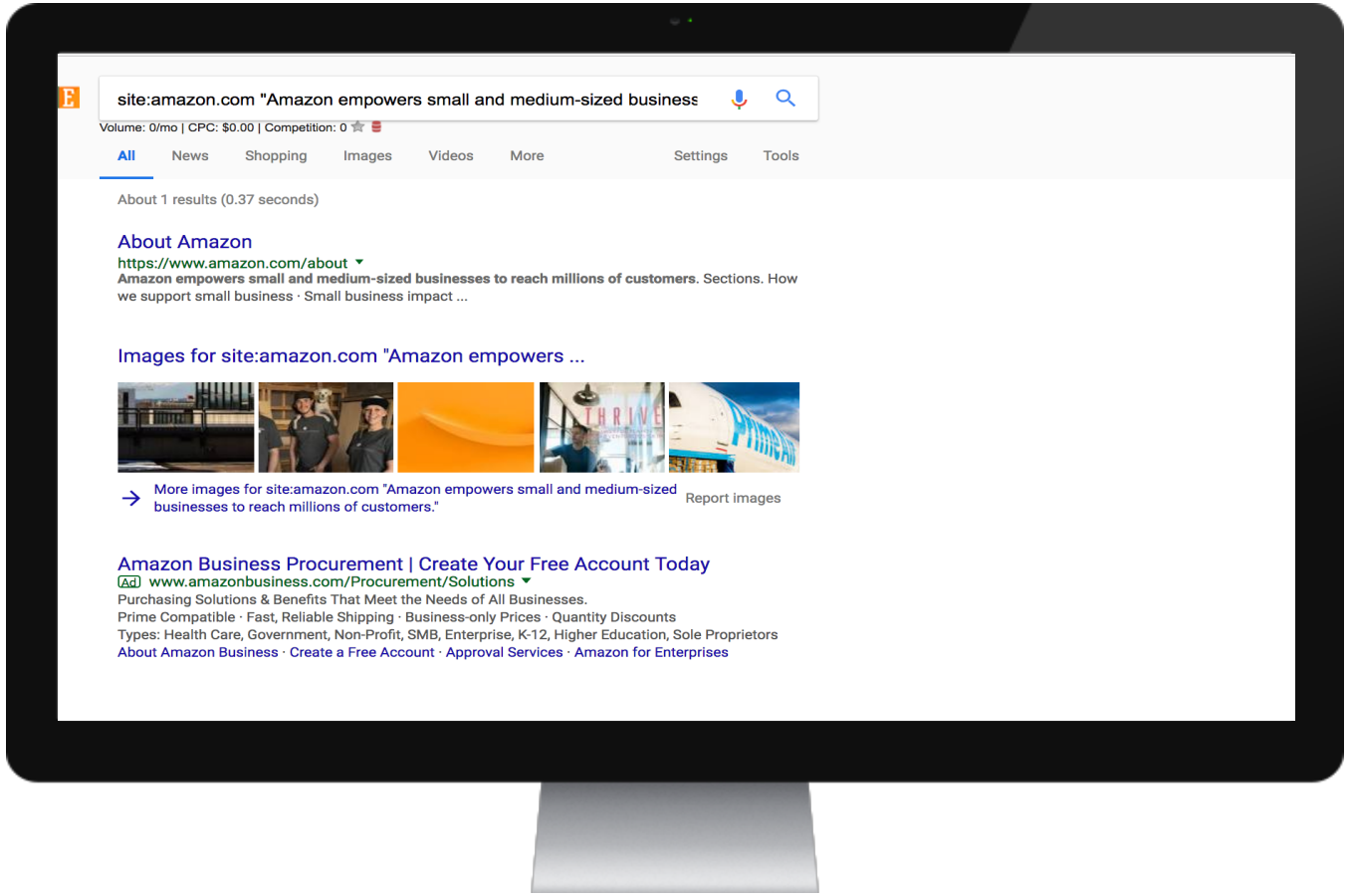
Google Search



site: domain
snippet from page

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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.

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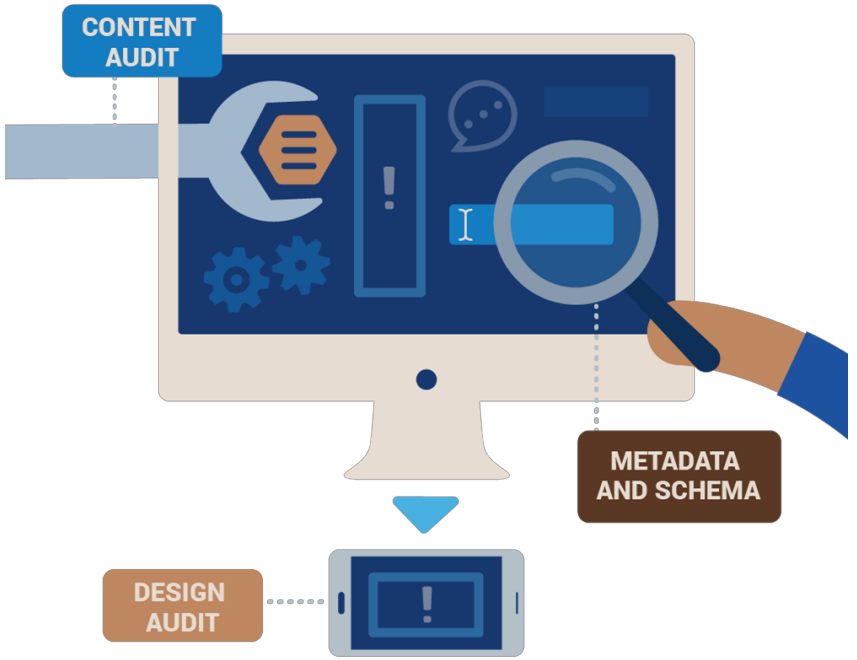
Troubleshoot: Page Construction

Poor Performing Content

Audit your content

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



Read: bit.ly/2HrUeRy

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How do you **audit content?**

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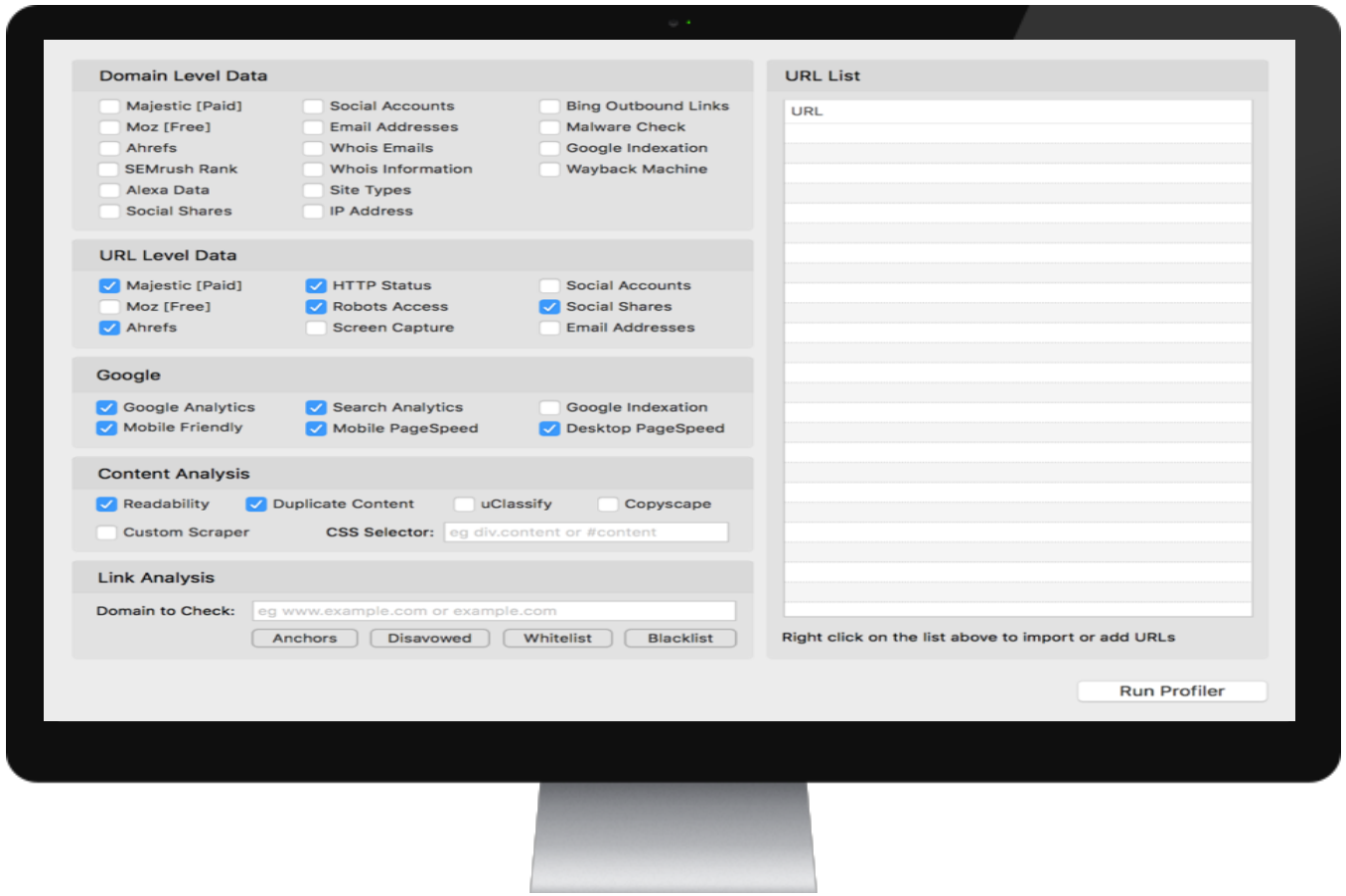
URL Profiler



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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

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Troubleshoot: Page Construction

Page Speed

Compress images

- Compressor.io
- Tinypng.com

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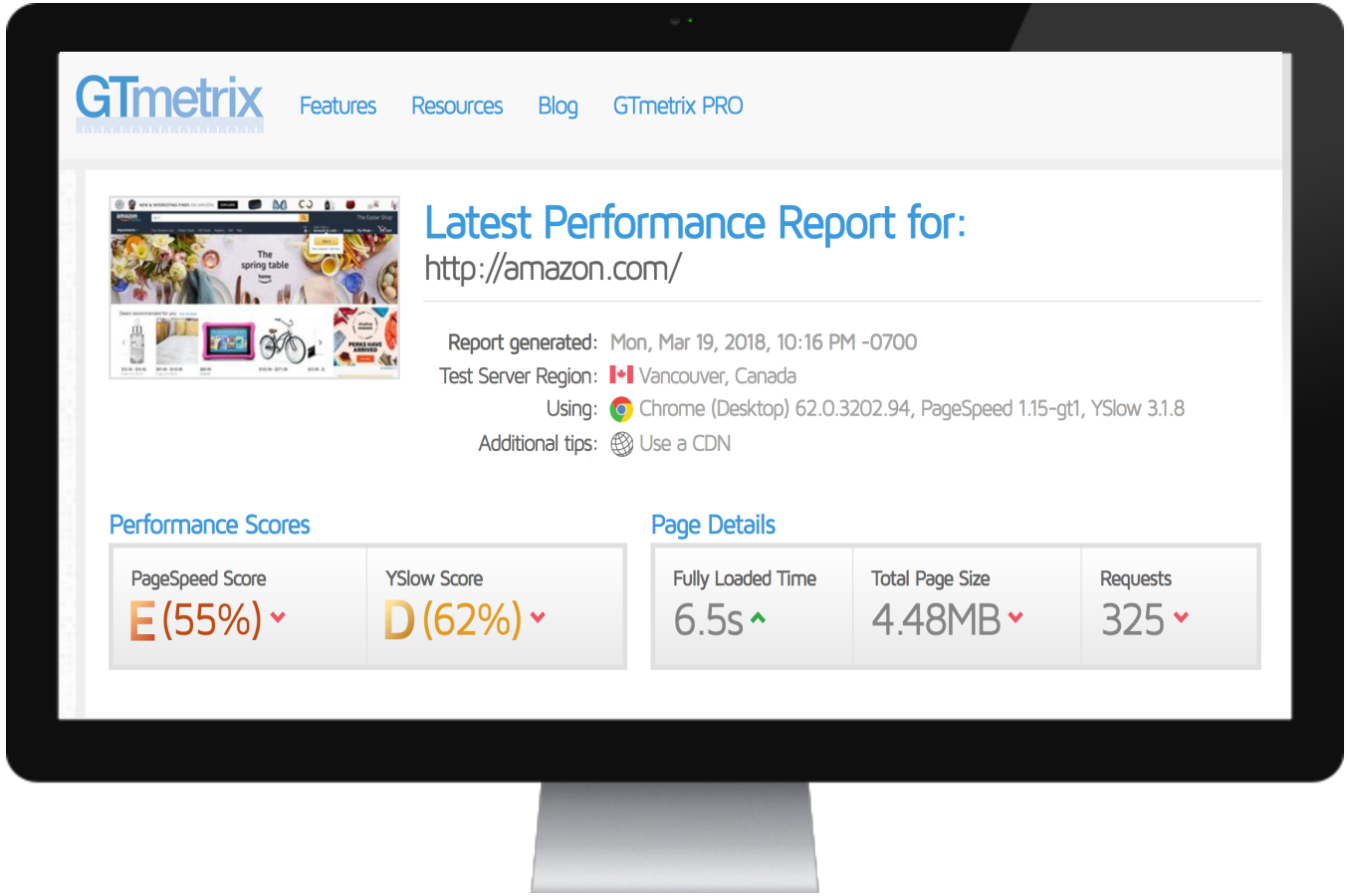
How do you check
page speed?

GT Metrix



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Troubleshoot: **Ranking & Traffic**

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

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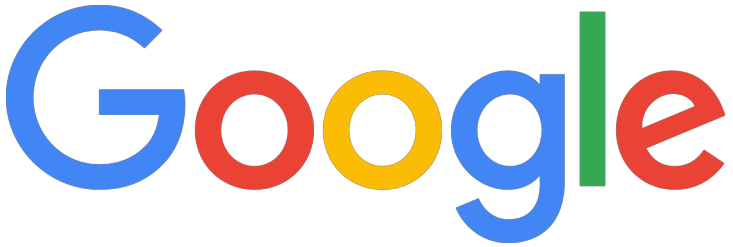
Screamingfrog

SEMRUSH

SpyFu

MAJESTIC


Google

Bing

GTmetrix

NachoAnalytics

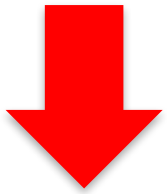
A Technical SEO Checklist for the Non-Technical Marketer

By Mindy Weinstein / September 10, 2018

1.1K SHARES 9.3K READS

bit.ly/2SjCkX2

DOWNLOAD MY SLIDES



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