

Common Technical SEO Mistakes and How to Avoid Them


10 Point Checklist

Dawn Anderson

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"I think more education around tracking parameters in Google Search Console would be really useful for SEOs."

DAWN ANDERSON

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Check the capabilities of my server based on crawling politeness and make sure that it is able to handle simultaneous crawling requests.
- Don't spend crawling resources on all my web pages. Avoid using resources on websites that don't get many impressions or visitors.
- Use my XML sitemap priority field to designate which pages are the most important for Googlebots to crawl.
- Keep my XML sitemap details consistent so that Googlebots will see my site as trustworthy.
- Set up separate tracking settings in Google Search Console. This will help me identify issues with my sites.
- Transfer my website from HTTP to HTTPS. Update everything in my XML after making this switch.
- Educate myself with every single tool inside Google Search Console to get better at gathering important data and sighting issues.
- Use a canonical URL (HTML tag rel=canonical) on similar pages to tell Google which URL is authoritative.
- Don't forget to use hreflang for websites that have 2 or more languages. This ensures that the correct language appears to users.
- Be consistent in my SEO and ensure that all my links are working properly so that I don't jeopardize my rankings. Always audit at least once a month to ensure my site's safety.