

技术SEO： 权威指南

这是技术SEO的完整指南。

在这本全新的指南中，您将了解以下所有方面：

- 检索和索引
- XML网站地图
- 内容重复
- 结构化数据
- Hreflang
- 还有更多

因此，如果您要确保技术SEO达到最新水平，则应该从今天的指南中获得很多价值。

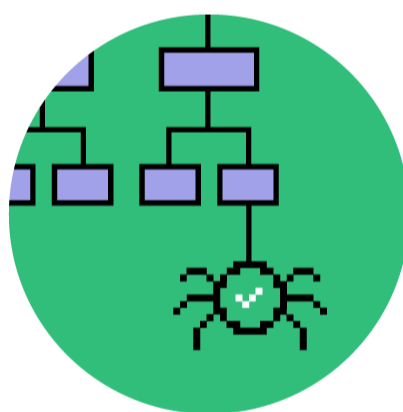


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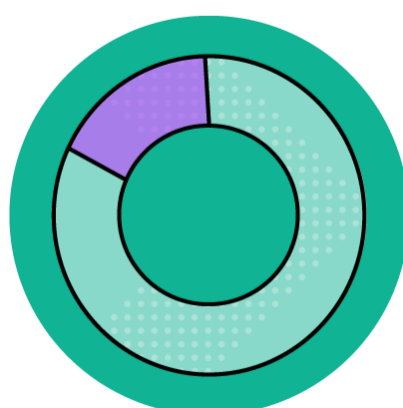
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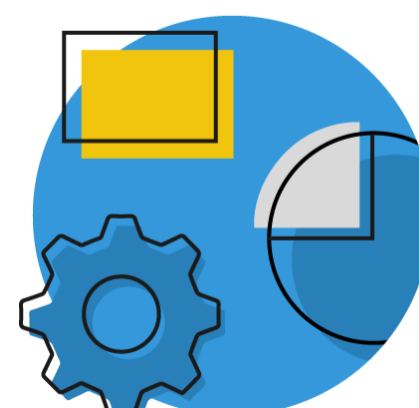
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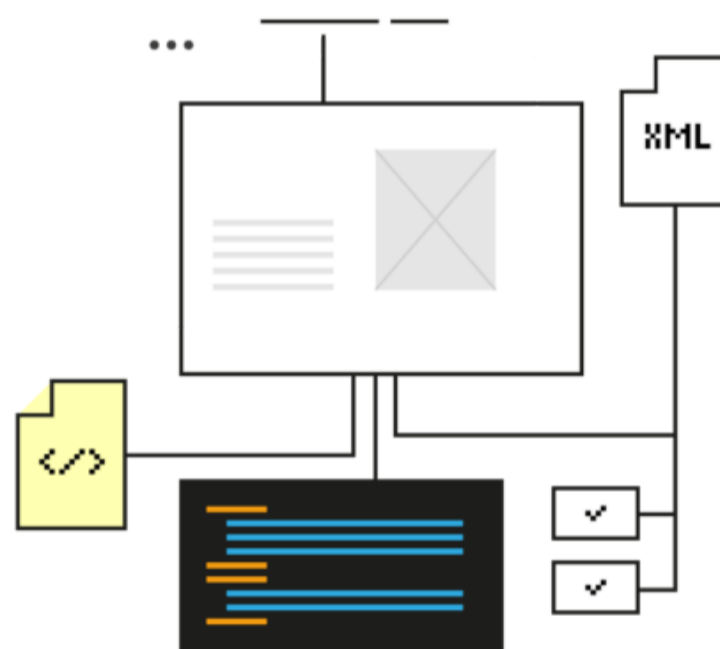
技术SEO基础知识

让我们从基础知识一章开始。

具体来说，在本章中，我将介绍为什么技术SEO在2020年仍然非常重要。

我还将向您展示什么是（和不是）“技术SEO”。

让我们潜入。



什么是技术搜索引擎优化？

技术SEO是确保网站满足现代搜索引擎技术要求的过程，目的是提高有机排名。技术SEO的重要元素包括抓取，建立索引，渲染和网站体系结构。

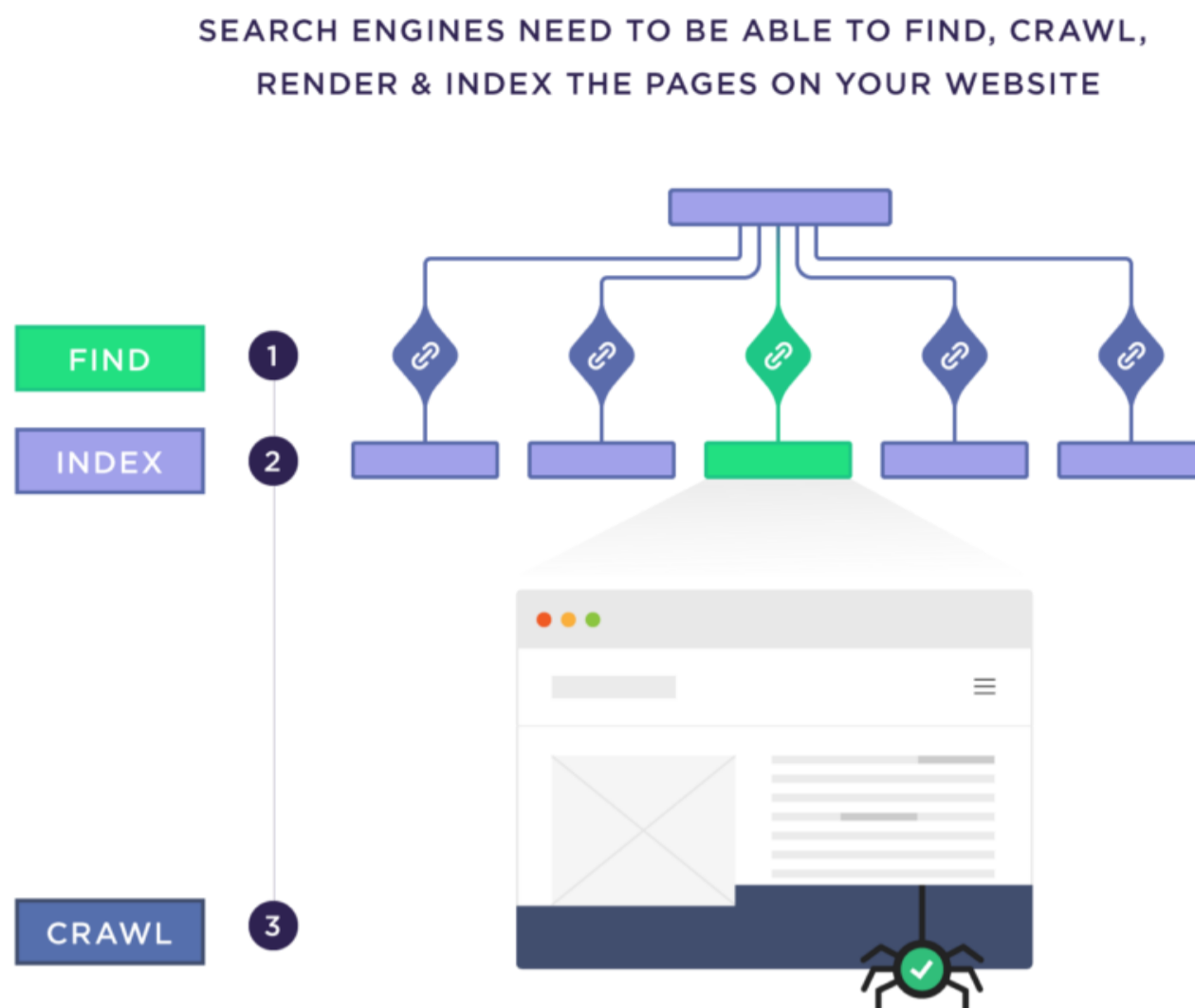
为什么技术搜索引擎优化很重要？

您可以拥有具有最佳内容的最佳站点。

但是，如果您的技术SEO搞砸了？

那你就不会排名。

在最基本的层次上，Google和其他搜索引擎需要能够找到，爬网，呈现和索引您网站上的页面。



但这只是表面。即使Google确实索引了您网站的所有内容，也并不意味着您的工作已经完成。

这是因为，要针对技术SEO全面优化您的网站，您的网站页面必须是安全的，[移动优化的](#)，[无重复内容](#)，快速加载.....以及进行技术优化的上千种方法。

这并不是说您的技术SEO必须是完美的排名。没有。

但是，您越容易让Google访问您的内容，您排名的机会就越大。

您如何改善技术SEO?

就像我说的那样，“技术搜索引擎优化”不只是抓取和编制索引。

要改善网站的技术优化，您需要考虑以下因素：

- Java脚本
- [XML网站地图](#)
- [网站架构](#)
- 网址结构
- 结构化数据
- 内容薄
- 内容重复
- Hreflang
- 规范标签
- 404页
- [301重新导向](#)

我可能会忘记一些

幸运的是，我将在本指南的其余部分中介绍所有这些内容（以及更多内容）。

第2章：

网站结构和导航

我认为，您网站的结构是任何技术SEO活动的“第一步”。

（是的，甚至在爬网和建立索引之前）

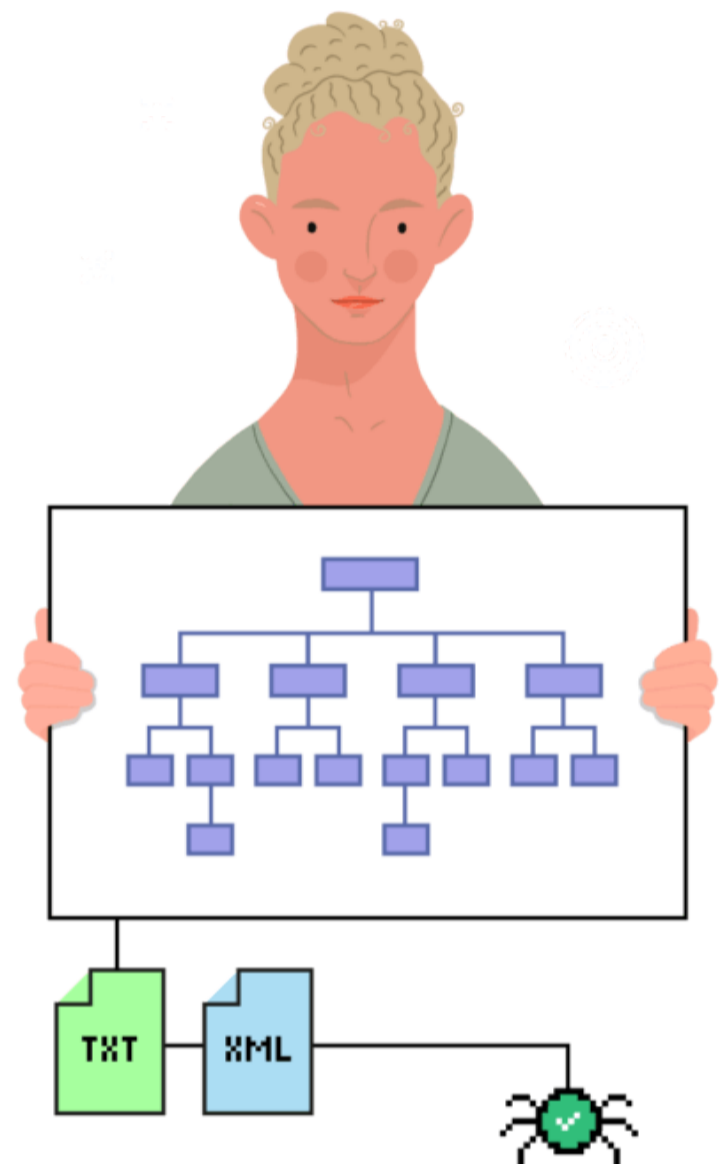
为什么？

首先，**由于**网站结构设计不当，会发生许多爬网和索引编制问题。因此，如果您正确执行此步骤，则无需担心Google为您的网站的所有页面编制索引。

其次，您的网站结构会影响您为优化网站所做的一切.....从URL到站点地图，再到使用robots.txt阻止某些页面的搜索引擎。

最重要的是：强大的结构使其他所有技术SEO任务变得更加容易。

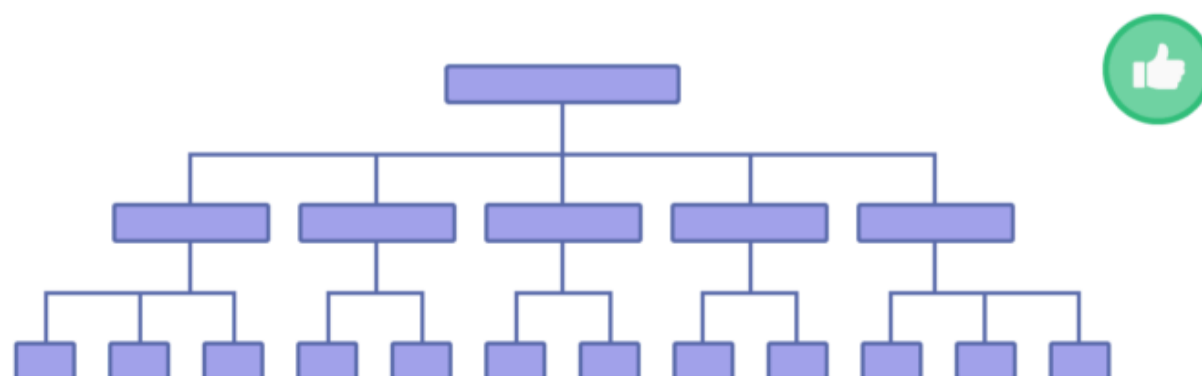
这样，让我们进入步骤。



使用扁平，有组织的网站结构

您的网站结构是网站上所有页面的组织方式。

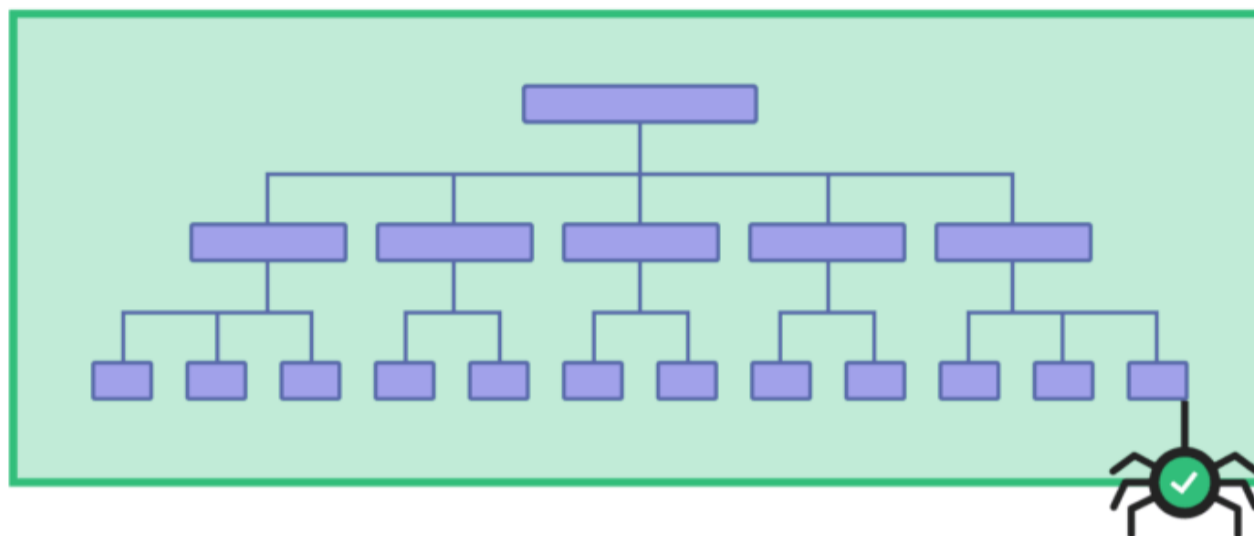
通常，您需要一个“平坦”的结构。换句话说：您网站的页面之间应该只有几个链接。



为什么这很重要？

扁平的结构使Google和其他搜索引擎可以轻松抓取您网站的100%页面。

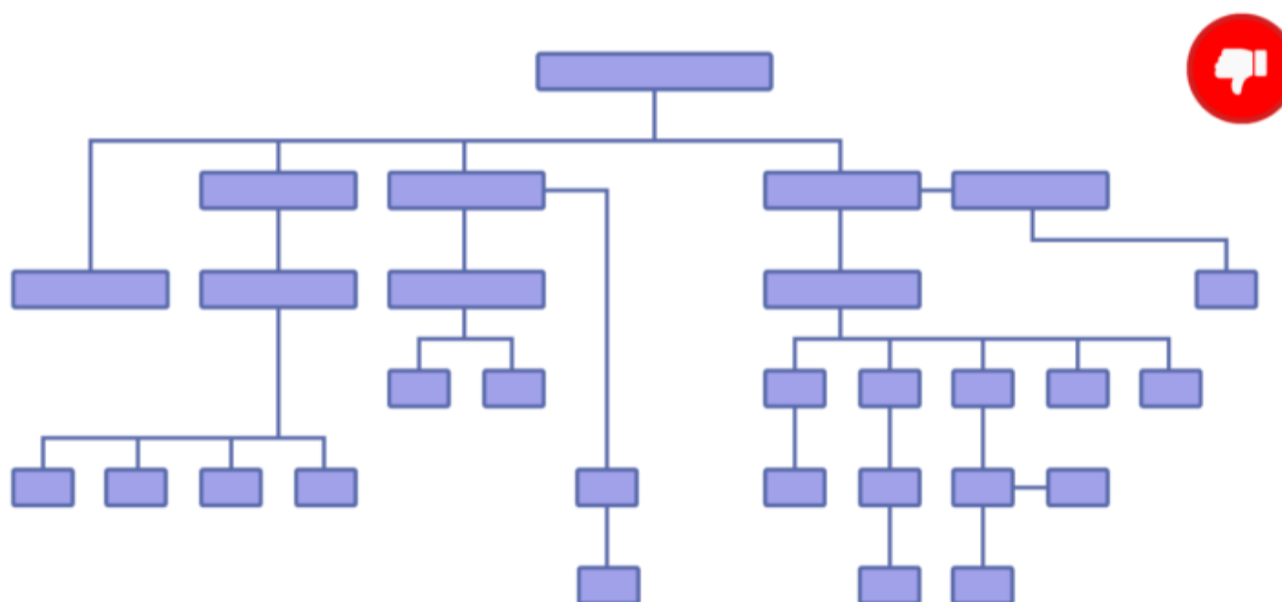
A FLAT STRUCTURE MAKES IT EASY FOR GOOGLE AND OTHER SEARCH ENGINES TO CRAWL



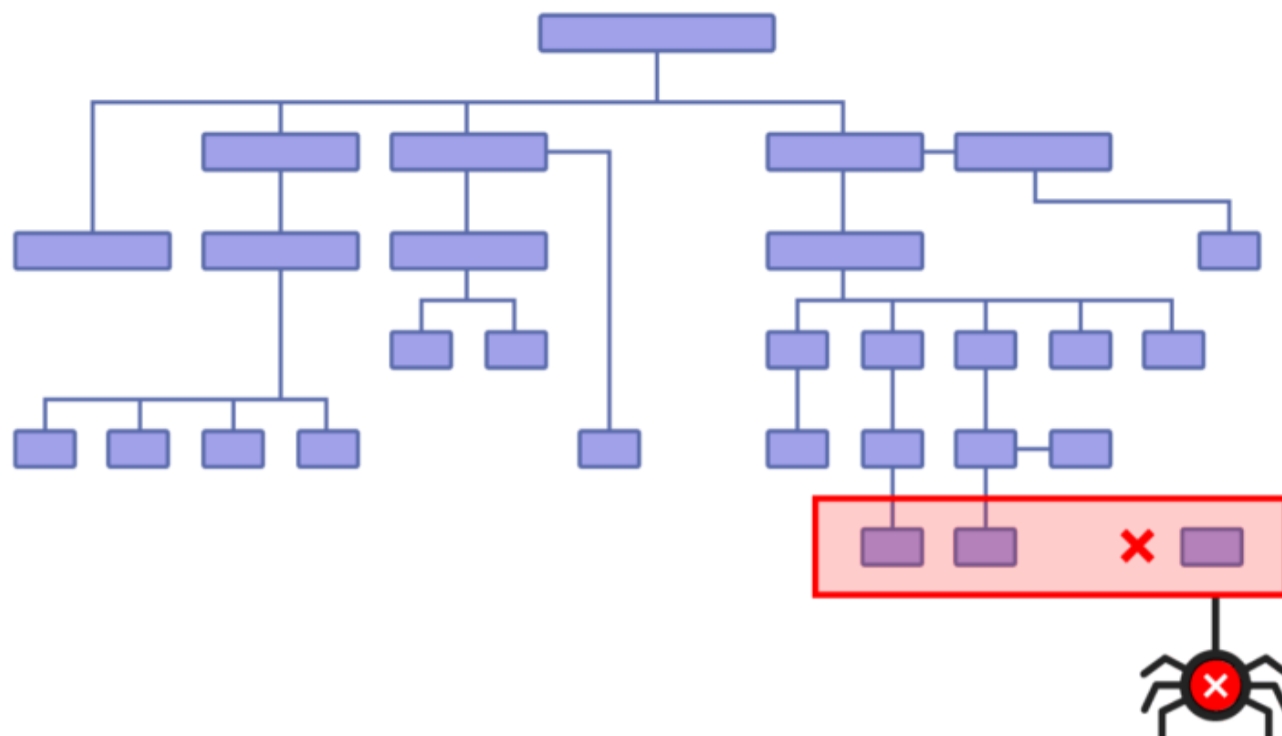
对于博客或本地比萨店网站来说，这并不是什么大问题。但是，对于拥有25万个产品页面的电子商务网站而言？平面架构是一笔大买卖。

您还希望您的结构超级**有条理**。

换句话说，您不需要这样的网站架构：

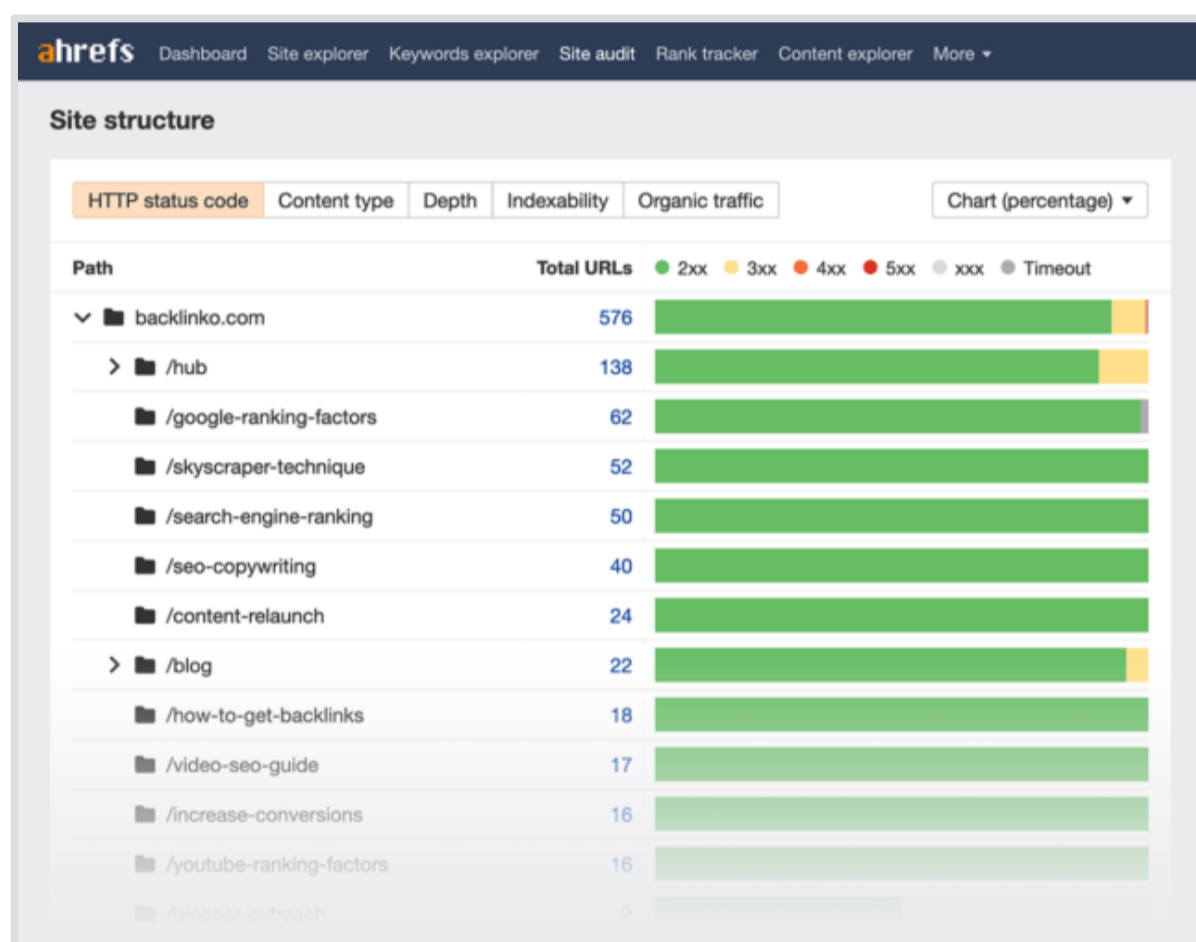


这种凌乱的结构通常会创建“孤立页面”（没有任何内部链接指向这些页面的页面）。



这也使ID和修复索引问题变得困难。

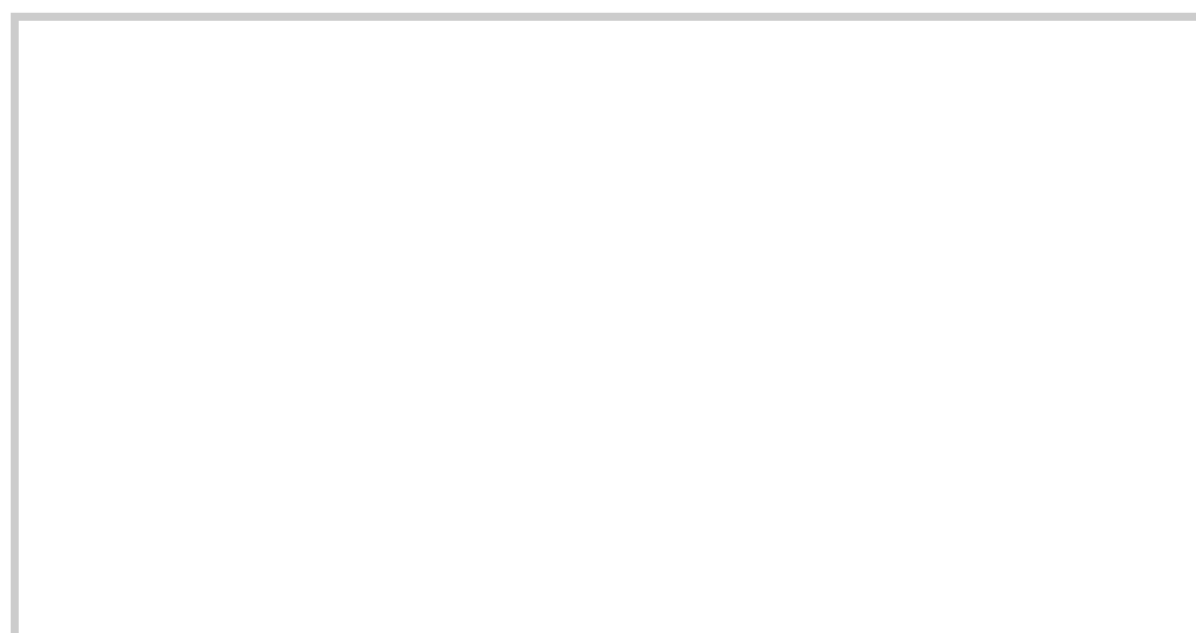
您可以使用[Ahrefs](#)的“站点审核”功能来鸟瞰您的站点结构。

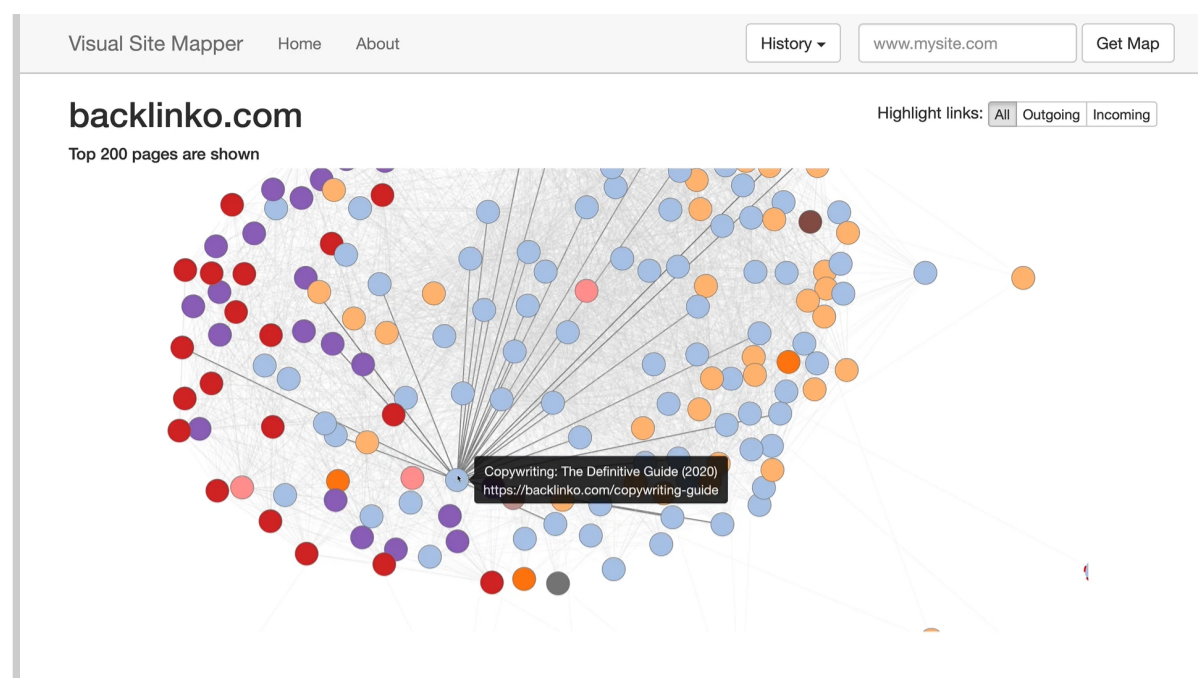


这是有帮助的。但这不是超级视觉。

要更直观地了解页面如何链接在一起，请查看[Visual Site Mapper](#)。

它是一个免费工具，可让您以交互方式查看站点的体系结构。



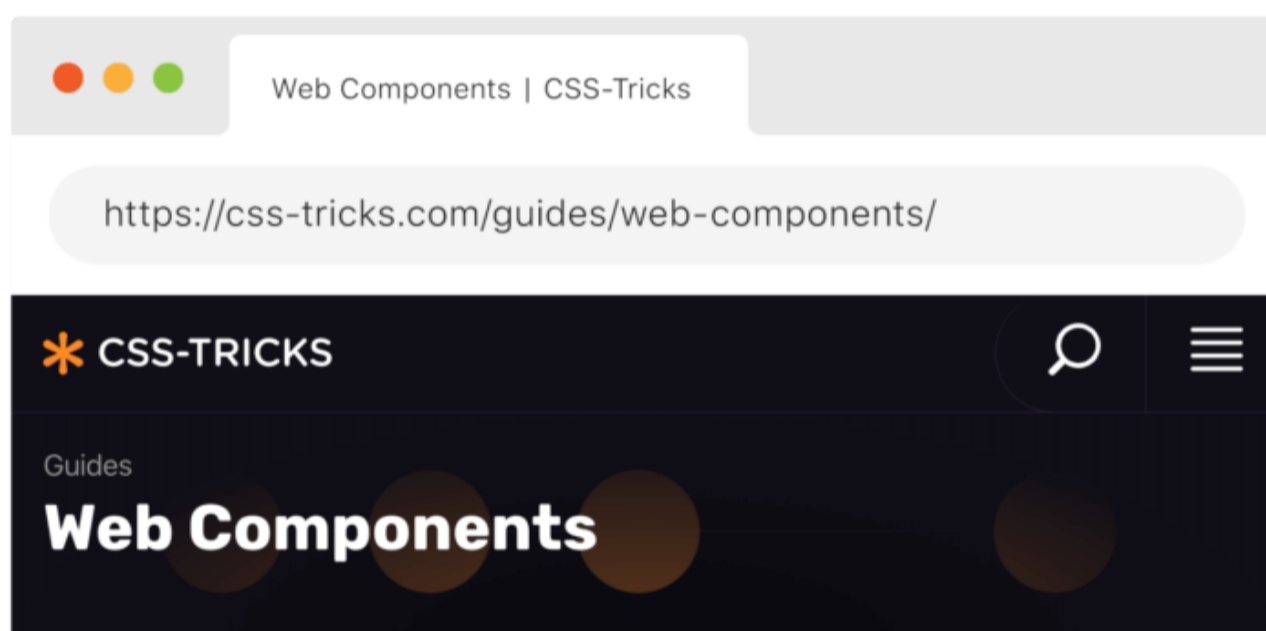


一致的URL结构

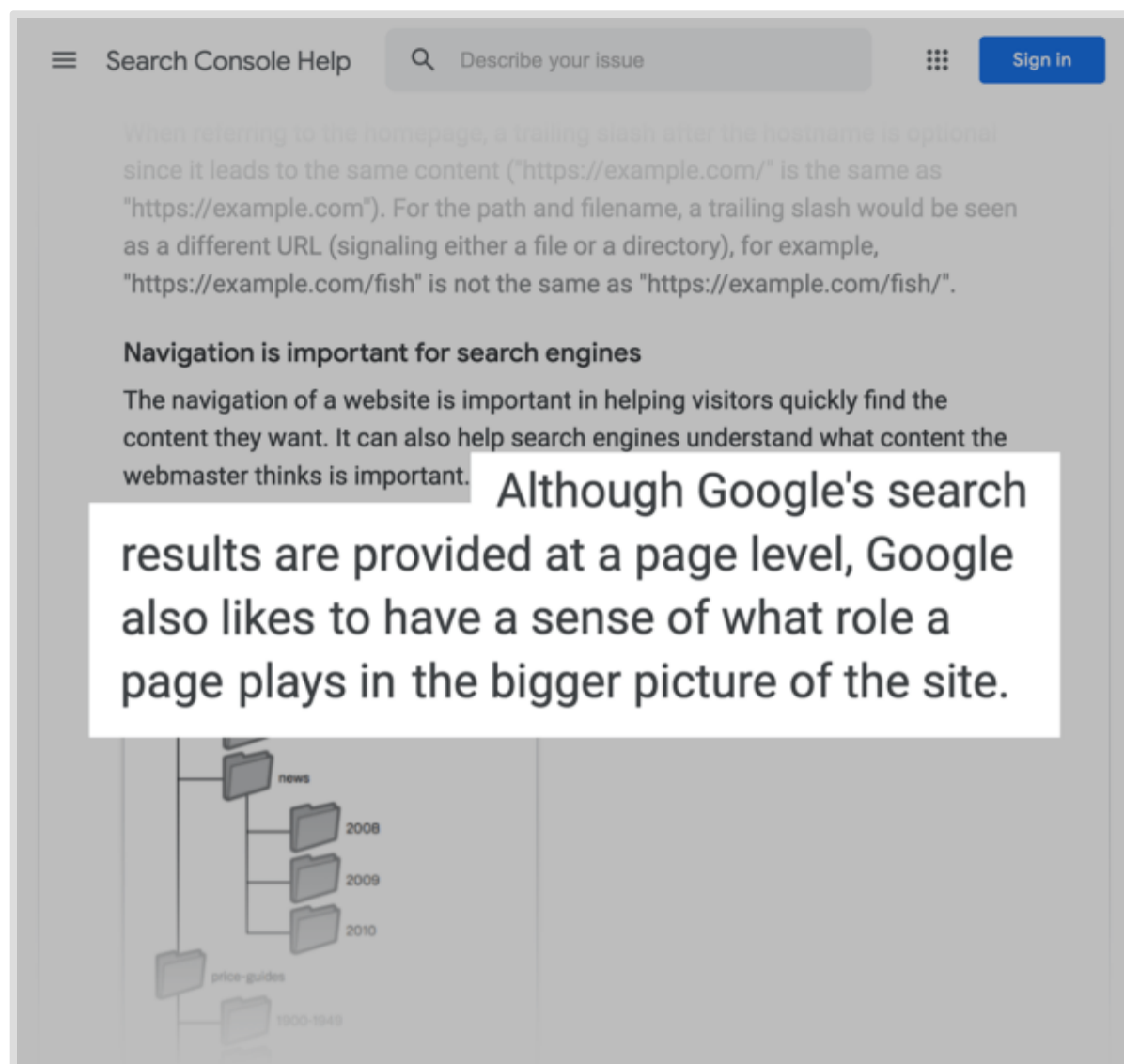
无需过多考虑您的URL结构。特别是如果您经营一个小型网站（例如博客）。

就是说：您确实希望您的URL遵循一致的逻辑结构。这实际上可以帮助用户了解他们在您网站上的“位置”。

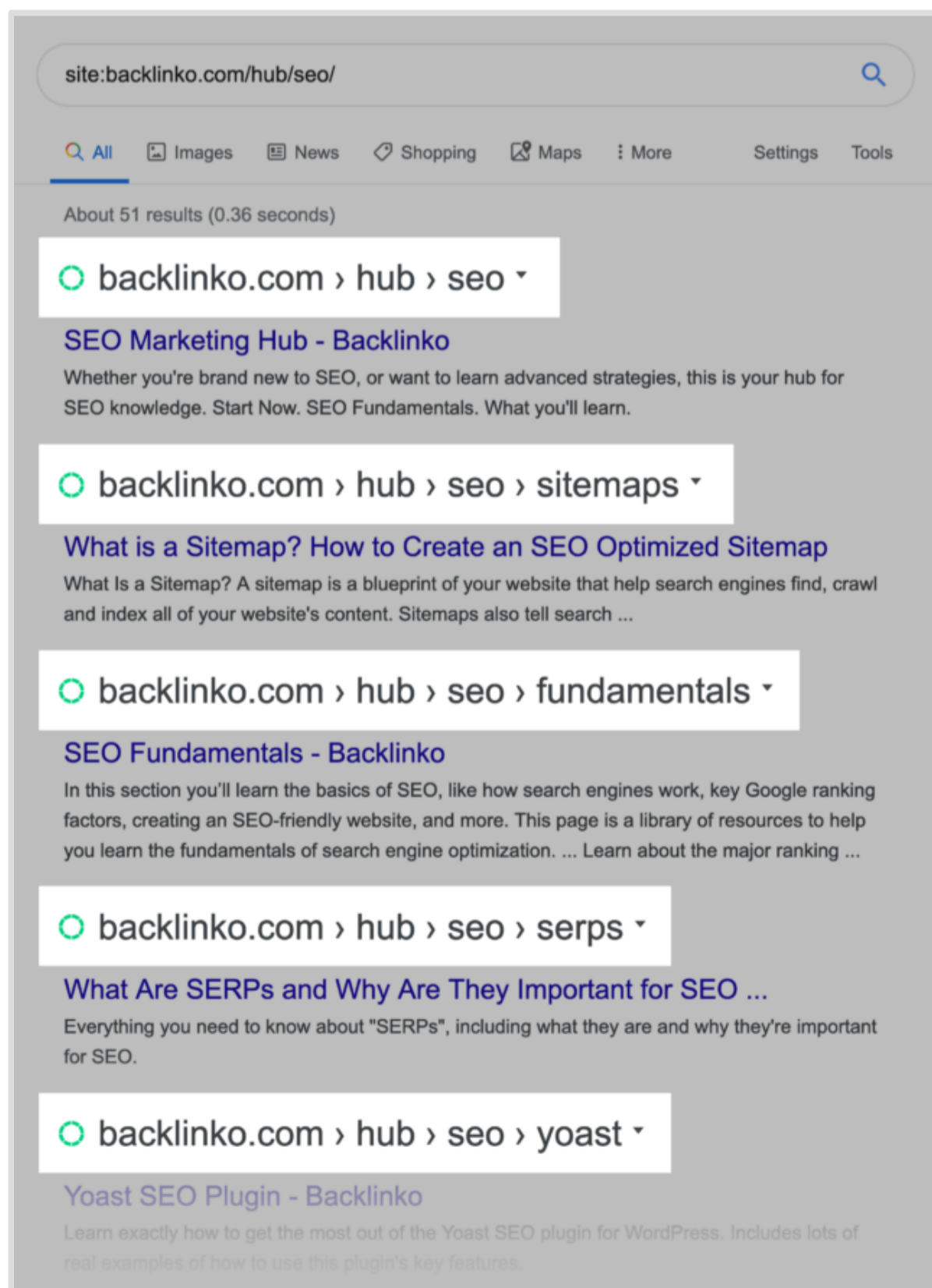
CONSISTENT URL STRUCTURE HELPS USERS
UNDERSTAND WHERE THEY ARE



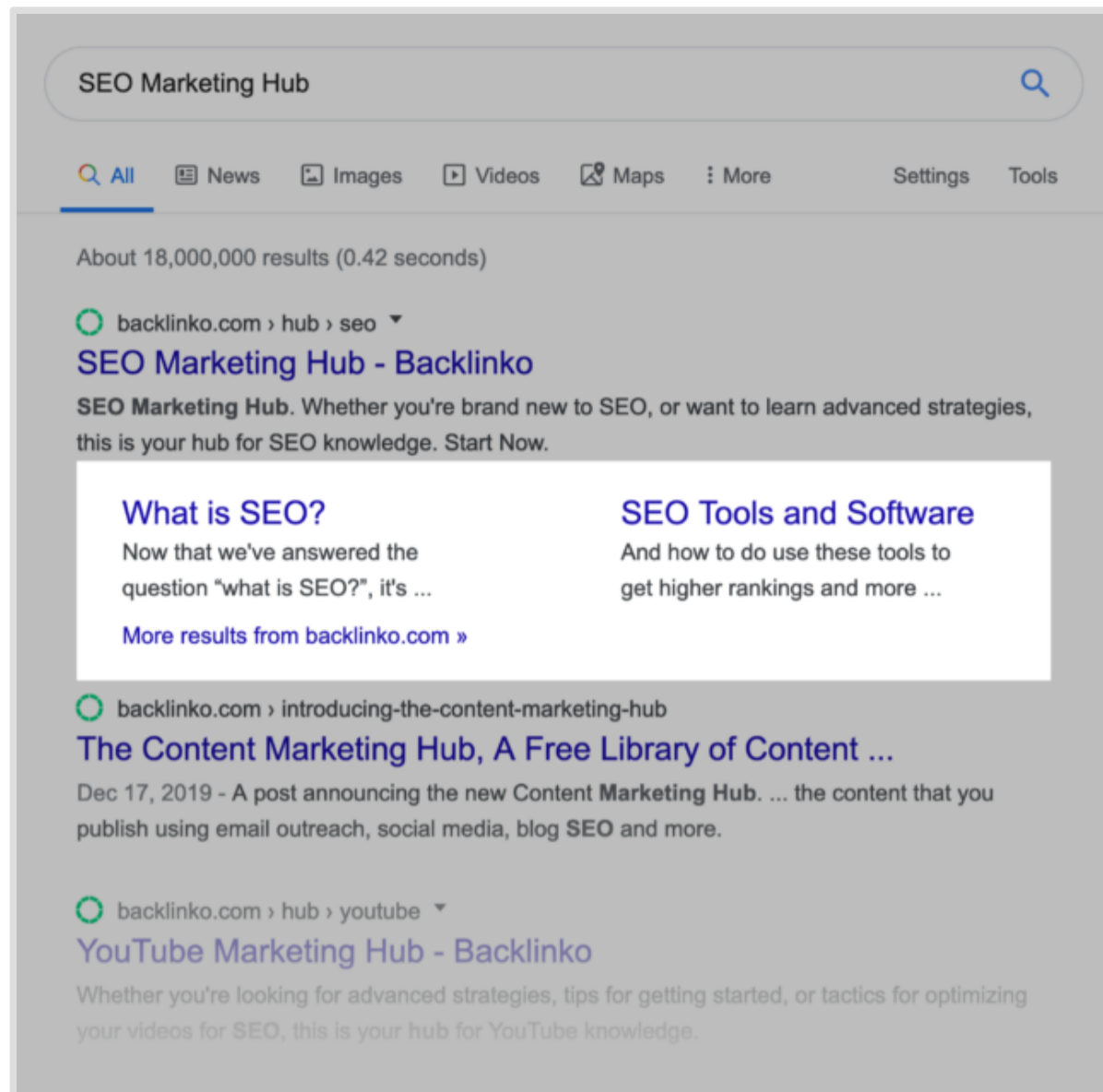
并且将您的页面置于不同的类别下会为Google提供该类别中每个页面的额外上下文。



例如，我们的[SEO Marketing Hub](https://backlinko.com/seo-marketing-hub/)上的页面都包含“ / hub / seo”子文件夹，以帮助Google知道所有这些页面都在“ SEO Marketing Hub”类别下。



这似乎可行。如果您使用Google“SEO Marketing Hub”，则会注意到Google在结果中添加了[附加链接](#)。

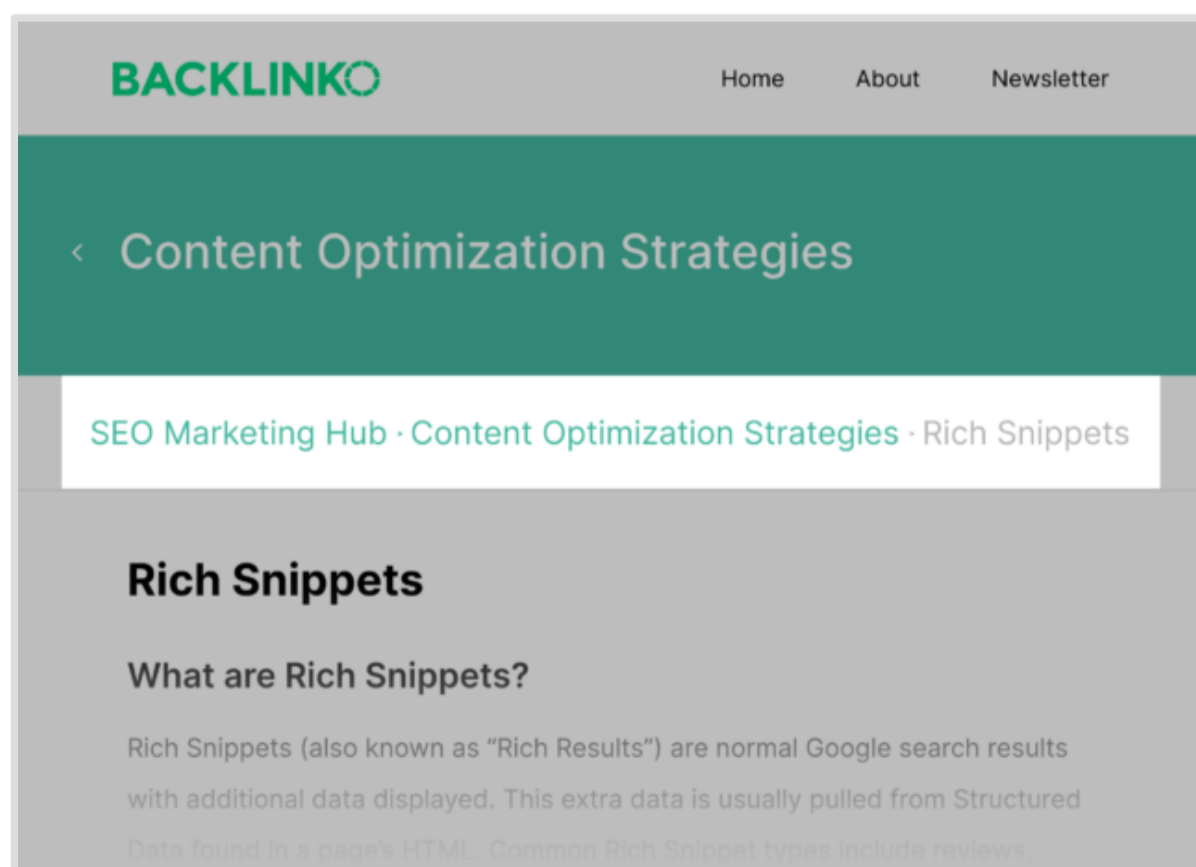


如您所料，从这些站点链接链接到的所有页面都在中心内。

面包屑导航

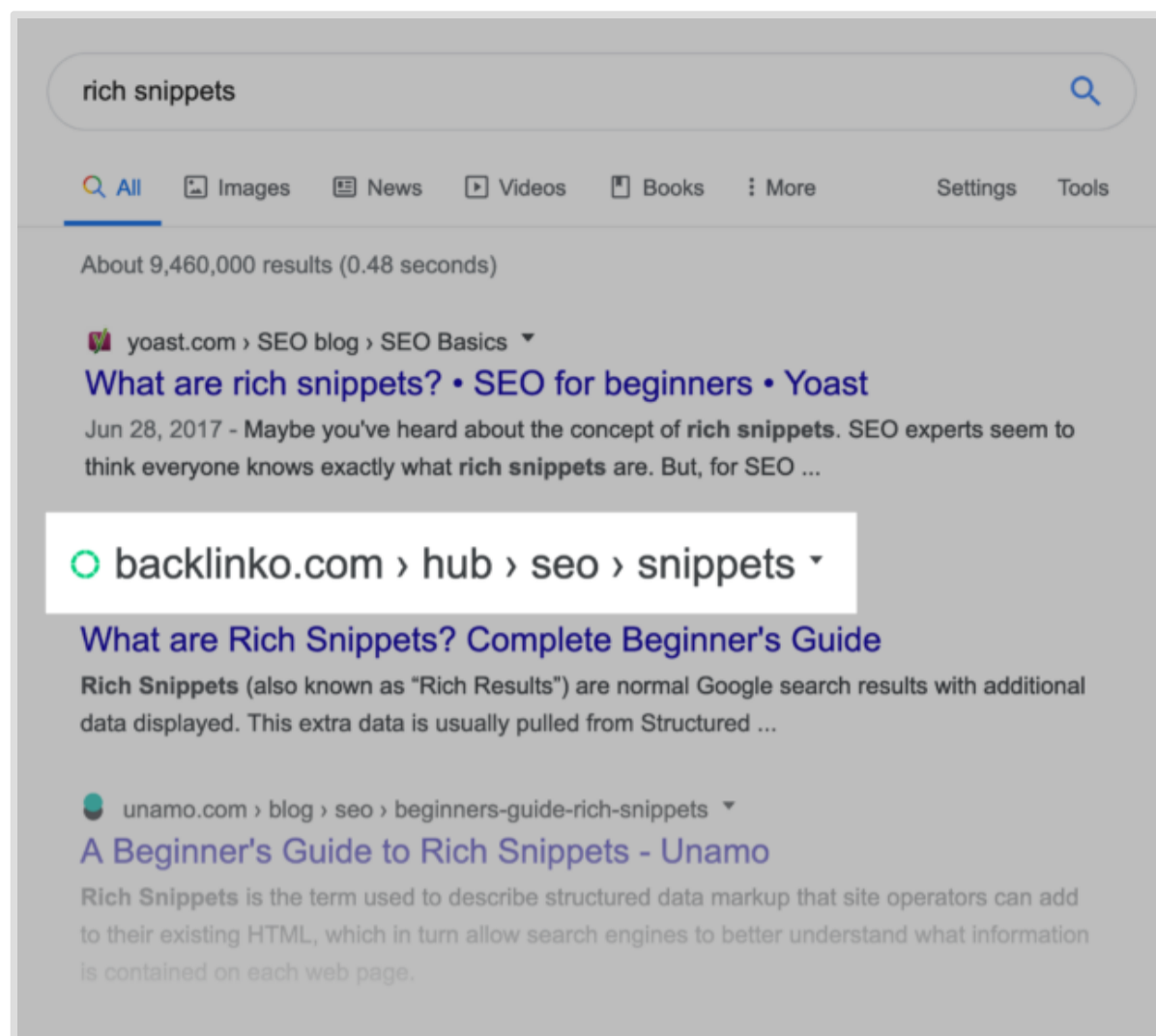
[面包屑导航](#)对SEO超级友好已不是什么秘密。

那是因为面包屑会自动将内部链接添加到您网站上的类别和子页面。



这有助于巩固您的网站架构。

更不用说Google在[SERP](#)中将URL变成了面包屑式导航的事实。



因此，在有意义的情况下，我建议使用面包屑导航。

第三章：

爬网，渲染和索引

本章旨在使搜索引擎超级容易找到整个站点并对其建立索引。

在本章中，我将向您展示如何查找和修复爬网错误.....以及如何将搜索引擎蜘蛛发送到您网站上的深层页面。



现货索引问题

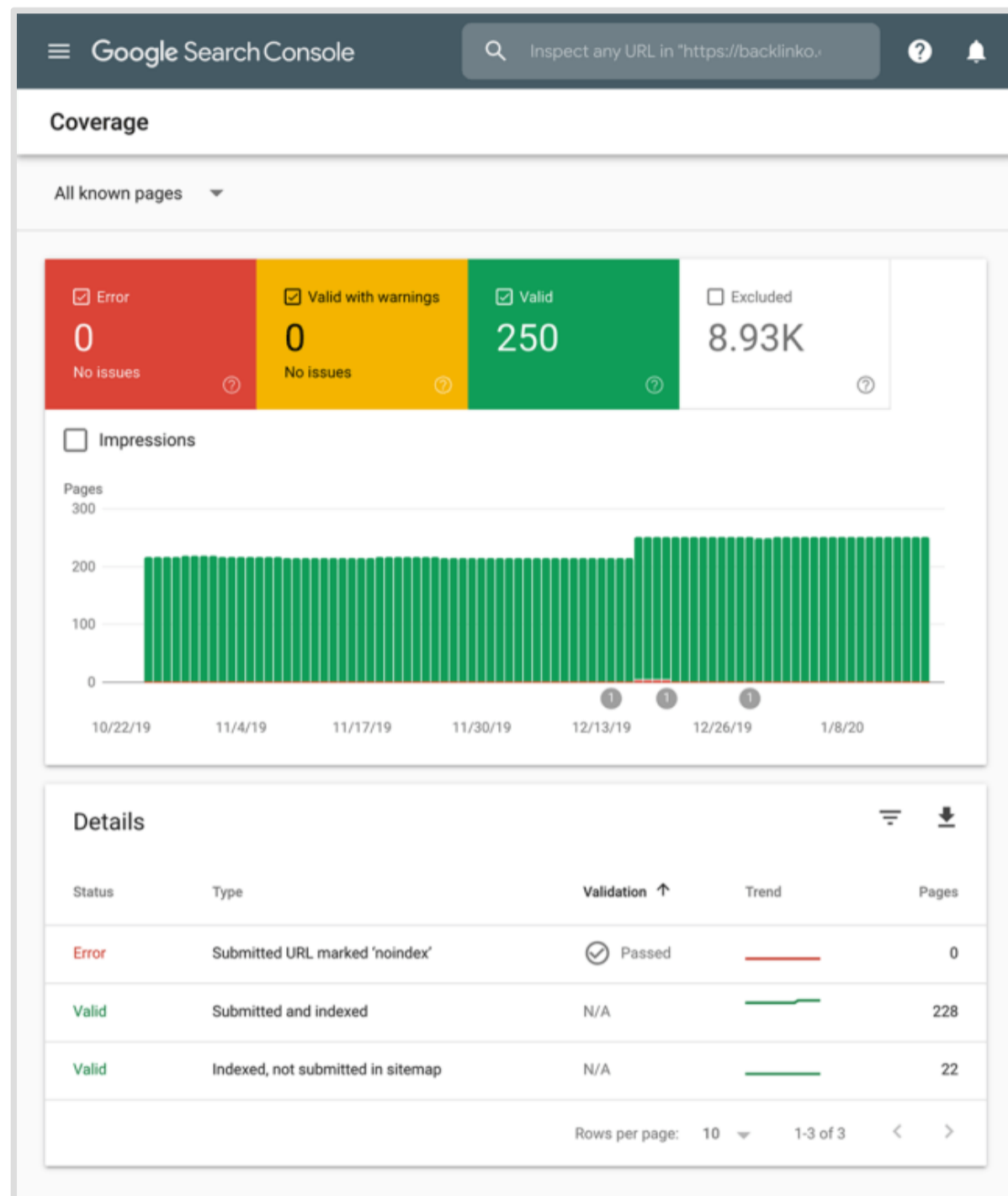
第一步是在您的网站上查找搜索引擎蜘蛛无法抓取的任何页面。

这是3种方法。

覆盖率报告

您的第一站应该是[Google Search Console](#)中的“覆盖率报告”。

此报告可让您知道Google是否无法完全索引或呈现您要索引的页面。



尖叫的青蛙

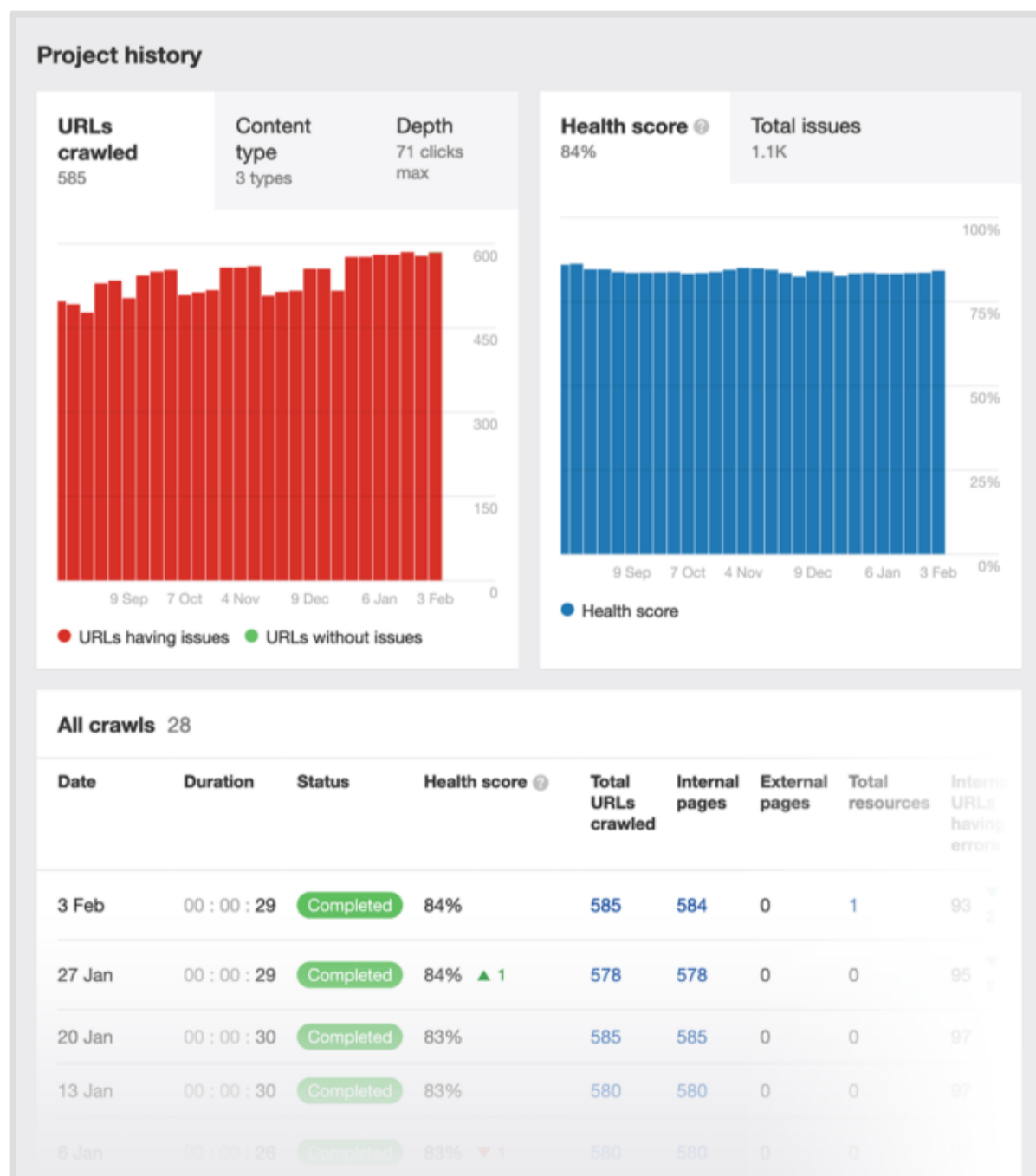
[尖叫青蛙 \(Screaming Frog\)](#) 是世界上最著名的爬行者，其原因是：它确实非常好。

因此，一旦您修复了覆盖率报告中的所有问题，我建议您使用Sfrograming Frog运行完全爬网。

Internal	External	Protocol	Response Codes	URL	Page Titles	Meta Description	Meta Keywords	H1	H2
				Address	Content	Status Code	Status		
				1 https://backlinko.com/	text/html; charset=UTF-8	200	OK		
				2 https://backlinko.com/blog	text/html; charset=UTF-8	200	OK		
				3 https://backlinko.com/about-backlinko	text/html; charset=UTF-8	200	OK		
				4 https://backlinko.com/terms-of-service	text/html; charset=UTF-8	200	OK		
				5 https://backlinko.com/newsletter	text/html; charset=UTF-8	200	OK		
				6 https://backlinko.com/contact	text/html; charset=UTF-8	200	OK		
				7 https://backlinko.com/blog/page/2	text/html; charset=UTF-8	200	OK		
				8 https://backlinko.com/privacy-notice	text/html; charset=UTF-8	200	OK		
				9 https://backlinko.com/content-marketing-this-year	text/html; charset=UTF-8	200	OK		
				10 https://backlinko.com/keyword-research-tool-analysis	text/html; charset=UTF-8	200	OK		
				11 https://backlinko.com/privacy-policy	text/html; charset=iso-8859-1	301	Moved Perm		
				12 https://backlinko.com/blog/	text/html; charset=UTF-8	301	Moved Perm		
				13 https://backlinko.com/on-page-seo	text/html; charset=UTF-8	200	OK		
				14 https://backlinko.com/hub/seo/long-tail-keywords	text/html; charset=UTF-8	200	OK		
				15 https://backlinko.com/hub/seo	text/html; charset=UTF-8	200	OK		
				16 https://backlinko.com/copywriting-guide	text/html; charset=UTF-8	200	OK		
				17 https://backlinko.com/voice-search-seo-study	text/html; charset=UTF-8	200	OK		
				18 https://backlinko.com/increase-conversions	text/html; charset=UTF-8	200	OK		
				19 https://backlinko.com/increase-website-traffic	text/html; charset=UTF-8	200	OK		
				20 https://backlinko.com/write-a-press-release	text/html; charset=UTF-8	200	OK		
				21 https://backlinko.com/optimize-for-voice-search	text/html; charset=UTF-8	200	OK		
				22 https://backlinko.com/rank-high-on-google	text/html; charset=UTF-8	200	OK		
				23 https://backlinko.com/blog/page/3	text/html; charset=UTF-8	200	OK		
				24 https://backlinko.com/seo-expert	text/html; charset=UTF-8	200	OK		
				25 https://backlinko.com/seo-tools	text/html; charset=UTF-8	200	OK		
				26 https://backlinko.com/seo-tools	text/html; charset=UTF-8	200	OK		

Ahrefs现场审核

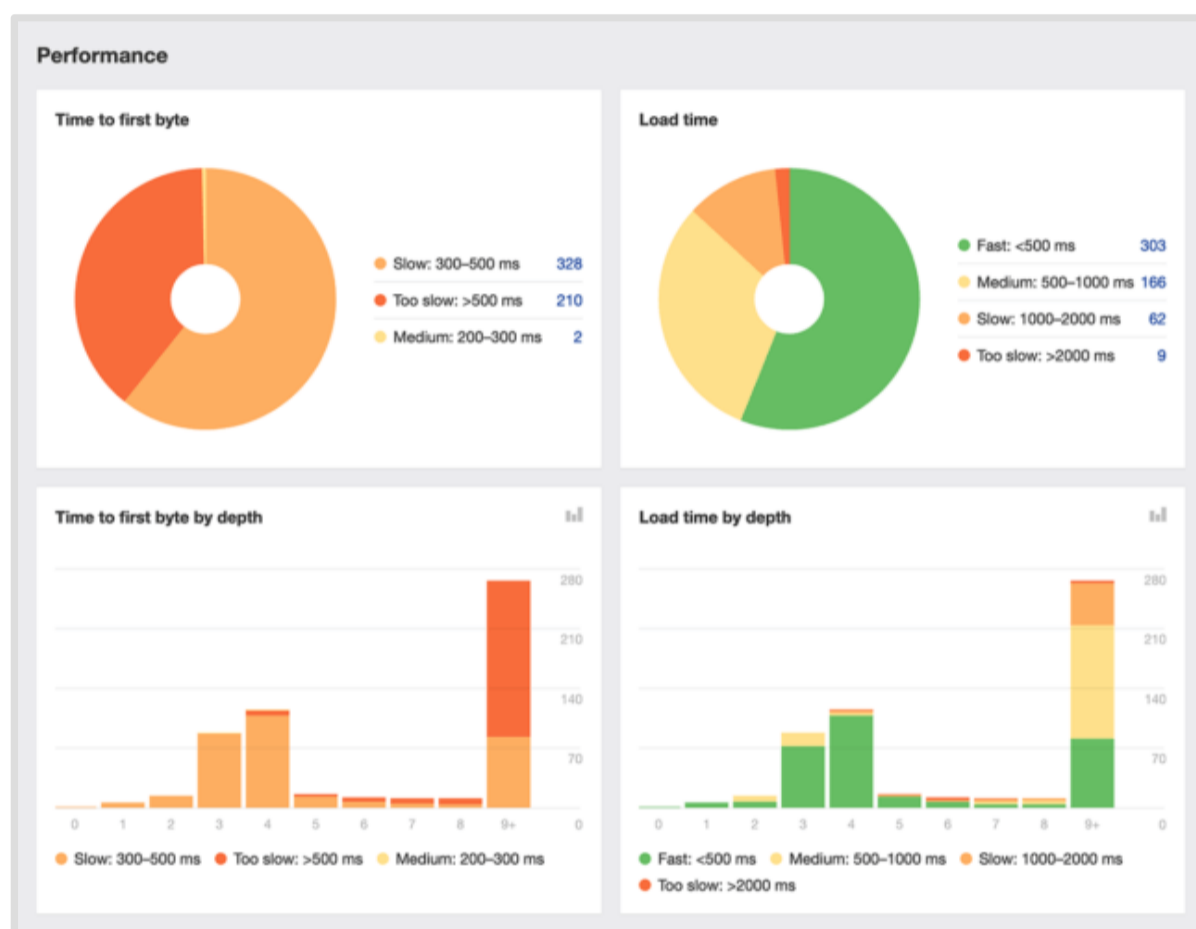
Ahrefs有一个不错的[SEO网站审核](#)工具。



我最喜欢此功能的地方是，您可以获得有关站点的整体技术SEO运行状况的信息。



整个网站的页面加载速度。



以及您网站的HTML标签存在的问题。

On page

Actual | All issues | Importance ▾

Issue	Crawled	Change	Added
INDEXABLE			
Meta description too short	116	0	0
Multiple H1 tags	102	0	0
Meta description tag missing or empty	13	0	0
Title too short	9	0	0
Title too long	7	0	0
H1 tag missing or empty	3	0	0
NOT INDEXABLE			
Meta description tag missing or empty	153	0	0
Title too long	138	0	0
Meta description too short	33	0	0

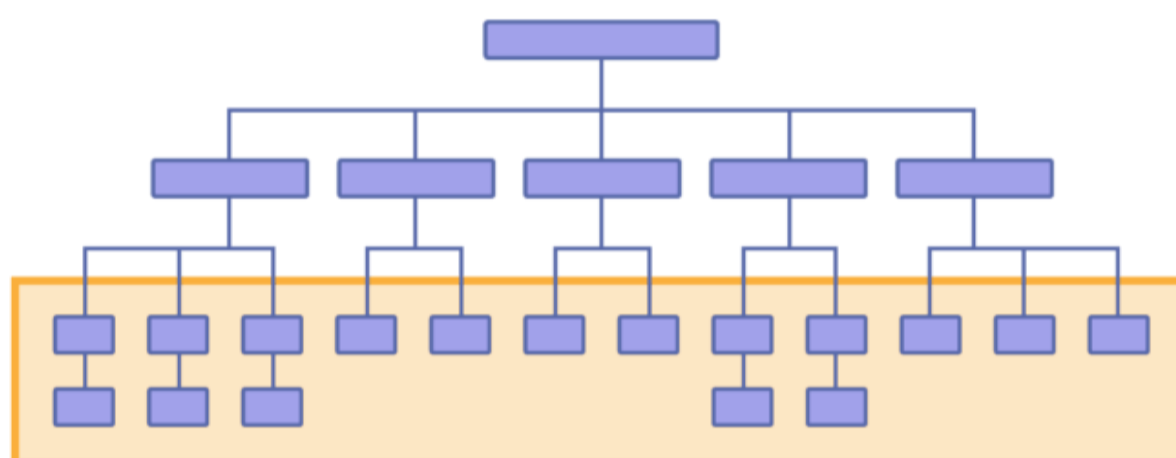
这3种工具各有优缺点。因此，如果您运行的页面大于10k的大型网站，建议您使用这三种方法。这样，任何东西都不会掉进裂缝。

内部链接到“深层”页面

大多数人在将首页编入索引时都没有任何问题。

那些深层页面（页面是主页中的几个链接）容易引起问题。

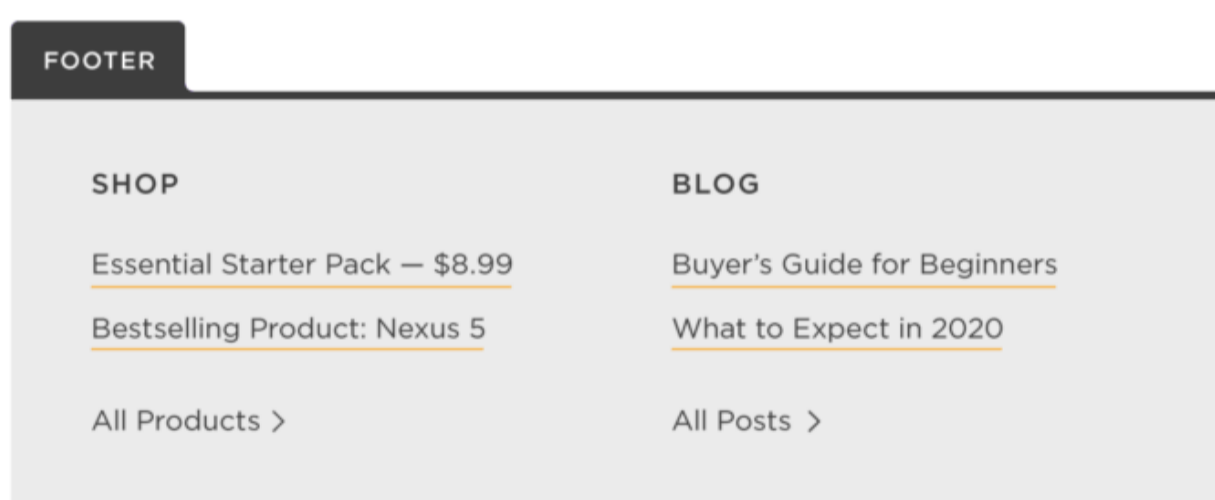
DEEP PAGES: SEVERAL LINKS FROM THE HOMEPAGE



扁平的体系结构通常首先避免了此问题的发生。毕竟，您的“最深”页面在首页上只有3-4次点击。

无论哪种方式，如果都有要索引的特定深层页面或一组页面，那么没有什么能比到该页面更好的老式内部链接了。

INTERNAL LINK TO IMPORTANT PAGES FROM AUTHORITY PAGES



特别是如果你要链接的页面从有很多权威的和被抓取所有的时间。

使用XML网站地图

在移动优先索引和AMP的时代，Google是否仍然需要XML网站地图来查找您网站的URL？

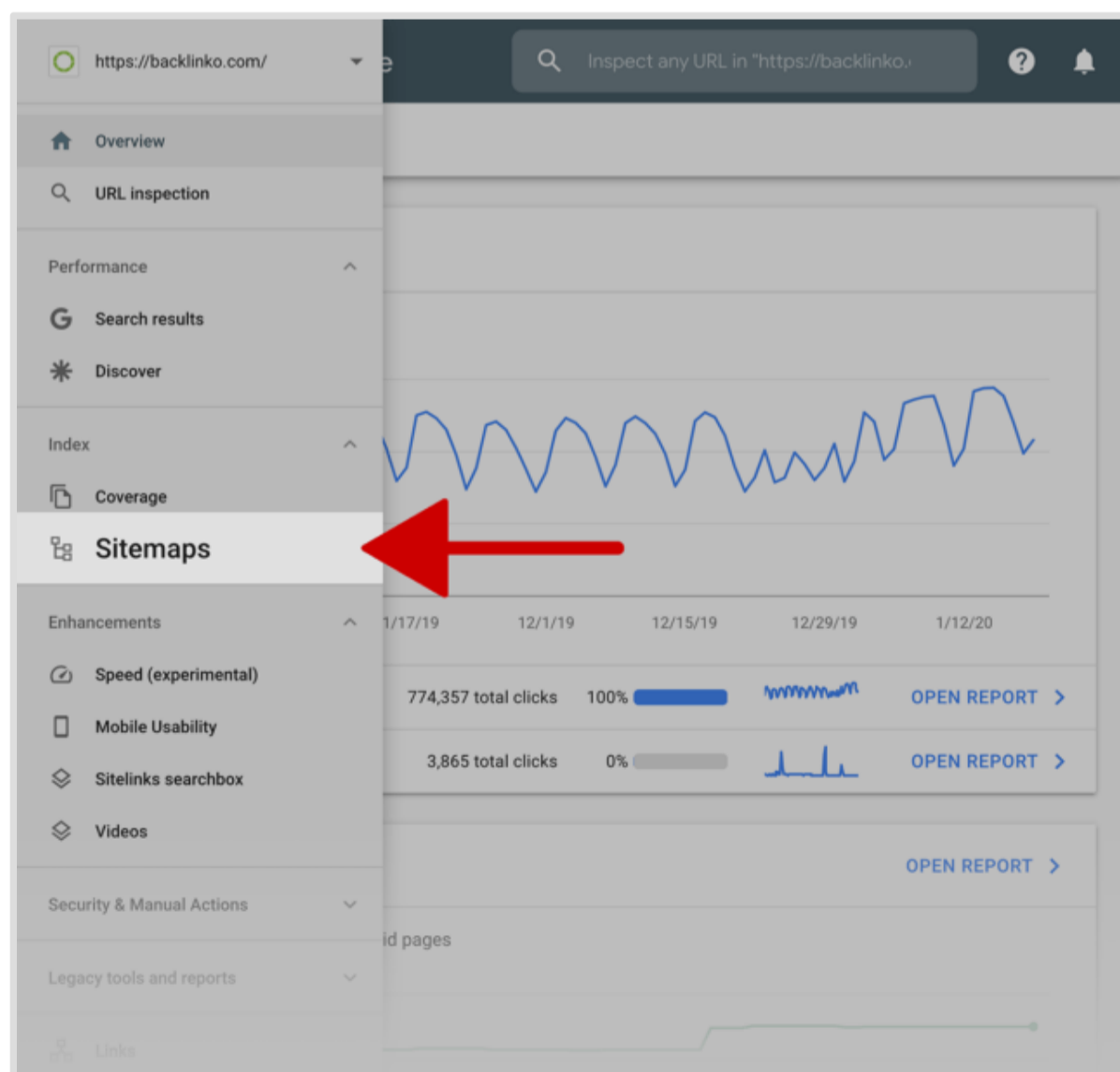
对。

实际上，[一位Google代表最近表示](#)，XML网站地图是查找URL的“第二重要来源”。

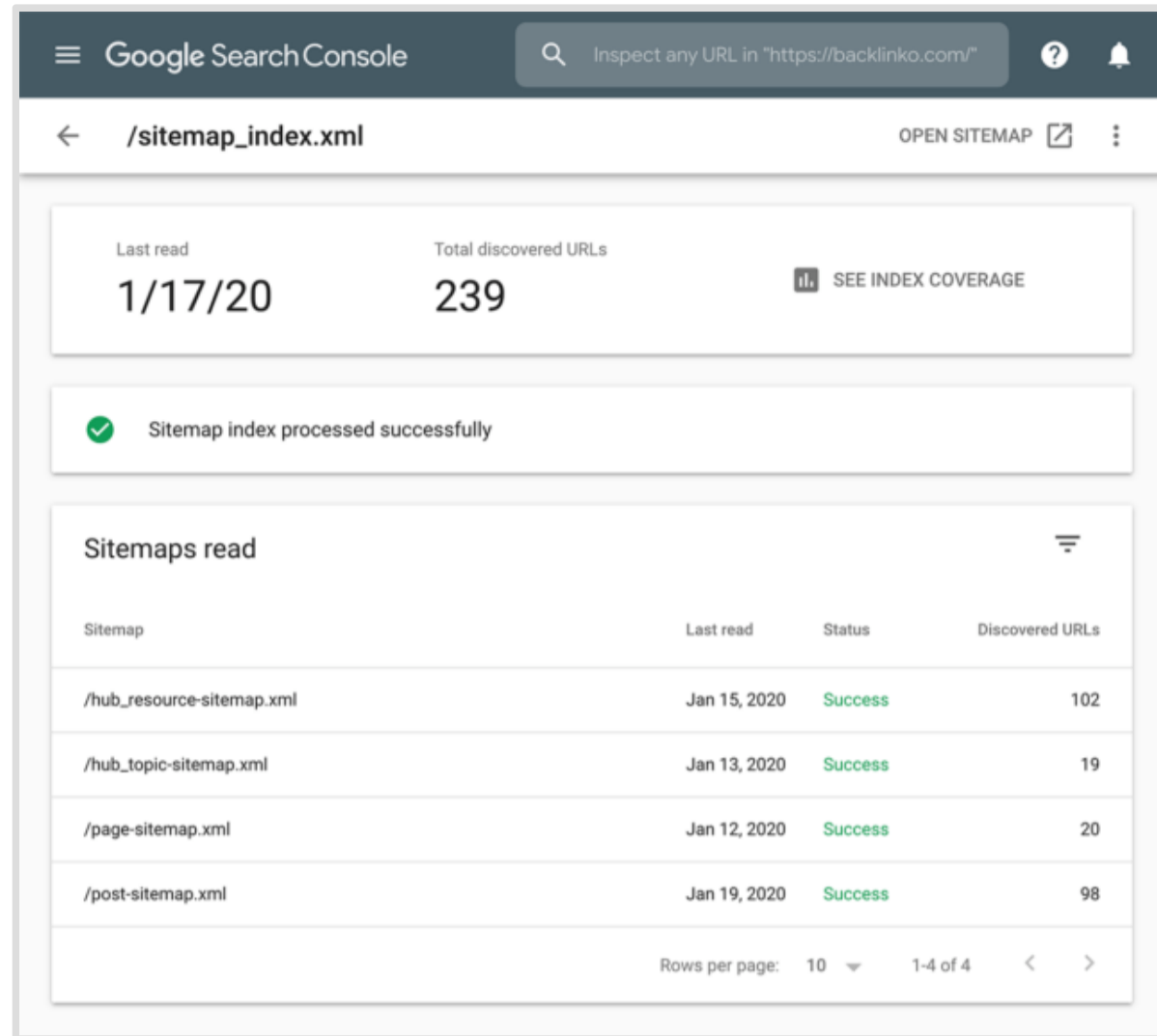


(第一个？他们没有说。但是我假设是内部和外部链接)。

如果您想再次检查自己的站点地图是否良好，请转到Search Console中的“站点地图”功能。



这将向您显示Google正在为您的站点查看的站点地图。

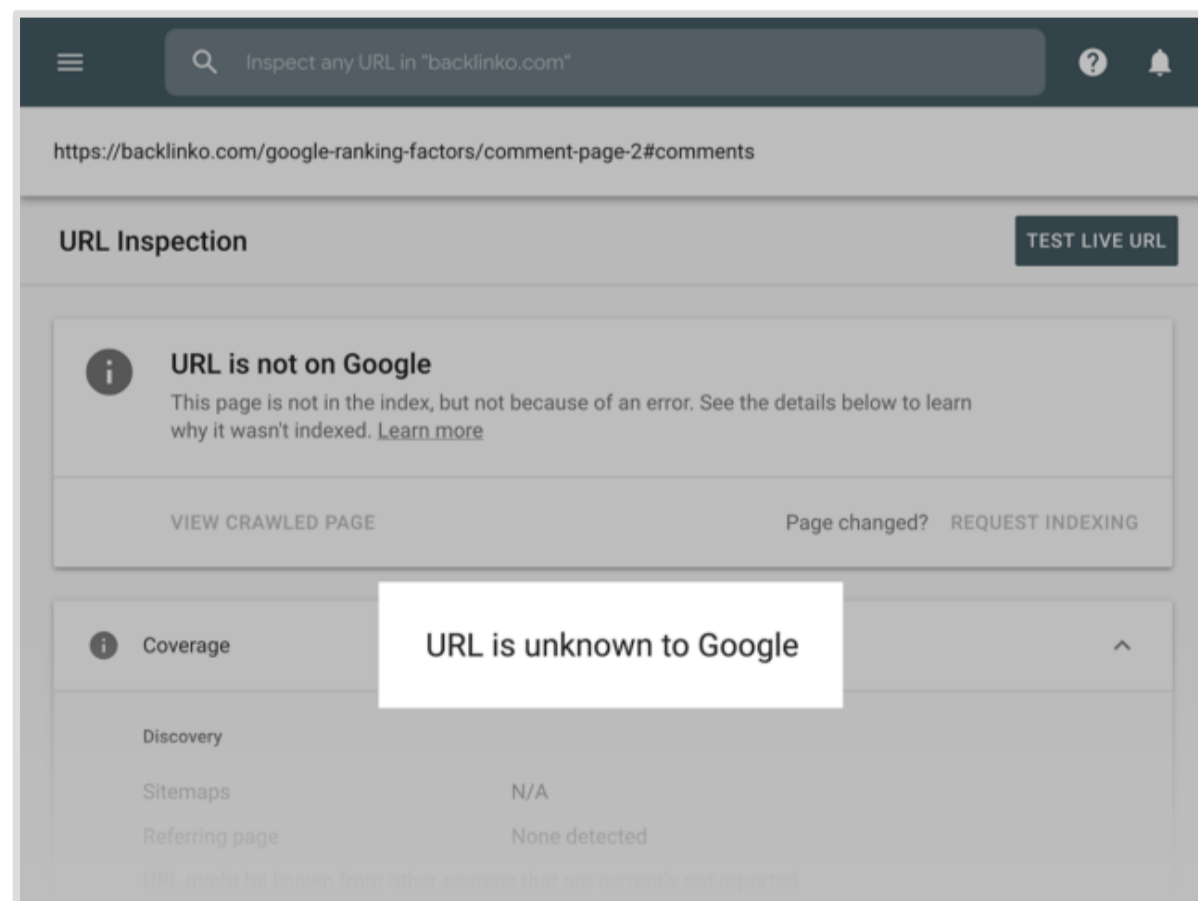


GSC“检查”

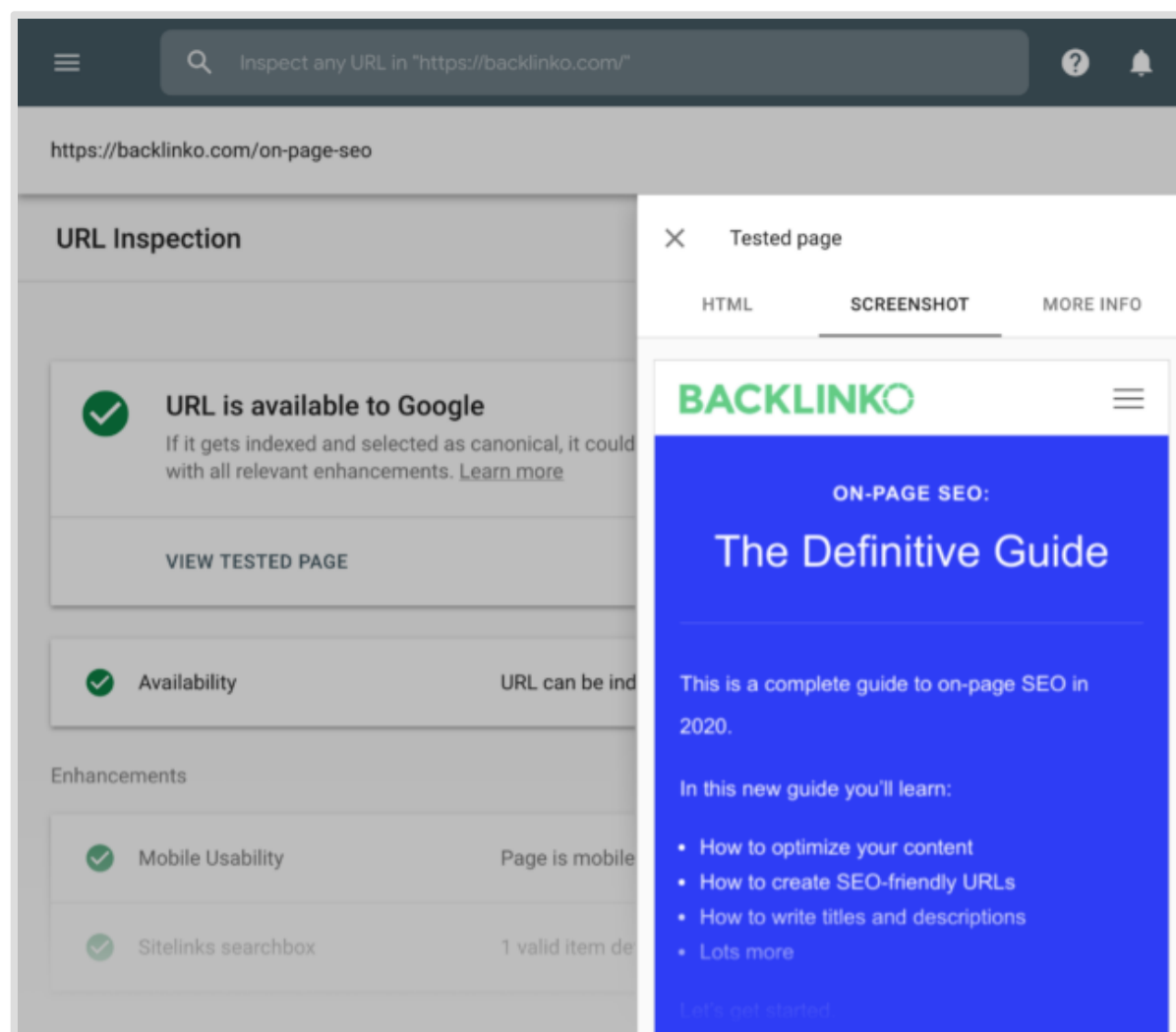
网站上的URL是否未建立索引？

好吧，GSC的检查功能可以帮助您深入研究。

它不仅会告诉您为什么页面没有被索引...



但是对于被索引的页面，您可以看到Google如何呈现页面。



这样，您可以再次检查Google是否能够抓取该页面上100%的内容并将其编入索引。

第4章：

精简和重复内容

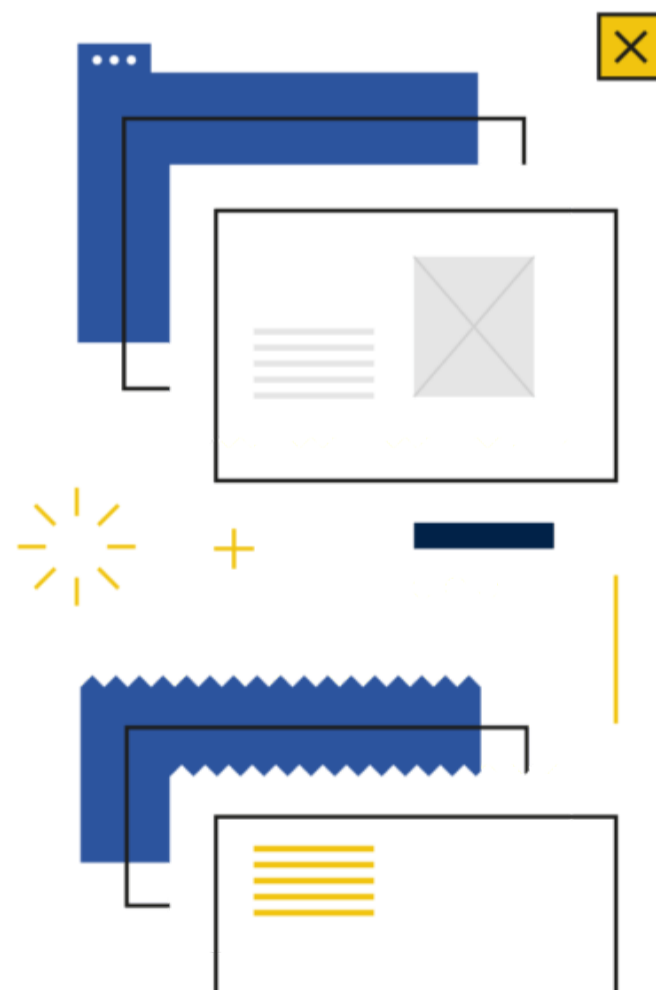
如果您为网站上的每个页面编写独特的原始内容，那么您可能不必担心重复的内容。

说：

从技术上讲，重复的内容可以在任何网站上出现.....尤其是如果您的CMS在不同的URL上创建了同一页面的多个版本。

内容简直是同一个故事：对于大多数网站而言，这不是问题。但这可能会损害您的整体网站排名。因此，值得查找和修复。

在本章中，我将向您展示如何主动修复网站上的重复内容和稀疏内容问题。

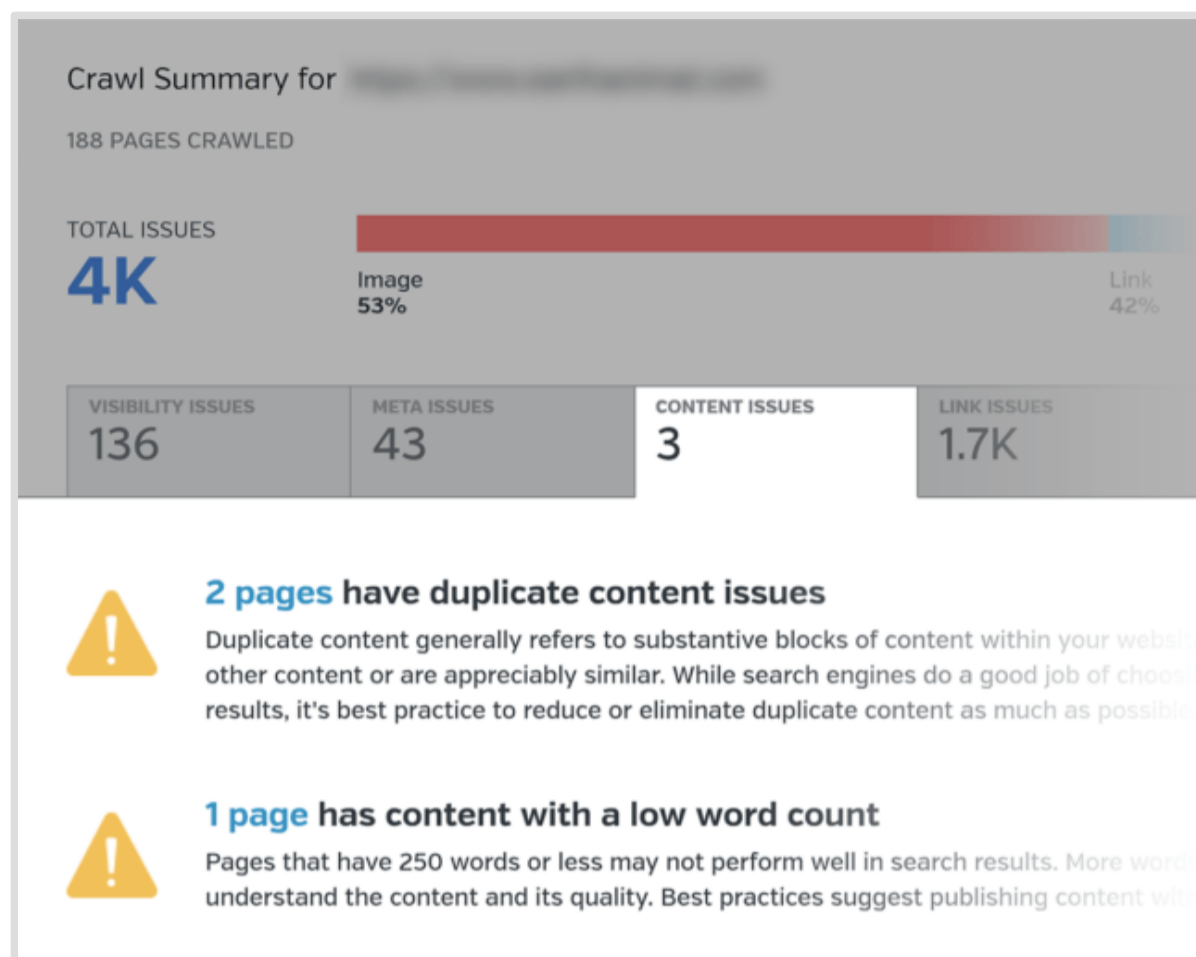


使用SEO审核工具查找重复的内容

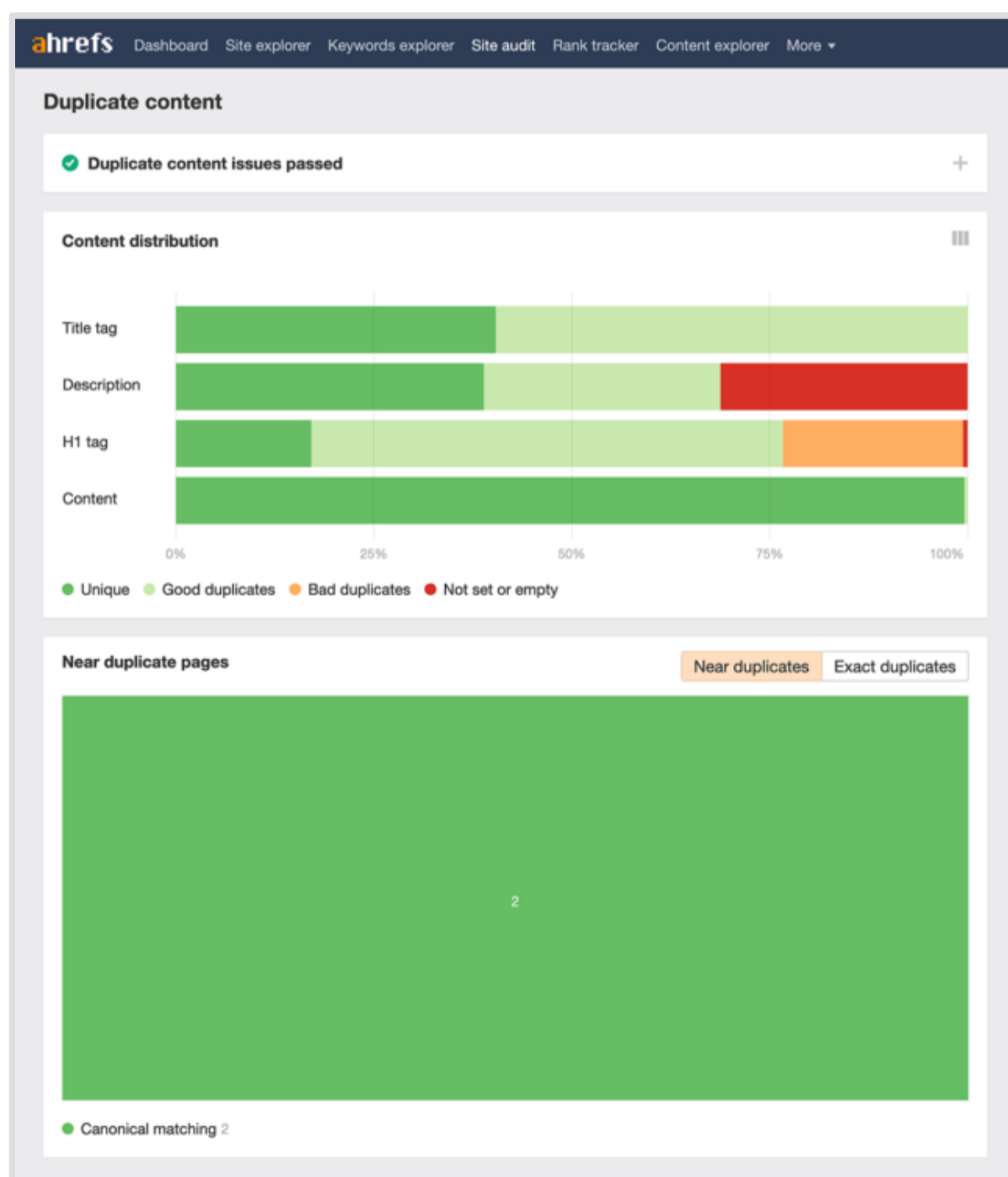
有两种工具可以很好地查找重复内容和稀疏内容。

首先是[Raven Tools](#)网站审核员。

它会扫描您的站点中是否有重复的内容（或稀疏内容）。并让您知道哪些页面需要更新。



Ahrefs网站审核工具还具有“内容质量”部分，向您显示您的网站在几个不同页面上是否具有相同的内容。



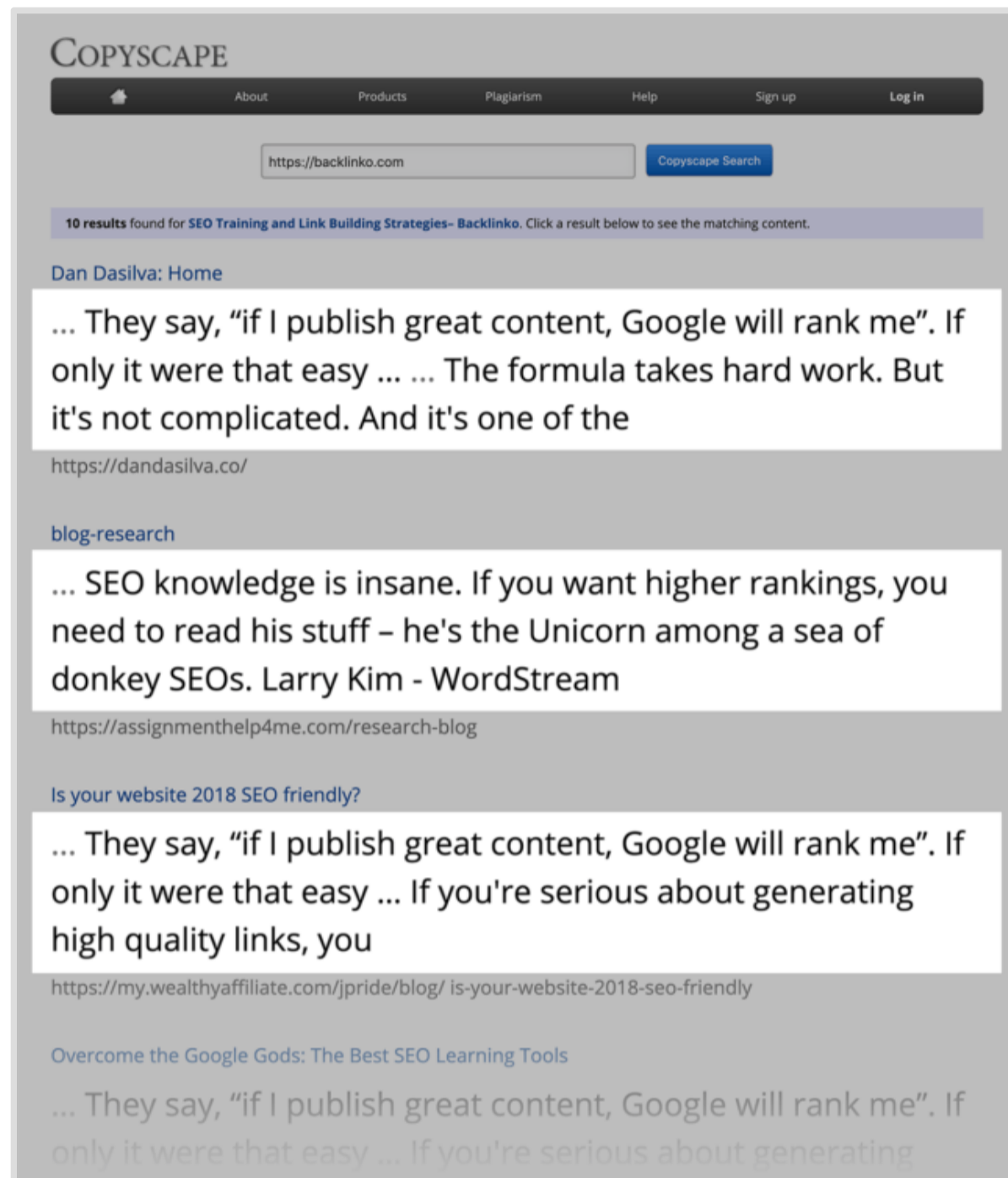
说：

这些工具专注于您自己网站上的重复内容。

“复制内容”还涵盖从其他站点复制内容的页面。

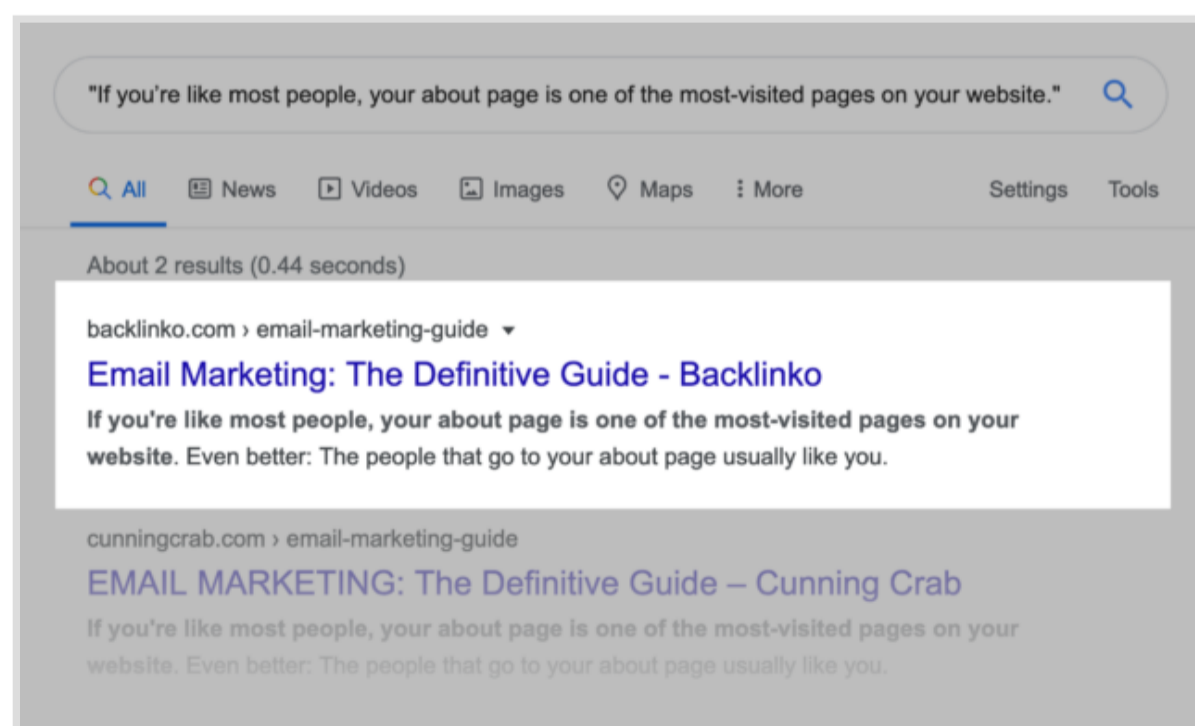
为了再次检查您网站的内容是否唯一，我建议[使用Copyscape的“批量搜索”功能](#)。

您可以在[此处](#)上载URL列表，并查看该内容在网络上的显示位置。



如果您发现另一个网站上显示的文本片段，请在引号中搜索该文本。

如果Google在搜索结果中首先显示您的页面，则他们将您视为该页面的原始作者。



而且你很好。

注意：如果其他人复制您的内容并将其放到他们的网站上，那就是他们重复的内容问题。不是你的。您只需要担心网站上的内容被复制（或超级相似）到其他网站的内容。

没有唯一内容的Noindex页面

大多数站点将具有包含重复内容的页面。

没关系。

当这些重复的内容页面**被索引**时，这将成为一个问题。

解决方案？添加了“noindex”标记到这些网页。

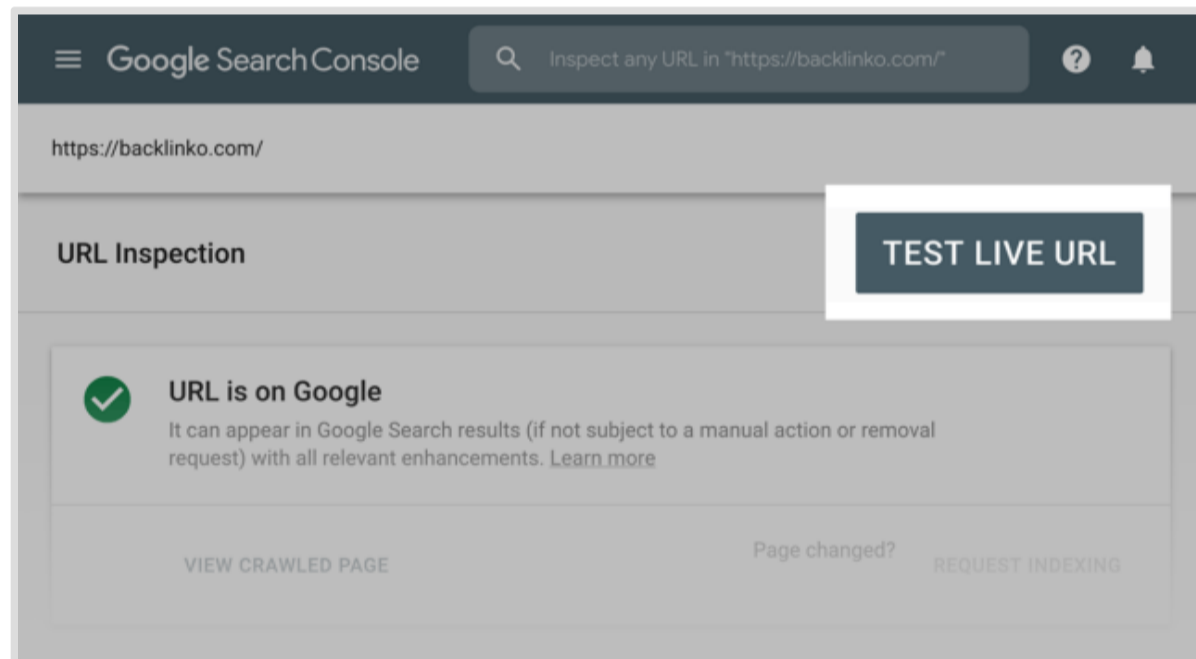
noindex标记告诉Google和其他搜索引擎不对该页面编制索引。

THE “NOINDEX” TAG

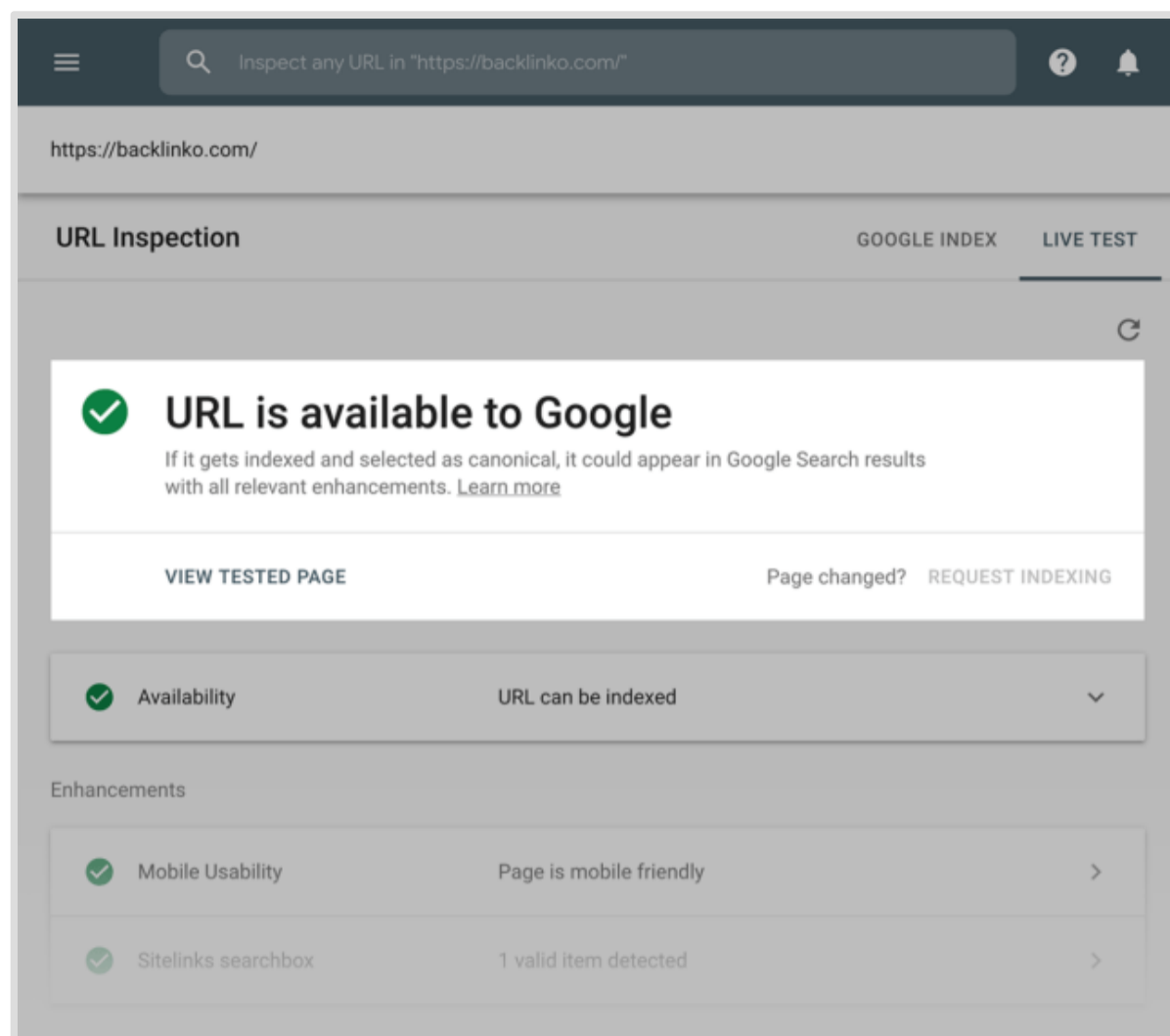
```
<meta name="robots" content="noindex, follow" />
```

您可以使用GSC中的“检查URL功能”再次检查您的noindex标记设置是否正确。

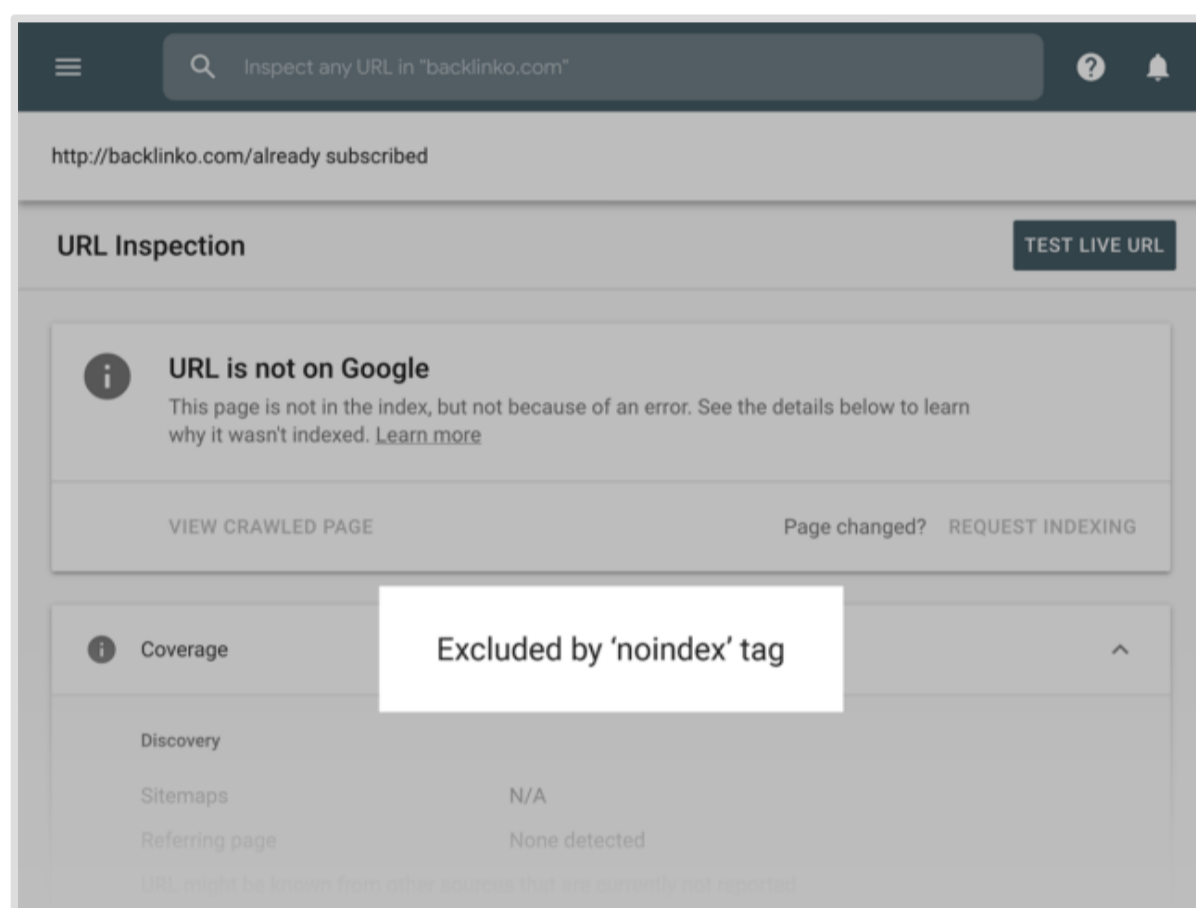
弹出您的URL，然后单击“测试实时URL”。



如果Google仍在为该页面编制索引，则会看到“URL可供Google使用”消息。这意味着您的noindex标记设置不正确。



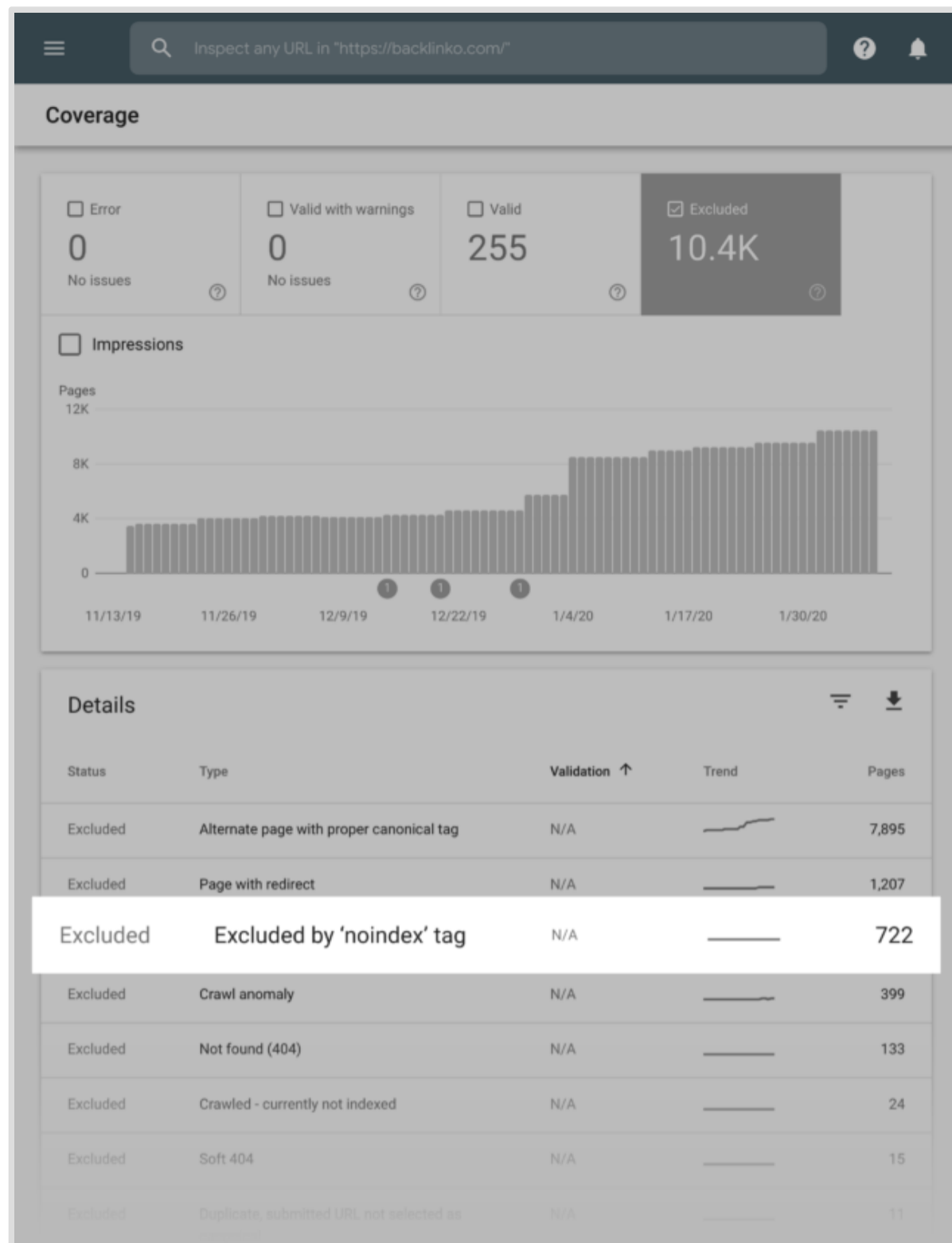
但是，如果看到“不被'noindex'标签排除”消息，则noindex标签正在执行其工作。



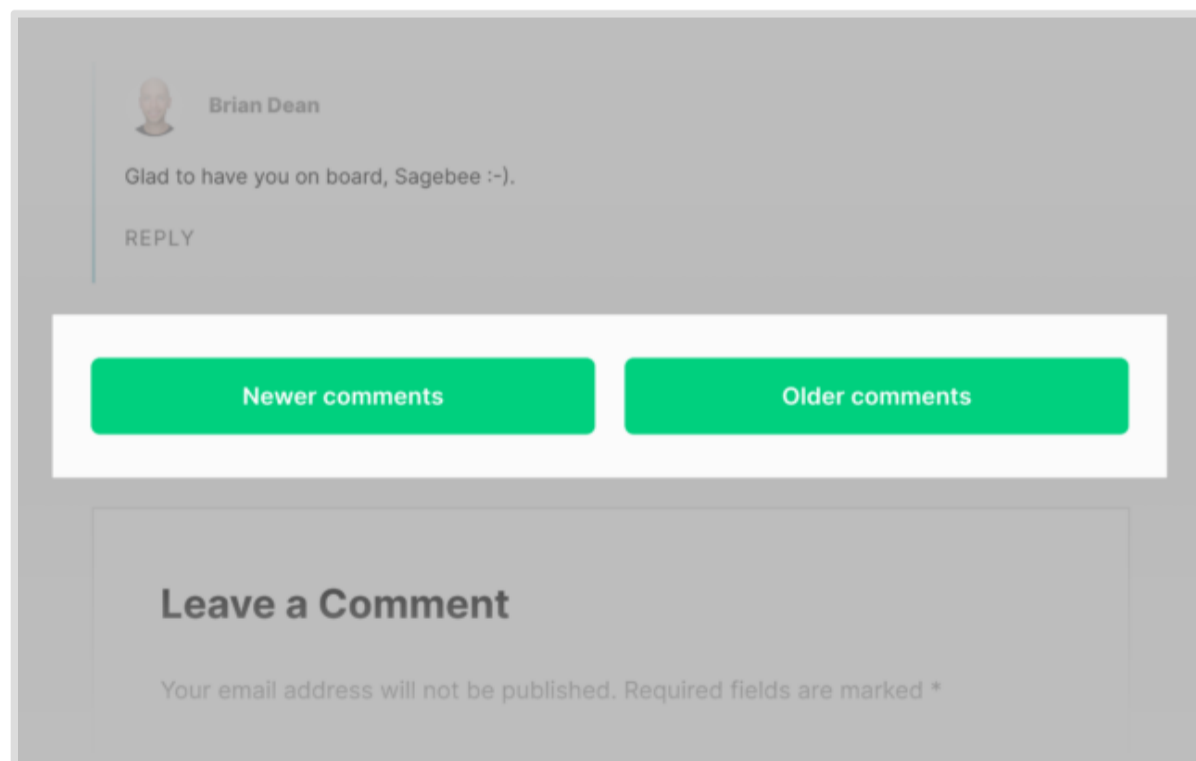
(这是您想在GSC 😊中看到红色错误消息的几次机会之一)

根据您的**抓取预算**，Google可能需要几天或几周的时间才能重新抓取您不想索引的页面。

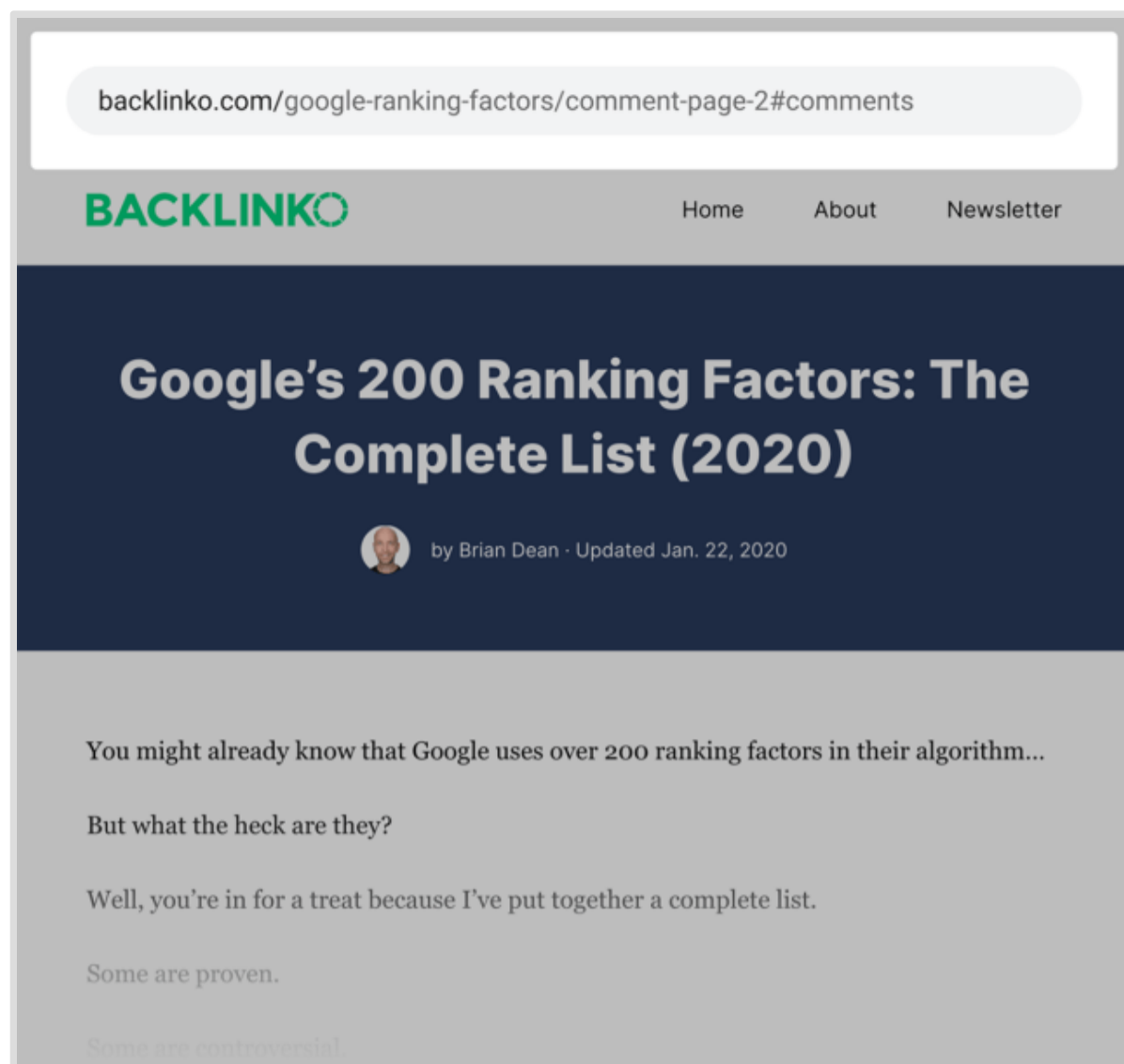
因此，我建议检查“覆盖率”报告中的“排除”标签，以确保未索引的页面已从索引中删除。



例如，Backlinko上的某些帖子带有分页注释。



每个评论页面上都有原始博客文章。



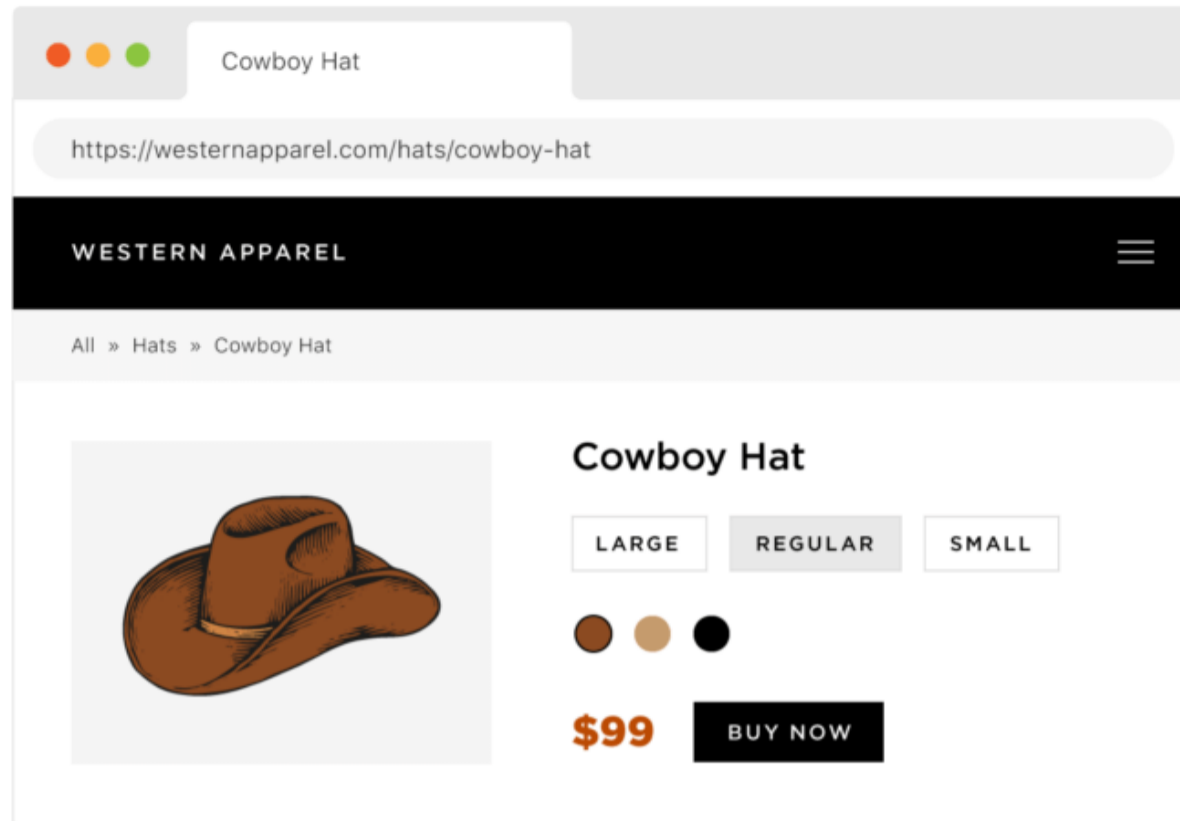
如果这些页面被Google编入索引，那么wazoo就会出现重复的内容问题。

这就是为什么我们在这些页面的每个页面中添加一个noindex标记的原因。

```

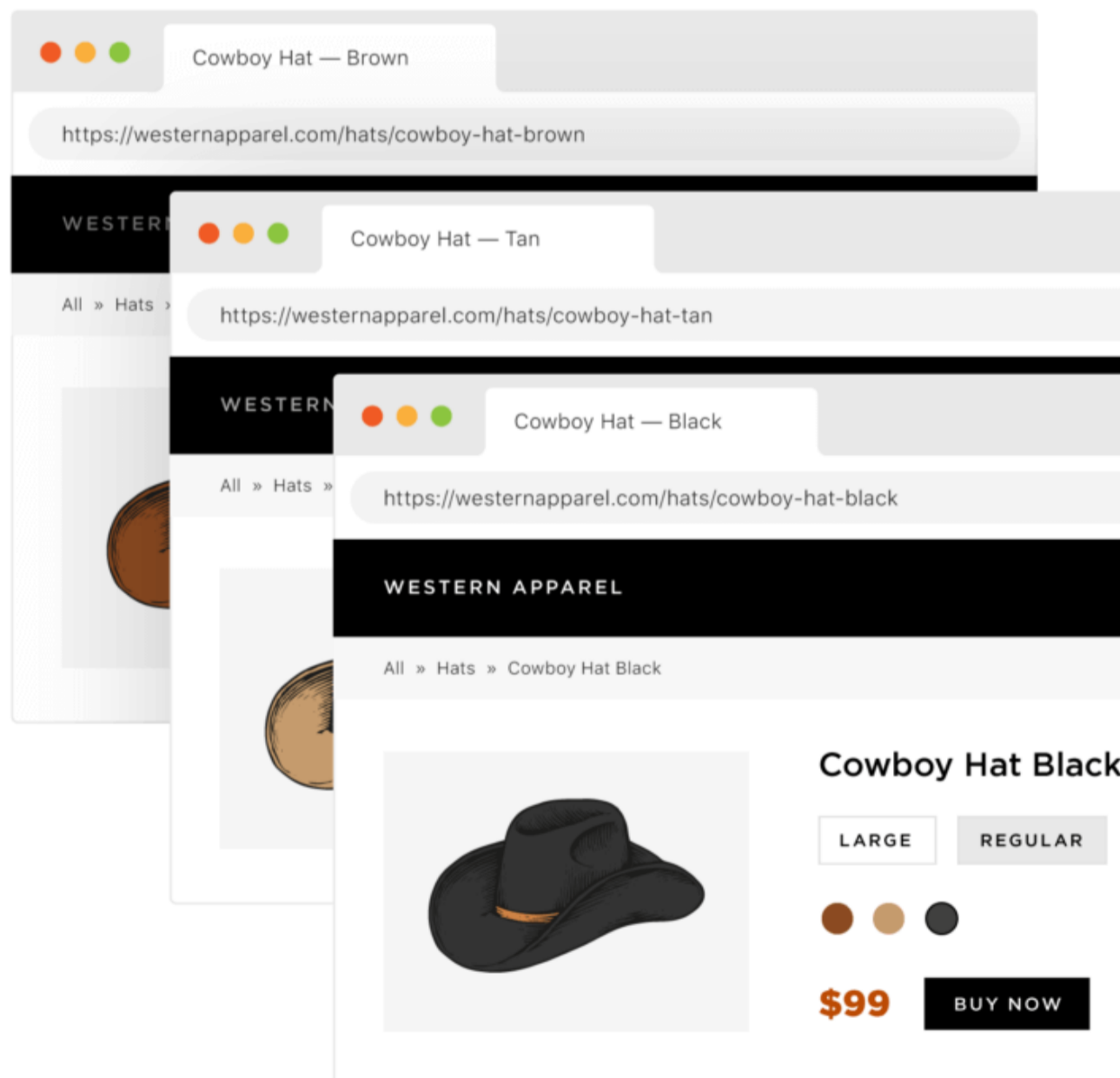
47 <meta name="twitter:description" content="A complete list of Google's 200 ranking factors, updated 2020." />
48 <meta name="twitter:title" content="Google's 200 Ranking Factors: The Complete List (2020)" />
49 <meta name="twitter:site" content="@Backlinko" />
50 <meta name="twitter:image" content="https://cdn-backlinko.pressidium.com/wp-content/uploads/2018/04/google-ranking-factors-2018-04-27-1024x576.jpg" />
51 <meta name="twitter:creator" content="@Backlinko" />
52 <script type="application/ld+json" class="yoast-schema-graph yoast-schema-graph--main">{"@context":"https://www.backlinko.com","@type":"article","headline":"Google's 200 Ranking Factors: The Complete List (2020)","url":"https://www.backlinko.com/google-ranking-factors/","image":["https://cdn-backlinko.pressidium.com/wp-content/uploads/2018/04/google-ranking-factors-2018-04-27-1024x576.jpg"],"author":{"@type":"Person","name":"Brian Dean"},"publisher":{"@type":"Organization","name":"Backlinko","logo":{"@type":"Image","url":"https://www.backlinko.com/wp-content/uploads/2018/04/backlinko-dist/2018-04-27-1024x576.jpg"}},datePublished:"2020-01-22",dateModified:"2020-01-22"}</script>
53 <!-- / Yoast SEO plugin. -->
54
55 <link rel="dns-prefetch" href="//a.opmnstr.com" />
56 <link rel="dns-prefetch" href="https://www.backlinko.com" />
57
58 <meta name="robots" content="noindex, follow, noodp" /><link rel="stylesheet" href="https://www.backlinko.com/wp-content/themes/Backlinko/dist/css/backlinko-dist.css" />
59 <link rel="stylesheet" href="https://diazclqin24ryf.cloudfront.net/116310/Backlinkosite/style-cf.css" />
60
61 <!-- Google Tag Manager for WordPress by gtm4wp.com -->
62 <script data-cfasync="false" data-pagespeed-no-defer type="text/javascript">
```

PRODUCT PAGE



根据您的网站设置方式，每个大小，颜色和变体都可能导致不同的URL。

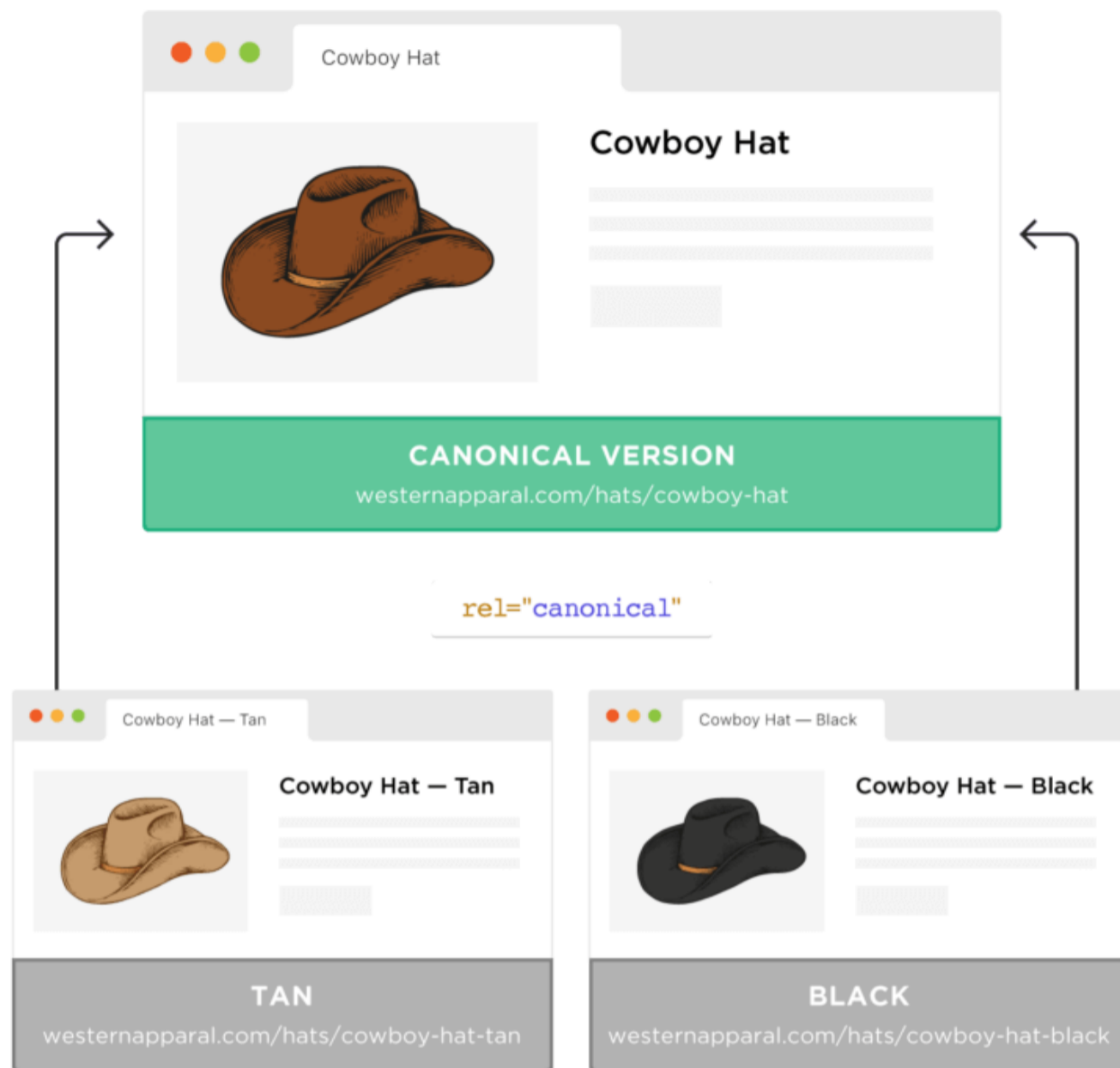
MULTIPLE PAGE VARIATIONS CAN RESULT IN MULTIPLE URLs



不好。

幸运的是，您可以使用规范标记让Google知道您产品页面的原始版本是“主要”页面。其他所有都是变体。

THE CANONICAL TAG



第5章：

PageSpeed

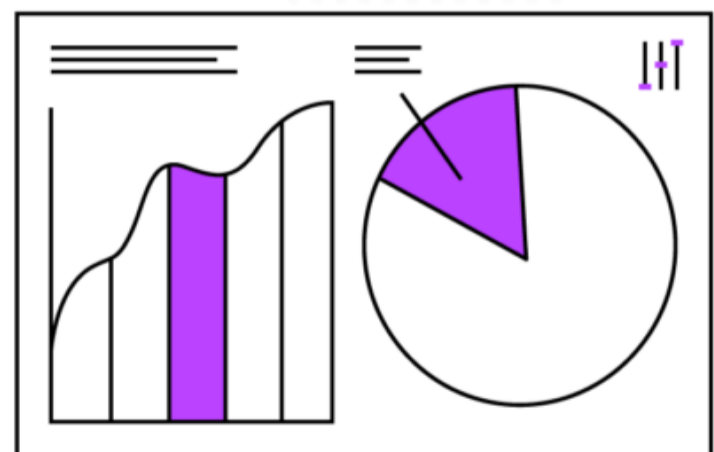
提高页面速度是可以直接影响您网站排名的少数技术SEO策略之一。

这并不是说一个快速加载的网站将带您进入Google第一页的顶部。

(您需要为此的反向链接)

但是，提高网站的加载速度可以大大减少自然流量。

在本章中，我将向您展示3种提高网站加载速度的简单方法。



缩小网页大小

CDN。快取。延迟加载。缩小CSS。

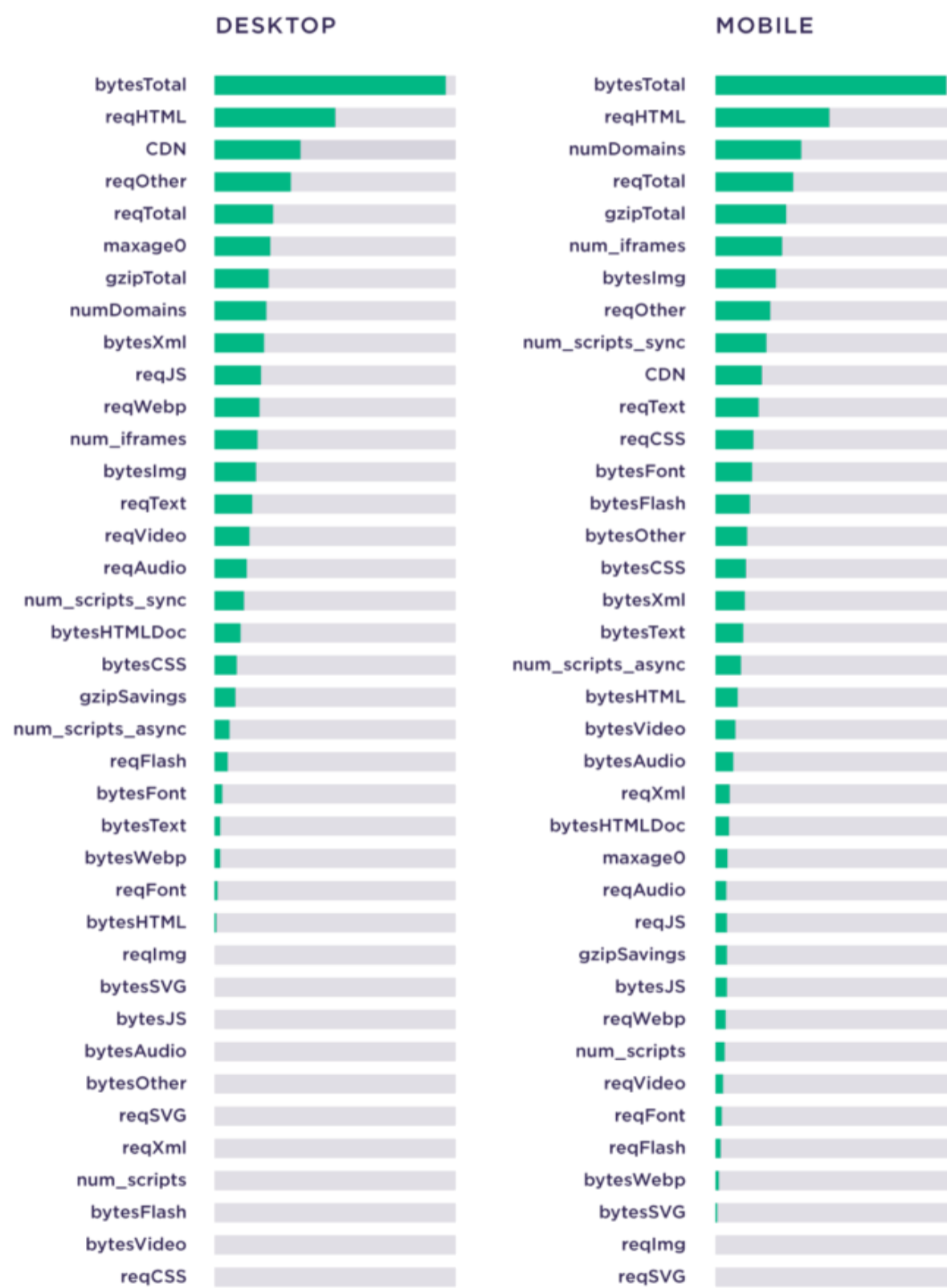
我敢肯定，您已经一千遍地了解这些方法。

但是我看不到有多少人在谈论同样重要的页面速度因素：

网页大小。

实际上，当我们进行[大规模的页面速度研究时](#)，我们发现页面的总大小与加载时间的相关性**比其他任何因素都要大**。

FACTORS THAT IMPACT FULLY LOADED ON DESKTOP & MOBILE



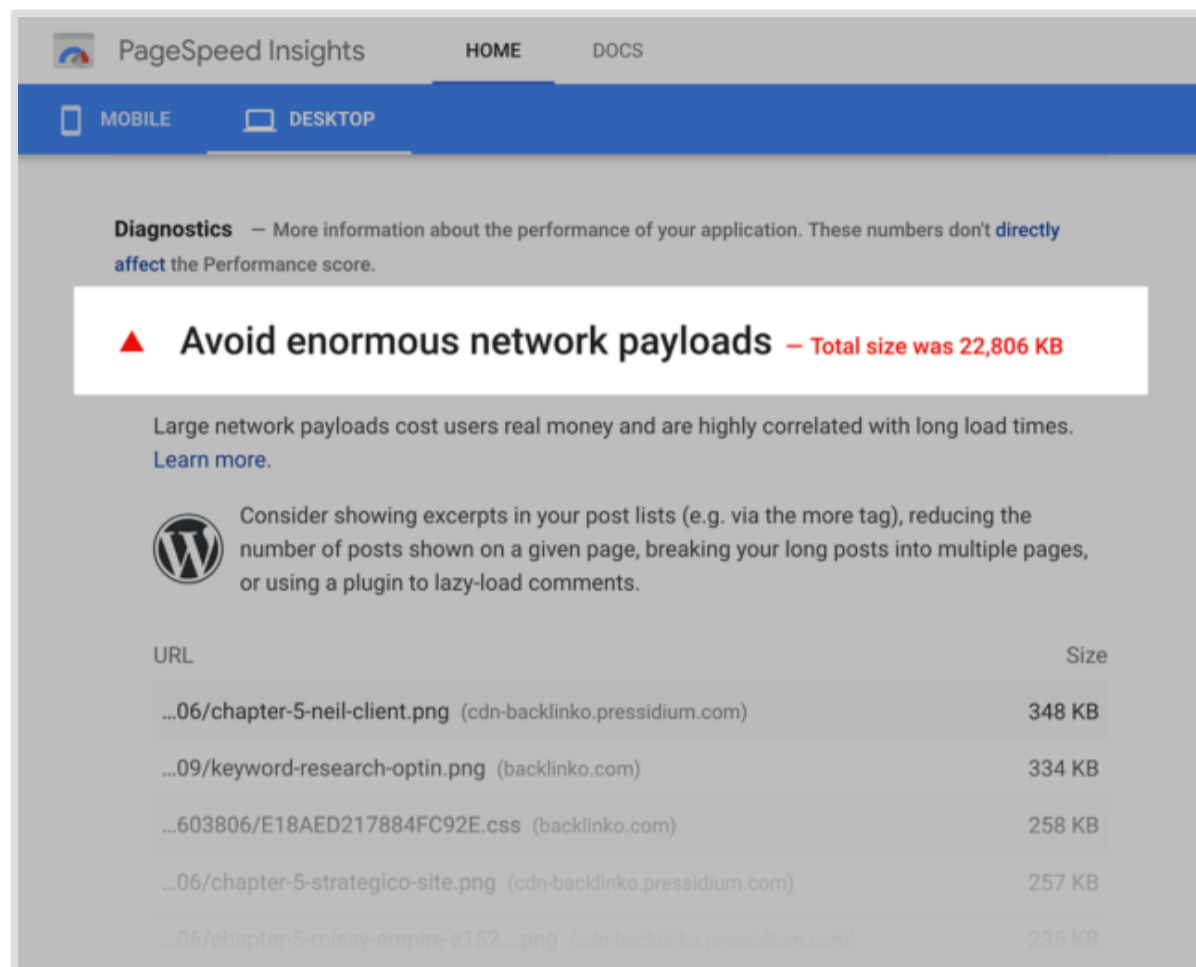
这里的要点是：

关于pagespeed，没有免费的午餐。

您可以压缩图像并将该文件缓存到站点之外。

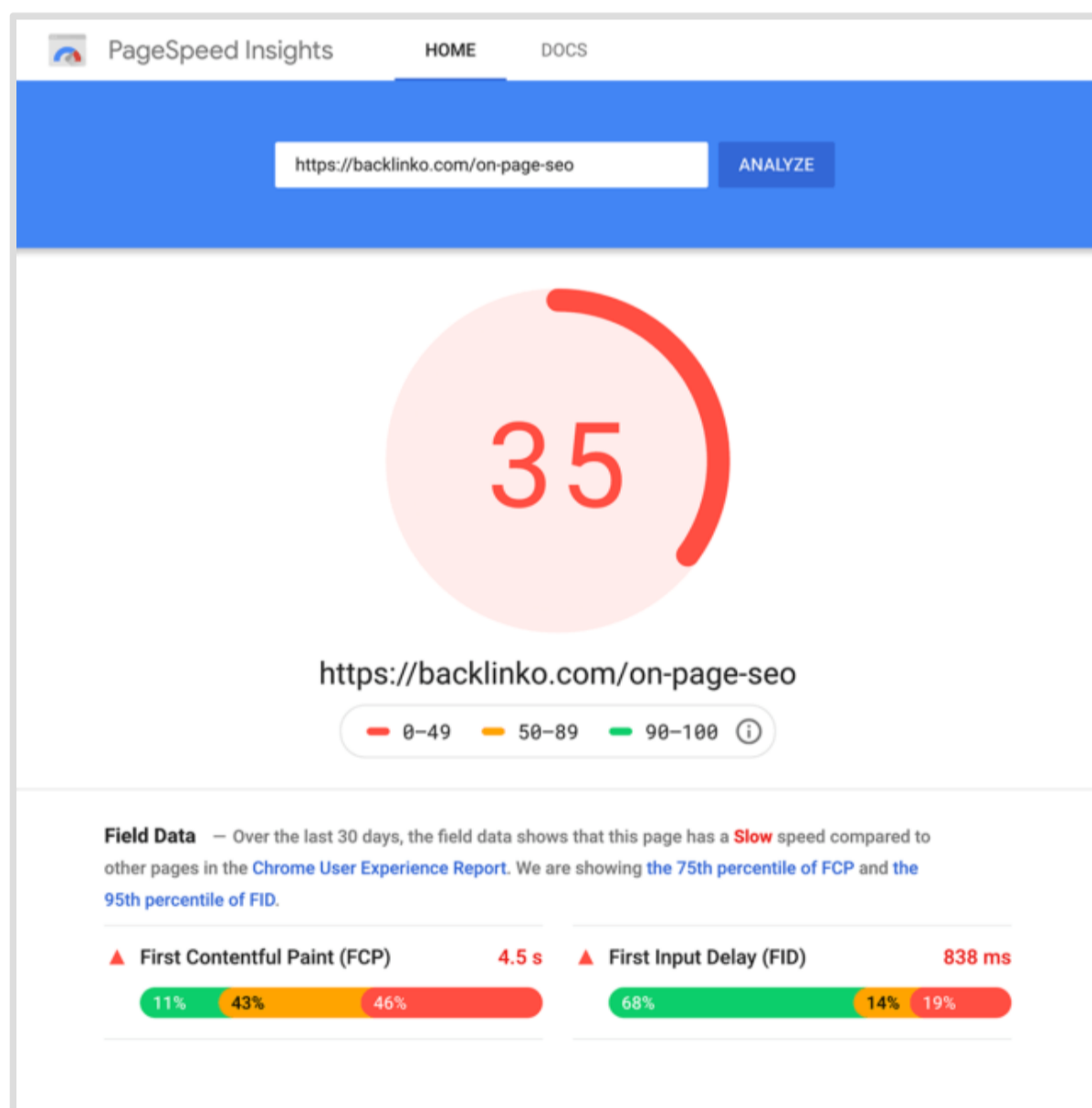
但是，如果您的页面很大，那么它们将需要一段时间才能加载。

这是我们在Backlinko遇到的困难。因为我们使用了大量的高分辨率图像，所以我们的页面往往是巨大的。



我做出有意识的决定，以缩短加载时间。我宁愿拥有一个速度慢，外观很棒的页面，也要拥有一个带有粗糙图像的快速页面。

这确实损害了我们在Google PageSpeed Insights上的得分。

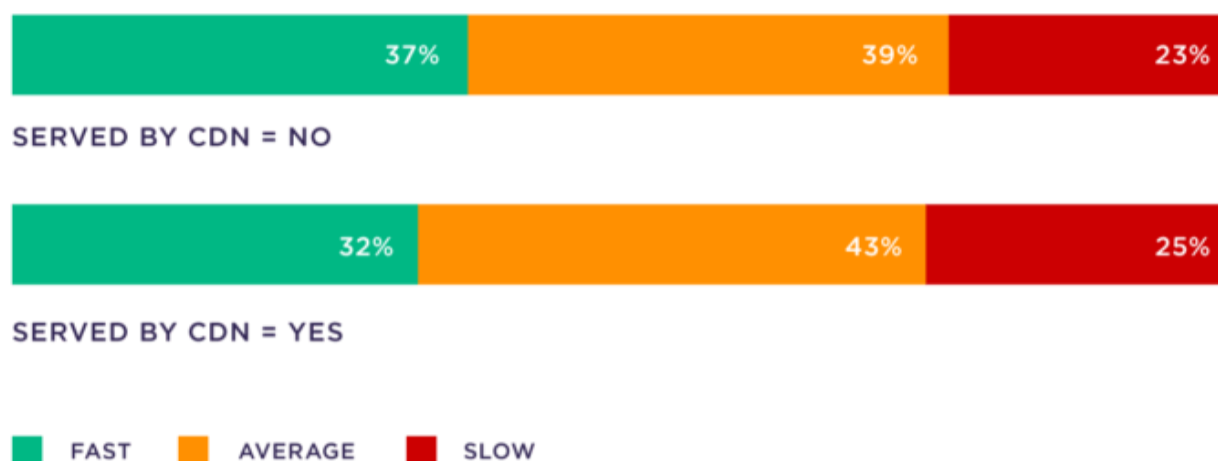


但是，如果提高网站速度是头等大事，那么您想做些什么来减小页面的总大小。

有无CDN的测试加载时间

我们的pagespeed研究中最令人惊讶的发现之一是CDN与较差的加载时间有关。

USE OF CDN CORRELATES WITH WORSE DESKTOP PAGE SPEED



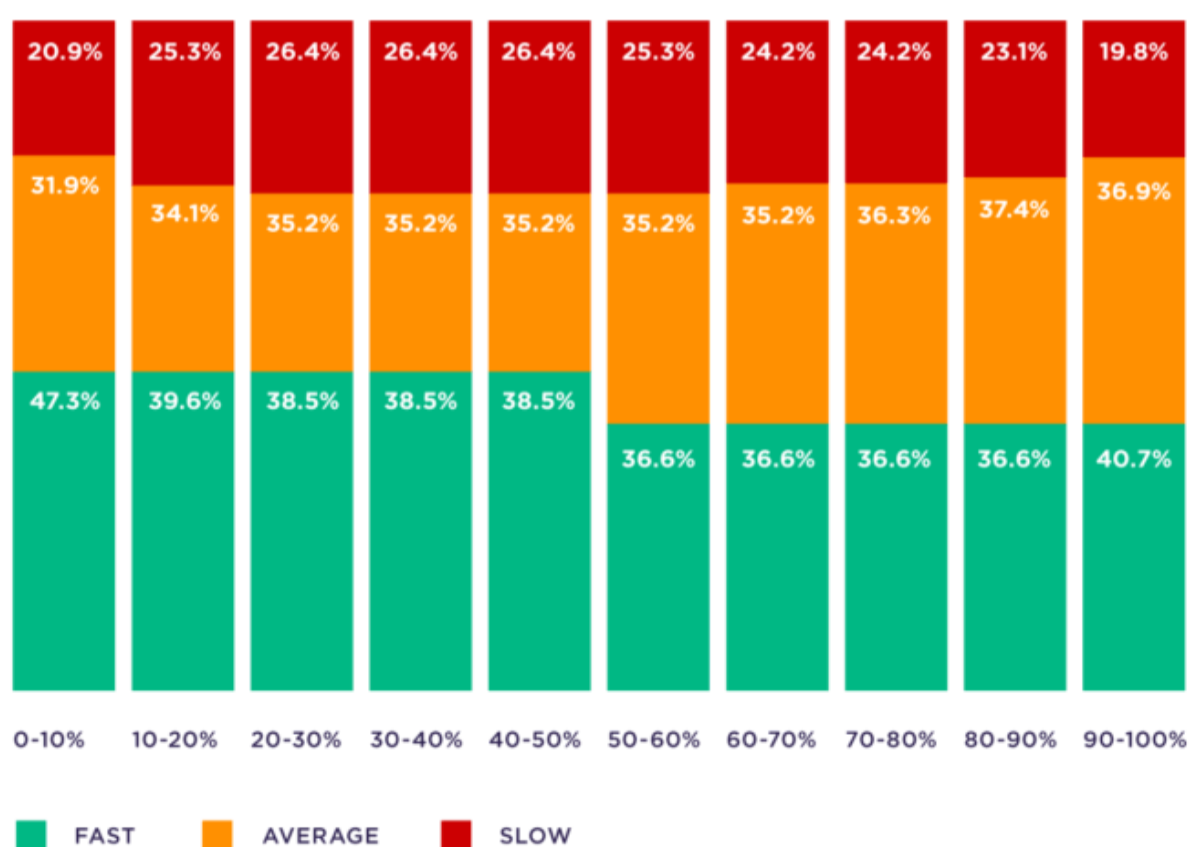
这可能是由于许多CDN设置不正确。

因此，如果您的网站使用CDN，建议在CDN启用或禁用的情况下，在webpagetest.org上测试您网站的速度。

消除第三方脚本

页面上的每个第3方脚本平均将其加载时间增加34毫秒。

THIRD-PARTY SCRIPTS NEGATIVELY IMPACT PAGE LOAD TIMES



您可能需要其中一些脚本（例如[Google Analytics](https://www.google.com/analytics/)（[分析](#)））。

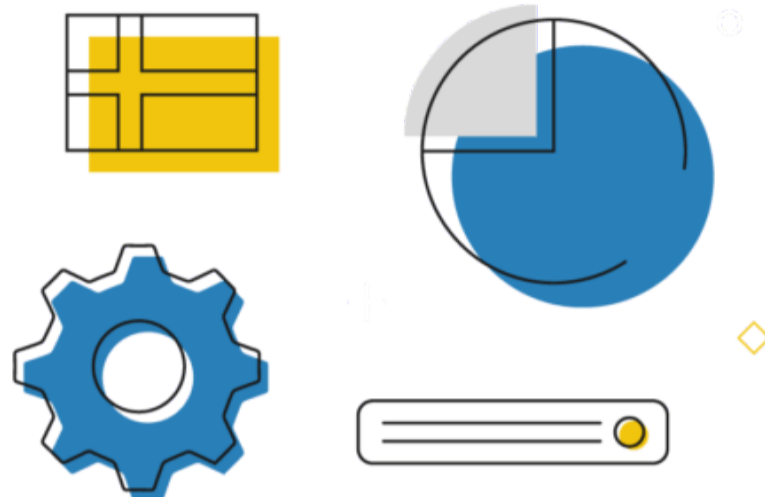
但是，查看站点的脚本以查看是否有可以删除的脚本绝对没有问题。

第6章：

额外的技术SEO技巧

现在该是一些快速的技术SEO技巧了。

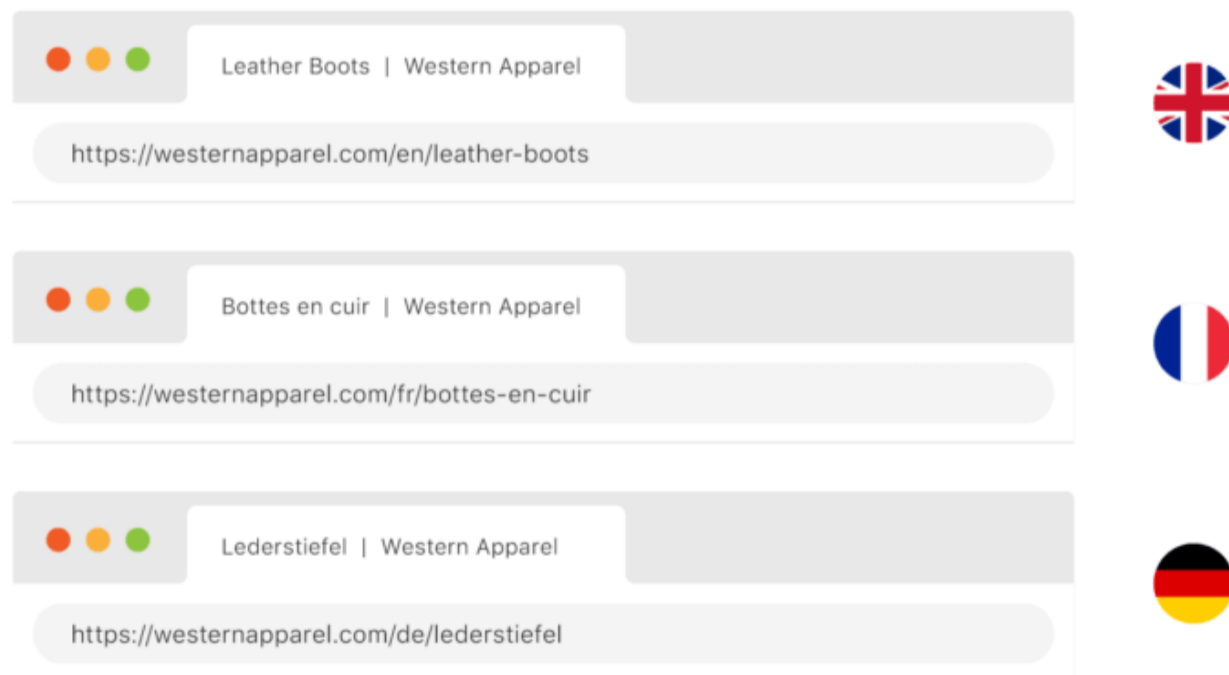
在本章中，我们将介绍重定向，结构化数据，Hreflang等。



为国际网站实施hreflang

您的网站是否针对不同的国家和语言使用了不同的页面版本？

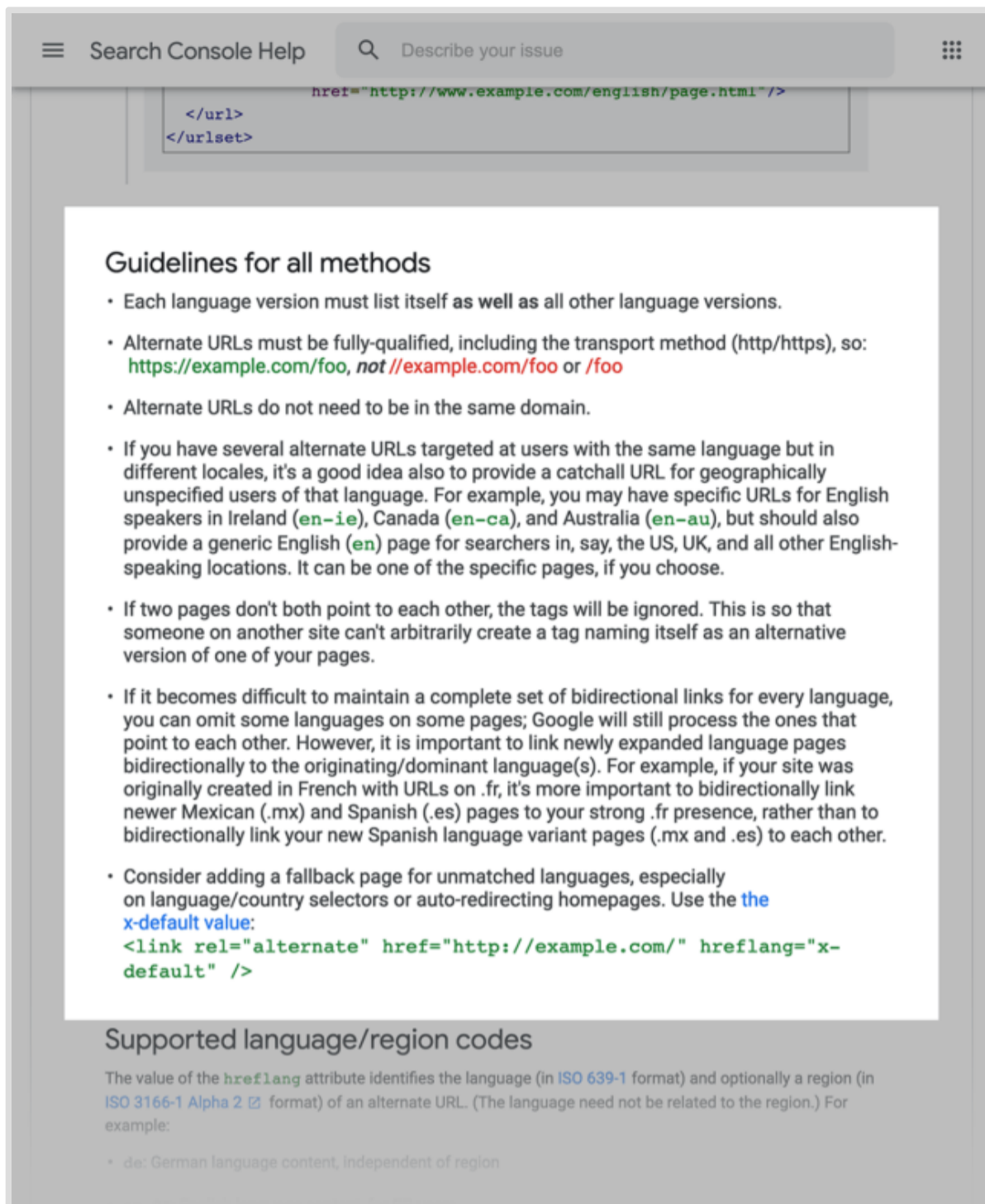
VERSIONS FOR DIFFERENT COUNTRIES & LANGUAGES



如果是这样，[hreflang标记](#)可以是巨大的帮助。

hreflang标记唯一的问题？

设置起来很困难。Google关于如何使用它的文档还不是很清楚。



Search Console Help Describe your issue

```
href="http://www.example.com/english/page.html"/>
</url>
</urlset>
```

Guidelines for all methods

- Each language version must list itself as well as all other language versions.
- Alternate URLs must be fully-qualified, including the transport method (http/https), so: `https://example.com/foo`, *not* `//example.com/foo` or `/foo`
- Alternate URLs do not need to be in the same domain.
- If you have several alternate URLs targeted at users with the same language but in different locales, it's a good idea also to provide a catchall URL for geographically unspecified users of that language. For example, you may have specific URLs for English speakers in Ireland (`en-ie`), Canada (`en-ca`), and Australia (`en-au`), but should also provide a generic English (`en`) page for searchers in, say, the US, UK, and all other English-speaking locations. It can be one of the specific pages, if you choose.
- If two pages don't both point to each other, the tags will be ignored. This is so that someone on another site can't arbitrarily create a tag naming itself as an alternative version of one of your pages.
- If it becomes difficult to maintain a complete set of bidirectional links for every language, you can omit some languages on some pages; Google will still process the ones that point to each other. However, it is important to link newly expanded language pages bidirectionally to the originating/dominant language(s). For example, if your site was originally created in French with URLs on `.fr`, it's more important to bidirectionally link newer Mexican (`.mx`) and Spanish (`.es`) pages to your strong `.fr` presence, rather than to bidirectionally link your new Spanish language variant pages (`.mx` and `.es`) to each other.
- Consider adding a fallback page for unmatched languages, especially on language/country selectors or auto-redirecting homepages. Use the [the x-default value](#):

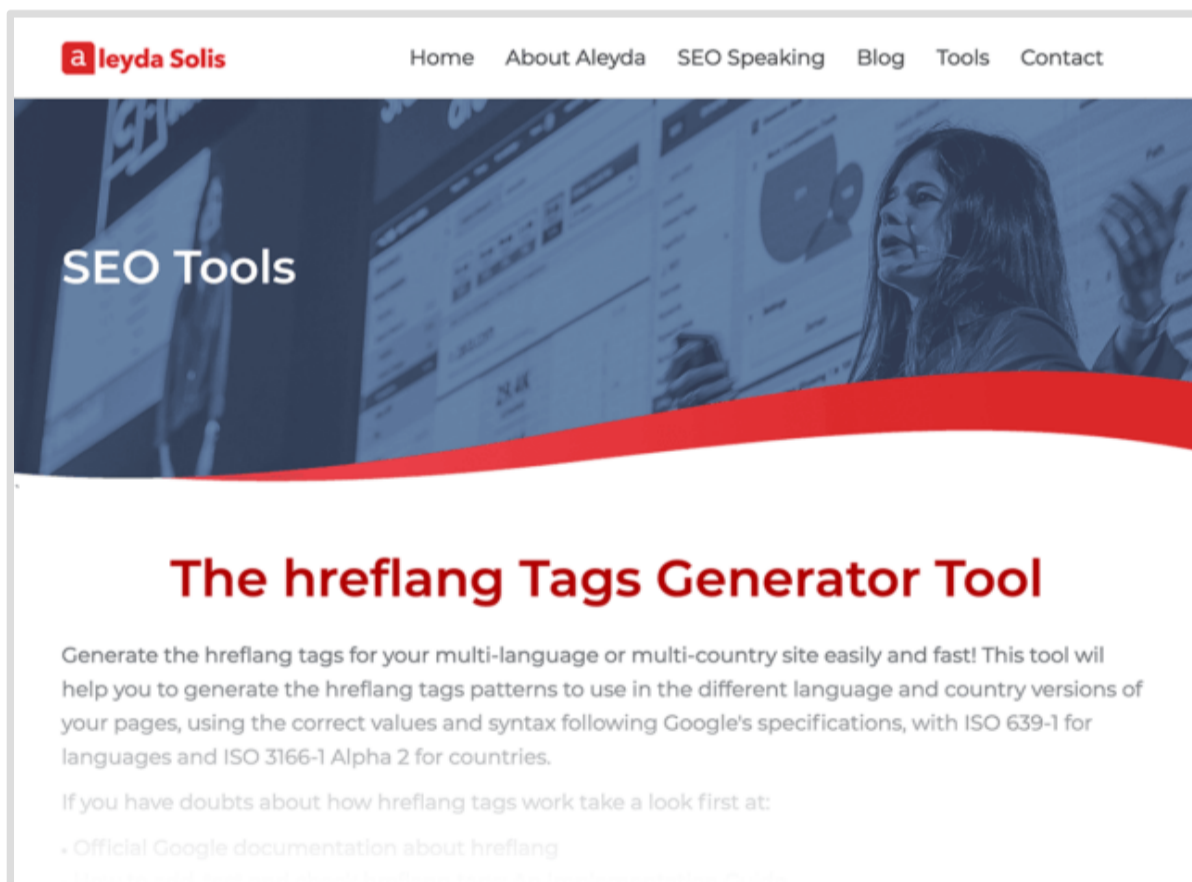
```
<link rel="alternate" href="http://example.com/" hreflang="x-default" />
```

Supported language/region codes

The value of the `hreflang` attribute identifies the language (in [ISO 639-1](#) format) and optionally a region (in [ISO 3166-1 Alpha 2](#) format) of an alternate URL. (The language need not be related to the region.) For example:

- `de`: German language content, independent of region

输入：[Aleyda Solis的Hreflang生成器工具](#)。



a leйда Solis Home About Aleyda SEO Speaking Blog Tools Contact

SEO Tools

The hreflang Tags Generator Tool

Generate the hreflang tags for your multi-language or multi-country site easily and fast! This tool will help you to generate the hreflang tags patterns to use in the different language and country versions of your pages, using the correct values and syntax following Google's specifications, with ISO 639-1 for languages and ISO 3166-1 Alpha 2 for countries.

If you have doubts about how hreflang tags work take a look first at:

- Official Google documentation about hreflang

使用该工具（相对）可以轻松地为多个国家，语言和地区创建hreflang标签。

Generate the hreflang tags now:

To generate the hreflang annotations, you can either add the URLs to tag in the form below, or upload them through a CSV with only one column (to include the URLs) with a maximum of 50 URLs:

No file selected.

Generate the hreflang annotations as:

Tags to include in the head area of the pages HTML

Attributes in an XML Sitemap

检查您的站点是否有死链接

您网站上的一堆无效链接不会影响您的SEO。

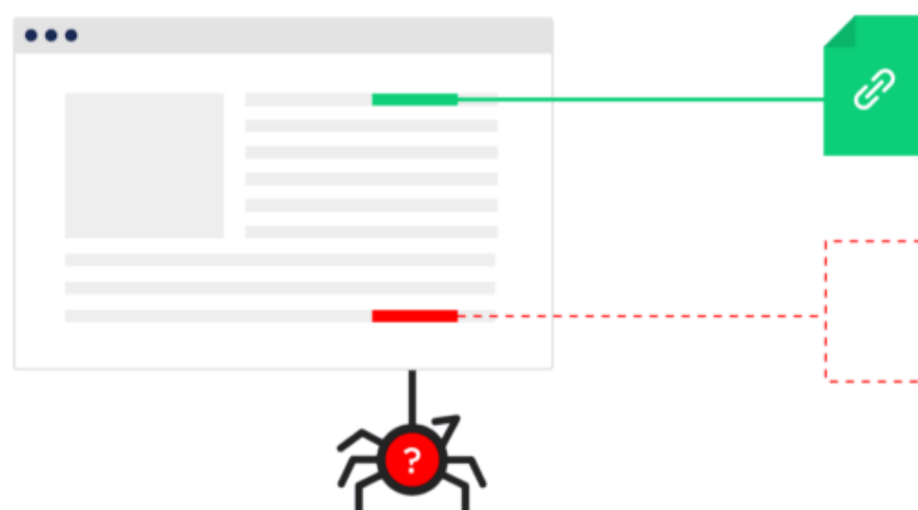
实际上，谷歌甚至说断开的链接“[不是SEO问题](#)”。

但是，如果您的内部链接中断了？

那是另一个故事。

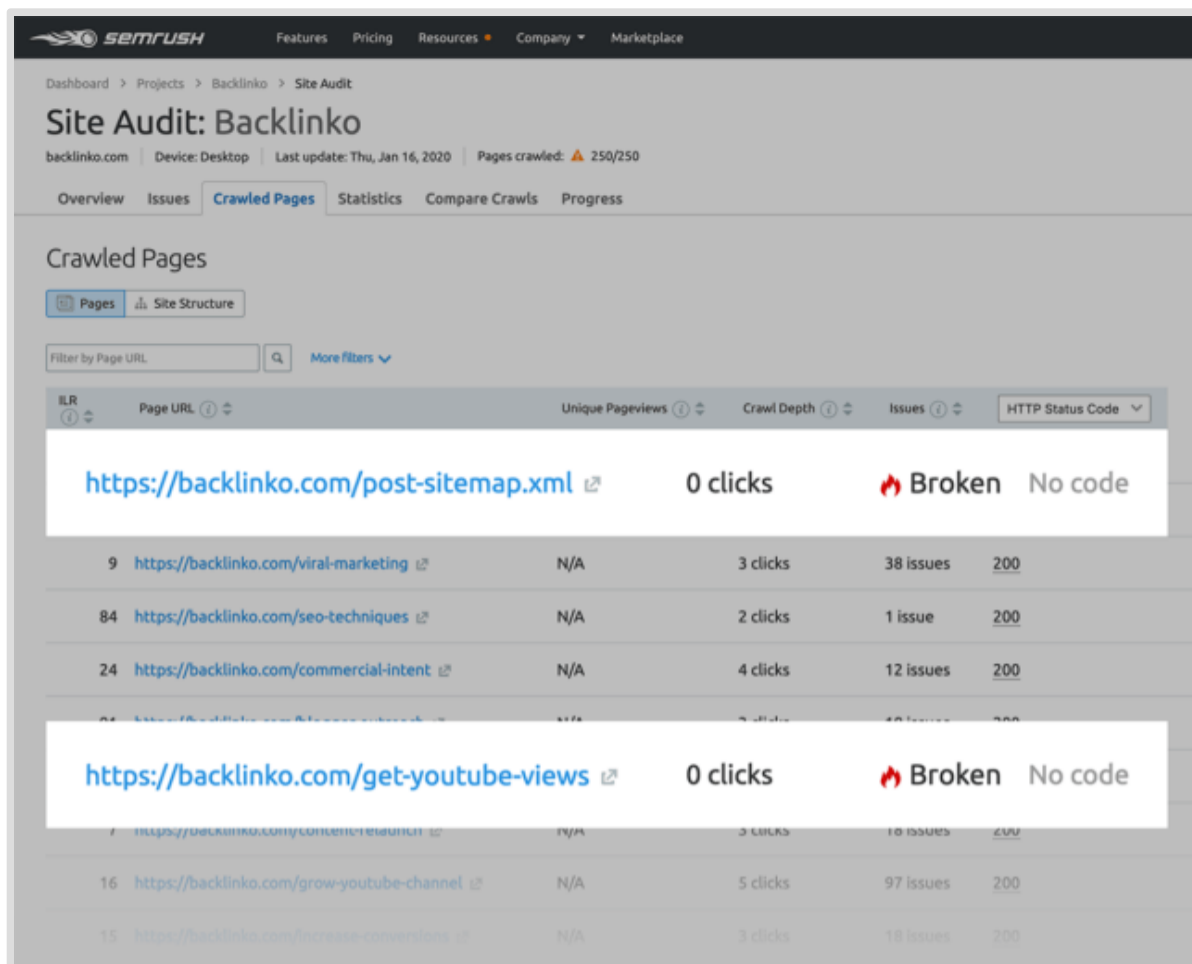
内部链接断开可能会使Googlebot更加难以查找和抓取您网站的页面。

BROKEN LINKS PREVENT GOOGLEBOT FROM CRAWLING A SITE'S PAGES

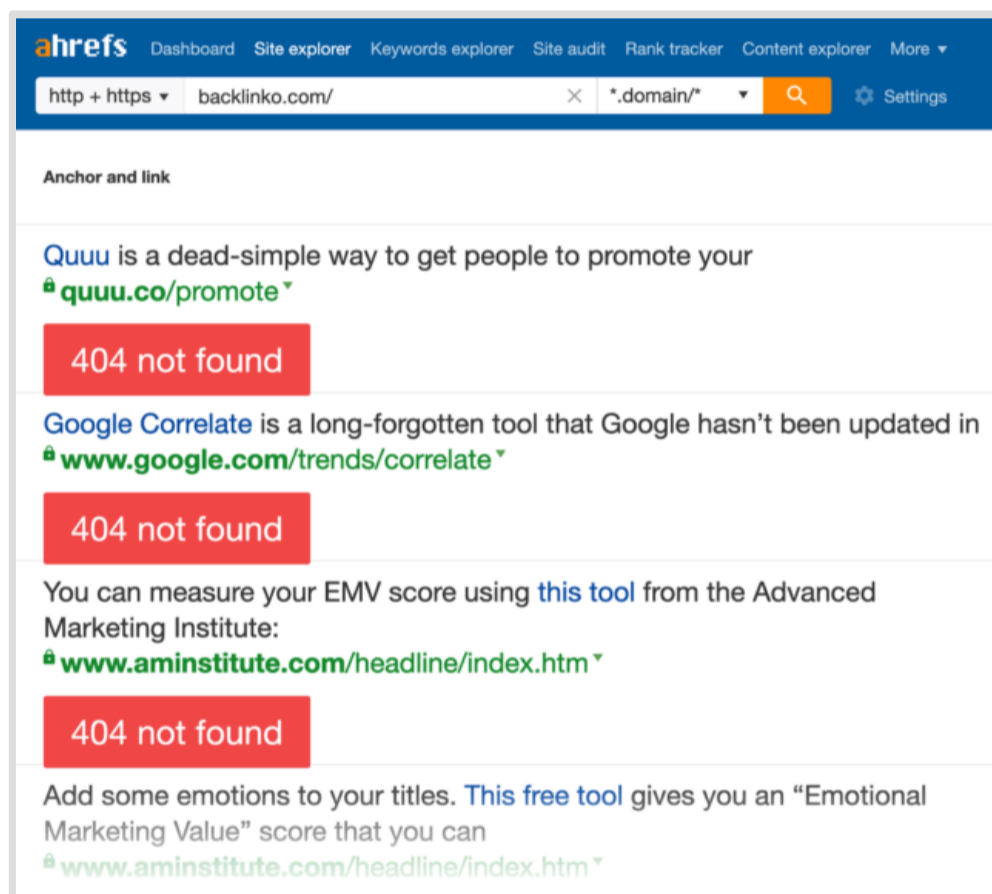


因此，我建议每季度进行一次[SEO审核](#)，其中包括修复断开的链接。

您几乎可以使用[SEMrush](#)中的任何SEO审核工具来查找网站的断开链接：



Ahrefs:



或尖叫的青蛙。

URL	Status Code	Status	Indexability	Title 1
backlinko.com/	200	OK	Indexable	SEO Training and Courses
backlinko.com/blog	200	OK	Indexable	The Backlinko SEO Blog
backlinko.com/about-backlinko	200	OK	Indexable	About Brian Dean and Backlinko
backlinko.com/terms-of-service	200	OK	Indexable	Terms of Service
backlinko.com/newsletter	200	OK	Indexable	Sign Up To the Backlinko Newsletter
backlinko.com/contact	200	OK	Indexable	Get in touch with Brian Dean
backlinko.com/blog/page/2	200	OK	Indexable	The Backlinko SEO Blog
backlinko.com/privacy-notice	200	OK	Indexable	Privacy Notice
backlinko.com/content-marketing-this-year	200	OK	Indexable	Content Marketing This Year
backlinko.com/keyword-research-tool-analysis	200	OK	Indexable	Large Scale Study: Keyword Research Tools
backlinko.com/privacy-policy	301	Moved Permanently	Non-Indexable	
backlinko.com/blog/	301	Moved Permanently	Non-Indexable	
backlinko.com/on-page-seo	200	OK	Indexable	On-Page SEO: The Ultimate Guide
backlinko.com/hub/seo/long-tail-keywords	200	OK	Indexable	What are Long Tail Keywords?
backlinko.com/hub/seo	200	OK	Indexable	SEO Marketing Hub
backlinko.com/copywriting-guide	200	OK	Indexable	Copywriting: The Ultimate Guide
backlinko.com/voice-search-seo-study	200	OK	Indexable	Voice Search SEO: A Study
backlinko.com/increase-conversions	200	OK	Indexable	How To Boost Conversions
backlinko.com/increase-website-traffic	200	OK	Indexable	27 Ways to Increase Website Traffic
backlinko.com/write-a-press-release	200	OK	Indexable	How to Write a Press Release
backlinko.com/optimize-for-voice-search	200	OK	Indexable	Voice Search: The Ultimate Guide
backlinko.com/rank-high-on-google	200	OK	Indexable	How to Rank High on Google
backlinko.com/blog/page/3	200	OK	Indexable	The Backlinko SEO Blog
backlinko.com/seo-expert	200	OK	Indexable	How to Become an SEO Expert
backlinko.com/seo	200	OK	Indexable	SEO Training Courses

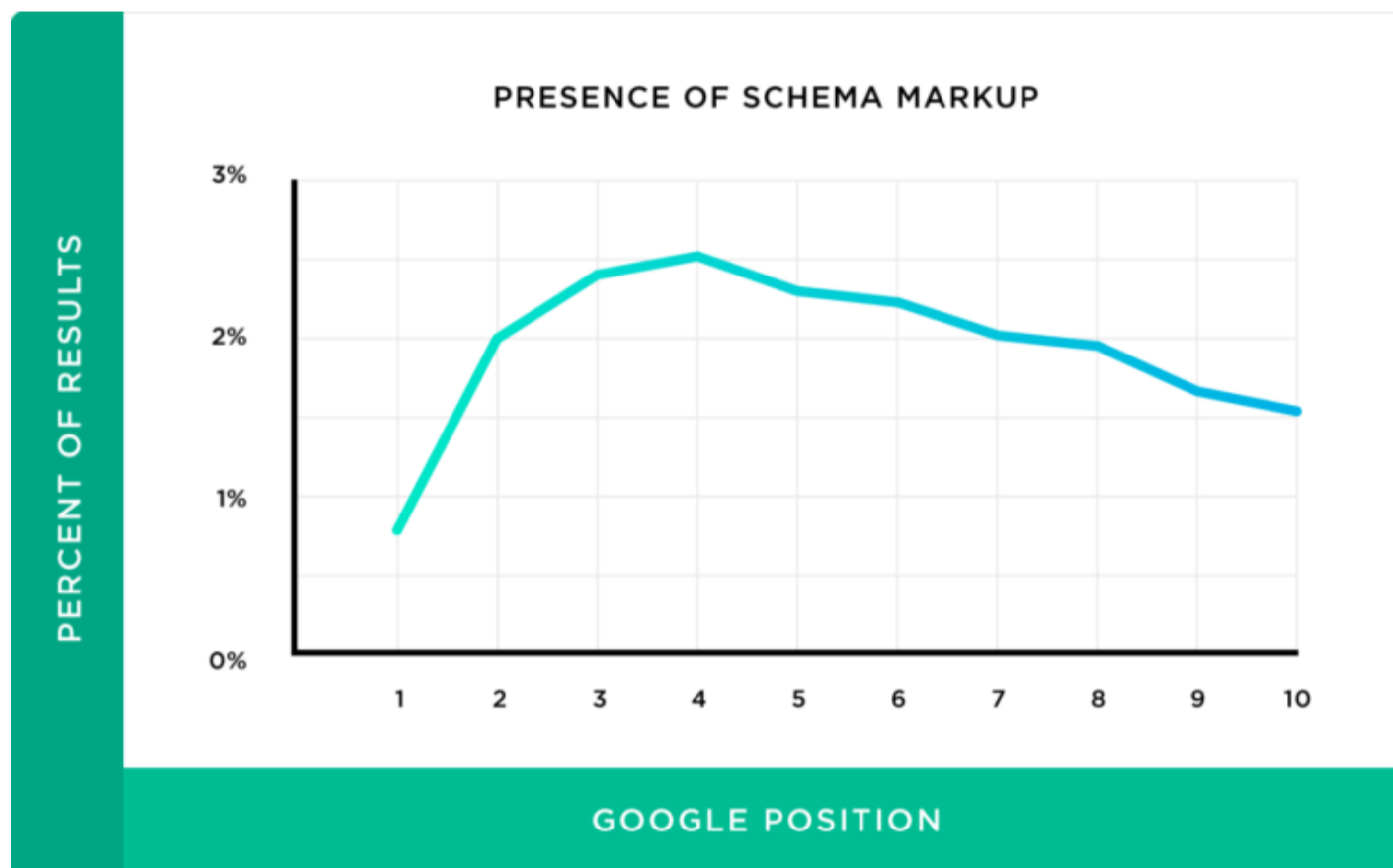
如您所见，我没有任何问题。我能说什么 我擅长SEO 😊

设置结构化数据

我认为设置Schema直接有助于您网站的SEO吗？

没有。

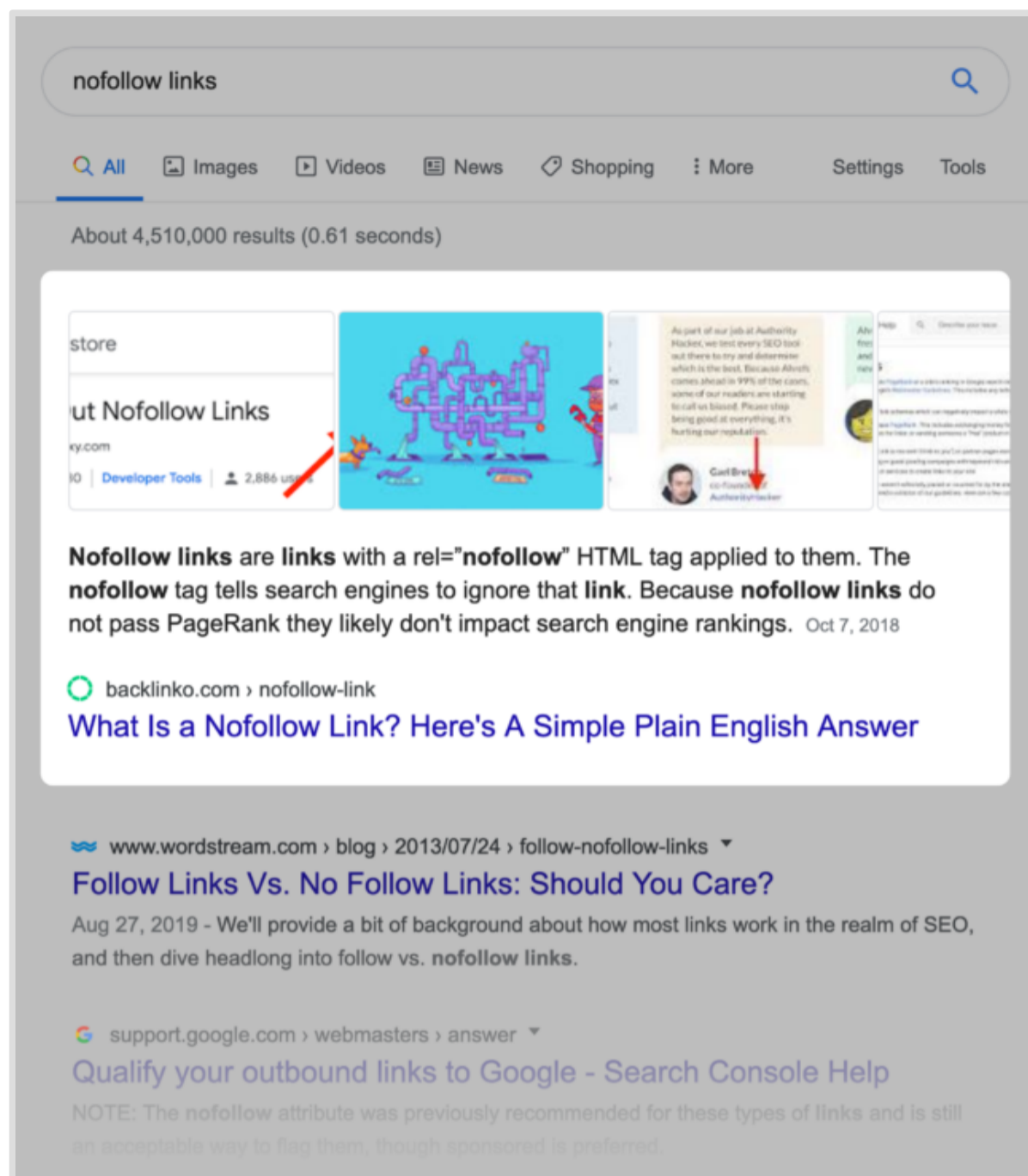
实际上，我们的搜索引擎排名因素研究发现，Schema与首页排名之间**没有关联**。



说：

使用Schema可以给您的一些页面**丰富的片段**。

而且由于Rich Snippets在SERP中脱颖而出，因此可以极大地提高您的**自然点击率**。



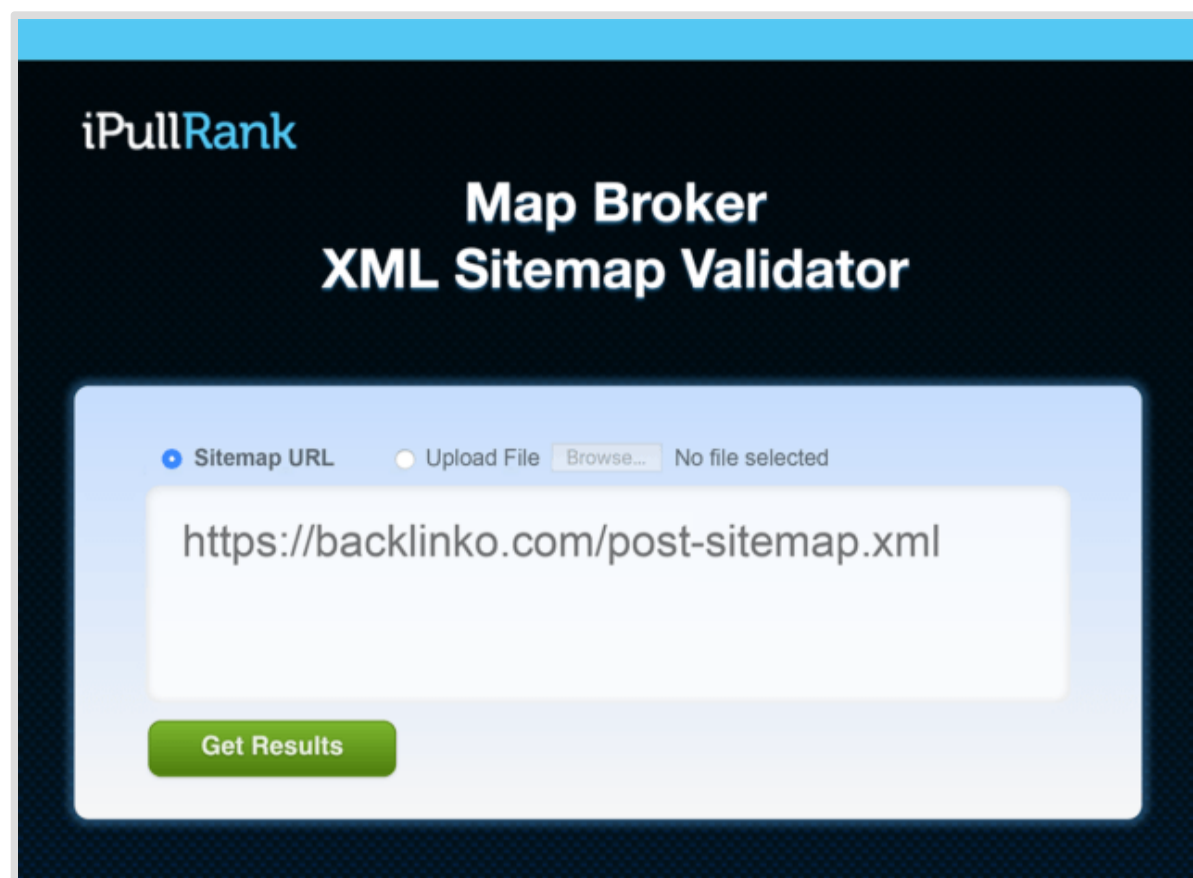
验证您的XML网站地图

如果您经营一个大型网站，则很难跟踪站点地图中的所有页面。

实际上，我查看的许多站点地图都有带有404和301状态代码的页面。考虑到站点地图的主要目标是向搜索引擎显示所有实时页面，因此您希望站点地图中的链接100%指向实时页面。

因此，我建议通过[Map Broker XML Sitemap Validator](#)运行站点地图。

只需从您的站点输入站点地图。



并查看您的任何链接是否损坏或重定向。

Sitemap Contains 98 URLs

URL	Response	Broken?
https://backlinko.com/blog	200	false
https://backlinko.com/how-to-get-backlinks	200	false
https://backlinko.com/more-traffic	301	false
https://backlinko.com/search-engine-ranking	200	false
https://backlinko.com/increase-conversions	200	false
https://backlinko.com/skyscraper-technique	200	false
https://backlinko.com/conversion-optimization	404	true
https://backlinko.com/content-relaunch	200	false
https://backlinko.com/video-seo-guide	200	false
https://backlinko.com/youtube-ranking-factors	200	false
https://backlinko.com/google-rankbrain-seo	200	false
https://backlinko.com/link-building	200	false
https://backlinko.com/voice-search-seo-study	200	false

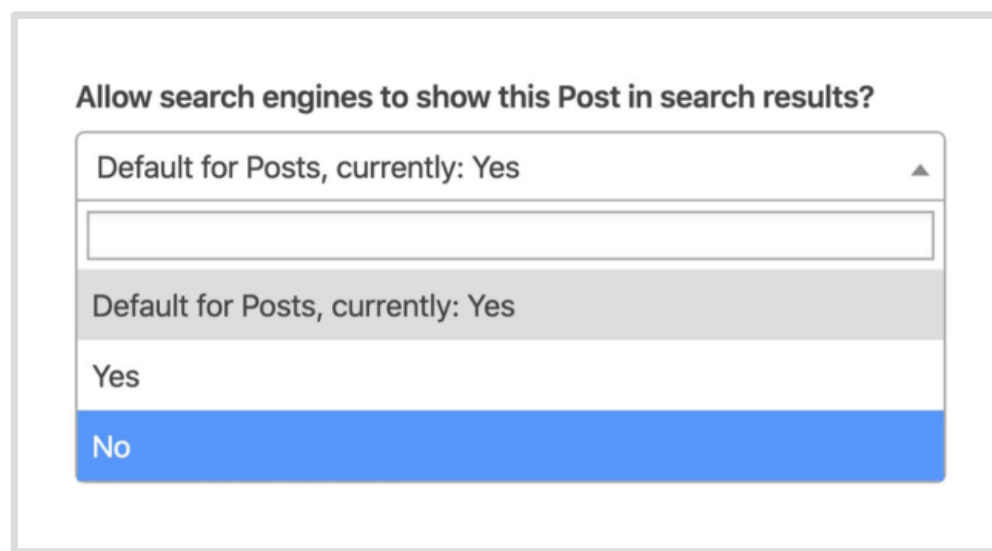
Noindex标签和类别页面

如果您的网站在WordPress上运行，我强烈建议noindexing类别和标记页。

(当然，除非这些页面带来很多流量)。

这些页面通常不会为用户增加太多价值。并且它们可能导致重复的内容问题。

如果您使用Yoast，则只需单击一下即可轻松为这些页面编制索引。



检查移动可用性问题

现在是2020年。因此，我不需要告诉您您的网站应该[针对移动设备进行优化](#)。

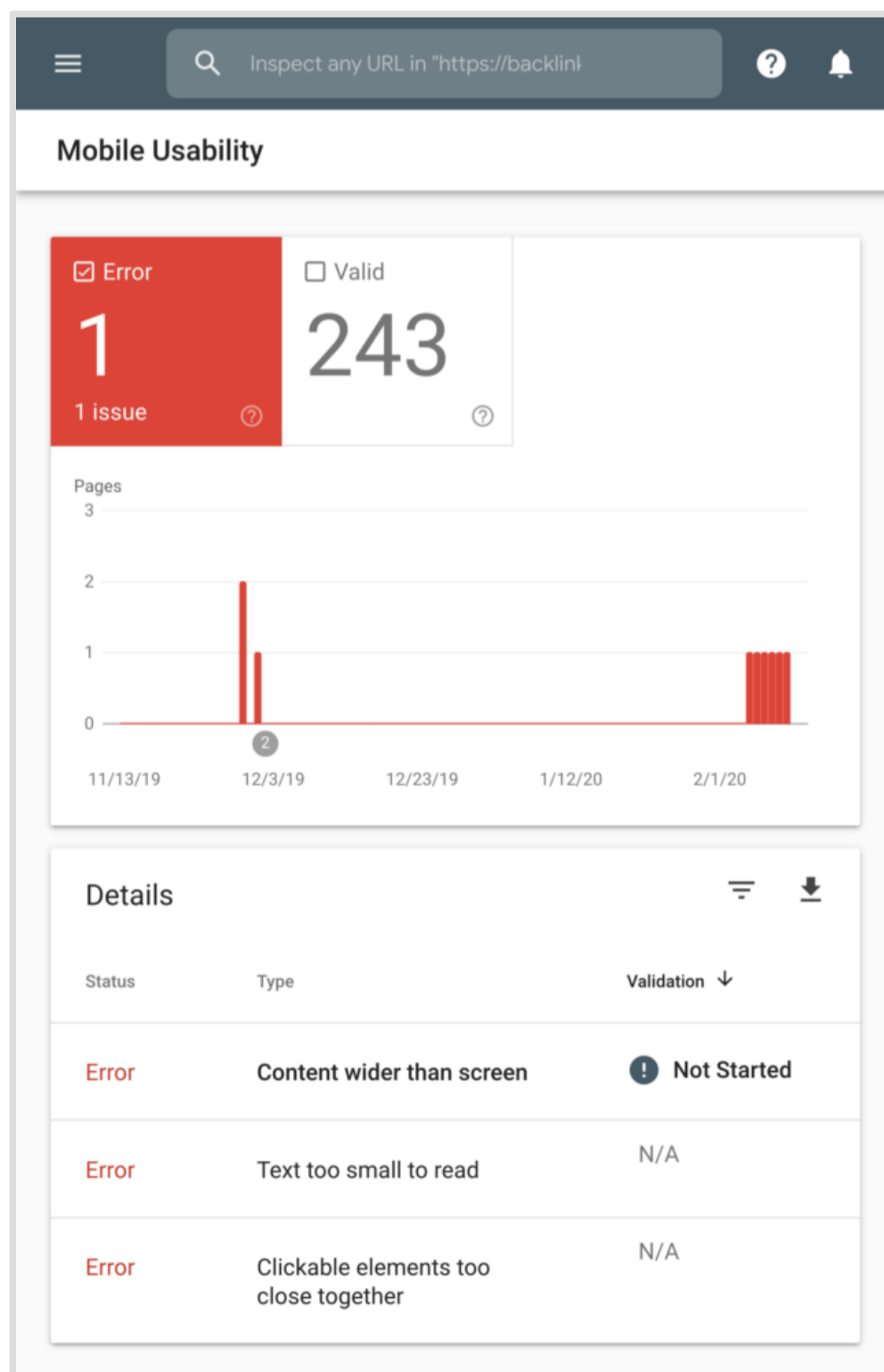
说：

即使是超级移动友好的网站也会遇到问题。

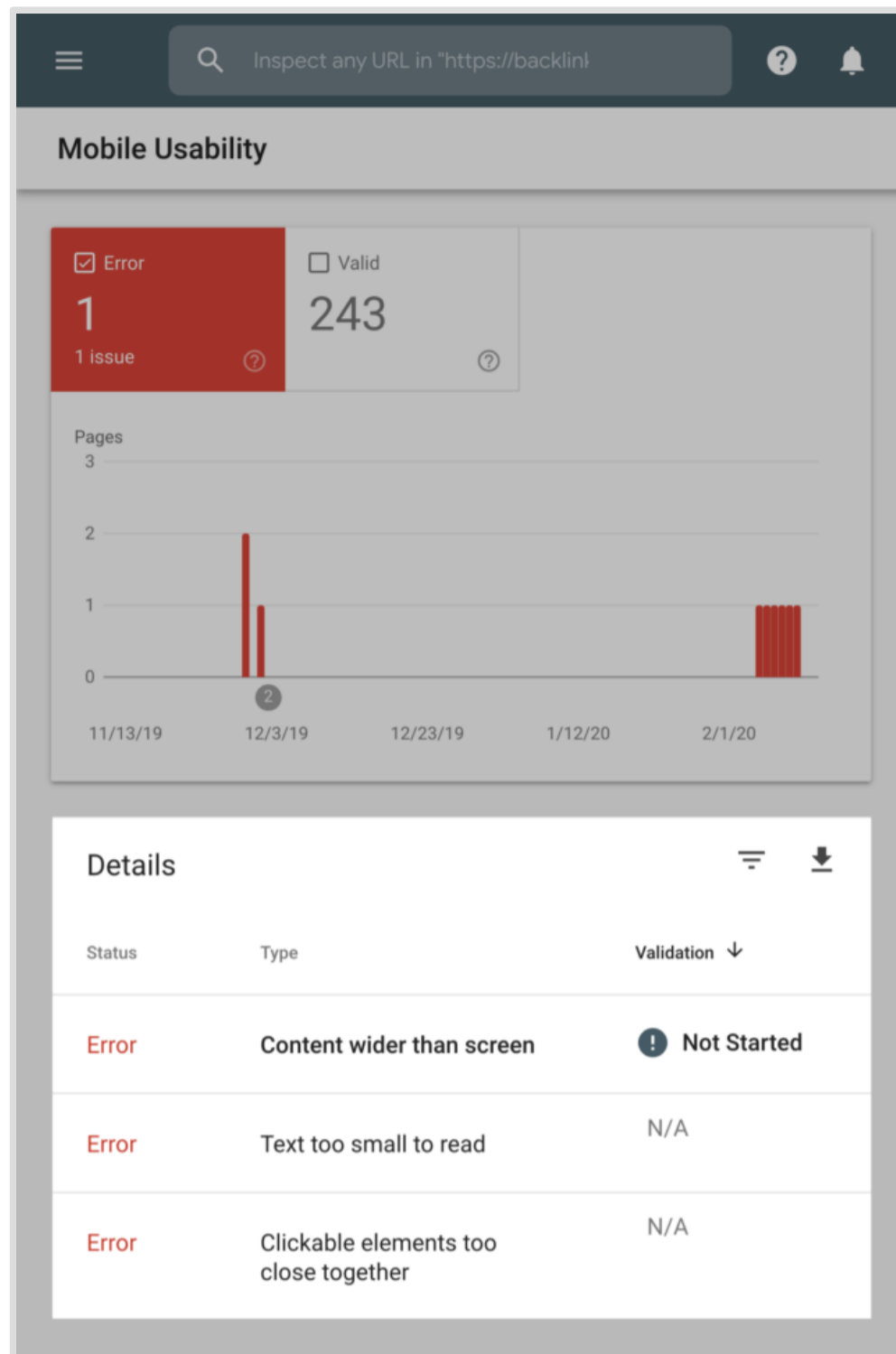
而且，除非用户开始通过电子邮件向您发送投诉，否则很难发现这些问题。

也就是说，除非您使用Google Search Console的移动可用性报告。

如果Google发现您的网站页面没有针对移动用户进行优化，他们会通知您。



他们甚至为您提供该页面有问题的特定内容。



这样，您便确切知道要解决的问题。

奖励章节：

SEO技术案例研究

让我们以一组全新的技术SEO案例研究作为本指南的结尾。

具体来说，您将看到四个Backlinko读者如何通过以下方式提高其Google排名：

- 日期架构
- 内部连结
- 常见问题架构
- 网站迁移最佳做法

因此，事不宜迟，让我们直接进行案例研究。



案例研究1

: Felix如何使用内部链接将自然流量提高250%

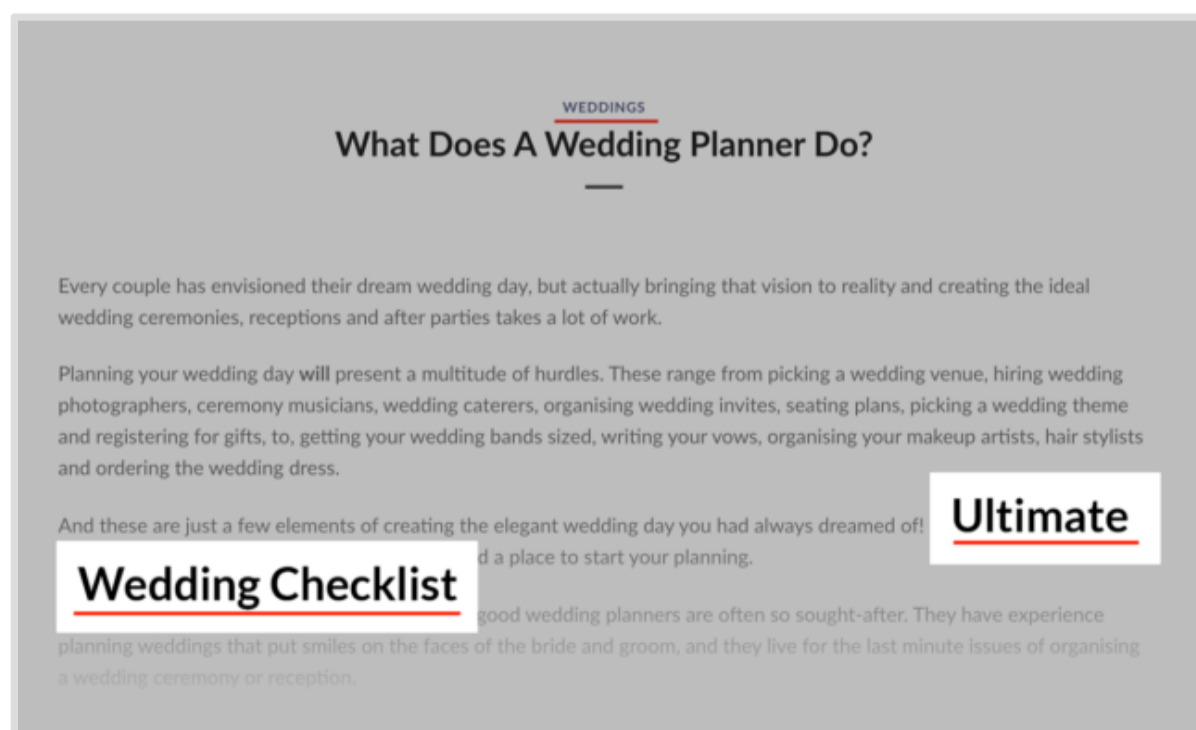
当Felix Norton审核其客户的一个网站（活动招聘市场）中的SEO技术问题，一件事情引人注目：

他们没有使用任何内部链接！网站DID的内部链接没有使用关键字丰富的锚文本。

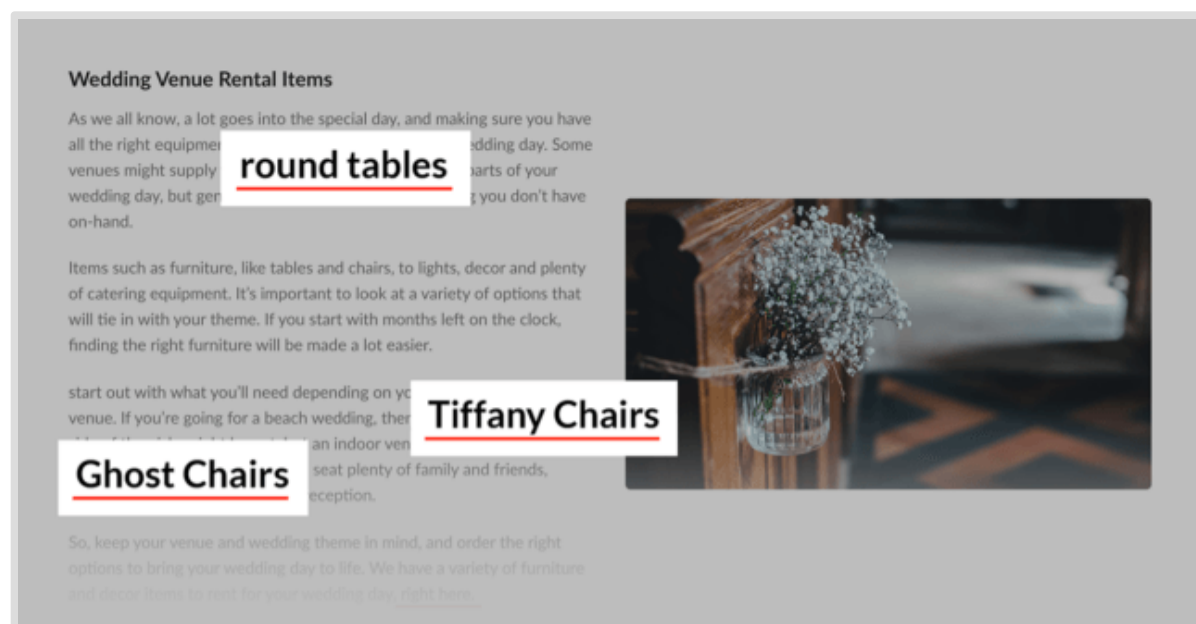
此时，该客户已经在Felix的代理处工作了3个月。Felix和他的团队一直在其客户的博客上发布大量高质量的内容。但是流量和排名停滞不前。

好吧，在审核期间，Felix意识到这些超赞的内容都没有链接在一起。更糟糕的是：内容没有链接到重要的产品和服务页面。

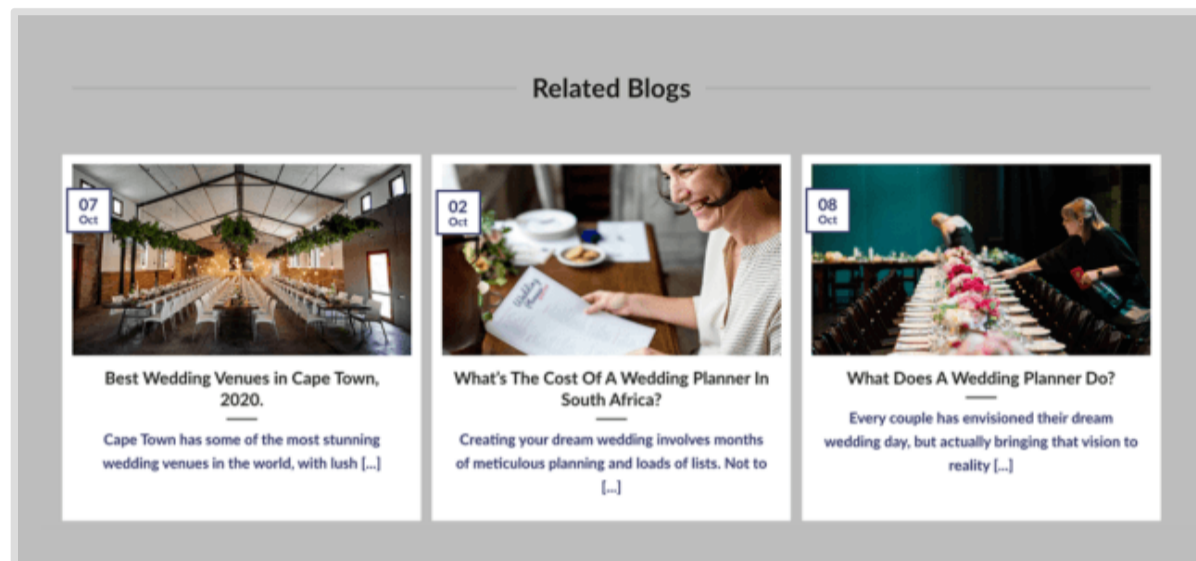
那时，Felix决定将内部链接添加到其优先级高的内容中。



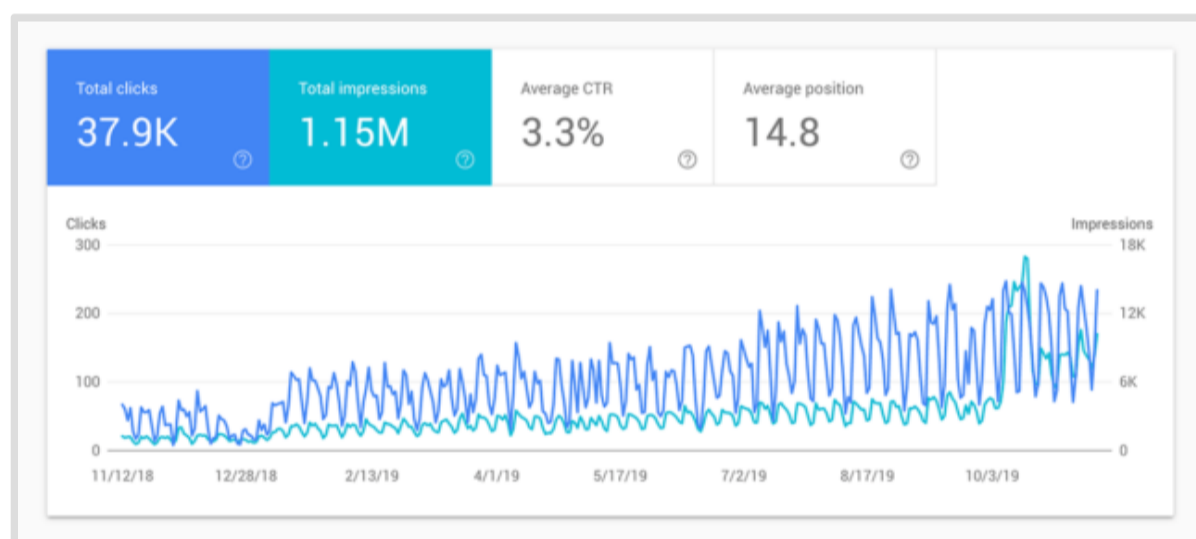
产品页面。



以及相关内容。



在添加这些战略内部链接后一周内，流量便增加了250%。



案例研究2

： Salman如何使用日期架构将其页面的Google访问量加倍

Backlinko的读者Salman Baig运营着一个名为[Voxel Reviews](#)的技术评论网站。

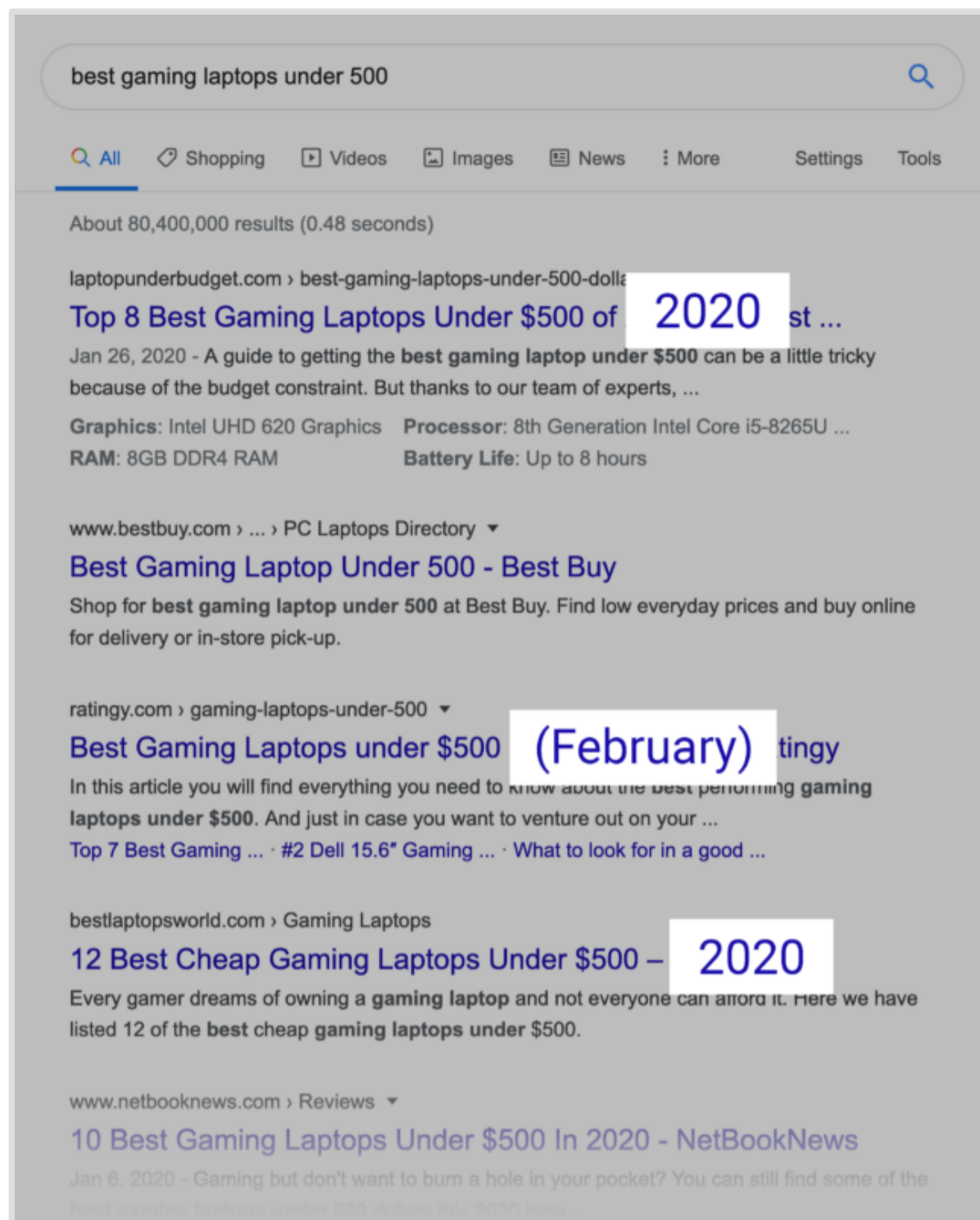
萨尔曼（Salman）最重要的关键字之一是“500以下最佳游戏笔记本电脑”。

这听起来像是[长尾关键词](#)。因为它是。

但这是具有高度搜索意图的高度特定的关键字。这意味着萨尔曼（Salman）有时间去寻找一种方法来提高该词的排名。

当他查看该关键字的[SERP](#)时，他看到了一个机会。他可以利用技术SEO来挖掘的机会。

具体来说，他注意到首页上的大多数页面的标题标签中都包含当前月份和年份。

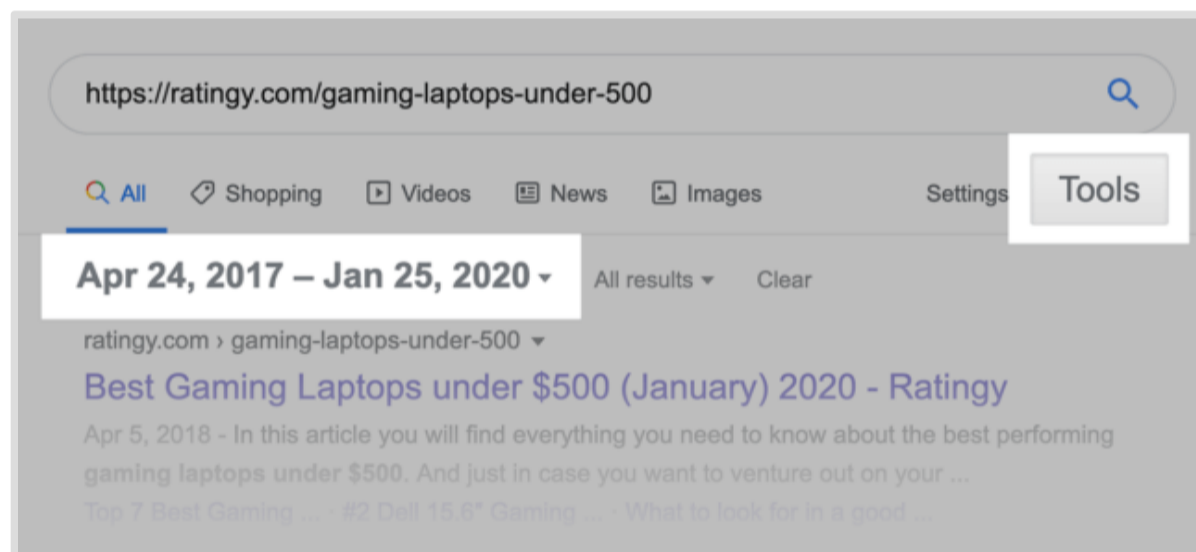


但是，这些页面中有许多实际上并未更新页面（或HTML中的“发布”日期）。

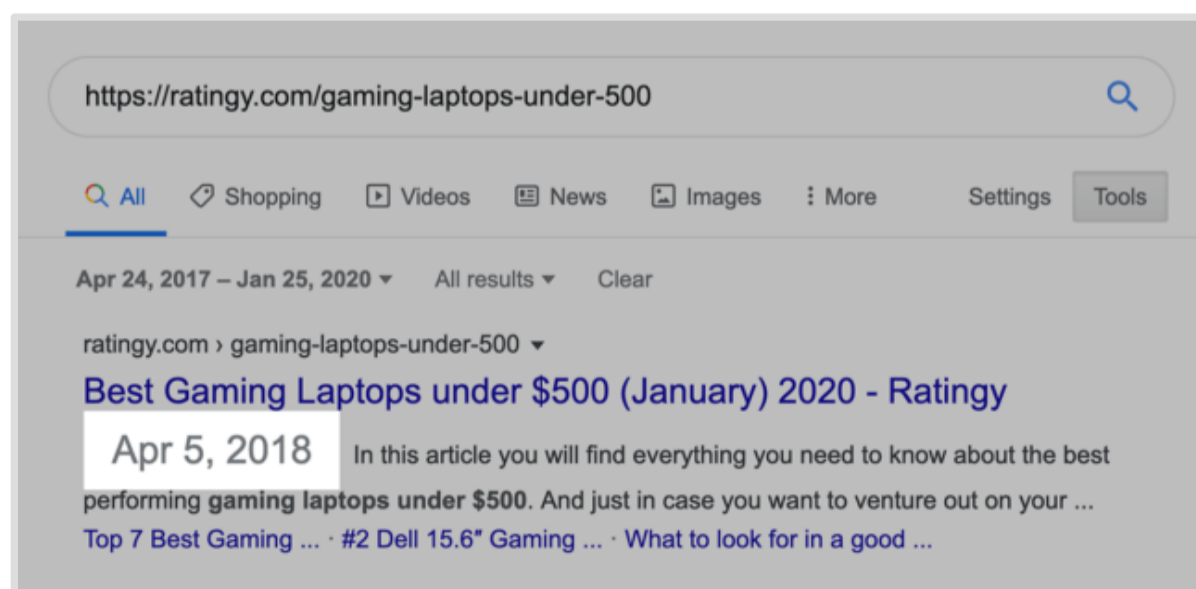
例如，此页面将当月添加到其标题标签中，例如Clockwork。



但是，如果您使用日期范围搜索该页面的URL，则...



...您可以看到Google为本文保存的实际日期：

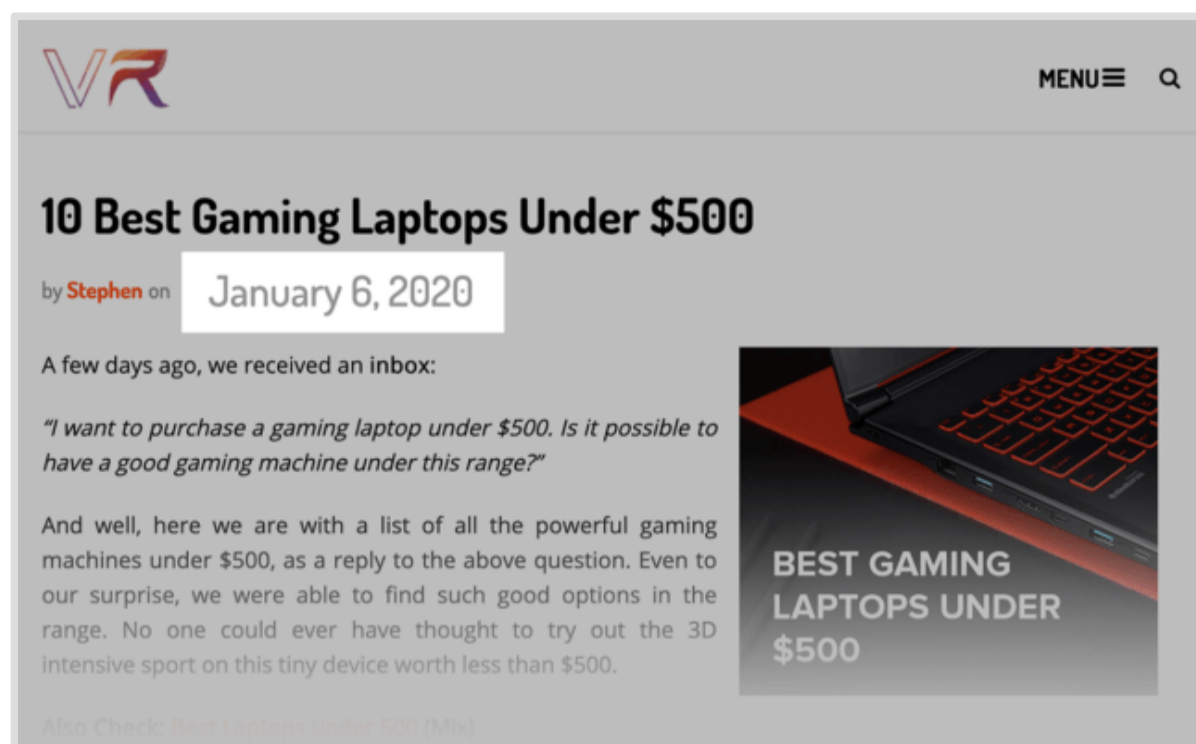


那是萨尔曼看到的机会：

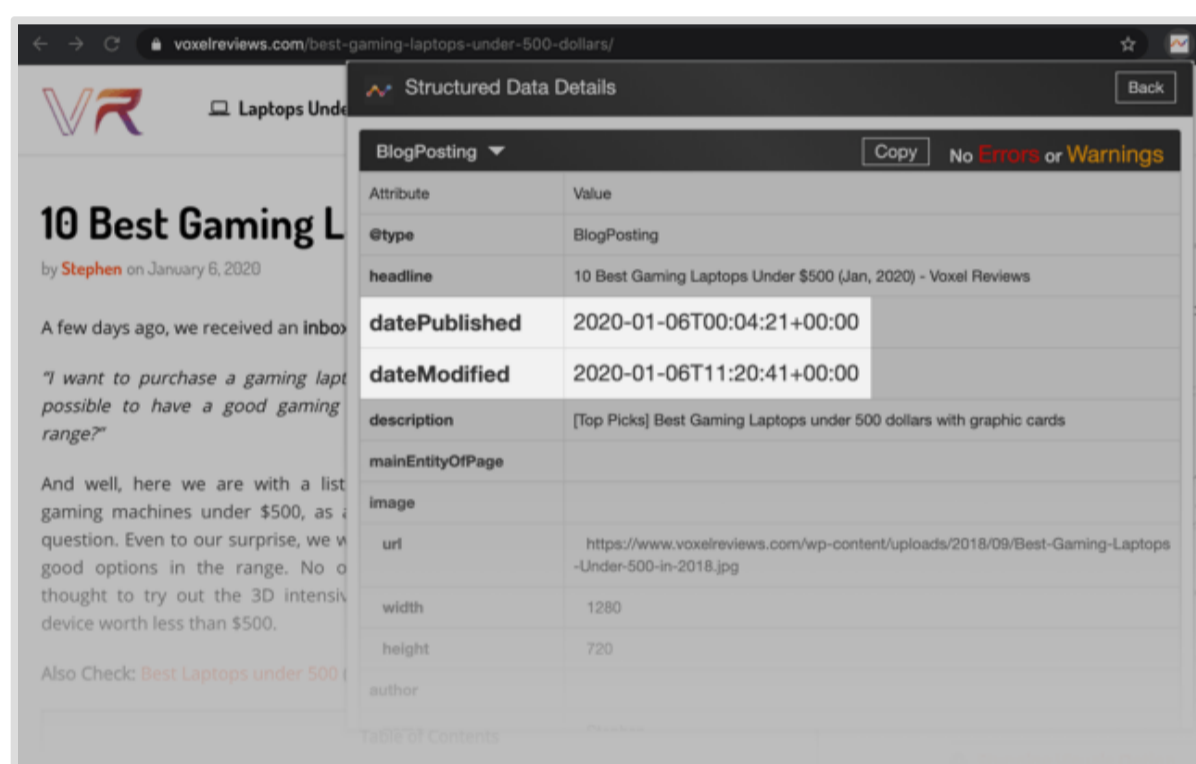
将当前月份添加到他的标题标签中可能会有助于其**自然的点击率**。但是谷歌显然忽略了它。

但是，如果Google看到Salman的页面合法更新，他的排名可能会提高。

为了向Google显示他的页面实际上是最新的，他将日期添加到了帖子的顶部。



他还更新了其架构以更新“datePublished”和“dateModified”日期。








这项更改帮助Salman的网站被[Featured Snippet](#)选中。

Best Gaming Laptops Under \$500

Search filters: All Shopping Videos Images News More Settings Tools

About 11,700,000 results (0.47 seconds)

See Best Gaming Laptops Under \$500 Sponsored

 <p>Acer Nitro 5 AN515-42-... \$499.99 Amazon.com Free shipping</p>	 <p>Pick up today HP - Pavilion x360 2-in-1 \$399.99 Best Buy ★★★★★ (500)</p>	 <p>Pick up today Dell - Inspiron 15.6" Touch-... \$499.99 Best Buy ★★★★★ (933)</p>	 <p>Lenovo IdeaPad L340 Laptop - ... \$499.99 Lenovo ★★★★★ (3k+)</p>	 <p>HP - 15.6" Gaming Laptop \$409.99 Best Buy ★★★★★ (17)</p>
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Best Gaming Laptops Under \$500

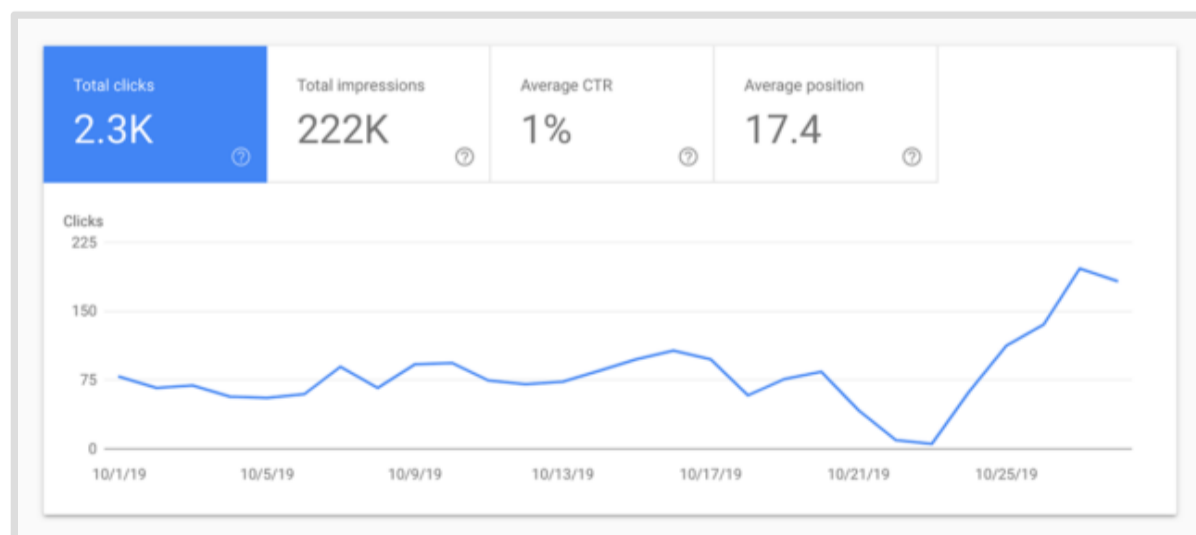
- Acer Aspire E 15. "Powerpack performance for a \$500 Gaming Laptop" ...
- ASUS VivoBook F510UA. "Great Combination of Beauty and Performance" ...
- Dell Inspiron 15 5000. "Good Graphics & CPU" ...
- Lenovo IdeaPad 330. "Good Quality and Value for a \$500 Gaming Laptop" ...
- Acer Aspire 5. ...
- ASUS VivoBook S15. ...
- Dell Inspiron 15 5575. ...
- Dell Inspiron 15.6"

[More items...](#) • Jan 6, 2020

10 Best Gaming Laptops Under \$500 (Jan, 2020) - Voxel ...
<https://www.voxelreviews.com/best-gaming-laptops-under-500-dollars>

Top 8 Best Gaming Laptops Under \$500 of 2019 - Newest ...
<https://laptopunderbudget.com/best-gaming-laptops-under-500-dollars>
 Dec 4, 2019 - List of best gaming laptops under \$500 with 8th Gen Intel processors and dedicated graphics. Checkout this ultimate guide to shop for best ...
 Graphics: Intel UHD 620 Graphics Processor: 8th Generation Intel Core i5-8265U ...
 RAM: 8GB DDR4 RAM Operating System: Windows 10 Home 64-bit OS

该精选摘要以及目标关键字的排名提高，使该页面的访问量增加了200%以上。



案例研究3

：尼尔如何扭转灾难性的网站迁移

尼尔·谢思 (Neil Sheth) 的SEO代理商[Only Way Online](#)接受了一位排名完全崩溃的新客户。



事实证明，该网站将其网站迁移到了最新版本的Magento。

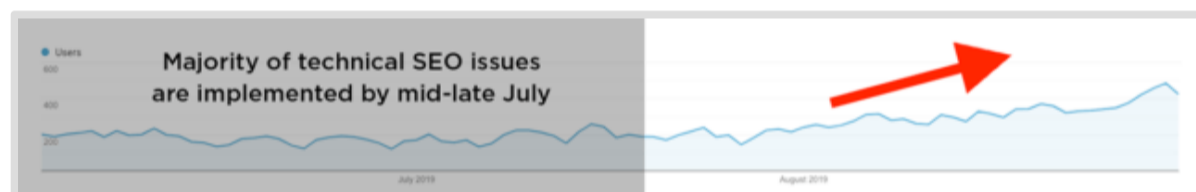
他们还决定将此迁移与网站上的一些更改（例如删除正在获得搜索流量的URL）结合在一起，而无需考虑对自然搜索的影响。

该网站在2个月的时间内从每月约30,000名访问者减少到每月3,000名访问者。

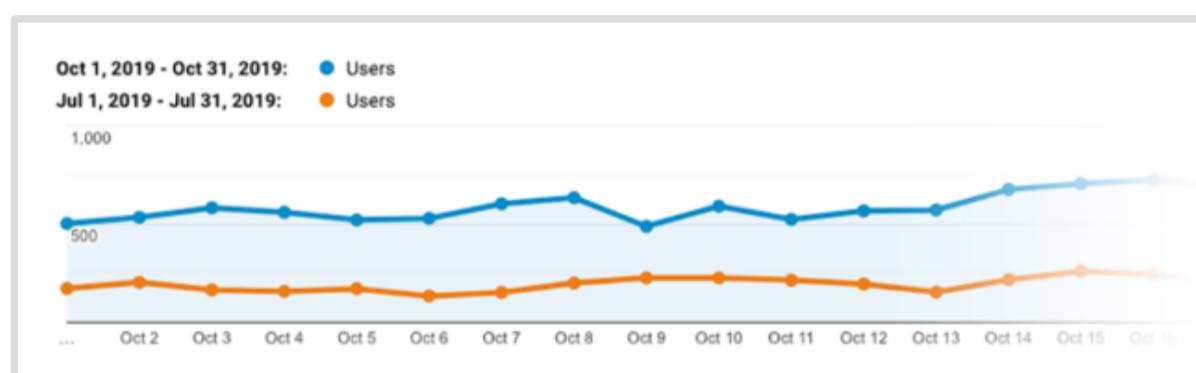
当尼尔进行了一次完整的[SEO站点审核](#)以找出问题所在时，他发现了许多技术性SEO问题，例如：

- 没有内部链接指向它们的页面（孤立页面）
- 规范化为noindex页面的页面
- 将页面重定向到一个页面，然后将页面重定向到另一个页面（重定向循环）
- 内部和外部链接断开
- 站点地图包括不应建立索引的页面
- 标题和描述标签优化欠佳

在这些技术性SEO修复之后的几周内，您可以开始看到自然流量的增长。



实际上，从2019年7月到10月，该网站的自然流量增加了228%。



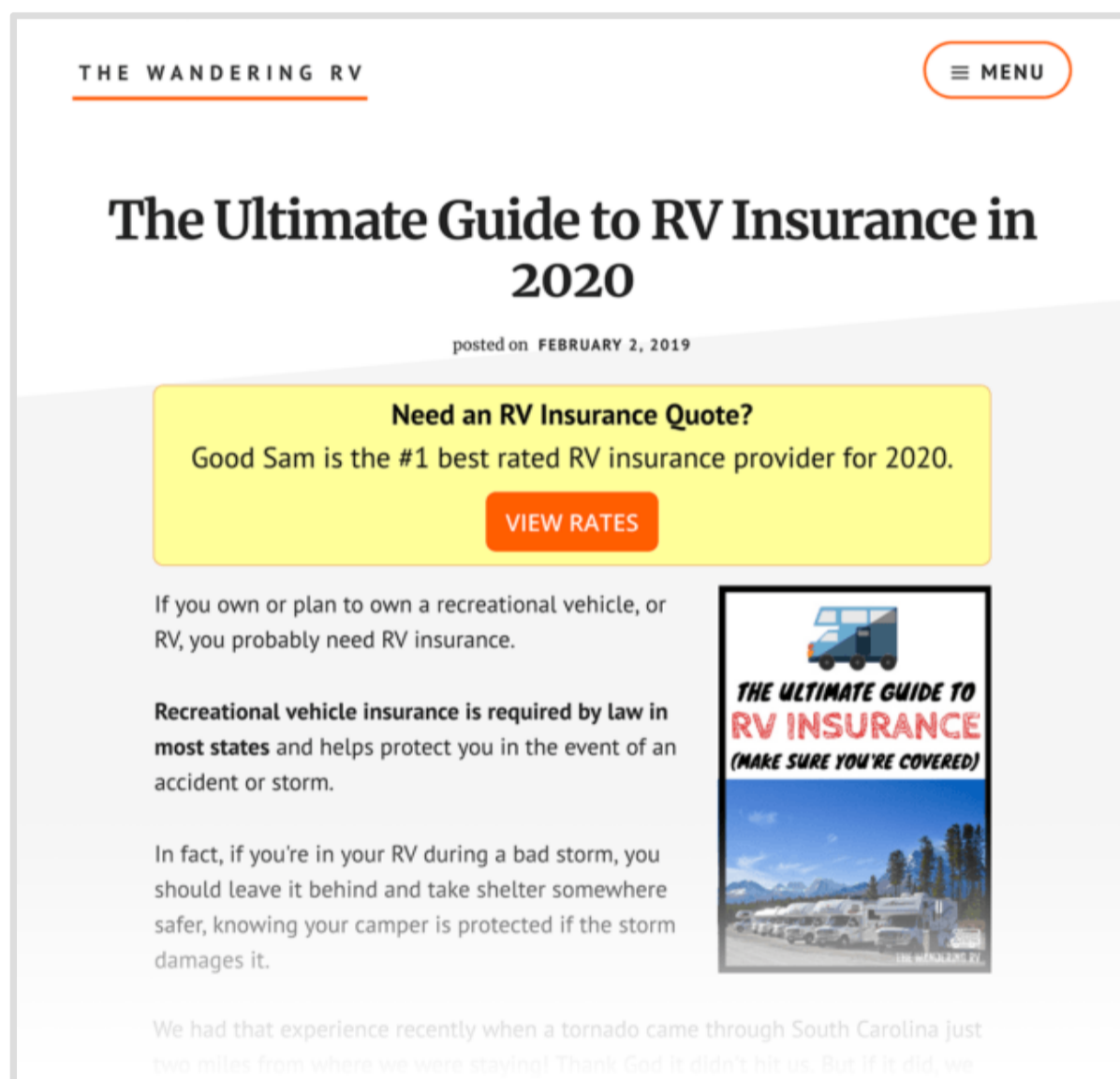
案例研究4

： Bill如何使用常见问题解答模式将点击次数提高15.23%

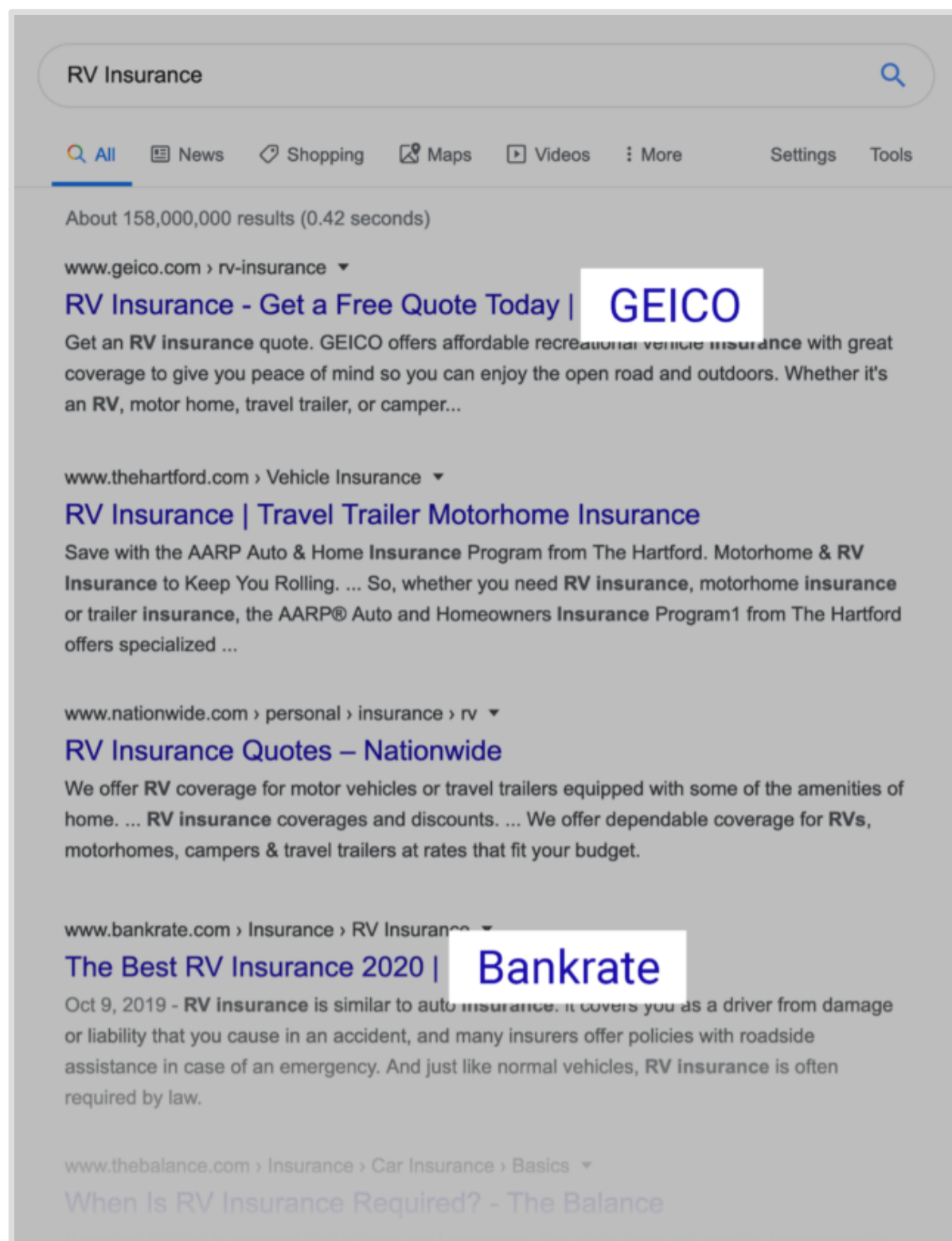
Bill Widmer经营着一个有关RV的博客，名为[The Wandering RV](#)。



比尔最重要的页面之一是此房车保险指南：



不幸的是，诸如“RV保险”之类的关键字由诸如Geico和Bankrate.com之类的大型品牌主导。



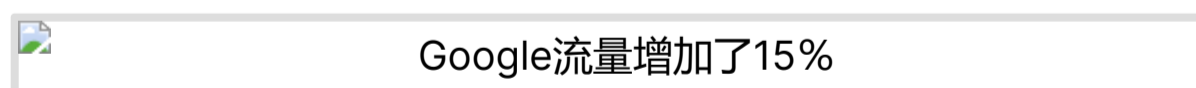
因此，比尔（Bill）的单人博客排名高于这些网站的可能性很小。

从那时起，比尔意识到自己并不一定要超越自己的大品牌竞争者。他可以使用FAQ架构来获得更多自然点击。

因此，比尔在其页面的“常见问题解答”部分中添加了“[常见问题解答模式](#)”，这有助于他获得丰富的摘要。

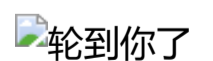


这项更改使Google对该页面的访问量增加了15.23%。



现在轮到你了

这就是我的技术搜索引擎优化指南。



现在，我希望收到您的来信：

您想先尝试一下本指南的哪些技巧？

您要专注于加快网站速度吗？

或者，也许您想查找并修复无效链接？

无论哪种方式，请通过评论让我知道。

249条 留言



弗拉德

我对此深表谢意，布莱恩。

我不知道您要选择要写的内容的过程，但这与最近的其他帖子对我来说很重要。通过这个，我的意思是您已经完全深入了一些弱点。

将所有这些实用信息放在一个地方并且易于遵循的指南非常有价值。

再次，非常感谢！

回复



布赖恩·迪恩

不用担心，弗拉德。我根据关键字研究，主题研究和读者要求我介绍的主题的组合来选择主题。

可以肯定的是：将所有东西都放在一个地方非常有价值。这就是为什么我要写很多这样的权威指南的原因。

回复



麦可

我知道您总是有超级疯狂的信息。但是对我无法获得pdf下载链接感到失望

回复



布赖恩·迪恩

将这些指南转换为PDF需要花费一些时间。

回复



艾伦·戴维斯

布赖恩

我必须承认，到目前为止我只是略读了一下，但是这个周末我一定会读得透彻的。

前一天晚上，我与您的视频进行了一次YouTube马拉松比赛，其结果是对我的网站进行了很多更改，更好的是。

感谢您发布如此精彩的内容；保持它来！

回复



布赖恩·迪恩

不客气，艾伦。我认为您会发现本指南很有用。我的视频中没有涉及很多技术性SEO内容。并且这里的内容应该填补这些空白。

回复

**詹·鲁曼 (Jen Ruhman)**

嗨, Brian,
Kudos在另一个史诗般的帖子上。由此, 我将打开面包屑-我从不喜欢它们的外观, 但是现在意识到它们对SEO的重要性。隔离期间是否所有这些停机时间, 看来我有时间做出您建议的许多更改! 谢谢Brian,
希望您做得很好!
仁

[回复](#)

**布赖恩·迪恩**

嘿仁, 很乐意提供帮助。面包屑对于某些站点(甚至同一站点的某些部分)绝对有意义。例如, Backlinko博客不使用面包屑。但是我们的“Hub”都可以:
<https://backlinko.com/hub/seo>。但是, 是的, 在有意义的时候绝对值得实施。根据我的经验, 它可以对您的排名产生微小但显著的影响。

[回复](#)

**佩顿**

This is perfect! Thank you so much. You have a talent of making difficult things understandable. This is just enough Technical SEO that most freelance writers need. With the other guides, this is some of the best SEO content online.

[REPLY](#)

**Brian Dean**

Hi Peyton, you're welcome. I have kind of an unfair advantage there because I'm not super technical. So I have to dumb things down out of necessity 😊

[REPLY](#)

**Joshua Tobler**

This is great. I mostly wanted to read this to make sure I wasn't missing anything major when I do the technical part for my clients. It doesn't look like I'm missing anything.

I might also send this article to my link building clients. I get a lot of people asking for guest posts but they haven't done enough onsite yet.

[REPLY](#)

**Brian Dean**

Hi Joshua, thank you. That's good to hear. I mean: it never hurts to run a site through an SEO site audit tool. But even then, it helps to understand what the reports are telling you to do.

[REPLY](#)

**RINTU BISWAS**

Hi Brian,

Again a massive guide. Also beautiful looking presentation.

You and your team are really awesome.

I recently applied the FAQ Schema to my SEO training (Kolkata) page and got the rich snippet as well.

And, yes that helped me to get more clicks. Also, it looks attractive in SERP.

I have a question:

Do you provide any local SEO course?

[REPLY](#)



Brian Dean

Thanks Rintu. Happy to hear that. We offer a premium business training course called SEO That Works. It's not local SEO focused but we do cover some local SEO material in the program.

[REPLY](#)



[Davis William Baer](#)

This is unbelievably valuable stuff Brian. Thanks for putting this together!

[REPLY](#)



Brian Dean

Hi David, you're welcome. This guide definitely took a while. But I'm happy with how it turned out.

[REPLY](#)



[Santosh Balakrishnan](#)

Highly absorbing as usual! You are surely spending 100s of man hours just putting all this together.

Big big fan from Goa, India.

[REPLY](#)



Brian Dean

Thanks Santosh. I don't know about 100s but this one took some serious effort 👍

[REPLY](#)



[Gaurav Tiwari](#)

I use mysite.org/post-name type structure. Should I switch to mysite.org/{category}/post-name to flatten the structure?

Great article BTW, again.

[REPLY](#)



Brian Dean

Hey Gaurav, not necessarily. If you run a blog, I'd stick to the structure you have now. It's usually not worth changing everything just to flatten things a little bit.

[REPLY](#)**Matteo Gasparello**

Hey Brian, a great read as always!

I personally recently switched from WordPress to Webflow and my website speed improved a lot. It's too early to know if my rankings will improve because of it, but for now, I'm seeing a higher time spent on page (on some article pages)

[REPLY](#)**Brian Dean**

Thanks Matteo. Nice. I've heard a lot of good things about Webflow.

[REPLY](#)**Vladimir Vulchev**

Another mind-blowing SEO Article! Starting to implement these tips still from today! Thanks once again, Brian! You are a legend.

[REPLY](#)**Brian Dean**

Hi Vladimir, thanks. I appreciate that.

[REPLY](#)**Valentin**

Thank you again for that wonderful guide ! 🙏

[REPLY](#)**Brian Dean**

You're welcome, Valentin. This guide was a long time coming! Technical SEO was one of the few big topics in SEO (like link building and on-page SEO) that I hadn't covered on the blog yet.

[REPLY](#)**Abhay**

Hii Brian,

This a perfect guide for technical SEO to learn and implement to improve SEO ranking.

Thanks

[REPLY](#)**Brian Dean**

[REPLY](#)**Aditya Kumar**

Super helpful, the case study's I love it
Thanks brian

[REPLY](#)**Brian Dean**

You're welcome, Aditya

[REPLY](#)**Sanu Kumar**

Hey Brian

Awesome post...keep up the great work !!

[REPLY](#)**Brian Dean**

Thank you 👍

[REPLY](#)**Feril**

This is really cool! Thanks Brian!

[REPLY](#)**Brian Dean**

You're welcome. Between the illustrations, screenshots and the writing itself, this guide was a ton of work. But I think it turned out to be one of our best ever.

[REPLY](#)**Sukalyan Mukharjee**

Guess what, I had tough time to search all of the above mentioned topics individually online. Now that I have this as a ready reckoner, I'll look into this every now and then.

[REPLY](#)**Brian Dean**

Nice 👍

[REPLY](#)**Viraj Waim**

Wow that the content is masterpiece ♥♥♥

[REPLY](#)**Brian Dean**

Thanks!

[REPLY](#)**Ankit Sheoran**

Brian, I think normal speed of website is important rather than the score of 90 because I think it will reduce the on page site time.

[REPLY](#)**Brian Dean**

Ankit, What do you mean it will reduce on page site time?

[REPLY](#)**Salman**

Extremely helpful content and ideas for me. And Especially to all who are in SEO field.
Thank you Sir 👍👏

[REPLY](#)**Surej Shams**

Hi Brian, excellent piece of content as usual. What would be the best method to update date schema? I just read the case study above. Would just updating the published date on WordPress help?

[REPLY](#)**Brian Dean**

Hey Surej, that's right: if you update the published date on WordPress, that will change the "article:published_time" in your HTML. It's actually a meta property and not schema, but it does the job.

[REPLY](#)**Vitaly**

Thanks, Brian! Good job! I became your subscriber.

[REPLY](#)

**Brian Dean**

Nice!

[REPLY](#)

**Gaurav saklani**

Hey Brian,
this information is helpful even I know a bit but some of my doubts are clear here...
Thanks for such a masterpiece

[REPLY](#)

**Brian Dean**

No problemo 👍👍👍

[REPLY](#)

**Darshana R**

Fantastic guide Brian! Can't wait to digest the material. Thanks for all your efforts!

[REPLY](#)

**Brian Dean**

You're welcome, Darshana.

[REPLY](#)

**Wanda**

Your SEO technical guide gives us a new perspective on the latest updated information. This culled from your years of work on the subject and I am pleased to have it. It is sometimes difficult to know what matters most and good to have you as a strong resource. Thank you.

[REPLY](#)

**Brian Dean**

Hi Wanda, you're welcome. I'm happy to hear that you're already getting value from the guide.

[REPLY](#)

**Mona**

Lots of useful tips, thanks!

[REPLY](#)

**Brian Dean**

Hi Mona, you're welcome. Happy to help.

[REPLY](#)



Ganesh

Thanks for the Amazing Technical SEO Guide. I Asked for a Guide Regarding Hreflang for International SEO, You Replied that Its on the way...& Now Its in this Guide. Thank you

[REPLY](#)



Brian Dean

You're welcome. That's probably going to be an entry in the SEO Marketing Hub. But I do hope to cover international SEO someday soon.

[REPLY](#)



Luca Fiorini

Hey Brian, This looks very technical guide and thank you for explaining this in very basic ways. I'll try to implement some of these changes on my company website and see the impact.

[REPLY](#)



Brian Dean

Hi Luca, sounds good. Let me know how it goes.

[REPLY](#)



Arash Ghaemi

Thanks a lot for putting this together!

Technical SEO can be a struggle for people. I feel like I have a solid grasp on it but I can't always implement the changes myself.

Anyways, keep up the great work!

[REPLY](#)



Brian Dean

Hi Arash, you're welcome. For sure: technical SEO can be super confusing for non-techie people. But thanks to technical SEO tools (and guides like this), it will hopefully be a lot more accessible.

[REPLY](#)



Paul Teitelman

Hey Brian,

Definitely another in depth well structured guide, always appreciate you pumping these out.

Curious as to whether you would recommend spending 1-3 months analyzing and implementing a deep technical audit post keyword research but before link building for a new client.

Or like many of us with a stronger link building background, begin the link building outreach and get some links on the board right away for a new client in the first few months before taking a month (or more) off to conduct the technical audit and implementation.

Obviously would be great (if client budget permits) to do both simultaneously and really clean things while sending some fresh link signals. But if you had to choose between one or the other how would you approach it in 2020?

Keep crushing it as always!

Paul

[REPLY](#)



Brian Dean

Hey Paul, thanks man! I appreciate that. I think site audits are a great first step for any client. That said: it doesn't need to be a 1-3 month deep dive. Usually you can find 5-10 technical SEO quick wins that can make a difference right away. And fix those things in a week or so. Then, move onto link building, outreach, content etc.

[REPLY](#)



Amit Garg

Hey Brian

Being a beginner I was focusing on on-page SEO and off-page SEO.

Technical SEO is something that very few people talk about.

I will be bookmarking this post for future reference.

Thanks a lot for sharing

Amit Garg

[REPLY](#)



Brian Dean

Thanks Amit.

[REPLY](#)



Sorin

Hi Brian,

Amazing as always. Every time one of your emails hit my inbox I am all over it.

One question, if I may tho.

I've started a new blogs about guinea pigs and I wrote these articles like "Do guinea pigs eat Strawberries, Apples, Grapes, and so on." Since they are very similar I use the same article structure at the top of the article where I let people know what the article will cover. About 50 words in the beginning where I only change, for example, Grapes with Apples.

Does that count as duplicate content?

Thank you,
Sorin

[REPLY](#)



Brian Dean

Hi Sorin, thank you. I'd have to see the content to be sure. But that does sound like it's probably duplicate content.

[REPLY](#)



Sorin

Can Guinea Pigs Eat Cherries, Cherry Pits, Cherry Tree Branches, Cherry Blossom, Dried Cherries, Canned Cherries, Frozen Cherries or Drink Cherry Juice?

CHERRIES – Nutrition Facts [According to USDA National Nutrient Database]

Feeding a Guinea Pig Cherries [Benefits & Possible Hazards]

How OFTEN Can Guinea Pigs Eat CHERRIES?

PREPARING Cherries For Your Guinea Pig [SIMPLE Process to Follow]

Lots MORE...

This is it 😊

[REPLY](#)



Brian Dean

I think it's OK to have a template like that. As long as the content is different, unique and not boilerplate, you're good.

[REPLY](#)



Gb Rahul

After using noindex tag on duplicate content, does also need to use canonical tag on original content

[REPLY](#)



Brian Dean

You don't have to, no. As long as it's not indexed, it's not a problem in terms of SEO anymore.

[REPLY](#)



Dunk

I used a google operator that is Site: MyWebisteURL & it gave me many pages that include WP Plugin Content etc. Though I have removed through the webmaster. How negatively it can impact on my SEO.

How to avoid this in the future.

Regards

[REPLY](#)



Brian Dean

I'd have to look to be sure. But you want to add a noindex tag to the page to make sure the page gets de-indexed over the long term.

[REPLY](#)



Roger Perkin

Awesome Article Brian, I have just de-indexed a few of my category pages which I thought were bringing in traffic but after checking were not really!

So waiting for any changes in rankings for the posts underneath them!

[REPLY](#)



Brian Dean

Hey Roger, nice! Usually you have to delete a good % of your pages for that to have a big impact on SEO. Either way, it's always good to delete dead weight pages when you can.

[REPLY](#)



Ron McDaniel

Very nice – even if you know a lot of this, going through it and seeing what you might be overlooking makes this a must read.

[REPLY](#)



Brian Dean

Thanks Ron. For sure: it never hurts to refresh your knowledge once and a while.

[REPLY](#)



Jaya

Have you faced any major issues after changing the UI of your blog? If yes, then what it was.

[REPLY](#)



Brian Dean

It was pretty smooth actually. No major issues.

[REPLY](#)



Danny

Brian! Your content is so informative, subscribing to your emails is probably one of the best things I have done for my SEO. Thanks for sharing all your knowledge, it will take me a while to implement all of this but I know it's going to help me out big time!

[REPLY](#)



Brian Dean

Hey Danny, thanks man. Happy to help 🙌

[REPLY](#)



Craig

Massive respect Brian. Thank you!

[REPLY](#)



Brian Dean

Hey Craig, you're welcome 🙌

[REPLY](#)



Manish

Soo Helpfull.

But small "how-to tech posts" less than 300 words are considered as thin content?

[REPLY](#)



Brian Dean

Not necessarily. If 300 words do the job, that's perfectly fine.

[REPLY](#)



Sam Michael

Brian, how a reader transition from technical SEO to SEO basics, I don't see links to other SEO ultimate guides above

[REPLY](#)



Brian Dean

Hi Sam, I'd start here: <https://backlinko.com/hub/seo/fundamentals>

[REPLY](#)



Kitty Bell

Hi Brian,

Your writing skill is so cool, how can I improve

[REPLY](#)



Brian Dean

Hi Kitty, I'd read this: <https://backlinko.com/copywriting-guide>

[REPLY](#)



Alex Sanchez

Hey Brian,

Just one thing to ask you, when will you lunch your own Search Engine? lol. 😄

[REPLY](#)

**Brian Dean**

HA! That's a little too technical for me. I rather just learn about search engines and rank in them 😊

[REPLY](#)

**Mohammad Mostafa Kibria**

Hello Brian Dean,
I hope you doing well. I want to join your SEO Course In upcoming season. Please inform me, how can I enroll in your course?
Thank you.

Best Regard,
Mohammad Mostafa Kibria

[REPLY](#)

**Brian Dean**

Hi Mohammad, we will likely open up enrollment SEO That Works in the summer. If you sign up here you'll get a heads up as soon as we open:
<https://backlinko.com/seo-training>

[REPLY](#)

**Abuzar Khan**

Hi Brian,

You have covered everything about Technical SEO.

Technical SEO is the anatomy of SEO but few people know about it perfectly.

Thanks!

[REPLY](#)

**Brian Dean**

Well said, Abuzar. It really is the foundation of SEO in many ways.

[REPLY](#)

**Michael**

Amazing fresh page layout and UX Brian. And then there's the comprehensive content. How could Google NOT rank a page like this at number 1!

[REPLY](#)

**Brian Dean**

Thanks Michael. I've got my fingers crossed. "Technical SEO" is a pretty competitive keyword. So I really had to bring it for this guide.

[REPLY](#)

**Amylee**

I will be hosting an SEO webinar next week and I'm so happy I checked this out. I will be sharing this with my participants. Saves me from having to try to explain this all myself!

[REPLY](#)

**Brian Dean**

Hi Amylee, nice! That's great timing.

[REPLY](#)

**Pawan Ranta**

Hello Brian. How helpful are auditing tools like screamingfrog or sitebulb in fixing tech SEO issues? TIA.

[REPLY](#)

**Brian Dean**

Hi Pawan, they're super helpful. But most of the time you can get all you need from the site audit feature in Ahrefs, Moz and SEMrush.

[REPLY](#)

**Volker**

Absolutely stunning article. I will skip dinner with my kids just to read this through. Awesome!!

[REPLY](#)

**Brian Dean**

HA! Thanks Volker.

[REPLY](#)

**Christopher Smith**

Excellent! I'll definitely be doing some of those optimisations. Thanks again.

[REPLY](#)

**Brian Dean**

You're welcome, Chris. Keep me posted on how the strategies work out for you.

[REPLY](#)

**Jeff Vogl**

Super straightforward, helpful, actionable advice. Thanks

[REPLY](#)**Brian Dean**

Hi Jeff, you're welcome. Glad you enjoyed today's guide.

[REPLY](#)**Tomas**

It's interesting that one of my pages was copied (duplicated), but the copied one holds the higher position as they have more traffic than I do. What should I do?

[REPLY](#)**Brian Dean**

Hey Tomas, I'd ask them to take the post down or add a canonical tag to your page. Next time I'd use the Google Search Console to get your page indexed quickly.

[REPLY](#)**P Dilip**

Hi Brian, worthy information I found here, reading the whole blog give me some boost to get knowledge of SEO and the site architecture block is very much interesting, I hope it will be implemented in e-commerce websites also. Thank you for the mail.

[REPLY](#)**Brian Dean**

You're welcome. Technical SEO is super important for ecommerce sites. So this guide should come in handy.

[REPLY](#)**Miguel Varela**

Thanks Brian, There are so many guides out there but this one really nailed it. We'll be using it to improve on the existing processes for our agency and make sure everyone implements some details we're missing. Keep up the great SEO Science work and stay safe until all this craziness goes away. Cheers

[REPLY](#)**Brian Dean**

Hi Miguel, thank you. Yup, I'm always in the lab no matter what's going on in the world. Actually, even more over the last few weeks because I've had so much times on my hands.

[REPLY](#)**Naveen Pathak**

Hey, Brian how's your quarantine days going.

lol just kidding

Awesome article as always. Really helpful

[REPLY](#)



Brian Dean

Thanks Naveen 👍👍👍

[REPLY](#)



Alon Shvartsman

Hey Brian,

Great work putting together this guide. Was expecting nothing less than amazing at this point.

How would you recommend solving any crawling errors within Search Console for branded URLs/links? These links are essentially covering up 'naked' affiliate links and are showing up as 404s because the URL path doesn't actually exist.

[REPLY](#)



Brian Dean

Thanks Alon. That's a lot of pressure, LOL. But I do try to make everything we publish amazing. Are the links set up as 301 redirects? That might solve it.

[REPLY](#)



mikail

Very brief and clean. Thanks Brian. Keep on following your youtube channel tightly too.

[REPLY](#)



Brian Dean

You're welcome, Mikail. I've got a new YouTube video coming out next week. See you then.

[REPLY](#)



Kristin Hanes

Hi Brian, amazing article as always. Do you have any advice on how to get add review schema to my review posts? Any particular plug-in you recommend? Just diving into the world of schema. Thanks!

[REPLY](#)



Brian Dean

Hi Kristin, thank you. WP SEO Structured Data Schema Pro is solid.

[REPLY](#)

**Sunandan**

Excellent post.. Some confuse my site some post/page/categories I add a noindex tag because I don't want to index these posts are Google so any problem with SEO

[REPLY](#)**Brian Dean**[REPLY](#)**Guy**

Insightful & actionable as always, Brian! Which CMS do you feel is best set up from a technical SEO perspective?

[REPLY](#)**Brian Dean**

Thanks Guy. Hand coded sites have the most potential to be technical SEO-friendly because they have zero bloat. But they're a pain to build and manage. I personally think WordPress is the best compromise between that and having something that's easy to code and change.

[REPLY](#)**Gyimesi András**

Hi Brian.

You don't use gtmetrix? We like it.

Best reg
András

[REPLY](#)**Brian Dean**

Hi Andras, yes I use gtmetrix and webpagetest.org. Both are solid.

[REPLY](#)**Chad**

Your stuff is so good and user friendly, even for beginners like me. Appreciate you Brian.

[REPLY](#)**Brian Dean**

No problem, Chad. Glad you liked it.

[REPLY](#)

**Brakehayden**

Thank you Brian for putting your efforts and bring up with a technical guide for beginners like me Thankyou...!

[REPLY](#)**Brian Dean**

You're welcome. Happy to help.

[REPLY](#)**Vipul Baraskar**

Hey Brian, Thank you for this wonderful indepth guide. I m gonna definitely try to use breadcrumbs strategy.

[REPLY](#)**Brian Dean**

Sounds good 👍

[REPLY](#)**Vipul**

Thank you so much Brian for such a wonderful guide sharing with us.

I have question...

If my CMS is not wordpress then where I need to put rich snippet code.

[REPLY](#)**Brian Dean**

No matter what CMS you use Schema ultimately ends up in your page's HTML.

[REPLY](#)**Stefan**

Hello Brian

Thanks a lot for this guide

You know, schema FAQ doesn't work for all languages. Ex: for Romanian language doesn't work. But for English is very good. Anyway very useful article.

Best regards. Stefan

[REPLY](#)**Brian Dean**

Thanks Stefan. I actually didn't know that.

[REPLY](#)



Priyanka

This is a brilliant. A lot of new things to learn. I appreciate your efforts, Brian!

[REPLY](#)



Brian Dean

You're welcome, Priyanka.

[REPLY](#)



Jon Lutz

Hi Brian: WOW, a Great Technical SEO Guide! A lot of this is very complicated and since I'm not that technical, very over my head, so it will take me some time to learn.

Question 1. How many of these tools for technical SEO cost one time, monthly, etc.?

Question 2. Can you email me a breakdown on the tools that cost in this technical SEO Guide, both monthly and the one time, and those that are free, due to my very limited budget because of the Coronavirus?

Question 3. For a beginner like me, what are the best tools to get in this Technical SEO Guide to get better rankings in Google, Bing, and MSN or Microsoft Search Engines?

Question 4. What are the top 3 Search Engines to use for SEO Rankings?

Question 5. On your course you're offering this summer for the Waiting List, what is the cost and are you offering any kind of discount one time or payment plans due to the COVID-19 Pandemic?

You can email me the answers to all these 5 Questions, but particularly Questions 1, 2, and 5; however, to give me not long answers in this Comment Section, preferably email me the answers to all 5 Questions.

[REPLY](#)



Brian Dean

Hi Jon, thank you! As a beginner, I recommend starting here: <https://backlinko.com/hub/seo/fundamentals>.

[REPLY](#)



Sunny Agarwal

Helo Brian,

I have some hot tip to add any number of FAQs into FAQpage Schema within 1 min.

It would be great if you share my video in your blog for other readers

Here is the URL of video

<https://youtu.be/6S719zHBL7M>

Thanks
Sunny

[REPLY](#)

**Brian Dean**

No worries, Sunny.

[REPLY](#)

**Sunny Agarwal**

Thank you so much, Brian!

[REPLY](#)

**Umesh Singh**

Hey Brain,

Thanks for publishing post on my favourite topic. I love technical seo more than on page and off page SEO.

And I am happy to the FAQ schema in the post. I had a client who was ranking o the first page but ont on the top but after implementing FAQ schema his site moved from 10th position to 5th position as well as click numbers too.

[REPLY](#)

**Brian Dean**

Hi Umesh, you're welcome. Interesting. I've seen FAQ Schema increase CTR but not necessarily rankings.

[REPLY](#)

**Hazel**

Thanks for sharing your technical knowledge, Brian. I run a WordPress blog so the Categories and Tags section of your post was of interest. I had my doubts about the use of tags so I began creating cornerstone posts and linking related posts to them. Travel is my niche so, for example, I created a Spain Travel Tips post and placed links to my Barcelona, Real Madrid etc posts on it. I then deleted the 'Spain' tag. I'm not sure it's helped my technical SEO but it makes my posts easier to find.

I still put posts into Categories using themes such as Culture, Sport, Interviews etc. to help with the non-destination posts but am reconsidering that. Lots to think about!

[REPLY](#)

**Brian Dean**

Hi Hazel, thank you. It actually sounds like you have a great situation there. You curate content in place of tags pages. And you still use categories because it helps users find your stuff. I'd consider that a good balance. Tags and category pages aren't ideal for SEO. But they won't make a huge negative impact on your SEO. So if you find that category pages make sense for your site, I'd keep them.

[REPLY](#)

**Sipheni**

Thanks for putting together such an excellent guide. I'm still new to technical SEO and I'm glad to have discovered your website. You surely know how to keep us busy during the lockdown. I got some web cleaning to do thanks to you.

[REPLY](#)

**Brian Dean**

You're welcome, Sipheni.

[REPLY](#)

**Jan Olivier**

Hi Brian. Thanks for the tips. Here is some for you.

Remove spaces between html tags, in other words compress html.

Remove spaces in CSS and Javascript. Maybe have less variations of the images to save text in html. Remove html comments out of your comments extension. Exclude all the JS files you don't need on the page. Use less fonts.

There is a lot you can do to speed up your page, without any visible difference. It's not a case of having a fast page or a beautiful page. You can have both.

[REPLY](#)

**Brian Dean**

Hi Jan, thanks. Those things can help. The issue is more images. Even with compression, they add to a page's filesize.

[REPLY](#)

**Katsampu**

Hi Brian,

First and foremost, thanks for sharing. It's quite a detailed post!

Let me propose you (and your readers) to take a look at another case-study, a story about the technical side of SEO on a large e-commerce website like Skroutz.gr, with nearly 1 million sessions daily and how they dealt with some significant technical issues.

Sneak peek, during a time of 1.5 year, they managed to:

- Decrease index size by 18 million URLs while improving the Impressions, Clicks and Average Position.
- Create a real-time crawl analyzer tool that can handle millions of URLs.
- Implement a custom alert mechanism for important SEO index and crawl issues.
- Automate the technical SEO process of merging or splitting e-commerce categories.

Cheers.

[REPLY](#)

**Brian Dean**

Thanks Katsapmu. Are you publishing this case study somewhere?

[REPLY](#)

**Katsampu**

Sure, here it is:

<https://engineering.skroutz.gr/blog/SEO-Crawl-Budget-Optimization-2019/>

[REPLY](#)

**Justin**

Thanks for the amazing content (as always)!

I've been having some trouble and was hoping you could speak on it.

Namely, how do you know which keyword research tool is the most reliable/ accurate? I've been using TubeBuddy, VidIQ, and Ubersuggest, but they have many times had conflicting results as it relates to monthly searches and overall score.

This makes it hard for me to know which keywords to use for youtube tags.

I'd love to get your take on this—SEO being such an important factor.

Thanks again,
Justin

[REPLY](#)

**Brian Dean**

Hey Justin, good question. Each tool uses a different system for coming up with search volume. So that's why they're all so different:

<https://backlinko.com/keyword-research-tool-analysis>

Someday I want to do a detailed breakdown of how their search volume estimates correlate with actual volume (using data in the Google Search Console). That way, I could get an idea of which one is the most accurate of the bunch.

[REPLY](#)

**Justin**

Awesome; I'll definitely be watching out for that in the future!

[REPLY](#)

**Lindsey**

Hi Brian,

I always enjoy reading your content!

You cover breadcrumbs in this guide, but not specifically for mobile. One of our projects is creating a design system and we're currently working on the mobile UX/UI.

Do we need to show the entire breadcrumb string on mobile? The majority of pages have long H1s due to the nature of the main keywords being lengthy.

[REPLY](#)

**Brian Dean**

Hey Lindsey, thank you. I don't think you necessarily need to show them on mobile. As you're finding, it's tough to fit them onto the screen. But if you can, I definitely would include them in the mobile version of your page. Google has switched over the mobile-first indexing, so the mobile version of your page will be the "main" one in terms of SEO.

[REPLY](#)

**Lindsey**

Sharing with the team. Thank you!

[REPLY](#)

**Jasmine Chu**

Hi Brian,

Reading all the guides give me a clear pictures of what SEO like, and i like that you only provide quality contents with evidence through research and your own work!

I am a rookie in digital marketing, i would like to know if by reading all the guides in here and those anchor links within the guides, will i be able to improve the whole digital marketing myself for my own website? or will i still need to take proper course else where?

Cheers!

[REPLY](#)

**Brian Dean**

Hi Jasmine, it really depends. A lot of people decide to take a course because it breaks everything down into a step-by-step blueprint. As opposed to having to read through 100+ posts and figure out an action plan from there.

[REPLY](#)

**Klodian**

Great article Brian, having so much info in one article is super valuable and very useful for us to check our sites.

Thanks,

[REPLY](#)

**Brian Dean**

No problem, Klodian.

[REPLY](#)

**Ehtesham Patel**

Hey Brian,

Your content is awesome! Thank you 🙏

STW, backlinko Facebook group and your posts are my go to for anything SEO related – great combo!!

Touching on sitemaps, I didn't upload one to google for my website.

I was advised that because I have a small website <150 pages sitemap isn't necessary.

My website only has 31 pages.

Should I still look at submitting a sitemap?

[REPLY](#)

**Brian Dean**

Hi Ehtesham, you're welcome. I still would submit a sitemap. It's not super important (Google can usually easily find all 31 pages). But it can't hurt.

[REPLY](#)



Dave Sutherland

Thanks for the great article, informative as always. I like the case studies – always intriguing to see the technical activities in action. That FAQ schema is something I will look into as well.

[REPLY](#)



Brian Dean

Hi Dave, you're welcome. For sure: case studies are the best. Especially showing how you can "use" technical SEO to actually get better vs. just making sure Google can crawl and index your site.

[REPLY](#)



Brad Russell

Awesome content as usual, Brian. I'm going to focus on 2 things (amongst others) over the next 30 days:

- 1.) Internal linking (including breadcrumbs)
- 2.) Adding relevant Schema

Love the case studies at the end of the post!

[REPLY](#)



Brian Dean

Hey Brad, nice! Internal linking is underrated. Also, this post might help: <https://backlinko.com/hub/seo/internal-links>

[REPLY](#)



Damian

Hello, great article! I used most of them before, with some updates and this year I already get traffic I got for whole 2019. Learned a lot from your website Brian, thank you!

[REPLY](#)



Brian Dean

Wow nice! Congrats on that, Damian.

[REPLY](#)



Abhishek Ojha

A must do check list with knowledge, Case studies are awesome. Thanks Brian. 😊

[REPLY](#)

**Brian Dean**[REPLY](#)**Damien**

Amazing guide! I've been after a Technical SEO guide like this for a while now.

Do you have any guides coming up on backlink building – and more on how professionals and agencies do it? As oppose to outreaching one at a time?

[REPLY](#)**Brian Dean**

Hey Damien, thanks. Pros and agencies still do a ton of outreach. But I've recently discovered a few scalable strategies that I'm using here at Backlinko (I actually just added new lessons to SEO That Works that cover these techniques).

[REPLY](#)**Filippo Jatta**

Hi Brian. My name is Filippo Jatta, I'm an italian SEO consultant (my blog is jfactor .it).

I red your guide and I appreciate it, but I don't agree with you when you suggest when you "highly recommend noindexing category and tag pages. (Unless, of course, those pages bring in lots of traffic)."

The reason I don't agree is that If you noindex them, you don't save crawl budget.

If something is useless for traffic and visitors, it's much better to simply delete them (or dilsallow if you can't delete them).

Many times people create tags which are completely useless (hundreds of them), and it's better to simply delete them.

About the category, I think that it's much better to create useful categories and index them.

Even if they will not rank on Google, they contains useful articles which will rank.

Noindexing them I don't see any advantage (not even for crawl budget).

My 2 cents.

Have a nice day, Brian, and thanks for your guide :*

[REPLY](#)**Brian Dean**

Hi Filippo, you make a good point there. I wasn't really talking so much about crawl budget there. The goal is more to avoid page bloat and duplicate content.

[REPLY](#)**Gin**

How I wish I found your article before I already made a site without a clean, clear structure. Fantastic read, thank you!

[REPLY](#)

**Brian Dean**

You're welcome, Gin. It's not too late. But yeah, it is always easier to set that up from scratch.

[REPLY](#)

**Arya Bajpay**

Excellent Job Brian, the amount of effort you put in post is appreciated!
I was having alot tech issues on my website but after reading your post, i can remove multiple tech errors.

[REPLY](#)

**Brian Dean**

[REPLY](#)

**Rani**

Hi Brian, I wanted to ask you something. Please help me. If we have a website is example.com and another is example.com.sg so can I put the same content on both sites or need to change that.

[REPLY](#)

**Brian Dean**

You definitely want unique content on each domain.

[REPLY](#)

**René Rehn**

There's a lot of information on here and a lot of stuff I might have to go through on my personal author page. Thank for the great write-up on all this information. I can see myself coming back again and again to this guide.

Just a question, I recently reworked my website structure, changing a lot of the URLs to be more SEO friendly and creating a more 'breadcrumb-friendly' structure. How long does it usually take Google to 'react' to those changes?

Right now I find that almost all of these 'new' pages are discovered, but not indexed and the old ones are still indexed while being stated at not being submitted via the sitemap.

Is it just a matter of time until Google figures all of this out? Or are there other steps I should do right now?

[REPLY](#)

**Brian Dean**

Hi Rene, It can take some time. If you want to speed things up, you can index some of your pages in the Google Search Console. That way, Google will crawl that page and follow the links. But even then, it can take some time for the changes to fully kick in.

[REPLY](#)

**Sean Roberts**

Thanks Brian for this technical SEO guide. I am glad that I have subscribed to your blog because I have never seen anyone who provides this kind of depth knowledge to their reader. I definitely present this guide to my marketing team. So, they can implement all these techniques on our clients' projects.

[REPLY](#)

**Brian Dean**

Hey Sean, you're welcome. And glad to hear that my material is helping your marketing team learn more about SEO.

[REPLY](#)

**Ayman**

Hi Brian,

Thanks for the detailed post, as always!

Looking at the site structure, how did you decide that this post should be added under the root domain and not under any other folder on your site?

The reason I am asking is because I have noticed that you might have a keyword cannibalization issue in SERP because you already have another resource about Technical SEO. See screenshot <https://prnt.sc/rzkvs3>

I would love to hear your thoughts.

Thanks,
Ayman

[REPLY](#)

**Brian Dean**

Hi Ayman, no problem. That's because this is a blog post. And I don't think it makes sense to add categories to blog post URLs in most cases. And you're right about the keyword cannibalization issue. I'm going to switch over the internal links to point to this guide as it has a better chance of ranking.

[REPLY](#)

**Swaleha**

Hi Brian, thanks for creating this brilliant guide! All were good ideas.

I liked the cases studies, especially about using FAQ schema to increase traffic.

[REPLY](#)

**Brian Dean**

No problem, Swaleha. Nothing beats a good case study.

[REPLY](#)

**Abhay Gautam**

Hi Brian,

Awesome Post! I recently got your mail on Technical SEO and read this article. I always ignored the technical SEO part of my blog but now after reading this amazing post. I must say that this structure of SEO is really important.

But I have one question "Does SILO structure also come in this type of SEO"...

Cheers,

Abhay

[REPLY](#)



Brian Dean

Thanks Abhay. Yes, I think silo structure falls under the category of technical SEO. But I didn't cover it here because I think it's overrated.

[REPLY](#)



Wouter

Hello Brian,

I do not agree to set category pages to "no index", i have found out on my website, Google uses this Category pages as a Corner stone page for the TOP keyword "Parijs" or "Berlijn" ... this drives alot of traffic.

kind regards

Wouter

[REPLY](#)



Brian Dean

Hi Wouter, that's true: there are cases where keeping a category page makes sense. Especially if the pages are ranking. But most of the time I think noindexing them makes sense as they just add to page bloat.

[REPLY](#)



Ángel Mesquida

Super awesome article as always Brian, well organised and useful, this will be my guide for every new project.

Thank you.

[REPLY](#)



Brian Dean

You're welcome, Angel.

[REPLY](#)



Bartek Jakubowski

Thanks Brian for next amazing guide.

Your work is worth brilliant.

[REPLY](#)

**Brian Dean**

Thanks Bartek 👍

[REPLY](#)**Yash Singh**

Hey Brain,

Thanks for sharing this helpful post, explained in a very great way, understood everything well and I will use these tips for my website.

[REPLY](#)**Brian Dean**

They Yash, glad to hear that 👍👍👍

[REPLY](#)**Agnès**

Thank you so much for sharing your work.
I'm going to read your guide, a little bit every day.
Thanks again and have a good day!

[REPLY](#)**Brian Dean**

Sounds good, Agnes. Let me know if you have any questions along the way.

[REPLY](#)**Sridivyalakshmi**

Hey brian,

How to make use of visual site mapper tool?

[REPLY](#)**Brian Dean**

The main thing is to see if your site architecture is flat. Also, it's a good way to see how and how often your pages are linked together (you generally want a lot of internal linking). And lots more. Visual site mappers are pretty helpful!

[REPLY](#)**Luca**

This is a great guide, you absolutely nailed it, Brian. I'll use it as a reference guide.

And by the way, about FAQ schema, I have written a simple guide on how to build them using Google Tag Manager, hope you don't mind I share it here: <https://www.lucatagliaferro.com/post/dd-faqs-schema-using-gtm>

[REPLY](#)



Brian Dean

Thanks Luca. No problem. Looks like an interesting guide. Happy to share it.

[REPLY](#)



Andy

Hey Brian, yet another super informative post. Loving the look and style and you are right, if beautiful looking pages help to engage with your audience more than a slightly faster site then that is preferable 😊

Great post for beginners. Felt that you could have covered screaming frog in a little more detail i.e. how it can be used to identify internal pages to link to too from the crawl analysis OR even covering SSL which seems to have missed out altogether (maybe that's because the assumption is every sites now using HTTPS?) As this is a post for beginners maybe they need a little help in that area? if so we have this guide that could help them: <https://www.valendigital.co.uk/blog/http-to-https-the-definitive-guide/> (if you don't mind me posting that link?) and being fellow STW members you can see how much your style of writing has influenced us too!

[REPLY](#)



Brian Dean

Hey Andy, thank you. Glad you hear that you liked it. Technical SEO is a HUGE topic. So I covered as much as I could. I didn't cover SSL, because as you said, it's pretty much standard now. But for those that haven't made the switch, your guide seems helpful.

[REPLY](#)



Eddie Lee

This is super detailed and helpful!
Thanks for the details on technical SEOs.

Information like this usually only appears in SEO courses which costs hundreds dollars. Thank you Brian!

[REPLY](#)



Brian Dean

Hey Eddie, glad to see that you're getting so much value out of my material.

[REPLY](#)



Lucas

Thank you so much for this full guide, I learnt a lot thanks to your blog and videos Brian, seriously it's awesome for a free content.

[REPLY](#)



Brian Dean

Hey Lucas, no problem. Glad you find my content useful.

[REPLY](#)**Simon Moorcroft**

Once again, another excellent content piece from Brian. Please take this in as I have been following Brian for the last couple of years and have implemented a lot of his SEO points.

[REPLY](#)**Brian Dean**[REPLY](#)**Chris Dunne**

Great guide as always Brian. Loads of useful tips and tools to try out.

[REPLY](#)**Brian Dean**

Hey Chris, thanks. Yup, this guide can easily fill up a to-do list!

[REPLY](#)**Rachel Mars**

Thanks for the great article Brian!! Gonna use one of the tactics or method on my personal blog!!

[REPLY](#)**Brian Dean**

Sounds good, Rachel. Let me know how it goes.

[REPLY](#)**Nadya**

Hi Brian!

I like your guide so much! Thank you for this full guide!

I'm a newer in SEO, so maybe my question to you about duplicated sites is not very smart:

Our site are bilingual and has the same articles both in russian and in ukrainian. This two languages are very similar. And the crawls have identified them like duplicated sites. But I need to post a information in both languages. What I need to do in this case?

[REPLY](#)**Brian Dean**

Hi Nadya, I'd look into using hreflang.

[REPLY](#)**Vince Servidad**

This is one of the best guides from the best person I followed since starting my first website. You always share the best content for people like us. Thank you for keep sharing your knowledge, Brian! God blessing you more.

[REPLY](#)**Brian Dean**

Hi Vince, you're welcome 👍

[REPLY](#)**Ilya**

Brain, I just LOVE your articles, all of them!!
This is another star in your collection.

It is kind of an art and a gift: to make a clear, simple, short explanation of the subject, easily understandable even by non-specialist auditory.

Many thanks for your hard work on your articles!

[REPLY](#)**Brian Dean**

Thanks Ilya, I appreciate that. A lot of work goes into each of these guides (including making the topic easy to understand). So that's good to hear.

[REPLY](#)**Rajiv**

Awesome stuff Brian, as always!

Three cheers from India.

[REPLY](#)**Brian Dean**[REPLY](#)**Roman**

Hi Brian!

Thank you for have provided us with a practical compendium on Technical SEO during this "staycation" (stay healthy!)

I have a question regarding the paragraph below:

"If Google is still able to crawl the page, you'll see a "URL is available to Google" message. Which means that your noindex tag isn't set up correctly."

In my understanding, when a given web-page is correctly marked as noindex by means of the respective tag in the header, web-spiders are still able to actually crawl it, without adding it to the list of indexed pages.

"If Google is still able to crawl the page" → are you 100% sure about the verb "to crawl" here?

[REPLY](#)



Brian Dean

Hey Roman, you're welcome. Good question there. Good catch! It should be "to index". I'll fix that.

[REPLY](#)



Daniel

Hi Brian,

Thanks for this guide, very helpful. Learned some things my site does well, and some things we can improve on. I did have a question. At one point you mentioned Google adding sitelink extensions by using subfolders/subroutes. Does this work for organic results, or just ads? Because the link you gave to google's reference to sitelinks just discusses ads. If this does work for organic results, are there any thorough guides I can find for implementing those? Thanks again!

[REPLY](#)



Brian Dean

Hey Daniel, you're welcome. Yes that does apply to organic as well. I need to change that link to one that's 100% about organic SEO.

[REPLY](#)



Ron

I'm new to SEO, I've known the basics but never had much interest in it until lately. I heard about you from an interview with Andrew Warner and Sa El. I started looking at your stuff and can't wait to dive in deeper and hopefully take your course when it opens up. Thank you.

[REPLY](#)



Brian Dean

Hi Ron, you're welcome. That's awesome: Mixergy is a great show.

[REPLY](#)



Ron

If you were doing a site for services and you were only interested in getting local traffic. Could you have your home page duplicated, except for a headline at the top designating the town you want to rank in?

Example:

Home Page: We handle all your roofing needs.

Copied page: Handling all of Boston's Roofing Needs.

Copied Page: Handling all of Worcester's Roofing Needs

Would these pages be considered different, and would they have a chance to rank for the search terms? Roofers in Boston, Roofers in Worcester?

[REPLY](#)

**Brian Dean**

Hi Ron, those would be considered duplicate if the rest of the content is the same. I recommend reading these two posts for more info on that: <https://backlinko.com/local-seo-guide> and <https://backlinko.com/hub/seo/duplicate-content>

[REPLY](#)

**Manjit Bhaker**

Hi Brian, great article, as always.

A quick question, you speak about duplicate content, and I noticed you had two versions of this content, one /technical-seo-guide and another as /hub/seo/technical. I know the words are not duplicate, but you have repurposed some of the info, just wondering what your thinking was behind this?

Thanks Manj

[REPLY](#)

**Brian Dean**

Thanks Manjit. /hub/seo/technical is more of a category page that links to pages on specific topics (like duplicate content). This is a guide that has a little bit of everything in one place.

There's definitely some overlap. But they ultimately serve different purposes.

[REPLY](#)

**Kris**

Hi Brian – excellent as always.

Noticed you didn't talk about subdomain vs subdirectory which is a never ending debate.

The real, actionable question I have for you is:

If a company can't do subdirectory until after a TLD URL migration to a new CMS, is it even worth starting SEO efforts in a subdomain?

example.com/seo-keyword-example → Can do in 6 months on new CMS

blog.example.com/seo-keyword-example → Can do now

It's these kind of situational decisions that are interesting to me with technical SEO because of how foundational the impact is, yet with trade offs that are hard to research or contextualize.

Thanks!

[REPLY](#)

**Brian Dean**

Hey Kris, thank you. I probably should have addressed that. I'm personally a big fan of subfolders. But I think overall it's not a massive deal.

To answer your question, that's a tough one for me to answer without knowing the business. In that case, I'd probably do it now. 6 months is a long time to wait. If it was 2-3 months, I'd say wait. But in this case I don't think it makes sense to wait that long.

[REPLY](#)

**Jaime**

Hi Brian,

Thanks for you and your team for creating this simple to follow guide on Technical SEO. I have been doing SEO for a couple of years but not much on the technical level. Do you have a PDF format of this article.

Jaime

[REPLY](#)**Brian Dean**

You're welcome, Jaime. We'll probably get a PDF version added to the site in the next few weeks.

[REPLY](#)**Stephan Moerman**

Awesome article Brian. Finally something I can link to clients to explain what we're actually working on. You rock! 👍

[REPLY](#)**Brian Dean**

Hey Stephan, nice! Yup, this should prove to them that there's a lot more to on-site SEO than "meta tags".

[REPLY](#)**Corey**

Always crushing beautiful and insightful content Brian! Awesome work! SEO was a rabbit hole for us but its getting easier as the days go forward and our clients are happy. Thanks for helping out the marketing industry!

[REPLY](#)**Brian Dean**

Hi Corey, you're welcome. Making clients happy is the name of the game for sure 👍

[REPLY](#)**Chris Linard**

Thanks a lot for a SUPERB post, Brian 👍.

There a lot of valuable things to learn here. Some of them I can implement immediately; some others may take some time to learn. I definitely will need to reread this post a couple of times, thoroughly.

非常感谢您的辛勤工作。保持它并保持良好 👍。

[回复](#)**布赖恩·迪恩**

克里斯，你好，不客气。本指南绝对包含了高度战术性的技巧（例如FAQ Schema）和可能需要数周才能实施的内容（扁平化的网站架构）。

回复



巴里·多索

谢谢布莱恩。另一个极好的指南。并感谢他们花了整整一个小时的时间。再次感谢。注意安全。

回复



布赖恩·迪恩

不客气，巴里。这个肯定花了一段时间！但这让我很忙。

回复

发表评论

您的电子邮件地址不会被公开。必填字段已标记*

评论

姓名*

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