

# Top 20 Technical SEO Tips for 2024



# Mobile-First Indexing & Responsive Design

## Tools :

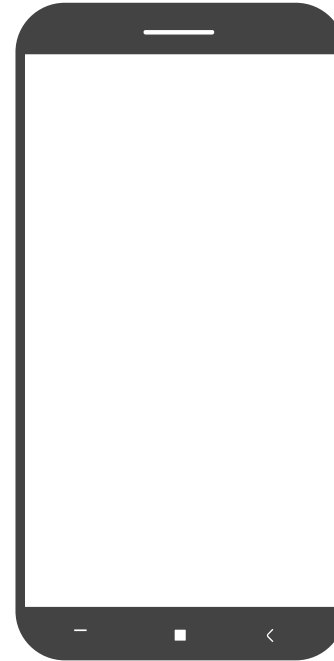
Google Search Console Mobile-Friendly Test

Bing - Mobile Friendliness Test Tool

SmallSEOTools Mobile-Friendly Test

TechnicalSEO Mobile-Friendly Test

# 01



Google prioritizes mobile-friendly websites for indexing. Ensure your website offers a seamless user experience across all devices by utilizing responsive design.

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## Prioritize Core Web Vitals

Tools :

Google Page Speed Insights

Lighthouse

Chrome User Experience Report

Web Vitals Chrome extension

Core Web Vitals in Search Console



# 02

Core Web Vitals measure website loading speed, responsiveness, and visual stability.

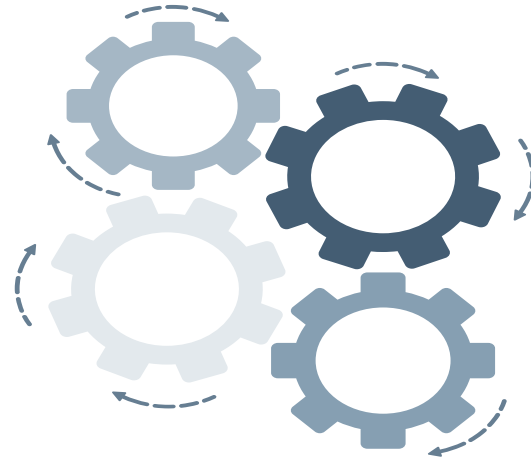
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# Implement HTTPS Encryption



Tools :

Hostgater  
Namecheap  
Hostinger  
Godaddy



# 03

Secure your website with HTTPS encryption. Google prioritizes secure websites and may penalize non-HTTPS sites

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# Optimize Website Speed

Tools :

PageSpeed Insights

GTMatrix

Pingdom

Site24x7



# 04

A fast website is crucial for user experience and SEO

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## Utilize a Clear and Descriptive Sitemap



Tools :

Screaming Frog

RankMath

Yoast

XML Sitemaps Generator

SEOptimizer



# 05

A sitemap acts as a blueprint for search engines, helping them efficiently discover and index your website's content

## Address Crawl Errors and Broken Links

Tools :

Screaming Frog  
Google Search Console  
Semrush  
Ahref

06



Broken links and crawl errors hinder search engine indexing and user experience

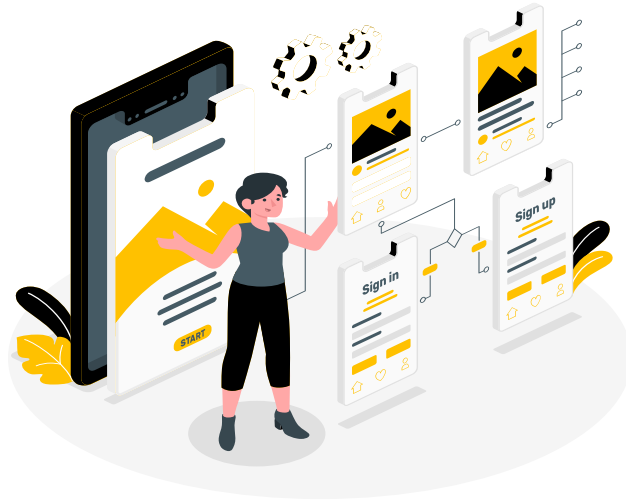


# Optimize Image File Sizes



Tools :

- TinyPNG
- ImageOptimizer
- Optimizila
- Compress Now
- JPEG Optimizer
- Ezgif



Large image files can slow down your website

# 07



# Implement Lazy Loading for Images

Tools :

a3 Lazy Load

Smush

Optimole

WP Rocket

Lazy Loader

# 08



Lazy loading prioritizes loading content above the fold (what's immediately visible on the screen) first. This improves perceived website speed



# Leverage Browser Caching



Tools :

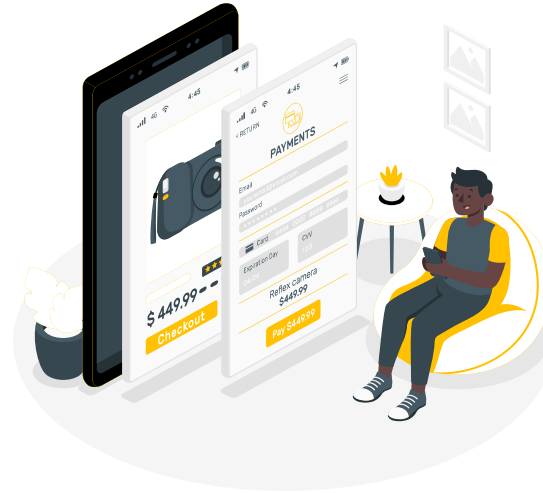
GTMatrix

Pingdom

PageSpeed

Google PageSpeed Insights

YSlow



# 09

Browser caching allows users to store website resources locally, reducing loading times for repeat visitors

## Manage Robots.txt File

Tools :

YoastSEO  
Rankmath

# 10

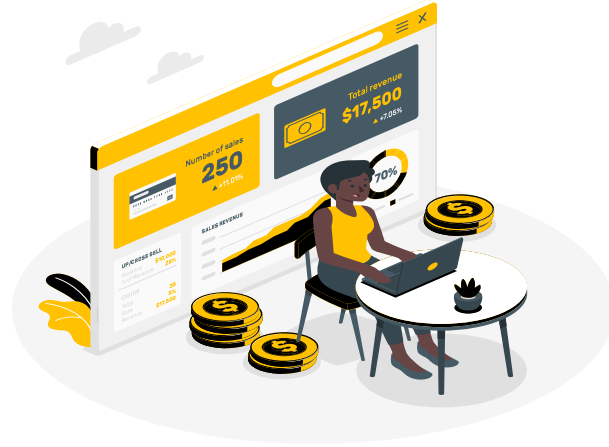


The robots.txt file instructs search engines on which pages to crawl and index. Google Search Central offers thorough documentation on managing your robots.txt file effectively.

## Utilize Structured Data Markup

Tools :

Google Schema Markup Testing Tool  
Schema.org



Structured data markup provides search engines with additional information about your content, potentially leading to richer search results and improved click-through rates

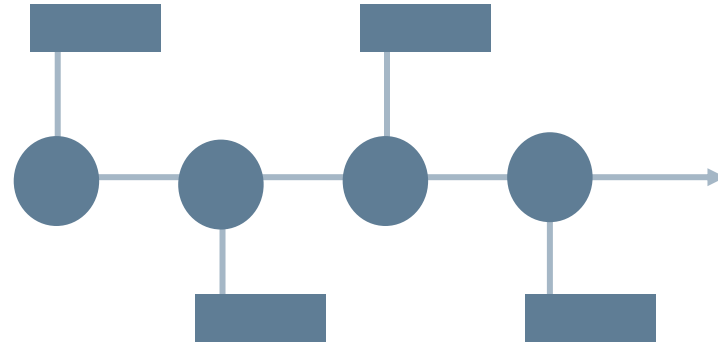
# 11

# Optimize Internal Linking Structure



Tools :

- Ahref
- Semrush
- Rankmath
- Yoast
- Google Search Console



A well-structured internal linking system helps search engines understand the hierarchy of your website and navigate your content effectively

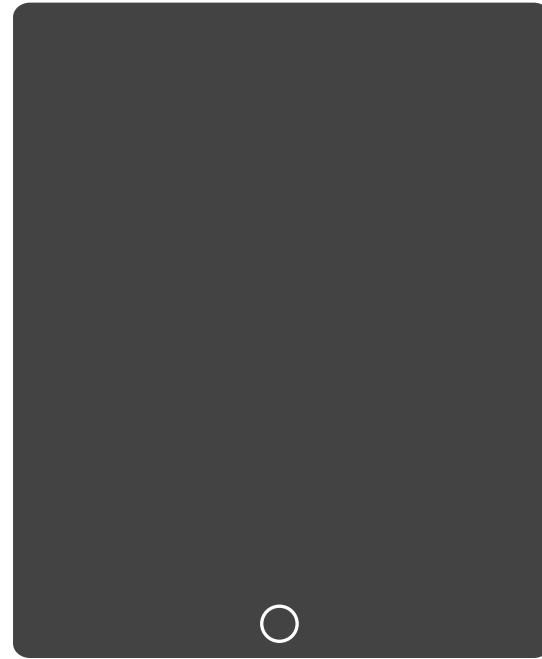
# 12

## Implement AMP (Accelerated Mobile Pages)

Tools :

AMP Project Website

# 13



AMP creates stripped-down versions of your web pages for faster loading on mobile devices. Explore the AMP Project website for detailed information and implementation guides.

# Disavow Spammy Backlinks

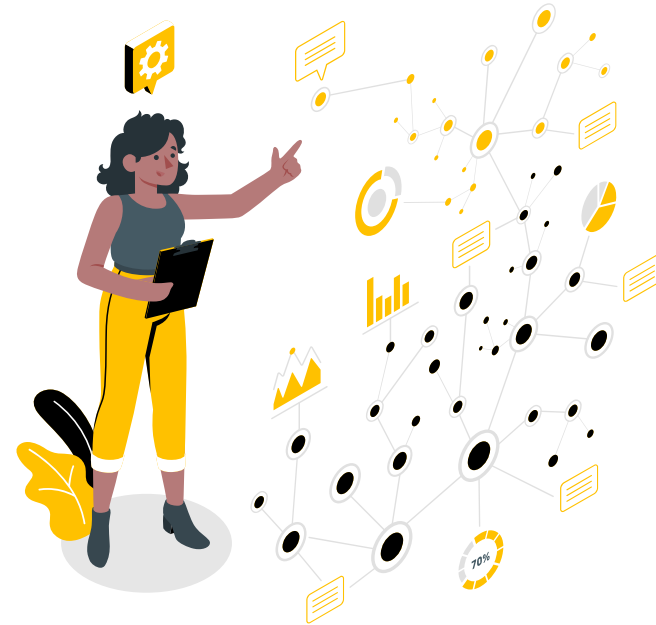
Tools :

Google Search Console

Moz

Semrush

Ahref



# 14

Unnatural backlinks from low-quality websites can hurt your SEO. Use the Google Search Console Disavow Tool to disavow such backlinks.

## Enable Internationalization (i18n) and Localization (l10n) Settings



# 15

If your website caters to a global audience, consider implementing i18n and l10n settings. These allow you to adapt your website content for different languages and regions.



## Regularly Update and Maintain Your Website

Tools :

Wordpress Auto updates

All in One Security

Weborion

Sucuri

Acuntix



# 16

Maintaining a Fresh and Secure Website is Crucial

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## Leverage a Content Delivery Network (CDN)

Tools :

Cloudflare

Amazon AWS

Google Cloud CDN

Stackpath

Microsoft Azure

CDN77



# 17

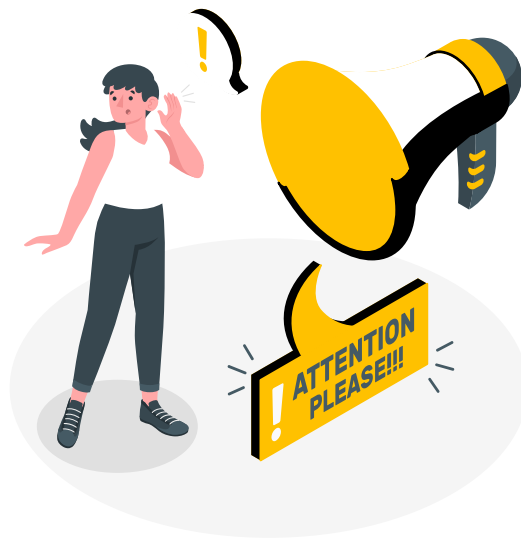
A CDN distributes your website's static content across geographically distributed servers, potentially reducing loading times for users in different locations

## Utilize Structured Data for Videos

Tools :

Schema.org

Google Schema Markup Testing Tool



# 18

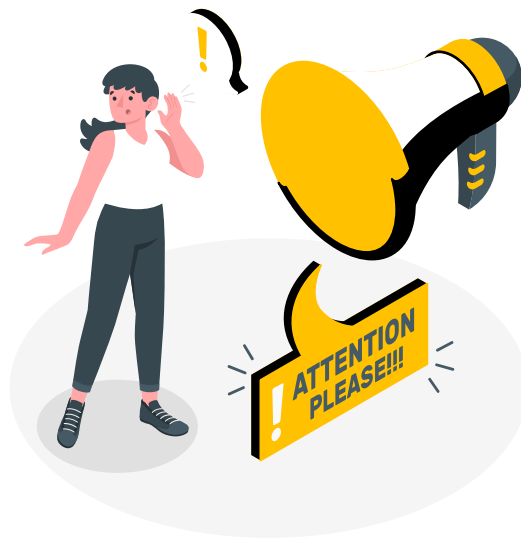
Similar to general structured data, video schema markup provides search engines with detailed information about your videos, potentially leading to richer video search results

## Utilize Structured Data for Videos

Tools :

Schema.org

Google Schema Markup Testing Tool



# 19

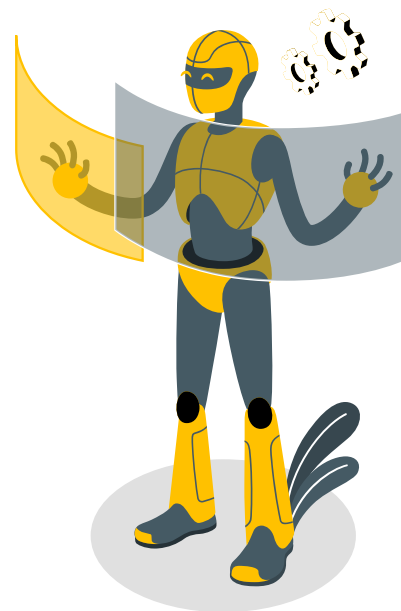
Similar to general structured data, video schema markup provides search engines with detailed information about your videos, potentially leading to richer video search results

## AI-powered SEO Tools

Tools :

SEO.ai  
SurferSEO  
Clearscope  
Marketmuse

# 19



As AI technology continues to develop, expect even more powerful AI-driven tools that can assist with website audits, keyword research, and content creation. Explore and leverage these tools to streamline your technical SEO efforts

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## Voice Search Optimization

Tools :

Basic Keyword Research Tools



# 20

With the rise of voice search assistants, consider optimizing your website for natural language queries people might use when searching by voice.



# Thanks

Do you have  
any questions?

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