

Technical SEO For Google

Technical Optimization Audit

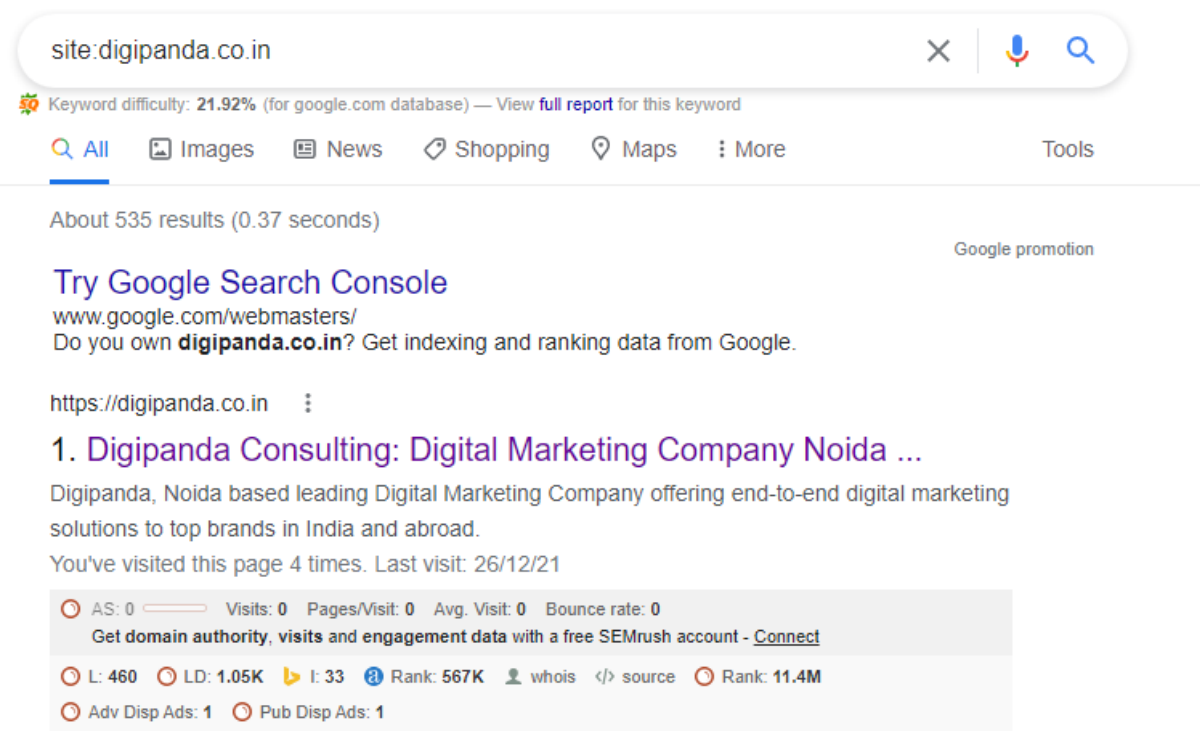
1. Is the page indexed?

a. Open Google.com

b. Type 'site:' followed by the page URL in the search box

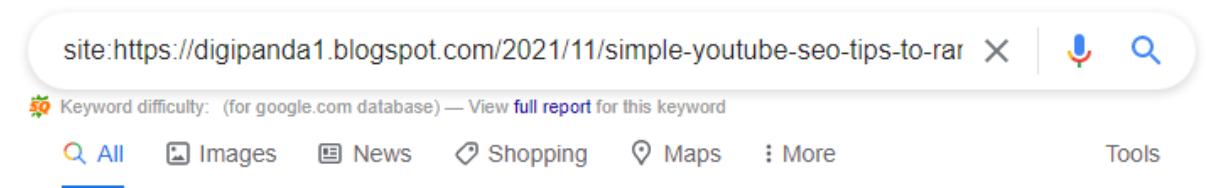
c. Hit "enter" and check the search results.

If the page is indexed, it will show up in the results



The screenshot shows a Google search for the query "site:digipanda.co.in". The search bar is at the top, with the query entered. Below the search bar, there are navigation tabs for "All", "Images", "News", "Shopping", "Maps", and "More". The search results show "About 535 results (0.37 seconds)". A "Google promotion" is displayed, which is a link to "Try Google Search Console" with the URL "www.google.com/webmasters/". Below the promotion, the search results for "https://digipanda.co.in" are shown. The first result is "1. Digipanda Consulting: Digital Marketing Company Noida ...". The description for this result is "Digipanda, Noida based leading Digital Marketing Company offering end-to-end digital marketing solutions to top brands in India and abroad." Below the description, it says "You've visited this page 4 times. Last visit: 26/12/21". At the bottom of the search results, there is a SEMrush widget showing various metrics: AS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, L: 460, LD: 1.05K, I: 33, Rank: 567K, whois, source, Rank: 11.4M, Adv Disp Ads: 1, and Pub Disp Ads: 1.

If the page is NOT indexed, it will not show up in the search results



2. Does the page have enough crawlable content and is all of it accessible to search engines?

If your site is on WordPress, check the word count with [Yoast SEO](#). Check that there are at least 100 words on the page (more is always recommended).

- [Meta description length](#): Well done!
- [Previously used keyphrase](#): You've not used this keyphrase before, very good.
- [Keyphrase in subheading](#): 3 (out of 12) subheadings reflect the topic of your copy. Good job!
- [Text length](#): The text contains 438 words. Good job!
- [Keyphrase in title](#): The exact match of the keyphrase appears at the beginning of the SEO title. Good job!
- [SEO title width](#): Good job!
- [Keyphrase in slug](#): More than half of your keyphrase appears in the slug. That's great!

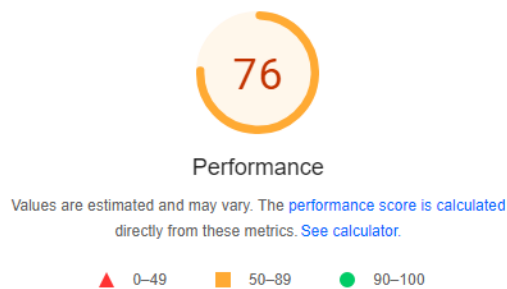
Otherwise use [wordcounter.net](#)

3. . Does the page load fast?

a. Open [Google's PageSpeed Insights](#) tool and input the page URL

b. Check that the page scores 70 or above for mobile devices. Don't mind Google's classification for "Good", "Needs work", and "Poor."

https://digipanda.co.in/

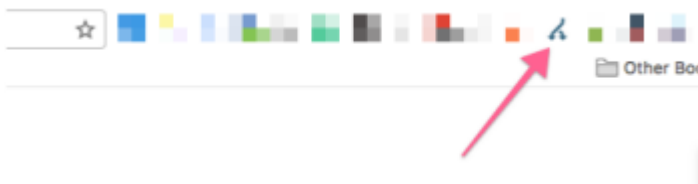


1. Is the page mobile-friendly/responsive?

- Open [Google's Mobile-Friendly Test](#) and input the page URL
- Check if the page is mobile-friendly in the results

2. Is the page URL free of redirect issues?

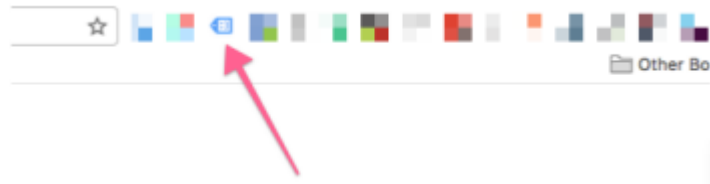
- Type the exact URL of the page in Chrome and load it
- Click on the [Redirect Path Chrome Extension](#)



- Check that the page loads without 302 redirects or redirect chains
- If you have a 302 redirect (not optimal), change it to a 301 redirect.
- If you have a redirect chain (more than 1 redirect - not optimal), make sure to fix that.
- Any other type of redirect that is not a 301 is also not optimal
- For more on redirects visit this [Moz article](#).

1. Is Google Analytics properly tracking sessions on the page?

- Open the page URL using Google Chrome
- Click on the Google Tag Assistant Chrome Extension

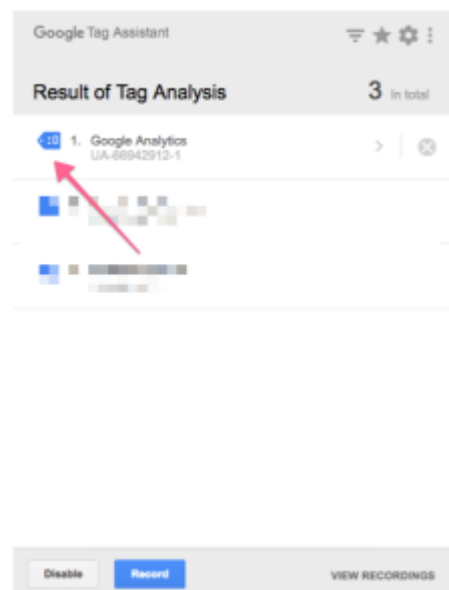


c. Click on “Enable”



d. Refresh the page and click on the Google Tag Assistant Chrome Extension again

e. Check that Google Analytics is installed on the page and the icon next to it is either green or blue



7. If there are ads on the page, are they user friendly?
 - a. Check that any ads are not above the fold (i.e. the top area of the page that's visible when the page loads) and do not obstruct viewing the content of the page.