Goskills

Introduction to Technical SEO

GoSkills online course syllabus

Skill level
Beginner

Lessons
21

Pre-requisites
No prior experience needed

Video duration
1h 6m

Estimated study time
1h 6m

Instructor
Matthew Edgar

Introduction

1 Leveraging technical SEO

Nobody wants to spend hours upon hours crafting a compelling website, just for it to disappear into the abyss of the internet.

Defining Technical SEO

2 Overview of technical SEO

Before diving too deeply into technical SEO, it's important to understand what technical SEO is.

3 Technical SEO considerations

There are a lot of factors to consider, but before getting lost in the details, there are three main considerations to keep in mind: crawling, indexing, and ranking.

4 Terms to know

You've probably heard of robots, canonical tags, titles, descriptions, schema, status codes and more but what do those terms mean for SEO?

5 Understanding search robots

You've probably heard of robots that crawl the web to find pages.

Content Structure and Sitemaps

6 SEO and URLs

URLs play a critical role in optimizing a website.

7 Understanding duplicate content

Duplicate content can ruin a website's performance in search results.

8 Internal links and XML sitemaps

Once you have pages, you need to get people and bots to those pages.

9 Updating the XML Sitemap

Learn how to update your XML sitemap and check it for errors.

10 HTML tags for SEO

You don't have to be a developer to work on technical SEO, but you do need to know a few basic tags.

Control Robots

11 Controlling search robots

There are certain parts of a website search robots should crawl but also plenty of pages robots shouldn't.

12 Robots.txt and SEO

The first common method of guiding a robot's activity on a website is the robots.txt file.

13 Meta robots noindex

The second common method of guiding a robot through a website is with a <meta> tag.

14 Meta robots nofollow and rel nofollow

Another way of controlling robots is with a nofollow.

Redirects and Errors

15 Using redirects

Redirects are a fundamental part of SEO but can also cause a lot of problems if implemented incorrectly.

16 Understanding not-found errors

Not-found errors (or 404s) can range from a minor nuisance to a critical problem that negatively impacts the website's performance.

17 Fixing not-found 404 errors

There are four methods you can use to fix not-found errors.

Enhancing the Page Experience

18 Core Web Vitals

Google uses a website's speed as one of the factors to determine how a website ranks in search results.

19 Reducing website load time

There are many areas to address when optimizing your website's speed, making the process of decreasing your website's load time feel overwhelming.

20 Testing mobile friendliness

Google also uses mobile usability as one of many factors to determine where a website ranks in search results.

Conclusion

21 Next steps

Thank you for watching this course!

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