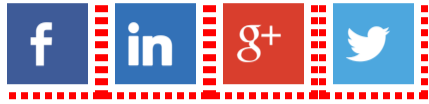




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# SEO Checklist: i fattori SEO da Ottimizzare



16/02/2012 SCRITTO DA GIOVANNI SACHELI

11 COMMENTI

Ultimo aggiornamento: Agosto 2016

Ho voluto condividere con voi questo schema logico che uso per affrontare da zero una [analisi SEO](#).

Mi piace definirlo il mio *taccuino SEO*, è nato nel 2009 come bozza di note e appunti presi *on the job* durante le mie prime esperienze e [corsi SEO](#). Negli anni questo lavoro è cresciuto prendendo forma e sostanza, il file è quindi...*still work in progress*...perchè ogni volta che apprendo qualcosa di nuovo lo implemento... *In questo lavoro non si smette mai di imparare!*

Spero possa tornare utile a qualcuno di voi, se avete consigli sono ben accetti!

## La SEO è morta

**Giorgio Taverniti** @giorgiotave [Segui](#)

La SEO è morta [plus.google.com/u/0/+EnricoAlt...evemilano.com/2012/02/my-per...](https://plus.google.com/u/0/+EnricoAlt...evemilano.com/2012/02/my-per...)

Date queste due risorse a chi lo dice. Giusto così, per capire :D  
10:20 - 5 Maggio 2015



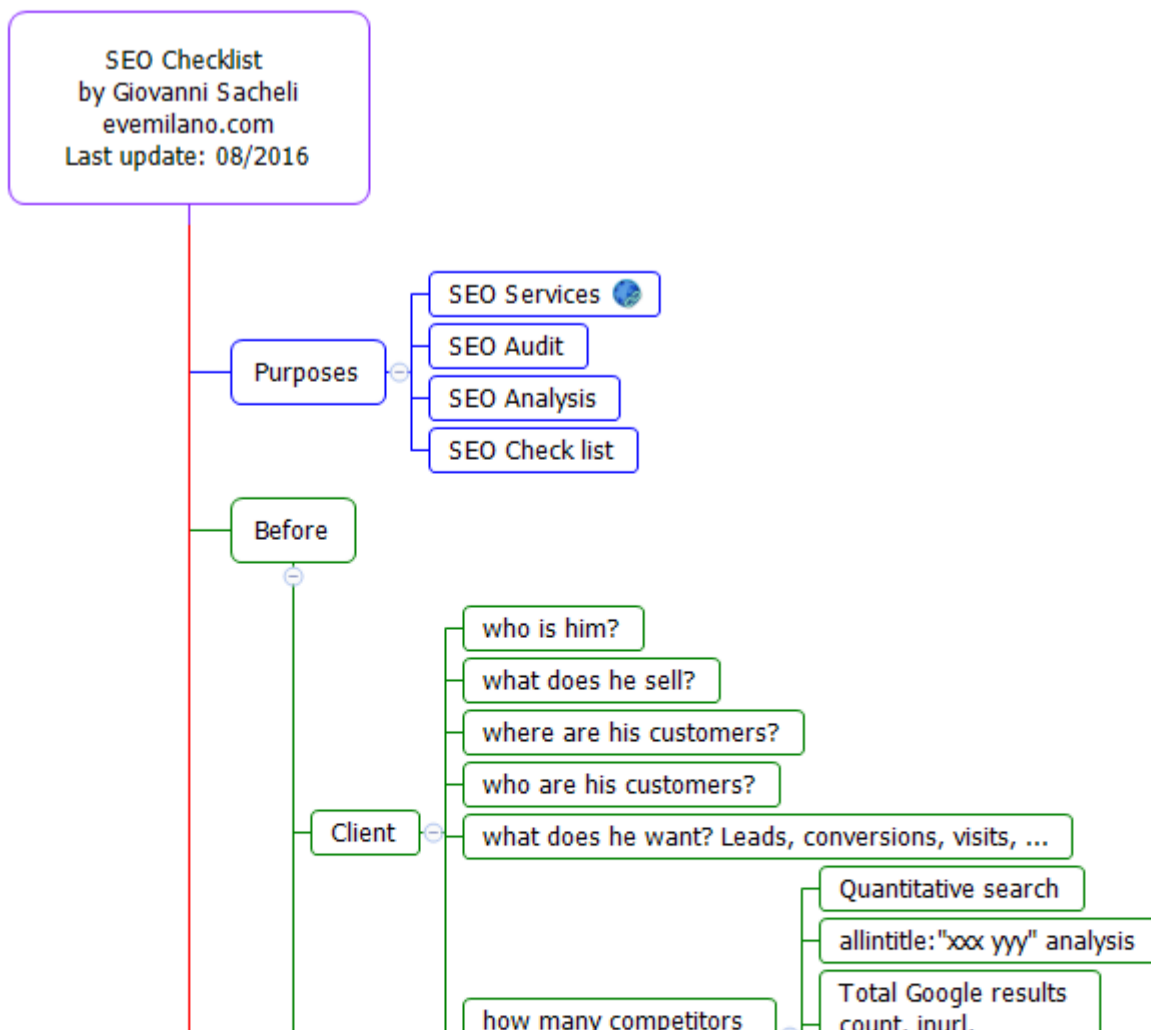
**SEO Checklist: i fattori SEO da Ottimizzare**  
Ultimo aggiornamento: Agosto 2016 Ho voluto condividere con voi questo schema logico che uso per affrontare da zero una analisi [evemilano.com](http://evemilano.com)

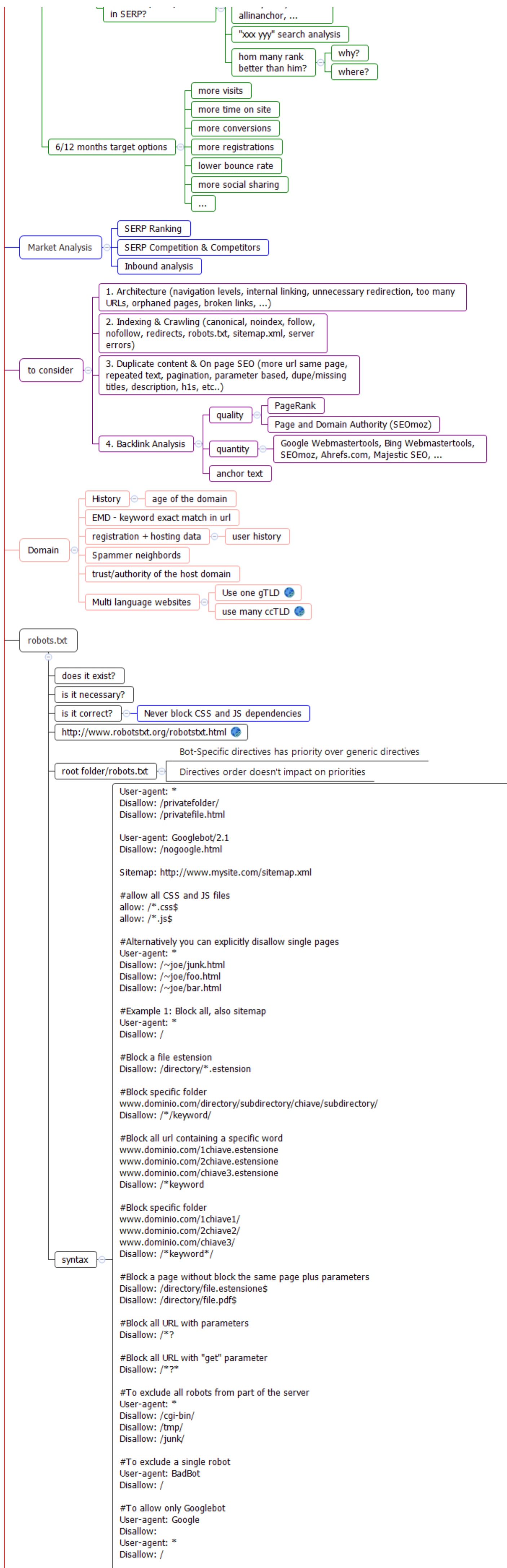
↩ ↻ 5 ❤ 7

### Extra:

- Scarica anche il template per [organizzare un corretto audit SEO](#)
- Scarica l'infografica da [Profilo Giovanni Sacheli su Xmind](#)
- Ti interessa anche Google AdWords? Scarica la [SEM Dashboard – Optimizing AdWords](#)

Nota: l'infografica è molto estesa e pesante, nel caso non venisse caricata aggiorna la pagina (F5)





in SERP?

- allinanchor, ...
- "xxx yyy" search analysis
- hom many rank better than him?
  - why?
  - where?

6/12 months target options

- more visits
- more time on site
- more conversions
- more registrations
- lower bounce rate
- more social sharing
- ...

Market Analysis

- SERP Ranking
- SERP Competition & Competitors
- Inbound analysis

to consider

- Architecture (navigation levels, internal linking, unnecessary redirection, too many URLs, orphaned pages, broken links, ...)
- Indexing & Crawling (canonical, noindex, follow, nofollow, redirects, robots.txt, sitemap.xml, server errors)
- Duplicate content & On page SEO (more url same page, repeated text, pagination, parameter based, dupe/missing titles, description, h1s, etc..)
- Backlink Analysis
  - quality
    - PageRank
    - Page and Domain Authority (SEOMoz)
  - quantity
    - Google Webmastertools, Bing Webmastertools, SEOMoz, Ahrefs.com, Majestic SEO, ...
  - anchor text

Domain

- History
  - age of the domain
- EMD - keyword exact match in url
- registration + hosting data
  - user history
- Spammer neighbors
- trust/authority of the host domain
- Multi language websites
  - Use one gTLD
  - use many ccTLD

robots.txt

- does it exist?
- is it necessary?
- is it correct?
  - Never block CSS and JS dependencies
- http://www.robotstxt.org/robots.txt.html
- Bot-Specific directives has priority over generic directives
- root folder/robots.txt
  - Directives order doesn't impact on priorities

```

User-agent: *
Disallow: /privatefolder/
Disallow: /privatefile.html

User-agent: Googlebot/2.1
Disallow: /nogoogle.html

Sitemap: http://www.mysite.com/sitemap.xml

#allow all CSS and JS files
allow: /*.css$
allow: /*.js$

#Alternatively you can explicitly disallow single pages
User-agent: *
Disallow: /~joe/junk.html
Disallow: /~joe/foo.html
Disallow: /~joe/bar.html

#Example 1: Block all, also sitemap
User-agent: *
Disallow: /

#Block a file estension
Disallow: /directory/*.*estension

#Block specific folder
www.dominio.com/directory/subdirectory/chiave/subdirectory/
Disallow: /*keyword/

#Block all url containing a specific word
www.dominio.com/1chiave.estensione
www.dominio.com/2chiave.estensione
www.dominio.com/chiave3.estensione
Disallow: /*keyword

#Block specific folder
www.dominio.com/1chiave1/
www.dominio.com/2chiave2/
www.dominio.com/chiave3/
Disallow: /*keyword*/

#Block a page without block the same page plus parameters
Disallow: /directory/file.estensione$
Disallow: /directory/file.pdf$

#Block all URL with parameters
Disallow: /*?

#Block all URL with "get" parameter
Disallow: /*?*

#To exclude all robots from part of the server
User-agent: *
Disallow: /cgi-bin/
Disallow: /tmp/
Disallow: /junk/

#To exclude a single robot
User-agent: BadBot
Disallow: /

#To allow only Googlebot
User-agent: Google
Disallow: *
User-agent: *
Disallow: /
  
```

syntax

```

#To exclude all robots from the entire server
User-agent: *
Disallow: /

#To exclude all files except one
#This is currently a bit awkward, as there is no "Allow" field. The easy way is to put all files
to be disallowed into a separate directory, say "stuff", and leave the #one #file in the level
above this directory:
User-agent: *
Disallow: /~joe/stuff/

#To allow all robots complete access
User-agent: *
Disallow:

```

Sitemap.xml

- is it complete?
- check syntax

General recommendations

- XML file named "Sitemap.xml"
- file must be no larger than 50MB when uncompressed
- place sitemap in root folder - The location of a Sitemap file determines the set of URLs that can be included in that Sitemap. A Sitemap file located at `http://example.com/catalog/sitemap.xml` can include any URLs starting with `http://example.com/catalog/` but can not include URLs starting with `http://example.com/images/`.
- no more than 50,000 URLs for a single sitemap
- If you have more than one Sitemap, you can list them in a `Sitemapindex.xml` file and then submit the Sitemap index file to Google. You don't need to submit each Sitemap file individually.
- If your site is accessible on both the `www` and non-`www` versions of your domain, you don't need to submit a separate Sitemap for each version. However, we recommend picking either the `www` or the non-`www` version, and using recommended canonicalization methods to tell Google which version you are using.
- Do not include session IDs in URLs

syntax

```

<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>http://www.mysite.com/</loc>
<lastmod>2012-05-25</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>etc, etc, etc</url>
</urlset>

<Tag> - <Importance> - <Description>
<urlset> - Required - Encloses all information about the set of URLs included
in the Sitemap.
<url> - Required - Encloses all information about a specific URL.
<loc> - Required - Specifies the URL. For images and video, specifies the landing
page (aka play page, referrer page). Must be a unique URL.
<lastmod> - Optional - The date the URL was last modified, in YYYY-MM-
DDThh:mmTZD format (time value is optional).
<changefreq> - Optional - Provides a hint about how frequently the page is likely to change.
Valid values are:
- always. Use for pages that change every time they are accessed.
- hourly
- daily
- weekly
- monthly
- yearly
- never. Use this value for archived URLs.
<priority> - Optional - Describes the priority of a URL relative to all the other URLs on
the site. This priority can range from 1.0 (extremely important) to 0.1 (not important
at all).
Does not affect your site's ranking in Google search results. Because this value is
relative to other pages on your site, assigning a high priority (or specifying the same
priority for all URLs) will not help your site's search ranking. In addition, setting all
pages to the same priority will have no effect.

```

Image Sitemap

```

<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
<url>
<loc>http://example.com/sample.html</loc>
<image:image>
<image:loc>http://example.com/image.jpg</image:loc>
</image:image>
<image:image>
<image:loc>http://example.com/photo.jpg</image:loc>
</image:image>
</url>
</urlset>

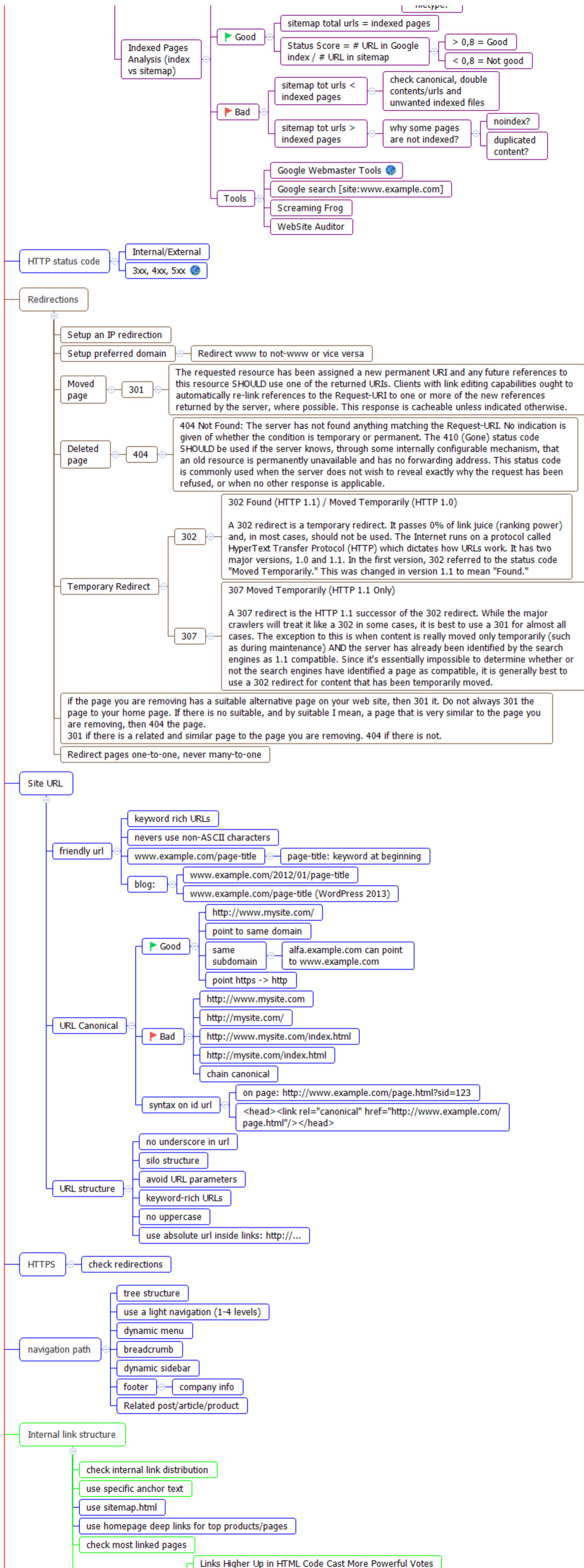
```

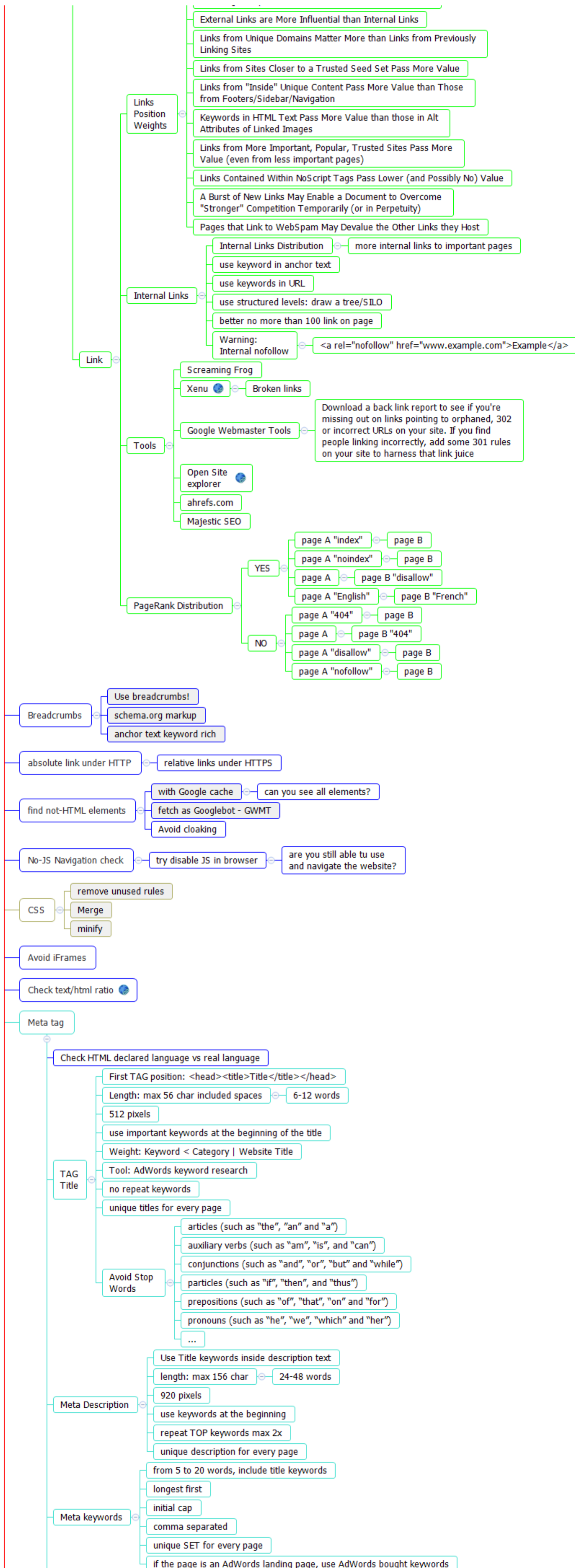
Crawlability

- Visible HTML links - Avoid only JS/Flash navigation
- Tree Structure - easy navigation - Keep low navigation levels
- Questions
  - how many URLs are indexed?
  - how many URLs are crawled by Googlebot everyday?
  - how many URLs are in the sitemap.xml?
  - How many URLs found crawling? Ex: Screaming Frog
    - How many canonical tags?
    - How many with parameters?
    - How many URLs are noindex?
    - How many URLs with duplicated content?

Indexability

- Google index vs sitemap vs crawler
- operators --> site: -subfolder
- site:
  - www vs not-www
    - site:example.com -inurl:www
    - site:www.example.com
  - check indexed pages
    - Main domain Page indexed --> site:example.com/
    - site:www.example.com
    - site:www.example.com -/eng/ -/blog
    - Primary Index --> site:example.com/\*
- Google Operators Queries
  - Secondary Queries
    - intitle:
    - inurl:
    - intext:
    - inanchor:
    - link:
    - filetype:

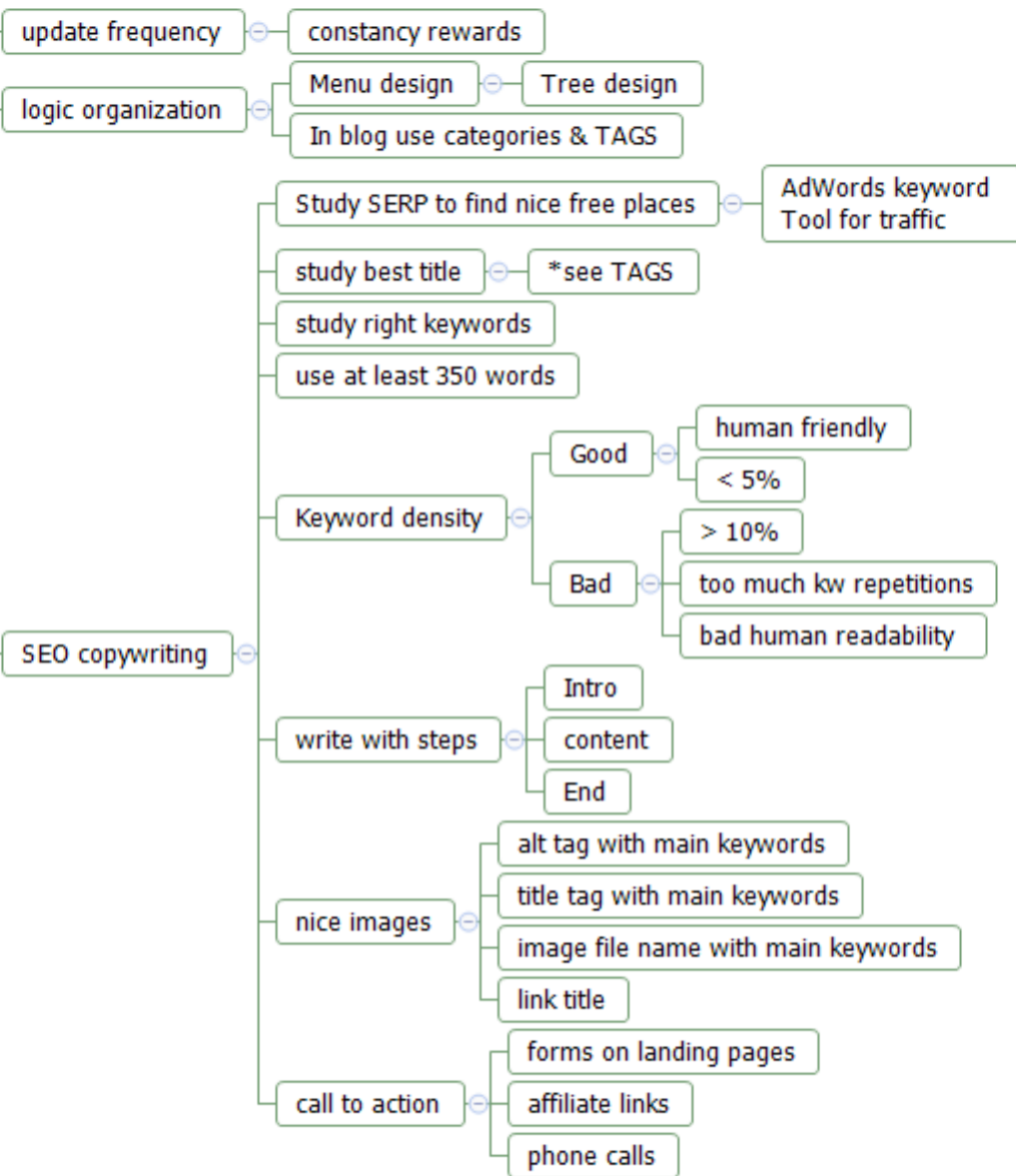




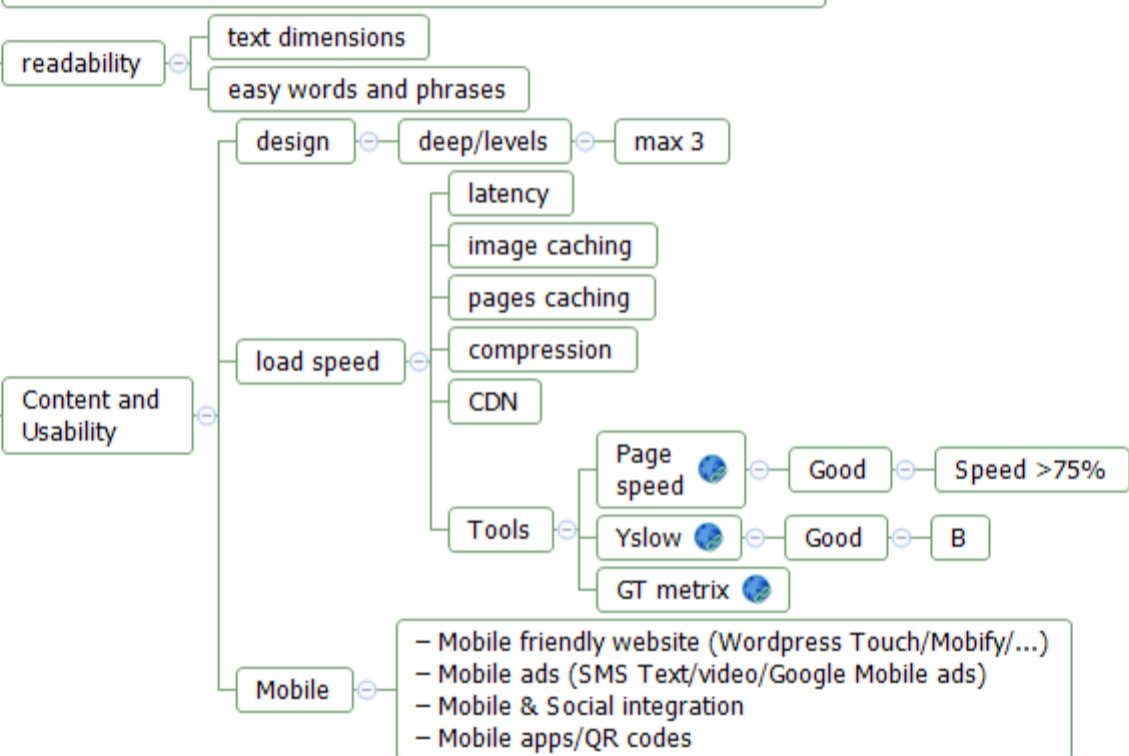


Custom 404 page → check status code → must be 404!

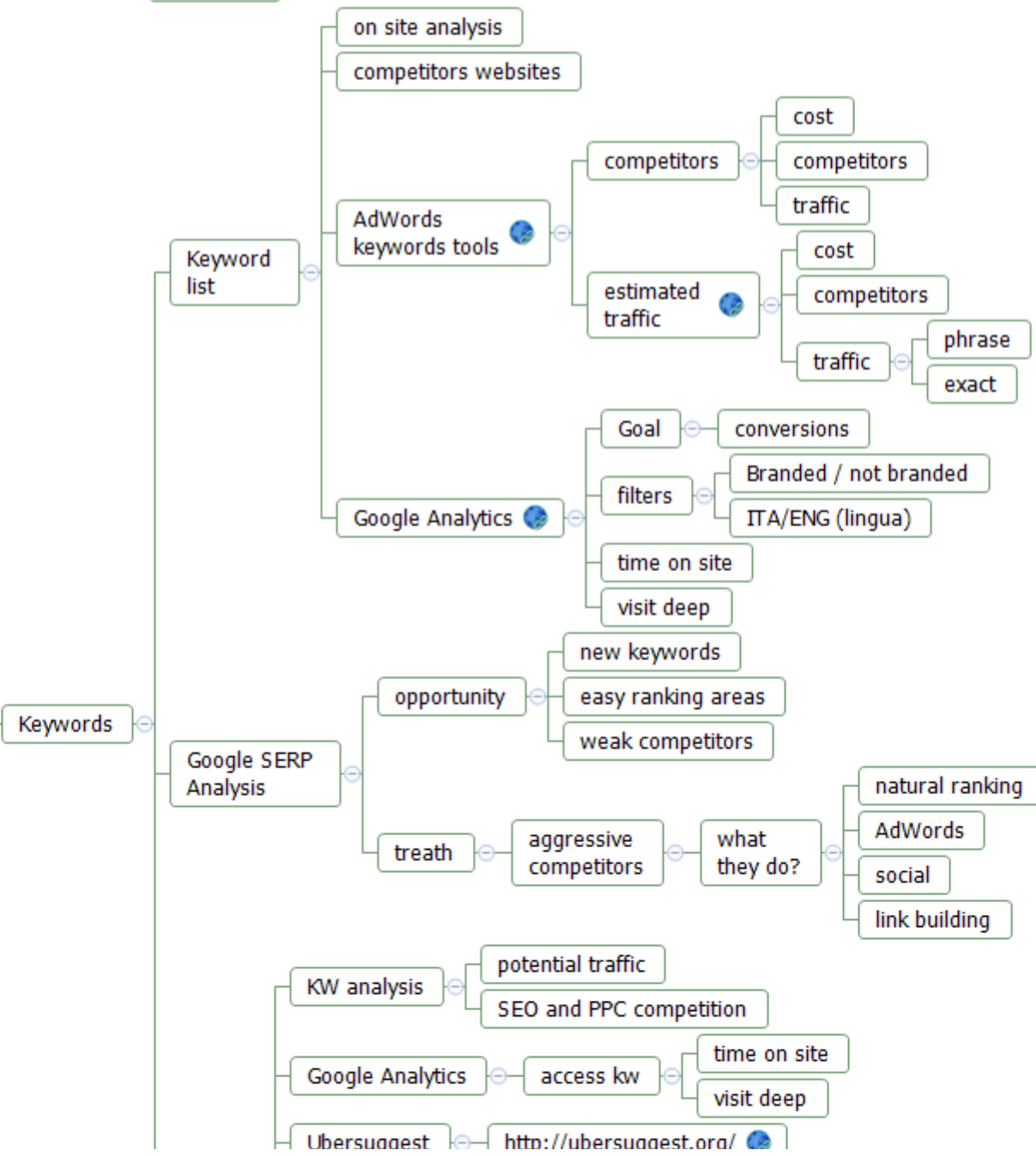
Content optimization

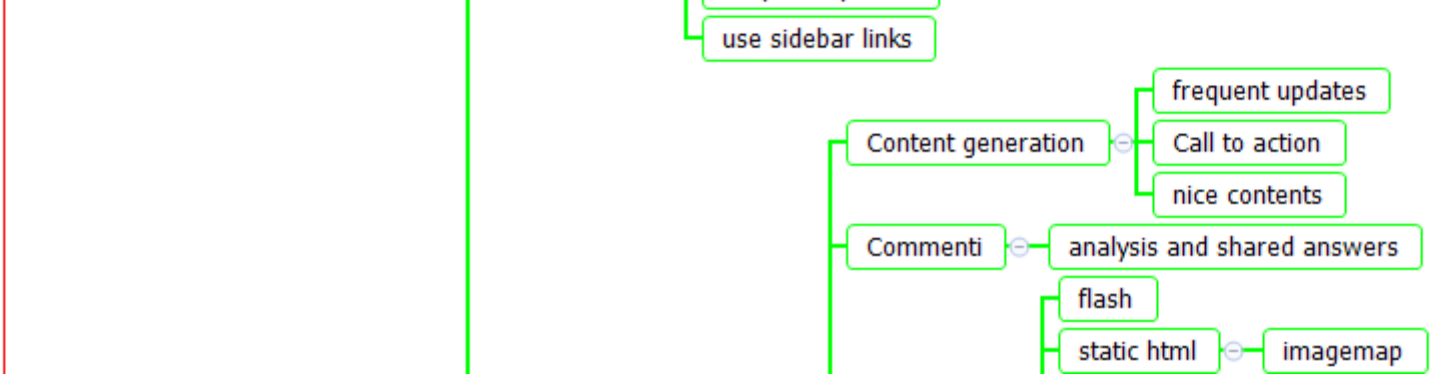
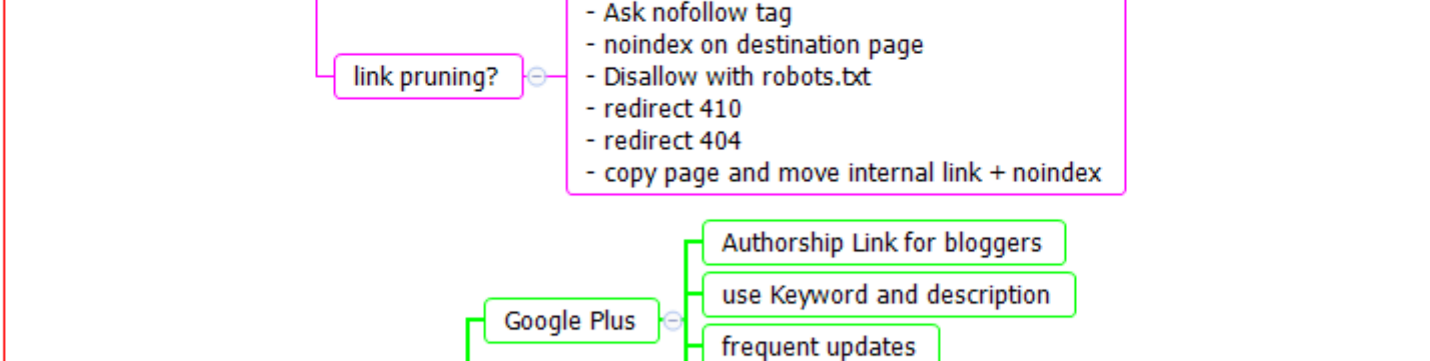
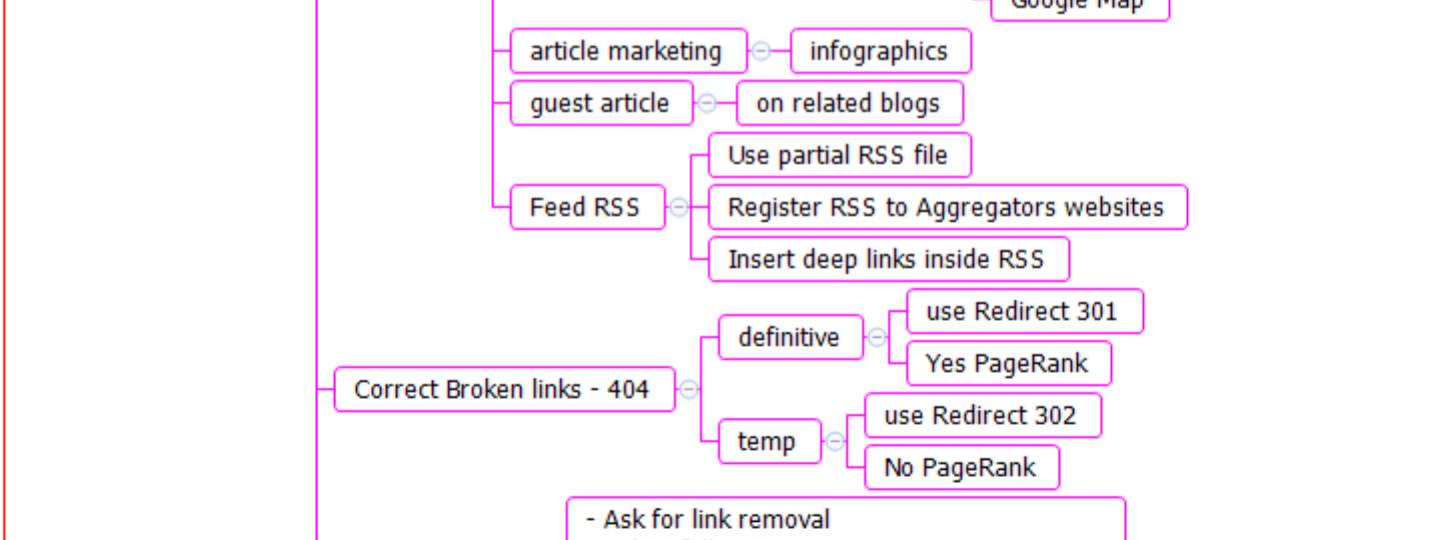
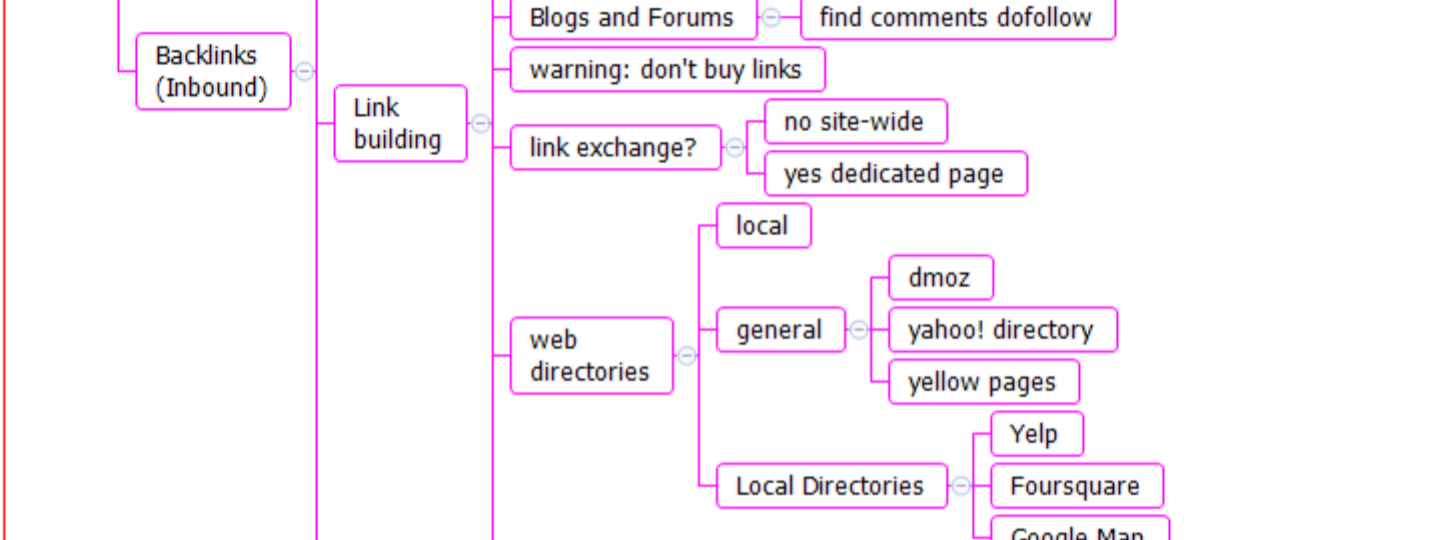
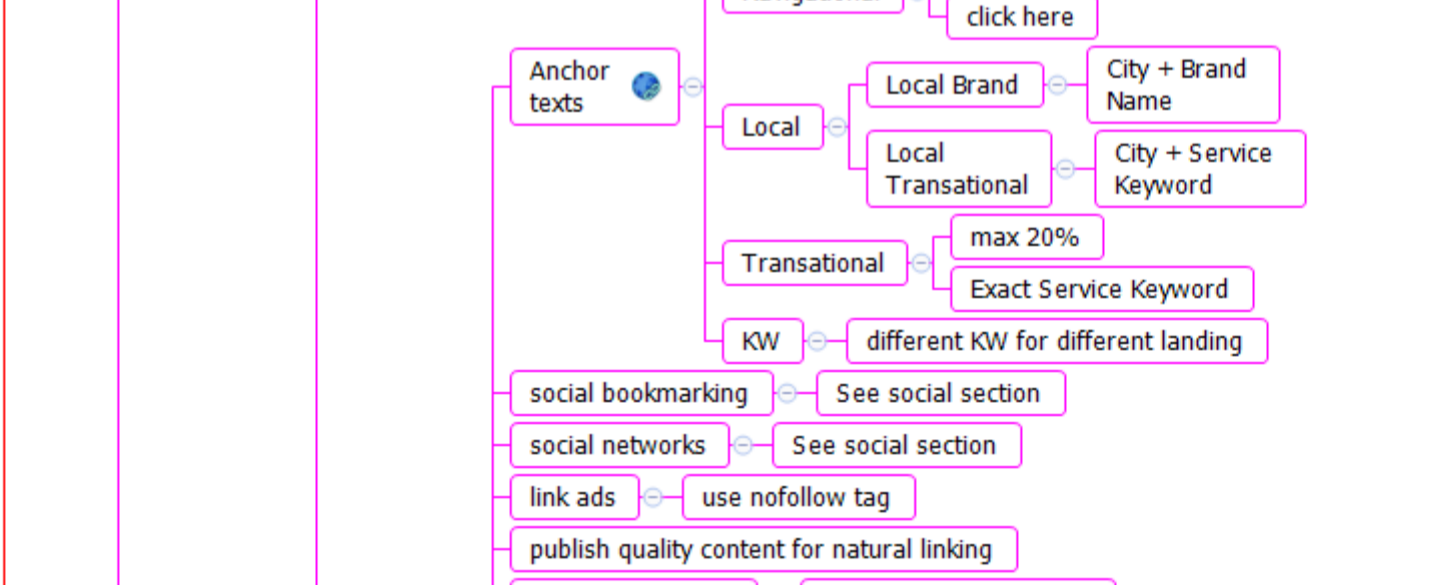
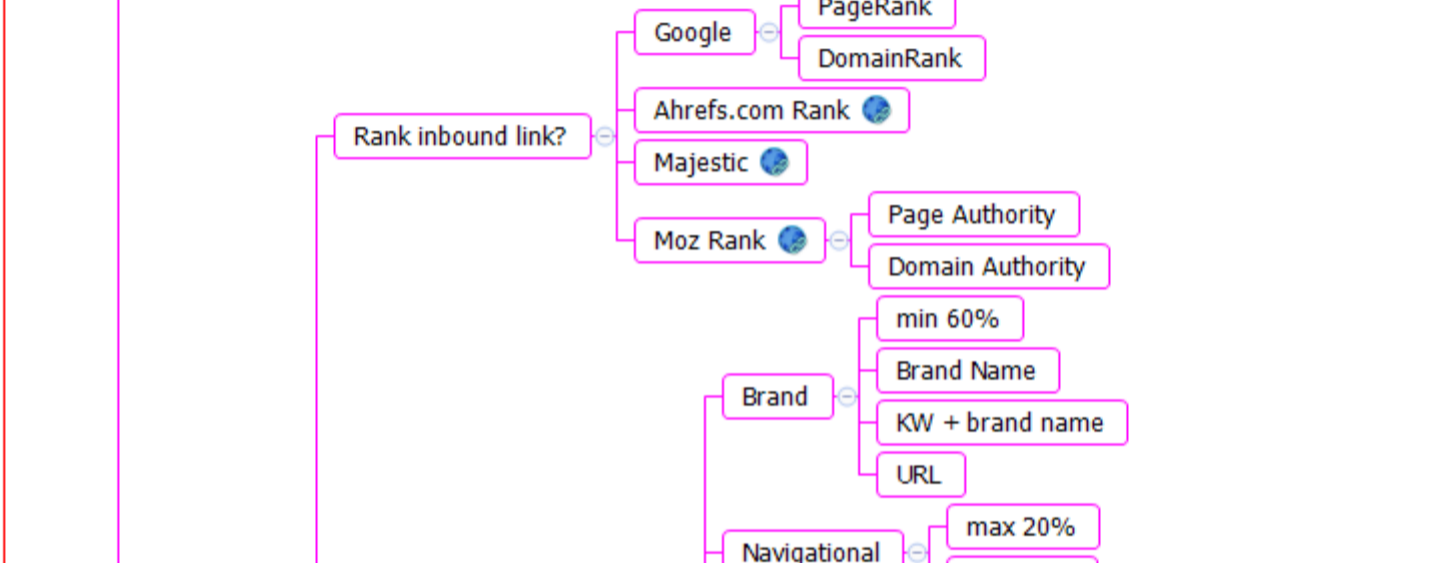
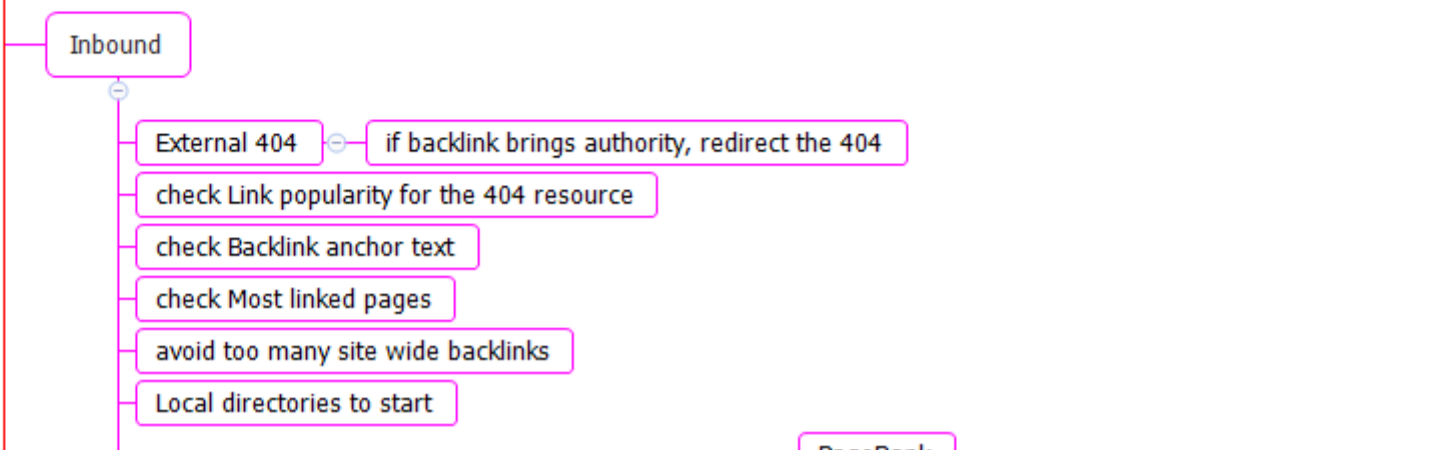


1. Post it on your website with no strings attached. It's free and you require no personal information from prospects
2. Blog about it
3. E-mail your in-house database
4. Post it on your social media profiles
5. Publish a press release (pitch it to the media too)
6. Create an ad campaign using banner and text ads
7. Reach out to popular and respected bloggers in your industry and get them to blog about it
8. Mention it in your next monthly newsletter
9. Use it as a basis for a webinar or podcast episode
10. Produce a video about it

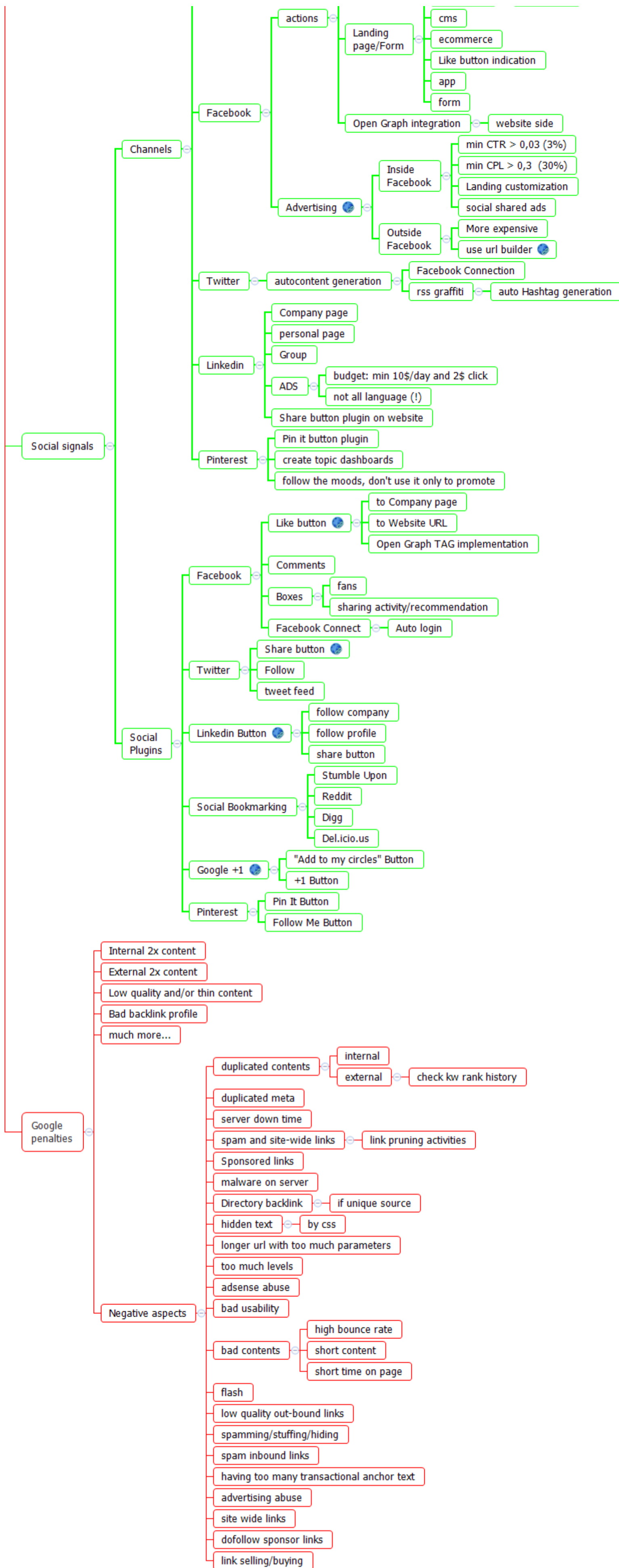


- body text & word count > 350
- content generation
- frequency
- content quality
- keyword focus
- SEO copywriting
- tag HTML5
- tag Schema.org
- freshness









SEO Checklist

# Map Outline

---

## 1 Purposes

---

### 1.1 [SEO Services](#)

---

### 1.2 SEO Audit

---

### 1.3 SEO Analysis

---

### 1.4 SEO Check list

---

## 2 Before

---

### 2.1 Client

---

#### 2.1.1 who is him?

---

#### 2.1.2 what does he sell?

---

#### 2.1.3 where are his customers?

---

#### 2.1.4 who are his customers?

---

#### 2.1.5 what does he want? Leads, conversions, visits, ...

---

#### 2.1.6 how many competitors in SERP?

---

##### 2.1.6.1 Quantitative search

---

##### 2.1.6.2 allintitle:"xxx yyy" analysis

---

##### 2.1.6.3 Total Google results count, inurl, allinanchor, ...

---

##### 2.1.6.4 "xxx yyy" search analysis

---

##### 2.1.6.5 how many rank better than him?

---

###### 2.1.6.5.1 why?

---

###### 2.1.6.5.2 where?

---

### 2.2 6/12 months target options

---

#### 2.2.1 more visits

---

#### 2.2.2 more time on site

---

#### 2.2.3 more conversions

---

#### 2.2.4 more registrations

---

#### 2.2.5 lower bounce rate

---

#### 2.2.6 more social sharing

---

#### 2.2.7 ...

---

## 3 Market Analysis

---

### 3.1 SERP Ranking

---

### 3.2 SERP Competition & Competitors

---

### 3.3 Inbound analysis

---

## 4 to consider

---

### 4.1 1. Architecture (navigation levels, internal linking, unnecessary redirection, too many URLs, orphaned pages, broken links, ...)

---

### 4.2 2. Indexing & Crawling (canonical, noindex, follow, nofollow, redirects, robots.txt, sitemap.xml, server errors)

---

### 4.3 3. Duplicate content & On page SEO (more url same page, repeated text, pagination, parameter based, dupe/missing titles, description, h1s, etc..)

---

### 4.4 4. Backlink Analysis

---

#### 4.4.1 quality

---

##### 4.4.1.1 PageRank

---

##### 4.4.1.2 Page and Domain Authority (SEOMoz)

---

#### 4.4.2 quantity

---

##### 4.4.2.1 Google Webmastertools, Bing Webmastertools, SEOMoz, Ahrefs.com, Majestic SEO, ...

---

#### 4.4.3 anchor text

---

## 5 Domain

---

### 5.1 History

---

#### 5.1.1 age of the domain

---

---

5.2 EMD – keyword exact match in url

---

5.3 registration + hosting data

---

5.3.1 user history

---

5.4 Spammer neighbors

---

5.5 trust/authority of the host domain

---

5.6 Multi language websites

---

5.6.1 [Use one gTLD](#) 

---

5.6.2 [use many ccTLD](#) 

---

6 robots.txt

---

6.1 does it exist?

---

6.2 is it necessary?

---

6.3 is it correct?

---

6.3.1 Never block CSS and JS dependencies

---

6.4 <http://www.robotstxt.org/robotstxt.html> 

---

6.5 root folder/robots.txt

---

6.5.1 Bot-Specific directives has priority over generic directives

---

6.5.2 Directives order doesn't impact on priorities

---

6.6 syntax

---

6.6.1 User-agent: \*

Disallow: /privatefolder/

Disallow: /privatefile.html

User-agent: Googlebot/2.1

Disallow: /nogoogle.html

Sitemap: <http://www.mysite.com/sitemap.xml>

#allow all CSS and JS files

allow: /\*.css\$

allow: /\*.js\$

#Alternatively you can explicitly disallow single pages

User-agent: \*

Disallow: /~joe/junk.html

Disallow: /~joe/foo.html

Disallow: /~joe/bar.html

#Example 1: Block all, also sitemap

User-agent: \*

Disallow: /

#Block a file extension

Disallow: /directory/\*.extension

#Block specific folder

[www.dominio.com/directory/subdirectory/chiave/subdirectory/](http://www.dominio.com/directory/subdirectory/chiave/subdirectory/)

Disallow: /\*/keyword/

#Block all url containing a specific word

[www.dominio.com/1chiave.estensione](http://www.dominio.com/1chiave.estensione)

[www.dominio.com/2chiave.estensione](http://www.dominio.com/2chiave.estensione)

[www.dominio.com/chiave3.estensione](http://www.dominio.com/chiave3.estensione)

Disallow: /\*keyword

#Block specific folder

[www.dominio.com/1chiave1/](http://www.dominio.com/1chiave1/)

[www.dominio.com/2chiave2/](http://www.dominio.com/2chiave2/)

[www.dominio.com/chiave3/](http://www.dominio.com/chiave3/)

Disallow: /\*keyword\*/

#Block a page without block the same page plus parameters

Disallow: /directory/file.estensione\$

Disallow: /directory/file.pdf\$

#Block all URL with parameters

Disallow: /\*?

#Block all URL with "get" parameter

Disallow: /\*?\*

#To exclude all robots from part of the server

User-agent: \*

Disallow: /cgi-bin/

Disallow: /tmp/

Disallow: /junk/

#To exclude a single robot

User-agent: BadBot

Disallow: /

#To allow only Googlebot

User-agent: Google

Disallow:

User-agent: \*

Disallow: /

#To exclude all robots from the entire server

User-agent: \*

Disallow: /

#To exclude all files except one

#This is currently a bit awkward, as there is no "Allow" field. The easy way is to put all files to be disallowed into a separate directory, say "stuff", and leave the #one #file in the level above this directory:

User-agent: \*

Disallow: /~joe/stuff/

#To allow all robots complete access

User-agent: \*

Disallow:

---

## 7 Sitemap.xml

---

### 7.1 is it complete?

---

### 7.2 check syntax

---

### 7.3 General recommendations

---

#### 7.3.1 XML file named "Sitemap.xml"

---

#### 7.3.2 file must be no larger than 50MB when uncompressed

---

**7.3.3** place sitemap in root folder – The location of a Sitemap file determines the set of URLs that can be included in that Sitemap. A Sitemap file located at <http://example.com/catalog/sitemap.xml> can include any URLs starting with <http://example.com/catalog/> but can not include URLs starting with <http://example.com/images/>.

---

#### 7.3.4 no more than 50,000 URLs for a single sitemap

---

**7.3.5** If you have more than one Sitemap, you can list them in a Sitemapindex.xml file and then submit the Sitemap index file to Google. You don't need to submit each Sitemap file individually.

---

**7.3.6** If your site is accessible on both the www and non-www versions of your domain, you don't need to submit a separate Sitemap for each version. However, we recommend picking either the www or the non-www version, and using recommended canonicalization methods to tell Google which version you are using.

---

#### 7.3.7 Do not include session IDs in URLs

---

### 7.4 syntax

---

**7.4.1** `<?xml version="1.0" encoding='UTF-8'?'>`

`<urlset xmlns='http://www.sitemaps.org/schemas/sitemap/0.9'>`

`<url>`

`<loc>http://www.mysite.com/</loc>`

`<lastmod>2012-05-25</lastmod>`

`<changefreq>monthly</changefreq>`

`<priority>0.8</priority>`

```
</url>
<url>etc, etc, etc</url>
</urlset>
```

---

#### 7.4.2 <Tag> – <Importance> – <Description>

<urlset> – Required – Encloses all information about the set of URLs included in the Sitemap.

---

#### 7.4.3 <url> – Required – Encloses all information about a specific URL.

---

7.4.4 <loc> – Required – Specifies the URL. For images and video, specifies the landing page (aka play page, referrer page). Must be a unique URL.

---

7.4.5 <lastmod> – Optional – The date the URL was last modified, in YYYY-MM-DDThh:mmTZD format (time value is optional).

---

7.4.6 <changefreq> – Optional – Provides a hint about how frequently the page is likely to change. Valid values are:

- always. Use for pages that change every time they are accessed.
  - hourly
  - daily
  - weekly
  - monthly
  - yearly
  - never. Use this value for archived URLs.
- 

7.4.7 <priority> – Optional – Describes the priority of a URL relative to all the other URLs on the site. This priority can range from 1.0 (extremely important) to 0.1 (not important at all).

Does not affect your site's ranking in Google search results. Because this value is relative to other pages on your site, assigning a high priority (or specifying the same priority for all URLs) will not help your site's search ranking. In addition, setting all pages to the same priority will have no effect.

---

### 7.5 Image Sitemap

---

```
7.5.1 <?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
<url>
<loc>http://example.com/sample.html</loc>
<image:image>
<image:loc>http://example.com/image.jpg</image:loc>
</image:image>
<image:image>
<image:loc>http://example.com/photo.jpg</image:loc>
</image:image>
</url>
</urlset>
```

---

## 8 Crawlability

---

### 8.1 Visible HTML links

---

8.1.1 Avoid only JS/Flash navigation

---

### 8.2 Tree Structure

---

8.2.1 easy navigation

---

8.2.1.1 Keep low navigation levels

---

### 8.3 Questions

---

8.3.1 how many URLs are indexed?

---

8.3.2 how many URLs are crawled by Googlebot everyday?

---

8.3.3 how many URLs are in the sitemap.xml?

---

8.3.4 How many URLs found crawling?

Ex: Screaming Frog

---

8.3.4.1 How many canonical tags?

---

8.3.4.2 How many with parameters?

---

8.3.4.3 How many URLs are noindex?

---

8.3.4.4 How many URLs with duplicated content?

---

## 9 Indexability

---

### 9.1 Google Index

---

9.1.1 site:

---

9.1.1.1 Google index vs sitemap vs crawler

---

9.1.1.2 operators → site: -subfolder

9.1.1.3 www vs not-www

9.1.1.3.1 site:example.com -inurl:www

9.1.1.3.2 [site:www.example.com](http://www.example.com)

9.1.1.4 check indexed pages

9.1.2 Indexed Pages Analysis (index vs sitemap)

9.1.2.1 Google Operators Queries

9.1.2.1.1 Main domain Page indexed → site:example.com/

9.1.2.1.2 site:www.example.com

9.1.2.1.3 site:www.example.com -/eng/ -/blog

9.1.2.1.4 Primary Index → site:example.com/\*

9.1.2.1.5 Secondary Queries

9.1.2.1.5.1 – intitle:

– inurl:

– intext:

– inanchor:

– link:

– filetype:

9.1.2.2 Good

9.1.2.2.1 sitemap total urls = indexed pages

9.1.2.2.2 Status Score = # URL in Google index / # URL in sitemap

9.1.2.2.2.1 > 0,8 = Good

9.1.2.2.2.2 < 0,8 = Not good

9.1.2.3 Bad

9.1.2.3.1 sitemap tot urls < indexed pages

9.1.2.3.1.1 check canonical, double contents/urls and unwanted indexed files

9.1.2.3.2 sitemap tot urls > indexed pages

9.1.2.3.2.1 why some pages are not indexed?

9.1.2.3.2.1.1 noindex?

9.1.2.3.2.1.2 duplicated content?

9.1.2.4 Tools

9.1.2.4.1 [Google Webmaster Tools](#) ↗

9.1.2.4.2 Google search [site:www.example.com]

9.1.2.4.3 Screaming Frog

9.1.2.4.4 WebSite Auditor

10 HTTP status code

10.1 Internal/External

10.2 [3xx](#), [4xx](#), [5xx](#) ↗

11 Redirections

11.1 Setup an IP redirection

11.2 Setup preferred domain

11.2.1 Redirect www to not-www or vice versa

11.3 Moved page

11.3.1 301

11.3.1.1 The requested resource has been assigned a new permanent URI and any future references to this resource SHOULD use one of the returned URIs. Clients with link editing capabilities ought to automatically re-link references to the Request-URI to one or more of the new references returned by the server, where possible. This response is cacheable unless indicated otherwise.

11.4 Deleted page

11.4.1 404

11.4.1.1 404 Not Found: The server has not found anything matching the Request-URI. No indication is given of whether the condition is

temporary or permanent. The 410 (Gone) status code SHOULD be used if the server knows, through some internally configurable mechanism, that an old resource is permanently unavailable and has no forwarding address. This status code is commonly used when the server does not wish to reveal exactly why the request has been refused, or when no other response is applicable.

---

## 11.5 Temporary Redirect

---

### 11.5.1 302

---

#### 11.5.1.1 302 Found (HTTP 1.1) / Moved Temporarily (HTTP 1.0)

A 302 redirect is a temporary redirect. It passes 0% of link juice (ranking power) and, in most cases, should not be used. The Internet runs on a protocol called HyperText Transfer Protocol (HTTP) which dictates how URLs work. It has two major versions, 1.0 and 1.1. In the first version, 302 referred to the status code "Moved Temporarily." This was changed in version 1.1 to mean "Found."

---

### 11.5.2 307

---

#### 11.5.2.1 307 Moved Temporarily (HTTP 1.1 Only)

A 307 redirect is the HTTP 1.1 successor of the 302 redirect. While the major crawlers will treat it like a 302 in some cases, it is best to use a 301 for almost all cases. The exception to this is when content is really moved only temporarily (such as during maintenance) AND the server has already been identified by the search engines as 1.1 compatible. Since it's essentially impossible to determine whether or not the search engines have identified a page as compatible, it is generally best to use a 302 redirect for content that has been temporarily moved.

---

**11.6** if the page you are removing has a suitable alternative page on your web site, then 301 it. Do not always 301 the page to your home page. If there is no suitable, and by suitable I mean, a page that is very similar to the page you are removing, then 404 the page. 301 if there is a related and similar page to the page you are removing. 404 if there is not.

---

## 11.7 Redirect pages one-to-one, never many-to-one

---

## 12 Site URL

---

### 12.1 friendly url

---

#### 12.1.1 keyword rich URLs

#### 12.1.2 nevers use non-ASCII characters

#### 12.1.3 www.example.com/page-title

##### 12.1.3.1 page-title: keyword at beginning

#### 12.1.4 blog:

##### 12.1.4.1 www.example.com/2012/01/page-title

##### 12.1.4.2 www.example.com/page-title (WordPress 2013)

---

### 12.2 URL Canonical

---

#### 12.2.1 Good

##### 12.2.1.1 http://www.mysite.com/

##### 12.2.1.2 point to same domain

##### 12.2.1.3 same subdomain

###### 12.2.1.3.1 alfa.example.com can point to www.example.com

##### 12.2.1.4 point https -> http

#### 12.2.2 Bad

##### 12.2.2.1 http://www.mysite.com

##### 12.2.2.2 http://mysite.com/

##### 12.2.2.3 http://www.mysite.com/index.html

##### 12.2.2.4 http://mysite.com/index.html

##### 12.2.2.5 chain canonical

#### 12.2.3 syntax on id url

##### 12.2.3.1 on page: http://www.example.com/page.html?sid=123

##### 12.2.3.2 <head><link rel="canonical" href="http://www.example.com/page.html"/></head>

---

### 12.3 URL structure

---

#### 12.3.1 no underscore in url

#### 12.3.2 silo structure

#### 12.3.3 avoid URL parameters

---

12.3.4 keyword-rich URLs

12.3.5 no uppercase

12.3.6 use absolute url inside links: http://...

## 13 HTTPS

13.1 check redirections

## 14 navigation path

14.1 tree structure

14.2 use a light navigation (1-4 levels)

14.3 dynamic menu

14.4 breadcrumb

14.5 dynamic sidebar

14.6 footer

14.6.1 company info

14.7 Related post/article/product

## 15 Internal link structure

15.1 check internal link distribution

15.2 use specific anchor text

15.3 use sitemap.html

15.4 use homepage deep links for top products/pages

15.5 check most linked pages

15.6 Link

15.6.1 Links Position Weights

15.6.1.1 Links Higher Up in HTML Code Cast More Powerful Votes

15.6.1.2 External Links are More Influential than Internal Links

15.6.1.3 Links from Unique Domains Matter More than Links from Previously Linking Sites

15.6.1.4 Links from Sites Closer to a Trusted Seed Set Pass More Value

15.6.1.5 Links from "Inside" Unique Content Pass More Value than Those from Footers/Sidebar/Navigation

15.6.1.6 Keywords in HTML Text Pass More Value than those in Alt Attributes of Linked Images

15.6.1.7 Links from More Important, Popular, Trusted Sites Pass More Value (even from less important pages)

15.6.1.8 Links Contained Within NoScript Tags Pass Lower (and Possibly No) Value

15.6.1.9 A Burst of New Links May Enable a Document to Overcome "Stronger" Competition Temporarily (or in Perpetuity)

15.6.1.10 Pages that Link to WebSpam May Devalue the Other Links they Host

15.6.2 Internal Links

15.6.2.1 Internal Links Distribution

15.6.2.1.1 more internal links to important pages

15.6.2.2 use keyword in anchor text

15.6.2.3 use keywords in URL

15.6.2.4 use structured levels: draw a tree/SILO

15.6.2.5 better no more than 100 link on page

15.6.2.6 Warning: Internal nofollow

15.6.2.6.1 <a rel="nofollow" href="www.example.com">Example</a>

15.6.3 Tools

15.6.3.1 Screaming Frog

15.6.3.2 [Xenu](#) 

15.6.3.2.1 Broken links

15.6.3.3 Google Webmaster Tools

15.6.3.3.1 Download a back link report to see if you're missing out on links pointing to orphaned, 302 or incorrect URLs on your site. If you find people linking incorrectly, add some 301 rules on your site to harness that link juice



**15.6.3.4** [Open Site explorer](#) 

**15.6.3.5** ahrefs.com

**15.6.3.6** Majestic SEO

**15.6.4** PageRank Distribution

**15.6.4.1** YES

**15.6.4.1.1** page A "index"

**15.6.4.1.1.1** page B

**15.6.4.1.2** page A "noindex"

**15.6.4.1.2.1** page B

**15.6.4.1.3** page A

**15.6.4.1.3.1** page B "disallow"

**15.6.4.1.4** page A "English"

**15.6.4.1.4.1** page B "French"

**15.6.4.2** NO

**15.6.4.2.1** page A "404"

**15.6.4.2.1.1** page B

**15.6.4.2.2** page A

**15.6.4.2.2.1** page B "404"

**15.6.4.2.3** page A "disallow"

**15.6.4.2.3.1** page B

**15.6.4.2.4** page A "nofollow"

**15.6.4.2.4.1** page B

**16** Breadcrumbs

**16.1** Use breadcrumbs!

**16.2** schema.org markup

**16.3** anchor text keyword rich

**17** absolute link under HTTP

**17.1** relative links under HTTPS

**18** find not-HTML elements

**18.1** with Google cache

**18.1.1** can you see all elements?

**18.2** fetch as Googlebot – GWMT

**18.3** Avoid cloaking

**19** No-JS Navigation check

**19.1** try disable JS in browser

**19.1.1** are you still able to use and navigate the website?

**20** CSS

**20.1** remove unused rules

**20.2** Merge

**20.3** minify

**21** Avoid iFrames

**22** [Check text/html ratio](#) 

**23** Meta tag

**23.1** Check HTML declared language vs real language

**23.2** TAG Title

**23.2.1** First TAG position: <head><title>Title</title></head>

**23.2.2** Length: max 56 char included spaces

**23.2.2.1** 6-12 words

**23.2.3** 512 pixels

**23.2.4** use important keywords at the beginning of the title

**23.2.5** Weight: Keyword < Category | Website Title

**23.2.6** Tool: AdWords keyword research

**23.2.7** no repeat keywords

**23.2.8** unique titles for every page

**23.2.9** Avoid Stop Words

**23.2.9.1** articles (such as "the", "an" and "a")

**23.2.9.2** auxiliary verbs (such as "am", "is", and "can")

**23.2.9.3** conjunctions (such as "and", "or", "but" and "while")

**23.2.9.4** particles (such as "if", "then", and "thus")

**23.2.9.5** prepositions (such as "of", "that", "on" and "for")

**23.2.9.6** pronouns (such as "he", "we", "which" and "her")

**23.2.9.7** ...

**23.3** Meta Description

**23.3.1** Use Title keywords inside description text

**23.3.2** length: max 156 char

**23.3.2.1** 24-48 words

**23.3.3** 920 pixels

**23.3.4** use keywords at the beginning

**23.3.5** repeat TOP keywords max 2x

**23.3.6** unique description for every page

**23.4** Meta keywords

**23.4.1** from 5 to 20 words, include title keywords

**23.4.2** longest first

**23.4.3** initial cap

**23.4.4** comma separated

**23.4.5** unique SET for every page

**23.4.6** if the page is an AdWords landing page, use AdWords bought keywords

**23.5** META Language Tag

**23.5.1** `<meta http-equiv="content-language" content="it">`

**23.5.2** Tip: better placed in sitemap

**23.6** Multi Language:

`rel="alternate" hreflang="x"`

**23.6.1** in HEAD section

**23.6.2** `<link rel="alternate" hreflang="en" href="http://www.example.com/page.html" />`

`<link rel="alternate" hreflang="en-gb" href="http://en-gb.example.com/page.html" />`

`<link rel="alternate" hreflang="en-us" href="http://en-us.example.com/page.html" />`

`<link rel="alternate" hreflang="de" href="http://de.example.com/seite.html" />`

**23.7** Meta Refresh (Warning, not safe)

**23.7.1** Meta refreshes are a type of redirect executed on the page level rather than the server level. They are usually slower, and not a recommended SEO technique. They are most commonly associated with a five-second countdown with the text "If you are not redirected in five seconds, click here." Meta refreshes do pass some link juice, but are not recommended as an SEO tactic due to poor usability and the loss of link juice passed.

**23.7.2** Force page refresh

**23.7.3** Syntax

**23.7.3.1** Place inside `<head>` to refresh page after 5 seconds:

`<meta http-equiv="refresh" content="5">`

**23.7.3.2** Redirect to `http://example.com/` after 5 seconds:

`<meta http-equiv="refresh" content="5; url=http://example.com/">`

**23.7.3.3** Redirect to `http://example.com/` immediately (BETTER):

`<meta http-equiv="refresh" content="0; url=http://example.com/">`

**23.7.4** An alternative is by sending an HTTP redirection header, such as HTTP 301 or 302

## **23.8** Robots meta tag

**23.8.1** upload the robots.txt in the root directory

**23.8.1.1** `www.example.com/robots.txt`

**23.8.2** lang

**23.8.2.1** `<html lang="en">`

...

`</html>`

**23.8.2.2** In XHTML, the language is declared inside the `<html>` tag as follows:

**23.8.2.3** `<html xmlns="http://www.w3.org/1999/xhtml" lang="en" xml:lang="en">`

...

`</html>`

**23.8.2.4** ref: `http://www.w3schools.com/tags/ref_language_codes.asp`

**23.8.3** noindex

**23.8.3.1** `<meta name="robots" content="noindex">`

**23.8.4** nofollow

**23.8.4.1** `<meta name="robots" content="nofollow" />`

**23.8.5** noarchive

**23.8.5.1** `<meta name="robots" content="noarchive">`

**23.8.5.2** no Google cache version

**23.8.6** noodp

**23.8.6.1** no open directory project

**23.8.6.2** `<meta name="robots" content="NOODP">`

**23.8.7** noydir

**23.8.8** nosnippet

**23.8.8.1** `<meta name="googlebot" content="nosnippet">`

**23.8.9** hreflang

**23.8.9.1** better in sitemap.xml

**23.8.9.2** `<link rel="alternate" hreflang="fr" href="http://www.ex.com/fr/index.html" />`

`<link rel="alternate" hreflang="en" href="http://www.ex.com/en/index.html" />`

**23.8.9.3** Link

**23.8.9.3.1** `<a href="http://www.w3schools.com" hreflang="en">W3Schools</a>`

**23.9** Meta Noindex

**23.9.1** `<meta name="robots" content="noindex">`

**23.9.2** HTTP Header

**23.9.2.1** X-Robots-Tag: noindex

**23.10** Unavailable\_after

**23.10.1** `<meta name="googlebot" content="unavailable_after: 25-Aug-2007 15:00:00 EST">`

**23.10.2** HTTP Header

**23.10.2.1** X-Robots-Tag: unavailable\_after: 7 Jul 2007 16:30:00 GMT

**23.11** Headings H1 – H6

**23.11.1** Use H1 one time for page, H2-H6 could be repeated

**23.11.2** Use in order: H1>H2>H3>H4...

**23.11.3** Headings should contain TOP keyword phrases

**23.11.4** Length: 2-6 words

**23.11.5** Check Tools:

**23.11.5.1** Screaming Frog

**23.11.5.2** Website Auditor

23.11.5.3 Marketing Grader

23.11.5.4 Traffic Travis

23.11.5.5 Xenu

23.11.5.6 Google Doc XMLIMPORT (f)

23.12 Strong & Italic

23.12.1 Use it on Keyword phrases and related terms

23.13 indexing tag

23.13.1 [canonical tag](#) 

23.13.2 rel alternate

23.13.3 rel prev, rel next

23.14 Tools

23.14.1 [URLsMatch.eu](#) 

23.14.2 Screaming Frog

23.14.3 Google Search Console

24 Images

24.1 Original images perform better

24.1.1 if you can't: filter it, resize it, mirror it, ...

24.2 image tag alt="define"

24.2.1 1 word every 16\*40 pixels

24.2.1.1 1-12 words

24.2.2 include relevant keywords

24.2.3 unique text for each image

24.3 image tag title="define"

24.4 always define image dimensions in HTML

24.5 spider supported formats: BMP, GIF, JPEG, PNG, WebP or SVG.

24.6 Additionally:

- the image filename is related to the image's content;
- the alt attribute of the image describes the image in a human-friendly way;
- HTML page's textual contents as well as the text near the image are related to the image.

24.7 Logo alt tag: "brand name" > "home" > "logo"

24.8 Compression .JPG 80%

24.9 Upload scaled images

25 schema.org markup

25.1 Rich Snippet

25.1.1 Microdata/Microformats/RDFa

25.1.1.1 Rating Stars

25.1.1.1.1 WordPress

25.1.1.1.1.1 [GD Star Rating](#) 

25.1.1.2 Recipes

25.1.1.2.1 recipe details

25.1.1.3 Authorship

25.1.1.3.1 Multi-author

25.1.1.3.2 Single Author

25.1.1.4 Thumbnail

25.1.1.5 Products Price

25.1.2 [Schema.org](#) 

25.1.3 [Google Rich Snippets Testing tool](#) 

25.1.4 [Rich Snippet submission form](#) 

25.2 breadcrumbs markup

**25.3 Use Local business markup**

---

**26 Custom 404 page**

---

**26.1 check status code**

---

**26.1.1 must be 404!**

---

**27 Content optimization**

---

**27.1 update frequency**

---

**27.1.1 constancy rewards**

---

**27.2 logic organization**

---

**27.2.1 Menu design**

---

**27.2.1.1 Tree design**

---

**27.2.2 In blog use categories & TAGS**

---

**27.3 SEO copywriting**

---

**27.3.1 Study SERP to find nice free places**

---

**27.3.1.1 AdWords keyword Tool for traffic**

---

**27.3.2 study best title**

---

**27.3.2.1 \*see TAGS**

---

**27.3.3 study right keywords**

---

**27.3.4 use at least 350 words**

---

**27.3.5 Keyword density**

---

**27.3.5.1 Good**

---

**27.3.5.1.1 human friendly**

---

**27.3.5.1.2 < 5%**

---

**27.3.5.2 Bad**

---

**27.3.5.2.1 > 10%**

---

**27.3.5.2.2 too much kw repetitions**

---

**27.3.5.2.3 bad human readability**

---

**27.3.6 write with steps**

---

**27.3.6.1 Intro**

---

**27.3.6.2 content**

---

**27.3.6.3 End**

---

**27.3.7 nice images**

---

**27.3.7.1 alt tag with main keywords**

---

**27.3.7.2 title tag with main keywords**

---

**27.3.7.3 image file name with main keywords**

---

**27.3.7.4 link title**

---

**27.3.8 call to action**

---

**27.3.8.1 forms on landing pages**

---

**27.3.8.2 affiliate links**

---

**27.3.8.3 phone calls**

---

**27.4** 1. Post it on your website with no strings attached. It's free and you require no personal information from prospects

2. Blog about it

3. E-mail your in-house database

4. Post it on your social media profiles

5. Publish a press release (pitch it to the media too)

6. Create an ad campaign using banner and text ads

7. Reach out to popular and respected bloggers in your industry and get them to blog about it

8. Mention it in your next monthly newsletter

9. Use it as a basis for a webinar or podcast episode

10. Produce a video about it

---

## 27.5 readability

### 27.5.1 text dimensions

### 27.5.2 easy words and phrases

## 27.6 Content and Usability

### 27.6.1 design

#### 27.6.1.1 deep/levels

##### 27.6.1.1.1 max 3

### 27.6.2 load speed

#### 27.6.2.1 latency

#### 27.6.2.2 image caching

#### 27.6.2.3 pages caching

#### 27.6.2.4 compression

#### 27.6.2.5 CDN

#### 27.6.2.6 Tools

##### 27.6.2.6.1 [Page speed](#)

###### 27.6.2.6.1.1 Good

###### 27.6.2.6.1.1.1 Speed >75%

##### 27.6.2.6.2 [Yslow](#)

###### 27.6.2.6.2.1 Good

###### 27.6.2.6.2.1.1 B

##### 27.6.2.6.3 [GT metrix](#)

### 27.6.3 Mobile

#### 27.6.3.1 – Mobile friendly website (WordPress Touch/Mobify/...)

– Mobile ads (SMS Text/video/Google Mobile ads)

– Mobile & Social integration

– Mobile apps/QR codes

## 27.7 content

### 27.7.1 body text & word count > 350

### 27.7.2 content generation

### 27.7.3 frequency

### 27.7.4 content quality

### 27.7.5 keyword focus

### 27.7.6 SEO copywriting

### 27.7.7 tag HTML5

### 27.7.8 tag Schema.org

### 27.7.9 freshness

## 27.8 Keywords

### 27.8.1 Keyword list

#### 27.8.1.1 on site analysis

#### 27.8.1.2 competitors websites

#### 27.8.1.3 [AdWords keywords tools](#)

##### 27.8.1.3.1 competitors

###### 27.8.1.3.1.1 cost

###### 27.8.1.3.1.2 competitors

###### 27.8.1.3.1.3 traffic

##### 27.8.1.3.2 [estimated traffic](#)

###### 27.8.1.3.2.1 cost

###### 27.8.1.3.2.2 competitors

###### 27.8.1.3.2.3 traffic

27.8.1.3.2.3.1 phrase

27.8.1.3.2.3.2 exact

27.8.1.4 [Google Analytics](#) 

27.8.1.4.1 Goal

27.8.1.4.1.1 conversions

27.8.1.4.2 filters

27.8.1.4.2.1 Branded / not branded

27.8.1.4.2.2 ITA/ENG (lingua)

27.8.1.4.3 time on site

27.8.1.4.4 visit deep

27.8.2 Google SERP Analysis

27.8.2.1 opportunity

27.8.2.1.1 new keywords

27.8.2.1.2 easy ranking areas

27.8.2.1.3 weak competitors

27.8.2.2 treath

27.8.2.2.1 aggressive competitors

27.8.2.2.1.1 what they do?

27.8.2.2.1.1.1 natural ranking

27.8.2.2.1.1.2 AdWords

27.8.2.2.1.1.3 social

27.8.2.2.1.1.4 link building

27.8.3 tools

27.8.3.1 KW analysis

27.8.3.1.1 potential traffic

27.8.3.1.2 SEO and PPC competition

27.8.3.2 Google Analytics

27.8.3.2.1 access kw

27.8.3.2.1.1 time on site

27.8.3.2.1.2 visit deep

27.8.3.3 Ubersuggest

27.8.3.3.1 <http://ubersuggest.org/> 

27.8.3.4 Google AdWords

27.8.3.4.1 kw tools

27.8.3.4.2 traffic tools

27.8.3.5 Rank Traker

27.8.3.5.1 Keep ranking history

27.8.3.5.2 competitors ranking

27.8.3.6 EVE Milano Keywords Tool

27.8.3.6.1 [www.evemilano.com/keyword-tool/](http://www.evemilano.com/keyword-tool/)

27.9 Language Management

27.9.1 use rel alternate href lang

27.9.2 change language button

27.9.2.1 redirect to the same page

27.9.2.2 do not redirect to the homepage!

28 Usability

28.1 Mobile implementation

28.1.1 Responsive design

28.1.1.1 setup meta viewport

28.1.2 Dinamic site

28.1.2.1 desktop and mobile has same URL

28.1.2.2 identify user-agent

28.1.2.3 [setup http vary](#)

28.1.3 Dedicate mobile site m.

28.1.3.1 identify user-agent

28.2 setup Mobile redirect

28.3 check Webserver Performances

28.3.1 [GTmetrix](#)

28.3.2 [PageSpeed](#)

28.3.3 [webpagetest](#)

29 Inbound

29.1 External 404

29.1.1 if backlink brings authority, redirect the 404

29.2 check Link popularity for the 404 resource

29.3 check Backlink anchor text

29.4 check Most linked pages

29.5 avoid too many site wide backlinks

29.6 Local directories to start

29.7 Backlinks (Inbound)

29.7.1 Rank inbound link?

29.7.1.1 Google

29.7.1.1.1 PageRank

29.7.1.1.2 DomainRank

29.7.1.2 [Ahrefs.com Rank](#)

29.7.1.3 [Majestic](#)

29.7.1.4 [Moz Rank](#)

29.7.1.4.1 Page Authority

29.7.1.4.2 Domain Authority

29.7.2 Link building

29.7.2.1 [Anchor texts](#)

29.7.2.1.1 Brand

29.7.2.1.1.1 min 60%

29.7.2.1.1.2 Brand Name

29.7.2.1.1.3 KW + brand name

29.7.2.1.1.4 URL

29.7.2.1.2 Navigational

29.7.2.1.2.1 max 20%

29.7.2.1.2.2 click here

29.7.2.1.3 Local

29.7.2.1.3.1 Local Brand

29.7.2.1.3.1.1 City + Brand Name

29.7.2.1.3.2 Local Transational

29.7.2.1.3.2.1 City + Service Keyword

29.7.2.1.4 Transational

29.7.2.1.4.1 max 20%

29.7.2.1.4.2 Exact Service Keyword



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#### 29.7.2.1.5 KW

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29.7.2.1.5.1 different KW for different landing

---

#### 29.7.2.2 social bookmarking

---

29.7.2.2.1 See social section

---

#### 29.7.2.3 social networks

---

29.7.2.3.1 See social section

---

#### 29.7.2.4 link ads

---

29.7.2.4.1 use nofollow tag

---

#### 29.7.2.5 publish quality content for natural linking

#### 29.7.2.6 Blogs and Forums

---

29.7.2.6.1 find comments dofollow

---

#### 29.7.2.7 warning: don't buy links

#### 29.7.2.8 link exchange?

---

29.7.2.8.1 no site-wide

---

---

29.7.2.8.2 yes dedicated page

---

#### 29.7.2.9 web directories

---

29.7.2.9.1 local

---

---

29.7.2.9.2 general

---

---

29.7.2.9.2.1 dmoz

---

---

29.7.2.9.2.2 yahoo! directory

---

---

29.7.2.9.2.3 yellow pages

---

#### 29.7.2.9.3 Local Directories

---

29.7.2.9.3.1 Yelp

---

---

29.7.2.9.3.2 Foursquare

---

---

29.7.2.9.3.3 Google Map

---

#### 29.7.2.10 article marketing

---

29.7.2.10.1 infographics

---

#### 29.7.2.11 guest article

---

29.7.2.11.1 on related blogs

---

#### 29.7.2.12 Feed RSS

---

29.7.2.12.1 Use partial RSS file

---

---

29.7.2.12.2 Register RSS to Aggregators websites

---

---

29.7.2.12.3 Insert deep links inside RSS

---

#### 29.7.3 Correct Broken links – 404

#### 29.7.3.1 definitive

---

29.7.3.1.1 use Redirect 301

---

---

29.7.3.1.2 Yes PageRank

---

#### 29.7.3.2 temp

---

29.7.3.2.1 use Redirect 302

---

---

29.7.3.2.2 No PageRank

---

#### 29.7.4 link pruning?

---

29.7.4.1 – Ask for link removal

– Ask nofollow tag

– noindex on destination page

– Disallow with robots.txt

– redirect 410

– redirect 404

– copy page and move internal link + noindex

---

### 30 Social signals

#### 30.1 Channels

---

### 30.1.1 Google Plus

30.1.1.1 Authorship Link for bloggers

30.1.1.2 use Keyword and description

30.1.1.3 frequent updates

30.1.1.4 use sidebar links

### 30.1.2 Facebook

30.1.2.1 actions

30.1.2.1.1 Content generation

30.1.2.1.1.1 frequent updates

30.1.2.1.1.2 Call to action

30.1.2.1.1.3 nice contents

30.1.2.1.2 Commenti

30.1.2.1.2.1 analysis and shared answers

30.1.2.1.3 Landing page/Form

30.1.2.1.3.1 flash

30.1.2.1.3.2 static html

30.1.2.1.3.2.1 imagemap

30.1.2.1.3.3 cms

30.1.2.1.3.4 ecommerce

30.1.2.1.3.5 Like button indication

30.1.2.1.3.6 app

30.1.2.1.3.7 form

30.1.2.1.4 Open Graph integration

30.1.2.1.4.1 website side

30.1.2.2 [Advertising](#)

30.1.2.2.1 Inside Facebook

30.1.2.2.1.1 min CTR > 0,03 (3%)

30.1.2.2.1.2 min CPL > 0,3 (30%)

30.1.2.2.1.3 Landing customization

30.1.2.2.1.4 social shared ads

30.1.2.2.2 Outside Facebook

30.1.2.2.2.1 More expensive

30.1.2.2.2.2 [use url builder](#) 

### 30.1.3 Twitter

30.1.3.1 autocontent generation

30.1.3.1.1 Facebook Connection

30.1.3.1.2 rss graffiti

30.1.3.1.2.1 auto Hashtag generation

### 30.1.4 Linkedin

30.1.4.1 Company page

30.1.4.2 personal page

30.1.4.3 Group

30.1.4.4 ADS

30.1.4.4.1 budget: min 10\$/day and 2\$ click

30.1.4.4.2 not all language (!)

30.1.4.5 Share button plugin on website

### 30.1.5 Pinterest

30.1.5.1 Pin it button plugin

30.1.5.2 create topic dashboards

30.1.5.3 follow the moods, don't use it only to promote

## 30.2 Social Plugins

### 30.2.1 Facebook

#### 30.2.1.1 [Like button](#)

30.2.1.1.1 to Company page

30.2.1.1.2 to Website URL

30.2.1.1.3 Open Graph TAG implementation

#### 30.2.1.2 Comments

#### 30.2.1.3 Boxes

30.2.1.3.1 fans

30.2.1.3.2 sharing activity/recommendation

#### 30.2.1.4 Facebook Connect

30.2.1.4.1 Auto login

### 30.2.2 Twitter

#### 30.2.2.1 [Share button](#)

#### 30.2.2.2 Follow

#### 30.2.2.3 tweet feed

### 30.2.3 [Linkedin Button](#)

30.2.3.1 follow company

30.2.3.2 follow profile

30.2.3.3 share button

### 30.2.4 Social Bookmarking

30.2.4.1 Stumble Upon

30.2.4.2 Reddit

30.2.4.3 Digg

30.2.4.4 Del.icio.us

### 30.2.5 [Google +1](#)

30.2.5.1 "Add to my circles" Button

30.2.5.2 +1 Button

### 30.2.6 Pinterest

30.2.6.1 Pin It Button

30.2.6.2 Follow Me Button

## 31 Google penalties

31.1 Internal 2x content

31.2 External 2x content

31.3 Low quality and/or thin content

31.4 Bad backlink profile

31.5 much more...

31.6 Negative aspects

31.6.1 duplicated contents

31.6.1.1 internal

31.6.1.2 external

31.6.1.2.1 check kw rank history

31.6.2 duplicated meta

31.6.3 server down time

31.6.4 spam and site-wide links

31.6.4.1 link pruning activities

31.6.5 Sponsored links

31.6.6 malware on server

31.6.7 Directory backlink

31.6.7.1 if unique source

31.6.8 hidden text

31.6.8.1 by css

31.6.9 longer url with too much parameters

31.6.10 too much levels

31.6.11 adsense abuse

31.6.12 bad usability

31.6.13 bad contents

31.6.13.1 high bounce rate

31.6.13.2 short content

31.6.13.3 short time on page

31.6.14 flash

31.6.15 low quality out-bound links

31.6.16 spamming/stuffing/hiding

31.6.17 spam inbound links

31.6.18 having too many transactional anchor text

31.6.19 advertising abuse

31.6.20 site wide links

31.6.21 dofollow sponsor links

31.6.22 link selling/buying

Articoli correlati che potrebbero interessarti:

- [Screaming Frog Guida Completa in italiano \(29.5\)](#)
- [Come organizzare un SEO Audit \(21.8\)](#)
- [SEO e Prestashop, tutto ciò che devi sapere \(20.6\)](#)
- [200 Fattori di Ranking SEO di Google, la lista 2013 \(19.3\)](#)
- [Ottimizzare la struttura dei link interni di un sito web \(19\)](#)
- [Cambiare tema a WordPress, la check-list da seguire \(16.9\)](#)
- [Come verificare la correttezza di una Sitemap.xml \(16.7\)](#)
- [Come trovare gli errori 404 \(16.5\)](#)

FILED UNDER: POSIZIONAMENTO MOTORI DI RICERCA

TAGGED WITH: ANALISI SEO , CRAWLING , CSS , DATI STRUTTURATI , FREQUENZA DI RIMBALZO , GOOGLE DOC , GOOGLE PLUS , JAVASCRIPT , OPEN GRAPH , PAGERANK , SCHEMA.ORG , SCREAMING FROG , SEO TOOLS

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About Giovanni Sacheli

[Giovanni Sacheli](#) é **consulente SEO** e SEM per Searcus Swiss Sagl ed EVE Milano. Professionista Certificato Google AdWords e grande appassionato di **analisi SEO** tecniche ed ottimizzazioni di siti eCommerce multilingua. Dal 2009 condivide su questo blog le sue esperienze e le nozioni tecniche più interessanti per posizionare siti web su Google.


## Commenta con Google+

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 **Luca Spinelli** 2 anni fa +1  
Spettacolare, complimenti per un lavoro del genere.


 **Daniele Cardello** 2 anni fa +1  
grande davvero!


 **Giovanni Sacheli** 2 anni fa - [SEO Italia \(SEO Audit & planning\)](#)  
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+5 👍 - Rispondi

Visualizza tutte le risposte (6) ▼


 **Salvatore Palmenti** 2 anni fa  
Grazie **+Giovanni Sacheli**. Pensavo di utilizzare la struttura per una checklist interattiva ad uso interno ...


 **Creailweb** 2 anni fa +1  
**+Giovanni Sacheli** si intendo la versione testuale, sarebbe bellissimo fare un bel albero con tutti i link alle spiegazioni, magari verrebbe fuori un bel ebook :)


 **Giovanni Sacheli** 2 anni fa - [Web Marketing Italia \(Web Marketing\)](#)  
Ho voluto condividere con voi questo schema logico che uso per affrontare da zero una analisi **#SEO**

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 **Giuseppe Schettino** 2 anni fa +1  
ottimo lavoro. Complimenti.


 **Giovanni Sacheli** 2 anni fa  
**+Giuseppe Schettino** grazie!

 **Giovanni Sacheli** tramite Google+ 2 anni fa - [Condivisione pubblica](#)  
Nuovo aggiornamento per la **SEO Checklist** **#SEO** **#ranking** **#indexing** **#Google**

+1 👍 - Rispondi


 **Giovanni Sacheli** tramite Google+ 3 anni fa - [Condivisione pubblica](#)  
Per fare una buona analisi SEO è importante essere puntuali e avere presente tutti gli aspetti importanti, per questo motivo anni fa creai la mia prima dashboard SEO che ho mantenuto aggiornata fino ad oggi. Se vi torna utile condividerla!


+2 👍 - Rispondi

 **Maurizio Ceravolo** tramite Google+ 3 anni fa - [Condivisione pubblica](#)  
Una bella scaletta di **+Giovanni Sacheli**

+7 👍 - Rispondi

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 **Giovanni Sacheli** 3 anni fa  
grazie mille **+Martino Mosna** :)

 **Massimo Fattoretto** 3 anni fa  
Complimenti **+Giovanni Sacheli** !



**gabriele benedetti** tramite Google+ · 3 anni fa · Condivisione pubblica  
Fantastico uso delle mappe concettuali! Complimenti!

+1 · Rispondi



**Giovanni Sacheli** · 3 anni fa  
Grazie mille :)



**Ilario Gobbi** · 2 anni fa · Condivisione pubblica  
Spettacolare! Una bibbia **#seo** in forma grafica vasta e aggiornatissima! Complimenti  
**+Giovanni Sacheli**

+4 · Rispondi



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grazie dello share!



**Martino Mosna** tramite Google+ · 3 anni fa · Condivisione pubblica  
Davvero completa. Ottimo lavoro **+Giovanni Sacheli**



**Maurizio Ceravolo** ha condiviso inizialmente questo post  
Una bella scaletta di **+Giovanni Sacheli**

+7 · Rispondi



**Andrea Pernici** · 3 anni fa  
Bravo **+Giovanni Sacheli**



**Giovanni Sacheli** · 3 anni fa · +1  
Grazie mille **+Martino Mosna** e **+Andrea Pernici**, poi datemi l'iban che ci mettiamo apposto :D



Condiviso da **Andrea Manchisi** tramite Google+ · 2 anni fa · Condivisione pubblica  
+2 · Rispondi



**Giovanni Sacheli** · 2 anni fa  
:)



Condiviso da **Carlo Rubino** tramite Google+ · 3 anni fa · Condivisione pubblica  
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**gabriele marazzi** · 3 anni fa  
**+Giovanni Sacheli** no anzi, è interessante! Grazie per lo share ;)



**Giovanni Sacheli** · 3 anni fa  
Grazie a te per il commento :D



**Andrea Pernici** tramite Google+ · 3 anni fa · Condivisione pubblica  
Mi accodo a **+Martino Mosna**



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**Pietro Rosaci** tramite Google+ · 2 anni fa · Condivisione pubblica  
Spettacolare lista delle "cose da fare" in ambito **#SEO** **+Eugenio Petullà**, ve ???. ;)



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+7 · Rispondi



**Giovanni Sacheli** · 2 anni fa  
grazie dello share :)



**Pietro Rosaci** · 2 anni fa  
Dovere :D



**Francesco D'Agostino** tramite Google+ · 2 anni fa · Condivisione pubblica  
Veramente utile e completa questa **#SEO** checklist aggiornata a oggi con tanto di **#infografica**.



**Giovanni Sacheli** ha condiviso inizialmente questo post  
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**Giovanni Sacheli** · 2 anni fa · +1  
grazie spero possa esserti utile :)



**Francesco D'Agostino** · 2 anni fa  
Ottima davvero, Giovanni. Grazie :)




**Massimo Fattoretto** tramite Google+ · 3 anni fa · Condivisione pubblica  
SEO Dashboard di **+Giovanni Sacheli**


 **Maurizio Ceravolo** ha condiviso inizialmente questo post  
Una bella scaletta di **+Giovanni Sacheli**

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 **Giovanni Sacheli** 3 anni fa  
:)

 **Cosimo Errede** tramite Google+ 2 anni fa - Condivisione pubblica  
Una checklist **#SEO**


via **+Giovanni Sacheli**


 **Giovanni Sacheli** ha condiviso inizialmente questo post  
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
+2  Rispondi

 **Giovanni Sacheli** 2 anni fa  
grazie dello share!


 **Cosimo Errede** 2 anni fa  
Grazie a te **+Giovanni Sacheli** per il post!


 **marco troiani** tramite Google+ 2 anni fa - Condivisione pubblica  
Una Checklist **#SEO** spettacolare.  
Quando si dice **condividere...**


Thanks to **+EVE Milano Consulenza SEO**

 **Iolanda Monia Tilli** ha condiviso inizialmente questo post  
La più completa **#Seo** checklist che abbia mai visto in rete, frutto del lavoro e dell'esperienza di **+Giovanni Sacheli** dal 2009 ad oggi. Complimenti e grazie per la condivisione!  
<http://www.evemilano.com/2012/02/my-personal-seo-dashboard/>


+1  Rispondi

 **Giovanni Sacheli** 1 anno fa (modificato) +1  
Ciao **+marco troiani** grazie per lo share^^

 **marco troiani** 1 anno fa  
Grazie a te **+Giovanni Sacheli**, hai creato una CheckList spettacolare ;)

 **EVE Milano Consulenza SEO** 2 anni fa - Condivisione pubblica  
**#SEO** Dashboard: i processi di una Analisi SEO | EVE Milano <http://buff.ly/1c9IG1f>  
**#webmarketing** **#google** **#webmaster**

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 **Carlotta Silvestrini** tramite Google+ 3 anni fa (modificato) - Condivisione pubblica  
Come si affronta **da zero** un'analisi SEO?  
Un'eccellente infografica di Giovanni Sacheli ce lo spiega in modo semplice e chiaro.

Via **+Martino Mosna** Grazie!

+1  Rispondi

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## COMMENTS

**Sandrino**

[11/04/2013 at 20:34](#)

[\(Edit\)](#)

Ottima, completa, aggiornata. Bel lavoro complimenti! Non smettere mai di lavorarci :)

[Rispondi](#)

**Giovanni Sacheli**

[08/04/2015 at 21:00](#)

[\(Edit\)](#)

Non smetterò, almeno per il momento :P

[Rispondi](#)

**MT**

[08/04/2015 at 20:07](#)

[\(Edit\)](#)

Ciao, davvero ti ringrazio per qualità di informazioni, anzi di conoscenza, che condividi. Sei un grande!

[Rispondi](#)

[Giovanni Sacheli](#)

[08/04/2015 at 21:00](#)

[\(Edit\)](#)

Grazie Mariateresa! Spero di ritrovarti nei commenti di questo blog :)

[Rispondi](#)

[Monica](#)

[05/05/2015 at 14:34](#)

[\(Edit\)](#)

Grande! Una bel riepilogo per non perdersi nei meandri dell'ottimizzazione!!!

[Rispondi](#)

[Giovanni Sacheli](#)

[14/07/2015 at 11:31](#)

[\(Edit\)](#)

Grazie Monica, i vostri commenti sono molto apprezzati :D

[Rispondi](#)

[web assistant](#)

[22/08/2015 at 14:05](#)

[\(Edit\)](#)

Ottima checklist

[Rispondi](#)

[Stefano Airoidi](#)

[06/09/2015 at 16:39](#)

[\(Edit\)](#)

Ciao Giovanni.

Una checklist davvero fantastica, di livello superiore alla media.

L'ho letta tutta per intero, perché molto appassionante.

Sicuramente una risorsa che noi di Cepar teniamo in assoluta considerazione: grazie di averla condivisa pubblicamente!

[Rispondi](#)

[Giovanni Sacheli](#)

[06/09/2015 at 16:55](#)

[\(Edit\)](#)

Grazie Stefano! Salutami il Porretz :D

A presto!!!

[Rispondi](#)

**Alessandro Marengo**

[28/02/2016 at 11:15](#)

[\(Edit\)](#)

Per quanto possano valere, i miei complimenti per questa checklist!

Se il tuo progetto di mantenerla sempre aggiornata necessita di supporters, eccomi! ;)

[Rispondi](#)

[Giovanni Sacheli](#)

[28/02/2016 at 21:05](#)

[\(Edit\)](#)

Grazie Alessandro! Una mano servirebbe :D

[Rispondi](#)



LASCIA UN COMMENTO.

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**le keyword più efficaci** per generare traffico naturale. Con l'[analisi dei competitor](#) studiamo le mosse vincenti dei TOP player più visibili su Google e abbiamo sviluppato molti altri servizi utili a definire strategie di web marketing vincenti. Per ottenere il massimo da Google è necessario un sito web autorevole con una struttura efficiente e noi possiamo aiutarti con specifiche [analisi SEO tecniche](#) e servizi di [link building](#) professionali.

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Sei interessato ad una consulenza per la [gestione campagne AdWords](#)? Giovanni Sacheli è membro del programma di Certificazione AdWords [Google Partner](#) per garantire ai propri clienti competenze specifiche ed una professionalità comprovata. Molte Web Agency offrono AdWords nei loro servizi ma soltanto una minima percentuale è certificata da Google. Richiedi una [consulenza AdWords](#) professionale e certificata!

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