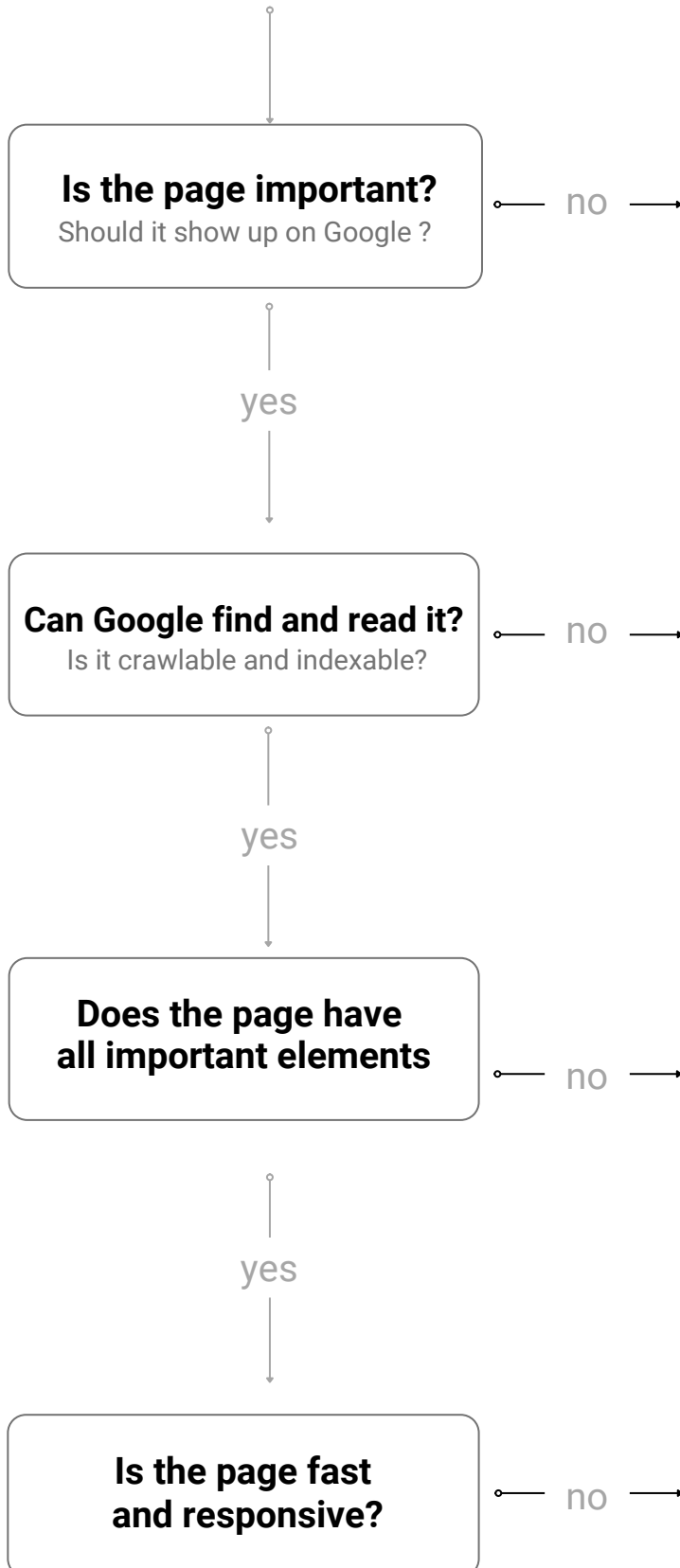


SEO cheat sheet for devs

Key SEO Checks for E-Commerce Development

SPEAK WITH US

- SLACK:



Prevent Index Bloat / Save Crawl Budget

- Non-valuable pages should be `noindex/nofollow`.
- Avoid using URL params for tracking, especially for **Category pages** where millions of new, low-value pages can be created with filter combinations.
- Remember that every page is different for Google if the URL is different, even if the content is the same. In such cases, please discuss with us the options for [canonicalization](#) to prevent a potential duplicate content issue.

Ensure it is Indexable and Crawlable

- Important pages should be `index, follow`. Promote important pages with prominent entry points (follow links).
- Be careful with the `robots.txt` and `noindex` tag. When you make any changes to pages that earn organic traffic (i.e. PLPs & PDPs), ensure that you didn't change the robots meta tag directives from `index` to `noindex`.
- If you use a URL parameter to alter the page content, discuss with us first.

Include all Important elements & Metadata

- The page has a unique title - `<title>ExampleTitle</title>`
- The page is structured hierarchically with HTML heading tags (`h1`, `h2`, `h3` etc).
- Check that you didn't accidentally remove or break any Schema Rich Snippets. You can check it with the [Rich Results Tester](#).
- Ensure that all other important content is always server-side-rendered and comes with the initial HTML response. You can see the exact HTML by also using the Google Rich Results Tester.
- Be careful when you hide content for UX reasons (e.g. mobile web). Prefer to hide it with CSS instead of rendering it on the client (Javascript).

Make it fast

- Remember that Performance plays a vital role for users and search engines.
- Use Chrome Lighthouse Report or [Page Speed Insights](#) to ensure that the performance hasn't been negatively affected.