WEBSITE BACK END

SEARCH ENGINE OPTIMIZATION CHECKLIST

- Create a Google Analytics account, get a tracking code, and add it to your website.
- Create Google Search Console and Bing Webmaster Tools accounts and verify your website with both.
- Create and submit an XML sitemap to Google Search Console and Bing Webmaster Tools.
- Create and submit robots.txt to Google Search Console and Bing Webmaster Tools.
- Create a profile on Google My Business.
- Ensure all website URLs are shorter than 2,083 characters including spaces.
- Enable https:// security strengthening.
- Review and fix all 4XX, 5XX, and Crawl Attempt errors.
- Improve your website’s loading time.
- Add media queries to resize content properties for mobile devices.

Need more information? Visit [seo.gatech.edu](http://seo.gatech.edu)