

# Technical SEO Elements

We ran a basic site audit on a few key technical components of your website.

## Importance of Page Load Speed

Time is of the essence. Your website visitors have little tolerance for pages that take more than a couple seconds to load. Search Engines also have a hard time visiting slow servers. It is best to keep your load speed as fast as possible.

## HTML Sitemap

An HTML sitemap is a page on your website that lists the complete structure of your website and links to all the important pages. It helps your users find any page on your site quickly and is a very efficient way to distribute link juice between pages of your website.

## XML Sitemap

A sitemap.xml tells Google about the pages on your website that it might not otherwise discover. Creating an XML sitemap ensures that Google finds all your pages and can display them in search results.

## Robots.txt File

Robot.txt files tell Search Engine 'spiders' which pages are off limits to display in their search results. This gets rid of duplicate content issues and pages you want ignored.

## Canonical URLs

Canonical tags specify your preferred version of your URL(ex. www.site.com vs. site.com). It tells the SE the pages are the same, eliminates duplication and helps transfer credit to properties such as PageRank.

## Additional Technical Elements to Consider ...

Others components that are included in our [Full Site Audit](#) that you should ensure properly configured for SEO success include:

1. Search Engine Friendly URLs
2. SEO Friendly 301 URL redirects
3. Proper internal link juice flow
4. Proper host setup
5. Proper domain registration
6. Custom 404 Page

## Need a Full Check Up?

If left unresolved these problems can be the most detrimental to your website, overriding the success of an SEO campaign, even if everything else is done well. Let us examine your website with a Site Audit and provide a list of recommendations plus assistance in how to implement the improvements.

**Contact Us for More Information:**

1-888-262-6687

[contact@1stonthelist.ca](mailto:contact@1stonthelist.ca)

