



# Technical SEO Audit: Tips For Successful Implementation



Technical SEO is an integral part of SEO strategy. It refers to the practices of optimizing a website's technical aspects to improve user experience, visibility and ranking on search engines.

If your website is technically optimized, search engine crawlers can read your content better and understand its intent so that the web page can be properly indexed and ranked on search engines.

However, implementing a technical SEO audit can be complex. Here are some steps to take to get the most out of your [technical SEO audit](#) while optimizing –

1. Manage your robot.txt files
2. Build a good website framework
3. Check the loading speed
4. Enhance mobile friendliness
5. Improve the clarity of the 404 error on page
6. Use 301 redirecting pages
7. Set canonical URLs

What is really fascinating is how much deeper you can go into technical SEO. Implementing these steps may seem daunting, but once you've completed your first audit, you'll be keen to see what other improvements you need to make for higher ranking.