



# DOCUMENTATION SEO

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Search engine optimization checks

DEMO VERSION

## Demo Content

This demo version presents **4 out of 43** checks from the category SEO.

The full version includes all **43 checks** checks with:

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## FISCAL IDENTITY

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# About SEO

## What is SEO?

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SEO (Search Engine Optimization) includes all techniques and best practices that help a website be more visible in search engine results like Google. An SEO-optimized site attracts more organic traffic and potential customers without advertising costs.

## Benefits

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- Increased visibility in Google and other search engines
- Free and quality organic traffic
- Authority and credibility in the field
- Better ROI compared to paid advertising
- Competitive advantage in the market

## Standards and Guidelines

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Checks in this category are based on: **Google Search Quality Guidelines, Schema.org**

### Checks in Demo version

**4** out of **43** checks

The full version includes all 43 checks.

Verification	Details
AMP	<p><b>What it means:</b></p> <p>AMP creates ultra-fast versions of pages for mobile phones, improving user experience.</p> <p><b>What It Checks:</b></p> <p>Checks if the site has implemented AMP (Accelerated Mobile Pages) for fast mobile loading.</p> <p><b>Why It's Important:</b></p> <p>AMP improves mobile loading speed and can increase visibility in Google results.</p> <p><b>How to Fix:</b></p> <p>AMP implementation: Create AMP versions for important pages. Normal page: <code>&lt;link rel="amphtml" href="https://site.com/amp/page/"&gt;</code>. AMP page: <code>&lt;link rel="canonical" href="https://site.com/page/"&gt; + &lt;script async src="https://cdn.ampproject.org/v0.js"&gt;&lt;/script&gt;</code>. AMP = restricted HTML, limited JS, inline CSS max 50KB. NOTE: AMP is less relevant in 2024, Google no longer prioritizes it. Consider Core Web Vitals instead of AMP.</p> <p><b>Official Documentation:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">AMP Project Documentation</a></li> <li>• <a href="#">Google AMP Guide</a></li> </ul>
Anchors	<p><b>What it means:</b></p> <p>Link texts (what's written on the link) must clearly describe where they lead and what users will find, not just "click here".</p> <p><b>What It Checks:</b></p> <p>Checks the quality of anchor texts for internal and external links.</p> <p><b>Why It's Important:</b></p> <p>Descriptive anchor texts help Google understand page context and improve user experience.</p> <p><b>How to Fix:</b></p> <p>Replace generic texts:  [X] "read more", "click here", "learn more"  [OK] "complete SEO optimization guide", "web design services Bucharest", "app development pricing"  Avoid:  - Over-optimization with the same keyword  - Links with only URLs  - Vague or non-descriptive texts</p> <p><b>Official Documentation:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Google Link Best Practices</a></li> <li>• <a href="#">Anchor Text Optimization Guide</a></li> </ul>
Broken Links	<p><b>What it means:</b></p> <p>Broken links lead to nonexistent pages - must be fixed for good experience and to avoid losing Google rankings.</p> <p><b>What It Checks:</b></p> <p>Scans the site for broken links (404) - links to nonexistent pages or deleted resources.</p> <p><b>Why It's Important:</b></p> <p>Broken links frustrate users and affect SEO - Google penalizes sites with many dead links.</p> <p><b>How to Fix:</b></p> <p>Detection: Google Search Console (Coverage), Screaming Frog SEO Spider (free 500 URLs), Broken Link Checker. Solutions: (1) Update URL to correct destination. (2) 301 Redirect: `Redirect 301 /old-page https://site.com/new-page` in .htaccess. (3) Remove link if irrelevant. (4) Custom 404 page with popular links, search box, friendly message. Prevention: monthly checks, internal relative URLs, GSC monitoring.</p> <p><b>Official Documentation:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Google Search Console</a></li> <li>• <a href="#">Screaming Frog SEO Spider</a></li> <li>• <a href="#">Broken Link Checker</a></li> </ul>

Verification	Details
<b>Broken Links In Page</b>	<p><b>What it means:</b></p> <p>Broken links (leading to nonexistent pages) must be fixed for a good user experience.</p> <p><b>What It Checks:</b></p> <p>Checks if there are broken links (404) on the page that affect user experience and SEO.</p> <p><b>Why It's Important:</b></p> <p>Broken links create a negative user experience and can affect Google ranking.</p> <p><b>How to Fix:</b></p> <p>Find broken links: Google Search Console, Screaming Frog, online checkers (brokenlinkcheck.com). Fix: update URLs, 301 redirect to relevant pages, remove nonexistent links. Implement useful 404 page with search and main links. Monitor monthly. Use relative URLs (/page) where possible vs absolute (https://...). Check: internal links, external links, images, CSS/JS. Test after site update.</p> <p><b>Official Documentation:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Google Search Console Help</a></li><li>• <a href="#">Broken Link Checker Tools</a></li></ul>



## Available in full version

The category contains **SEO 39 additional checks** in the full version.

### Checks available in full version:

- Canonical
- Duplicate Title Tag
- Favicon
- Friendly URL
- Google Analytics
- Google Fonts Local
- HTTP Redirect To HTTPS
- Headings
- Headings Keywords
- Headings Precedence
- Hreflang
- Html Lang Tag
- Images
- Keyword Density
- Meta Description
- No Index No Follow
- Open Graph
- Page Title
- Robots Indexable
- Robots Txt
- Sitemap Xml
- Sitemap404s
- Structured Data
- Title
- Twitter Cards
- URL Keywords
- Utf8
- Viewport
- Www Redirect

- AMP
- Body Keywords
- Headings Keywords
- Headings Precedence
- Is Friendly URL
- Robots Txt Indexable
- Sitemap For404s
- Title Keywords
- Twitter
- URL Keywords

Each check includes: detailed explanations, business impact, technical recommendations, implementation examples and links to official documentation.

[✉ Contact us for the full version: office@webrt.eu](mailto:office@webrt.eu)

