Technical SEO for Non-Techs

How to Stop Breaking Your Site and Start Ranking Like a Grown-Up

By [@alexcornici](#) | [What is SEO](#)

Why You're Here

Because your site loads like it's trapped in 2006, your dev team says "it's fine," and you still don't know what a canonical tag does—but you're in charge of SEO.

This guide won't turn you into a developer.
 But it will make you dangerous enough to ask the right questions, spot disasters, and stop shipping content into the void.

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1. Crawlability & Indexing

Your content is worthless if Google can't find it.

What to Check:

- Your robots.txt isn't blocking the stuff you need indexed.

- You have an XML sitemap, and it's submitted in Google Search Console.

- No weird noindex tags on live pages (yes, it happens).

- Pagination is handled correctly—no duplicate page hell.

- URLs are clean, unique, and readable (not "page?id=3482").

Tools:

- Google Search Console

- Screaming Frog

- Sitebulb

- Ahrefs Site Audit

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2. Site Speed (aka: How to Make Visitors Stay for More Than 3 Seconds)

Speed matters. Not just for rankings, but for keeping users from closing the tab in disgust.

What to Fix:

- Compress your images. Always.

- Use next-gen formats like WebP.

- Reduce server response time.

- Leverage caching and a CDN (Cloudflare or Bunny.net).

- Minimize JavaScript bloat. If it doesn't do anything useful, cut it.

- Lazy-load anything that's not above the fold.

Tools:

- PageSpeed Insights

- GTmetrix

- WebPageTest

- Lighthouse

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3. Mobile Optimization

If your site looks like trash on a phone, congratulations—you're invisible.

What to Do:

- Use responsive design, not just "a mobile version."

- Check mobile viewport settings in your HTML.

- Make sure buttons and links are thumb-friendly.

- Eliminate intrusive interstitials and pop-ups.

- Test on real devices, not just Chrome DevTools.

Tools:

- Google's Mobile-Friendly Test

- BrowserStack

- Your actual phone (revolutionary, I know)

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4. Site Structure & Internal Linking

If your pages don't connect, neither will your rankings.

Key Principles:

- Every page should be reachable within 3 clicks.

- Use breadcrumb navigation. It's good UX and great for crawlability.

- Link top-down (pillar to subpage) and laterally (related content).

- Use descriptive anchor text, not "click here."

Pro tip: A good internal link is more powerful than a weak external one.

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5. Schema Markup (Optional but Powerful)

Not required. But if you want rich results and better context, this is how you do it.

Examples:

- Article markup for blogs

- LocalBusiness schema for service pages

- Product schema for ecommerce

- FAQ schema for—you guessed it—FAQs

Use tools like Google's Rich Results Test or Merkle's Schema Markup Generator.

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6. Security & Trust Signals

Would you buy from a site that looks like it's one click away from malware? Neither would Google.

Checklist:

- Use HTTPS. Period.

- Renew your SSL certificates. Set reminders.

- Fix mixed content issues (HTTP images on HTTPS pages).

- Add clear contact info, privacy policy, and About page.

- Avoid spammy pop-ups or affiliate junk that looks like malware.

Final Warning

Technical SEO isn't sexy. But it's the foundation of everything else.
You can write the best content in the world, but if your site loads like a potato and Google can't crawl it, no one will ever see it.

Get the basics right, and the rest of your strategy can actually breathe.