SEARCH ENGINE OPTIMIZATION
CHEAT SHEET

Drupal Modules:

Real-time SEO for Drupal
https://www.drupal.org/project/yoast_seo

- This module checks, whether your posts are long enough, if you've written a meta description and if that meta data contains your focus keyword, if you've used any subheadings within your post, etc. etc.

SEO Checklist
https://www.drupal.org/project/seo_checklist

- The Drupal SEO Checklist uses best practices to check your website for proper search engine optimization. It eliminates guesswork by creating a functional to-do list of modules and tasks that remain.

XML Sitemap
https://www.drupal.org/project/xmlsitemap

- The XML sitemap module creates a sitemap that conforms to the sitemaps.org specification. This helps search engines to more intelligently crawl a website and keep their results up to date.

Redirect
https://www.drupal.org/project/redirect

- Provides the ability to create manual redirects and maintain a canonical URL for all content, redirecting all other requests to that path.

Metatag
https://www.drupal.org/project/metatag

- The Metatag module allows you to automatically provide structured metadata, aka "meta tags", about a website. In the context of search engine optimization, when people refer to meta tags they are usually referring to the meta description tag and the meta keywords tag that may help improve the rankings and display of a site in search engine results. In addition, the module provides support for meta tags (Open Graph Protocol from Facebook, Twitter Cards from Twitter) that allow control of how content appears when shared on social networks.

MONITORING & TESTING:

GOOGLE SEARCH CONSOLE
https://search.google.com/search-console/about

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.

GOOGLE ANALYTICS
https://analytics.google.com/analytics/

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

GOOGLE PAGESPEED INSIGHT
https://developers.google.com/speed/pagespeed/insights/

Will Analyze website and recommend improvements for page speed loading.

GT METRIX WEBSITE PERFORMANCE REPORT
https://gtmetrix.com

Will Analyze website and recommend improvements for page

NOTES

Drupal Modules or suggested tools are only recommendations. Please backup your website and database before installation of any new plugins.

You are responsible for keeping your modules up to date and should consider replacing modules that are not update after 2 years.

EXTRA TOOL

The Google Chrome browser comes with a feature by default to "AUDIT" a webpage.

To acess this: right click on a page and "INSPECT". The **Audit** button is next to "Security" in the top bar.