Technical SEO Improvement Plan

1. Overview

This document provides a structured approach to identify and address technical SEO issues to improve website crawling, indexing, and ranking performance.

2. Identified Issues

- Slow page load times
- Broken internal links
- Missing or duplicated meta tags
- Poor mobile usability
- Improper use of canonical tags
- Issues with robots.txt and sitemap.xml

3. Priority Actions

Task	Priority	Owner	Deadline
Optimize images and minify CSS/JS	High	Dev Team	2024-07-05
Fix broken internal links	High	SEO Specialist	2024-07-10
Update meta tags on key pages	Medium	Content Team	2024-07-15
Audit and update robots.txt and sitemap.xml	Medium	Dev Team	2024-07-18
Test and improve mobile layouts	High	UX Team	2024-07-20

4. Recommendations

1. Conduct monthly technical audits.
2. Monitor page speed and Core Web Vitals.
3. Regularly update and submit sitemaps.
4. Ensure consistent use of HTTPS sitewide.
5. Implement structured data where relevant.

5. Next Steps

- Assign responsibilities and set deadlines for each task.
- Review progress at the next monthly SEO meeting.
- Track results using Google Search Console and analytics.