

SEO and Metadata Standards

Purpose: This section leverages TYPO3's built-in capabilities while incorporating additional enhancements like schema markup, keyword optimization, and proper sitemap and robots.txt configuration

Metadata and On-Page SEO

- Ensure every page includes a unique, descriptive title tag that accurately reflects the content.
- Keep title tags concise (typically 50–60 characters) and include primary keywords where relevant.
- Use engaging and informative meta descriptions on each page to summarize the content.
- Meta descriptions should be clear, include relevant keywords, and be within the recommended length (around 150–160 characters).
- Integrate relevant keywords naturally within your content, title tags, and meta descriptions.
- Implement canonical tags to prevent duplicate content issues and guide search engines to the preferred version of a page.

TYPO3 Built-In SEO Features

- Utilize TYPO3's built-in fields for meta titles, meta descriptions, and keywords. Ensure these are populated for every page.
- Leverage TYPO3's functionality to generate canonical URLs automatically.
- Use TYPO3's URL rewriting and routing configurations to create clean, SEO-friendly URLs that are both descriptive and consistent.
- Use Open Graph and Twitter Card meta tags for improved social sharing and engagement.

Sitemap and Robots.txt

- Generate and maintain an XML sitemap for each website to help search engines index content efficiently.
- Use TYPO3's built-in sitemap generation feature to ensure the sitemap is always up-to-date.
- Create a properly configured robots.txt file to guide search engine crawlers.
- Define which parts of the website should be crawled and which should be excluded (e.g., backend pages or duplicate content).

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