

SEO

TYPO3's Built-In Security

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).