

SEO Checklist + 2010 + 2020

1. TDK (Title, Description, Keywords)

1. Search Intent (User Intent) - meta keywords (2010) - meta keywords (2020) - SEO - Title - Description - "Best Wooden Toys for Toddlers" - 'safe toys for kids', 'eco toys for babies'

2. Canonical URL

1. Canonical URL 2. Canonical URL 3. Canonical URL - www - HTTP/HTTPS - / - rel=canonical - 301 - robots.txt - canonical

3. Canonical

canonical "URL" HTML - Page=1, Page=2... - URL - utm_source - <link rel="canonical" href="https://example.com/product/toy123" /> canonical - A canonical B

4. GA (Google Analytics) GTM (Google Tag Manager)

1. class ID class='catalog-download' 2. GTM - > 'catalog-download' - Google Analytics GA4 Event 'catalog_download' 3. GA Reports > Engagement > Events > catalog_download GA 'catalog_download'