

## Technical SEO checklist for B2B website

### 1. Crawlability and indexability

- XML sitemap
- Robots.txt file
- 'Noindex' tags

### 2. Site architecture

- Flat hierarchy
- Descriptive URLs
- Internal linking

### 3. Page speed and core web vitals

- Analyze page speed
- Optimize Image
- Enable browser caching
- Minify code

### 4. Mobile-first indexing

- Responsive design
- Readable text
- Mobile-friendly test

### 5. HTTPS security

- Install an SSL certificate
- Ensure full-site HTTPS