SEO CHECKLIST · @BUILDBYA.DITYA

30 din.
91,000 users.

Reel wali 5 cheezein, step by step. Har step mein kya karna hai, kaise check karna hai, aur meri site pe uska kya result aaya.

91,000 users, 30 din mein	**75%** users Organic Search se
18,771 pages sitemap mein	**6,613** pages Google ne index kiye
10.5K clicks Google Search se	**11.1%** average CTR

Saare numbers meri site ke Google Analytics 4 aur Google Search Console se hain: 30 din, Oct–Nov 2026.

Instagram: @buildbya.ditya

POORI CHECKLIST, EK PAGE PE

Isi order mein karo

Reel mein No. 1 sabse powerful tha. Par wo tabhi kaam karta hai jab baaki chaar ho chuke hon, isliye No. 5 se shuru karo.

- [ ] **No. 5** **Search Console + sitemap**
  Pehle din se Google ko batao ki tumhare pages kahan hain.
- [ ] **No. 4** **Titles**
  Title mein wahi words, jo log search karte hain.
- [ ] **No. 3** **Har search ka ek page**
  Ek template, aur har search ke liye apna page.
- [ ] **No. 2** **Speed**
  Page 1 second mein khule.
- [ ] **No. 1** **Organic search**
  Har hafte dekho log kya search kar rahe hain, aur usi se site badhao.

Bonus, last page pe: 6 galtiyan jo pages ko Google se chhupa deti hain. Kuch index nahi ho raha to pehle wo dekho.

No. 5

Pehle din se: Search Console + sitemap

PROOF 18,771 pages sitemap mein · Status: Success

Sitemap ke bina Google tumhare pages khud dhoondhta hai, ek link se doosre link tak. Sitemap usse poori list seedha de deta hai, aur Search Console batata hai ki Google ko kya mila.

KAISE KAREIN

1. `search.google.com/search-console` kholo → Add property → **Domain** chuno, aur DNS mein TXT record daal ke verify karo. Domain property saare subdomains aur http/https cover karti hai.
2. Sitemap banao. Next.js (App Router) mein:

```
// app/sitemap.ts
import type { MetadataRoute } from "next";

export default async function sitemap(): Promise<MetadataRoute.Sitemap> {
  const pages = await getAllPages(); // tumhare database se
  return pages.map((p) => ({
    url: `https://tumhari-site.com/${p.slug}`,
    lastModified: p.updatedAt,
  }));
}
```

3. Ek sitemap mein zyada se zyada 50,000 URLs. Isse zyada pages hain to sitemap index banao (Next.js mein `generateSitemaps`).
4. `robots.txt` mein ye line daalo:

```
Sitemap: https://tumhari-site.com/sitemap.xml
```

5. Search Console → **Sitemaps** → sitemap ka URL submit karo.

CHECK KARO

Sitemaps report mein Status **Success** ho, aur "Discovered pages" ka number tumhare pages jitna ho.

No. 4

Title wahi, jo log search karte hain

PROOF **Average CTR 11.1%: 100 mein se 11 ne click kiya**

Google result mein log title padh ke hi decide karte hain. Title mein unke search ke words dikhte hain, to click hota hai.

KAISE KAREIN

1. Search Console → Performance → **Queries**. Ye log ke asli words hain, tumhare andaze nahi.
2. Wahi words title ke shuru mein daalo:

LOG SEARCH KARTE HAIN	TITLE
pune mein pg for students	Pune mein students ke liye PG: rent, area aur contact
next.js sitemap kaise banaye	Next.js sitemap kaise banaye (App Router, step by step)

3. Title lagbhag 60 characters tak rakho. Lamba title Google kaat deta hai.
4. Har page ka title aur meta description alag ho. Ek jaise titles se Google confuse hota hai.

```
// app/[slug]/page.tsx: har page ka apna title
export async function generateMetadata({ params }) {
  const { slug } = await params;
  const page = await getPage(slug);
  return { title: page.title, description: page.description };
}
```

CHECK KARO

Performance → Queries ko **Impressions** se sort karo. Jin queries ke impressions zyada par CTR kam hai, unke page ka title badlo.

No. 3

Har search ke liye ek page

PROOF **6,613 pages index hue · 10.5K clicks Google Search se**

Ek homepage kuch hi searches pe aa sakta hai. Har search ka apna page ho, to Google ke paas har search ke liye dikhane ko ek jawab hota hai.

KAISE KAREIN

1. Apne topic mein wo searches dhoondo jo ek pattern mein repeat hoti hain: **[cheez] + [detail]**. Jaise "[app ka naam] beta", "[city] mein PG", "[error message] fix". Ideas ke liye Google autocomplete aur "People also ask" dekho.
2. Ek template banao, aur data ki har row se ek page. Isse programmatic SEO kehte hain.
3. Har page ka apna URL, apna title (No. 4), aur sitemap mein entry (No. 5).
4. Har page pe asli, kaam ka data ho. Sirf naam badal ke copy kiye pages Google ki spam policy ("scaled content abuse") ke against hain.
5. Pages ko aapas mein link karo: related pages aur category pages. Isse Google naye pages jaldi dhoondhta hai.

Indexing ek saath nahi hoti, steps mein hoti hai. Pehle hafte saare pages index na hon to ghabrao mat.

CHECK KARO

Search Console → Indexing → **Pages**. "Indexed" badh raha hai? "Crawled – currently not indexed" bahut zyada hai, to pages patle hain: unpe content badhao.

No. 2

Page 1 second mein khule

PROOF LCP 1 s · Core Web Vitals: Passed

Slow page pe log back daba dete hain. Google bhi page experience (Core Web Vitals) dekhta hai.

METRIC	MATLAB	GOOGLE KA "GOOD"
LCP	Main content kitni der mein dikha	**≤ 2.5 s**
INP	Click ke baad page kitni jaldi react kare	**≤ 200 ms**
CLS	Load hote waqt page kitna hila	**≤ 0.1**

KAISE KAREIN

1. Pages pehle se bana ke rakho: static generation ya ISR (Next.js), aur CDN se serve karo. Har request pe database se page mat banao.
2. Images: `next/image`, ya WebP/AVIF. Width aur height do, taaki page hile nahi. Upar wali main image ko priority do, neeche wali lazy load karo.
3. JavaScript kam karo: bhaari libraries aur faltu third-party scripts (chat widget, teen alag trackers) hatao.
4. Fonts: `next/font` use karo, ya CSS mein `font-display: swap`.

CHECK KARO

`pagespeed.web.dev` pe apna URL daalo: "Core Web Vitals Assessment: **Passed**". Nayi site pe ye real-user data aane mein time lagta hai, tab tak neeche wala Performance score dekho.

No. 1

Organic search

PROOF **75% users Organic Search se aaye**

Reel kuch din chalti hai. Google pe rank hua page roz users laata rehta hai, aur uske paise nahi lagte. Isliye har hafte isko badhao.

HAR HAFTE KA ROUTINE

1. GA4 → Reports → Acquisition → **User acquisition**. "Organic Search" wali row tumhara asli number hai.
2. Search Console → Performance → upar **Average position** tile on karo. Queries mein position 8 se 20 wali dhoondo: ye page 1 ke kareeb hain.
3. Unke page behtar karo: title (No. 4), content aur speed (No. 2).
4. Jin searches ka page hi nahi hai, unka naya page banao (No. 3).
5. Jo pages clicks la rahe hain, unka data fresh rakho, aur sitemap mein `lastModified` update karo (No. 5).

CHECK KARO

GA4 mein Organic Search ka share hafte dar hafte badh raha hai, aur Search Console mein clicks ki line upar ja rahi hai.

BONUS

6 galtiyan jo pages ko Google se chhupa deti hain

1. `robots.txt` mein `Disallow: /` reh gaya, jaise staging se copy hoke. Poori site block.
2. `noindex` reh gaya: `<meta name="robots" content="noindex">`, ya Next.js mein `robots: { index: false }`.
3. Ek page ke kai URLs (`?ref=`, slash ke saath aur bina, http aur https). Canonical URL set karo: Next.js mein `alternates: { canonical: "/slug" }`.
4. Content sirf browser mein JavaScript se banta hai. Google JavaScript render kar leta hai, par server pe bana HTML (SSR/SSG) zyada bharosemand aur fast hai.
5. Sitemap mein redirect, 404 ya `noindex` wale pages. Sitemap mein sirf asli, index hone layak URLs rakho.
6. Saare pages ka same title aur description. Wapas No. 4 dekho.

KOI PAGE INDEX NAHI HO RAHA?

Search Console → **URL Inspection** mein uska URL daalo. Google batata hai ki page index hua ya nahi, aur nahi hua to kyun.

Aur aise practical guides ke liye: @buildbya.ditya

Ye checklist free hai. Kisi dost ki site hai to usse bhi bhej do.