

Technical SEO for SaaS: Better Indexing & Faster Sites

Building the foundation for scalable organic growth.

1. Why it Matters

- App vs. Marketing Site split
- Crawl Control



2. Core Pillars



CWV Monitoring



Global hreflang



Architecture:
Subfolder vs. Subdomain

3. Audit Deliverables

- Crawl Map
- Issue Priority
- Issue Owners



4. Technical Checklist

- Crawl Map
- Issue Priority
- Issue Owners
- robots.txt
- Rendering Test
- Log Parsing

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