Redocly

Redocly SEO checklist

Improve the search ranking of your API documentation with the Redocly SEO checklist.

MEASUREMENT

- ☐ Set up Google search console.
- ☐ Install your preferred analytics provider.

USAGE RANKING

- ☐ Measure (unique) page views.
- ☐ Collect positive feedback.
- ☐ Review negative feedback.
- ☐ Regularly improve content based on feedback.

CONTENT RANKING

- ☐ Interview audience.
- ☐ Create a content map.
- ☐ Produce content (draft, revise, publish).

INTERNAL LINKS

- ☐ Check link anchor text.
- ☐ Do tree testing on your navigation with your audience (or some volunteers).

TECHNICAL FACTORS

- ☐ Check your meta tags (https://www.opengraph.xyz/)
- ☐ Enable the broken link checker.
- ☐ Add JSON-LD where appropriate.

PROMOTION

- ☐ Research influencers.
- ☐ Contact them. Don't be intimidated. Be earnest, honest, and reciprocal. Don't spam!
- ☐ Build your network.