

SEO 2025



Content team

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The objective of your chapter is to write a data-driven answer to this big question:

“What is the state of SEO in 2025?”

Learn more about the [chapter lifecycle](#) and refer to your chapter's [tracking issue](#) on GitHub for more info. Thank you all for your contributions! [Official call](#)

Outline

The purpose of this section is to define the scope of the chapter by creating an ordered list of all of the topics to be explored. You can think of this outline as the chapter's table of contents. This list will become your narrative, so consider how the content should be sequenced and how much additional depth is needed for major topics. You may choose to start with last year's outline and add or remove content as needed. Every chapter must have an introduction and conclusion, but everything in between is up to you.

Every chapter must also be data-driven, so for each topic in the outline below, clearly enumerate which metrics you'll need to substantiate your narrative. Work with your analysts to clarify what data is needed and how the results should be formatted. For example, if you're measuring the usage of a particular HTTP header value, you can measure it as the percentage of pages having that header, as the percentage of headers having that value, as a distribution of values, what the largest value is, etc. Clarify those expectations upfront so that the analysts know how to write the corresponding queries and whether the metrics are even feasible in the dataset.

First meeting to outline the chapter contents by June 1

Custom metrics completed by July 1

HTTP Archive crawl by July 1

Querying all metrics and saving the results by September 1

First draft of chapter by October 1

Reviewing & Editing of chapter by October 20

Publication of chapter (Markdown & PR) by November 15

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Introduction (Chris Green)

Crawlability & indexability (Amaka)

Robots.txt

Robots.txt status codes

Robots.txt size

Robots.txt user-agent usage

The * User Agent

Bingbot

SEO Tools

AI Crawlers

LLMs.TXT (Chris Green)

Robots directives (Chris Green)

- Robots directive implementation

- Robots directive rules

- IndexIfEmbedded tag

- Invalid head elements

Canonicalization

- Canonical Implementation

- Canonical Conflicts

Page experience (Augustine)

- HTTPS

- Mobile-friendliness

- Viewport meta tag

- Vary header usage

- Legible font sizes

- Core Web Vitals

- Image `loading` property usage

- `lazy` loading vs. `eager` loading iframes

On-Page (Amaka)

- Metadata

- `<title>` element

Meta description tag

Header tags

Images

Alt attributes

Video

Links (Augustine)

Non-Descriptive Links

Outgoing Links

Anchor rel attribute use

Word Count (Sophie)

Rendered word count

Home Pages

Inner Pages

Raw word count

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Rendered vs. Raw

Homepages

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Structured Data (Sophie)

Homepages

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Most Popular Structured Data Types

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Homepage Usage

Homepages vs Inner Pages

Internationalization

Hreflang implementation

Homepage Hreflang Usage

Secondary page hreflang usage

Conclusions (Chris Green)