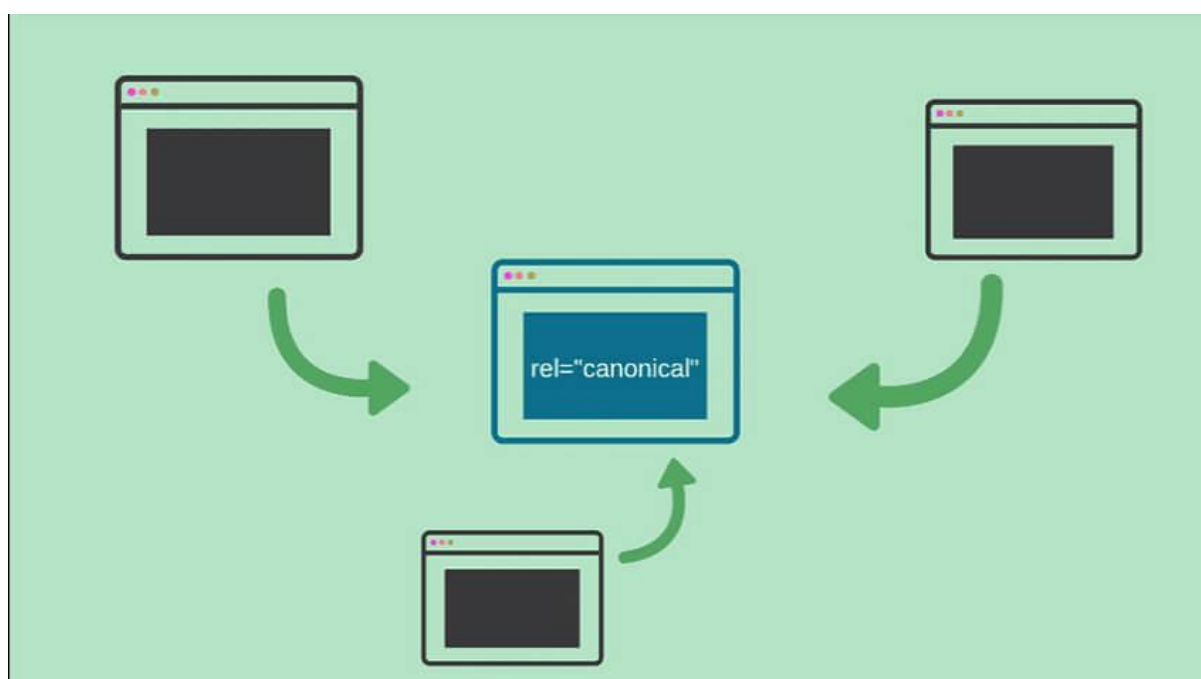# Canonical Tags – What You Need to Know about Canonicalization?

Canonical tags are important in digital marketing. But when it comes to the reason behind its importance, then beginners get confused. Are you aware of the use of canonical tags? Well, before you know everything about canonical tags, you need to know about canonicalization. Newcomers in digital marketing are always confused about canonical tags. Don't get confused and make use of this feature. Because canonical tags can help you solve many problems that occur due to duplicate content or duplicate pages. Still, feeling confused about canonical tags? Then don't worry and read this post till the end shared by expert from **SEO Company India**. You will get familiar with canonical tags after reading this post and you will be able to use canonical tags on your website.

What Is Canonicalization?

When there is duplicate content on a site, it is known as canonicalization. It seems simple, right? But it is not as simple as it seems. Canonicalization can ruin all the higher rankings you have

achieved. That is why it is important to consider canonicalization as an important factor in digital marketing. When you are trying to rank your website higher on search engine result pages, canonicalization becomes an obstacle. That is why you need to get rid of canonicalization.

What Are Canonical Tags?

Whenever there is a problem, there is a solution also. Canonical tags are the solution for canonicalization. When you face problems due to duplicate content or duplicate pages on your website, you need to cure this problem with the help of canonical tags. There are many ways to use canonical tags. If you want to know how to use the canonical tags, then this post is the best for you. You will find that it is very easy to use canonical tags. Canonical tags are used in a way to tell the search engine crawlers that duplicate pages are the same. It clearly describes which page should be displayed on search engine result pages SERP for which search query.

Why Is It Important To Use Canonical Tags?

When your website is going through the problem known as canonicalization. Then it becomes difficult for you to **get your web pages ranked** on search engine result pages. In such a situation, your overall SEO health decreases. Is it ok to get your SEO score impacted? No, nobody wants to get SEO health impacted in the wrong way. Search engines send crawlers to your site to get a check on all the web pages. After crawling and indexing your site pages are ranked according to SEO health. But when crawlers get duplicate pages or duplicate content, they get confused. So to make sure for them, you need to use canonical tags.

How Canonical Tags Are Related To SEO?

As we have already mentioned, without canonical tags there will be so many duplicate pages and they can directly impact the **SEO health** of

your website. Canonical tags will help crawlers to identify the canonicalization. The crawlers will know exactly which webpage is the source for a particular search query. If a search query is having a different or duplicate webpage, then crawlers will easily figure out which page is required to be shown on the search engine result pages (SERPs).

5 Things To Know About Canonical Tags

Following are five things that you need to know about canonical tags. There are a lot of things to consider while using canonical tags. But we are here with some important things that you need to know about canonicalization.

- Canonicalization is a serious issue for SEO, so it is a must to resolve it while doing digital marketing.

- Self-referencing canonicals are also useful.

- Cross-checking your canonical tags is always important.

- Accurate signals are required to be sent to the search engines always.

- Canonical tags are not only important for the exact duplicate content, but it is also important for near similar pages or content.

► How To Use Canonical Tags?

Now you have to find out how to use canonical tags. You will use canonical tags after you are sure that your website is showing similar pages to the crawlers for a single query. That is why you need to learn how to use canonical tags. Following are the major steps that you need to follow while using canonical tags on your website.

► Identify Canonicalization

Firstly try to identify canonicalization on your website. There are some search tags and tools also to find out whether a page is a canonical

page or not. It is very important to figure out canonical pages on your website.

► Create Canonical Tags

Now the major step is to use canonical tags on your main source page. But you have to link the canonical page with the source. Simply it means that when search engine crawlers will go to duplicate pages, they will get a signal saying that "this is a duplicate page, the original page is here". Here in this example signal, the "here" is the link to the main and original source page.

Summary

Canonical tags are very easy to use, but the main thing is to identify the canonical pages. There are many ways to do it. But before you step ahead you need to know about canonicalization. There are many ways you can figure out canonicalization on your website. There are some useful tools available too. You just need to use canonical tags on those duplicate pages, so that the crawlers can be redirected to the original page.