

DMANc

The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

Advanced Search Engine Optimization: Taking It To The Next Level



John Thyfault,

Vice President of Search Engine & Social Media Marketing, Beasley Direct and
Online Marketing

Adjunct Professor, University of California, Santa Cruz, Silicon Valley Extension

November 2, 2018 | 10:00 AM - 12:00 PM PST



CERTIFICATION WORKSHOP

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CERTIFICATION WORKSHOP

The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for Direct and Online Marketing professionals in the San Francisco Bay Area.

We hold monthly seminar meetings, certification workshops, periodic half-day seminars, and provide opportunities for the best in learning and job networking in the Northern California marketing community



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- A certificate requires the completion of any 8 courses, taken within two years of starting.
- Of course, if a certificate isn't in your immediate plan, you can take as few or as many of the courses as you'd like.
- Students who complete a certification program will receive a frameable Certificate of Completion as well as a digital badge to include on your website, blog, email signature, or social profiles.



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Nov. 30, 2018 10:00am-12:00pm PT Improving Email Marketing Response Rates

Dec. 7, 2018 10:00am-12:00pm PT Social Media Advertising Best Practices

Dec. 14, 2018 10:00am-12:00pm PT Pay Per Click Advertising Fundamentals

Jan. 11, 2019 10:00am-12:00pm PT Advanced Pay Per Click Advertising

<http://www.dmanc.org/certification.htm>



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John Thyfault, Vice President, Search Engine & Social Media Marketing at Beasley Direct and Online Marketing

- John Thyfault has more than 20 years of marketing, sales and product development experience. His knowledge of search engine optimization (SEO), pay per click (PPC) marketing and social media marketing, combined with an in-depth understanding of customer identification, market analysis and segmentation, allows him to deliver high returns on client marketing investment.
- Prior to working with Beasley Direct and Online Marketing, John was Senior Client Services Project Director at ThirdAge.com, a first wave baby boomer lifestyle and community website. At ThirdAge he successfully led major client sponsorships for Tylenol, American Century, Intel, IBM, and Revlon.
- John has led workshops for the Silicon Valley American Marketing Association, the Direct Marketing Association in Northern and Southern California and the Business Marketing Association. He also teaches Search Engine Marketing at the University of California, Santa Cruz, Extension in Silicon Valley and is led day long seminars as part of the Online Marketing Summit's 2011 International Tour.



CERTIFICATION WORKSHOP

- State Of Modern SEO
 - Panda, Penguin, Hummingbird and RankBrain
 - Mobile Friendly Update and Mobile First Indexing
 - How to optimize for Mobile First Indexing
 - Understanding the update cycle and planning for the future
- Offsite factors grow in dominance for SEO
 - Offsite Factors Including Link Building & Maintenance
 - Reputation, Authorship & Trust
 - SEO & Social Media
- Advanced Onsite Content Optimization
 - Structured Data
 - Featured Snippets
- Advanced Information Architecture and Technology Optimization
- Domain Management



The State of Modern SEO - AEAU*

**Always Expect Algorithm Updates*





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- A major change to the Google Algorithm, first released in February, 2011, that wreaked havoc on the SEO world:
 - Designed to lower the value of “thin/poor” content pages and sites - site wide penalties leading to lower traffic, devalued links, less site revenue, *rains of fire, cats and dogs living together.*
Real Old Testament Stuff!
- Multiple iterations since, most recent was in July 2015

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- Designed to eliminate the value of content farms, duplicated content and paid links in the SERPs.
- Look at pages that have excessive ads, no links, lots of poor in-bound links and poorly written content.
- Looks at pages on site as a group and not individual pages. i.e. if page A has links from Page B and page B is low quality, page A gets dinged!
- Looked at bounce rates/pogo sticking for sites.
- First released into the wild at roughly the same time Demand Media had their IPO.
- Follow on updates have been revisions or extensions to this base change.

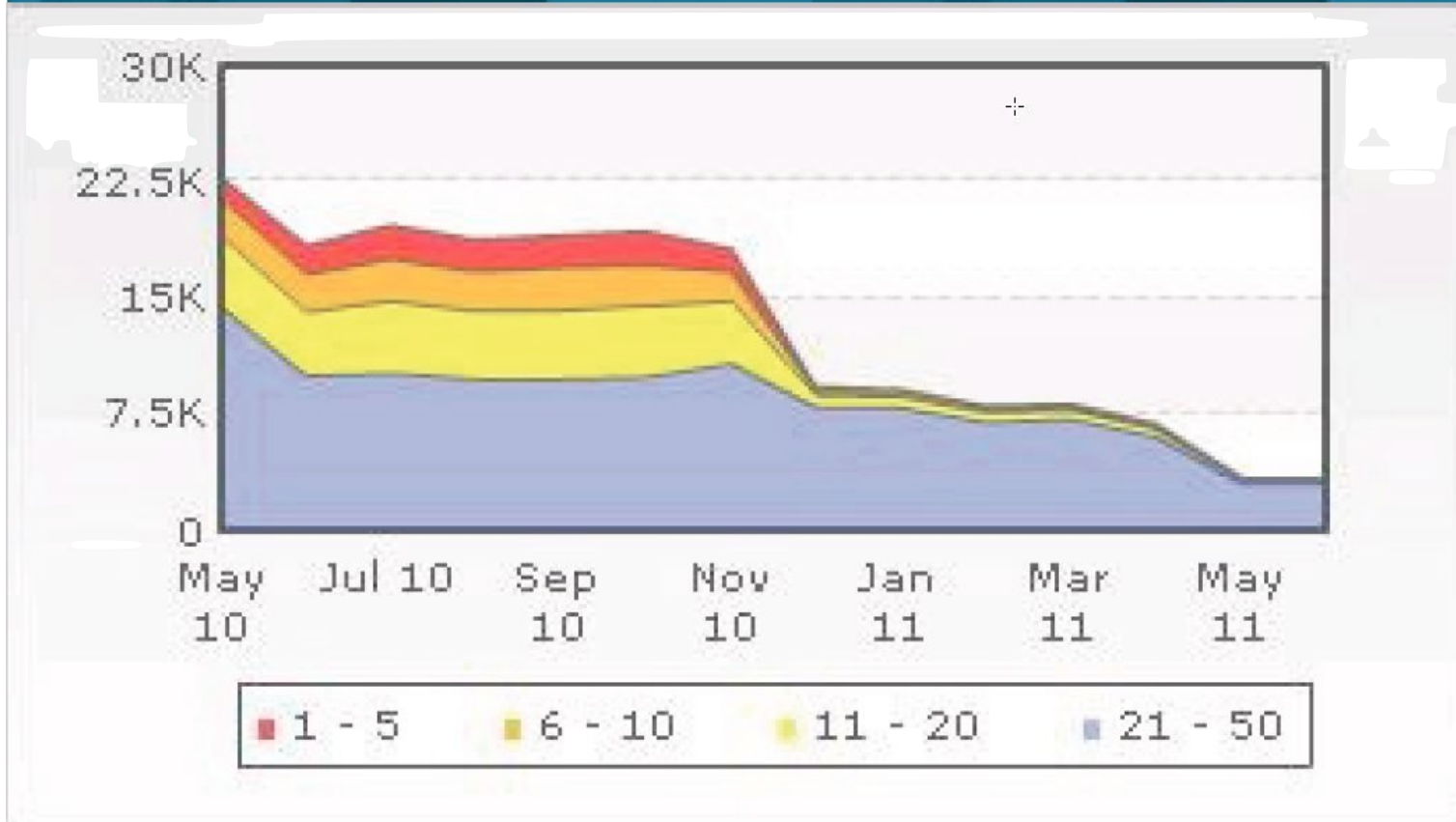


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- Pre-Panda
 - Large E-commerce retailer that had been successfully doing white hat SEO since 2001.
 - 15,000 product pages optimized and ranking well.



Amount of Keywords in Top Search Results



Total Organic Clicks Per Month



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An algorithm update, first released on April 24, 2012, that aimed to clean out “over optimized” sites. It targeted link text metrics and relevancy.

Not nearly as vicious as Panda, but still reaped havoc across the SEO world.

Latest Update was Penguin 4.0 - Released on October 6, 2016.



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- Looked hard at relevancy of sites for in-bound links.
- In bound links are measured on both relevancy of the individual page content and the niche of the site.
- Penalized over optimized anchor text, exact match in anchor text across different sites killed results.
- Google is trying to stop the gaming of anchor text.



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- Hummingbird — August 20, 2013.
- A core algorithm update that changes and improves semantic search and the Knowledge Graph.
- Not as disruptive as Panda and Penguin.



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- Google started sending out notices via Webmaster's Tools in December about site's mobile "friendliness".
- Announced in February, 2015 that how mobile friendly a site is will have a "significant" impact on search engine rankings on mobile phone searches starting April 21.
- Released a mobile friendly test tool for site owners:
 - <https://www.google.com/webmasters/tools/mobile-friendly/>
- Unlike other previous updates, the Mobile Friendly Update is much more dynamic, allowing sites to improve rapidly when issues are addressed. No need to wait for an algorithm update to get rankings back.



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CERTIFICATION WORKSHOP



CERTIFICATION WORKSHOP

- Started as “test” update in early 2018
 - Rolled out officially March 2018
- Google now crawls and reviews and indexes the mobile versions of all sites first and builds the main database for search results from this crawl
 - Will only use the desktop version if no other exists
 - *Don't build sites that aren't responsive and mobile friendly anymore!*
 - Not just mobile friendly but mobile optimized!



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- Mobile First Indexing Ready
 - Mobile optimized content
 - Mobile optimized video and images
 - Lazy load non-visible content with JS calls when content comes into viewport
 - Metadata, structured data
 - Internal links
 - Crawl capacity



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- Artificial intelligence driven, machine-learning.
- Targeted at the “new”, never before seen queries that Google states are 15% of all daily searches. ~450 million searches per day.
- Aims to look for patterns among unrelated, complex, multi-word queries to help with future results.
- Looks to translate an ambiguous search into something more specific.
- Connect “What’s the title of the consumer at the highest level of a food chain” to simpler “top level of the food chain”.
- Stated as the third most important signal now by Google - Rolled out during the spring of 2015.



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- September 2016 - **Penguin 4.0, Phase 1**
- October 2016 - **Penguin 4.0, Phase 2**
- January 2017 - **Intrusive Interstitial Penalty**
- April 2017 - **Google Top 50% HTTPS**
- October 2017 - **Chrome HTTPS Warnings**
- November 2017 - **Snippet Length Increase to 300 characters (*since rolled back, gotta love those tests*)**
- March 26, 2018 - **Mobile-First Index Roll-out**
- July 9, 2018 - **Mobile Speed Update**
- July 24, 2018 - **Chrome Security Warnings (Full Site)**
- August 1, 2018 - **"Medic" Core Update YMYL sites update**



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- Four great places to watch for updates and understand traffic changes to your website:
 - searchengineland.com
 - searchenginewatch.com
 - webmasterworld.com
 - Moz.com's "Google Algorithm Change History"
 - <http://moz.com/google-algorithm-change>.
 - MozCast - The Google Algorithm Weather Report
 - <https://moz.com/mozcast/>
 - Lots of great ways of looking at the current "weather" in the SERPs.



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MOZ Products Blog About [Learn SEO](#) [Moz Pro](#) [Moz Local](#) [Free SEO Tools](#) [Log in](#)

Google Algorithm Change History

Each year, Google changes its search algorithm around 500-600 times. While most of these changes are minor, Google occasionally rolls out a "major" algorithmic update (such as Google Panda and Google Penguin) that affects search results in significant ways.

For search marketers, knowing the dates of these Google updates can help explain changes in rankings and organic website traffic and ultimately improve search engine optimization. Below, we've listed the major algorithmic changes that have had the biggest impact on search.

[Twitter](#) [Facebook](#) [LinkedIn](#)

Filter by:
 [Reset Filters](#)

2018 Updates

"Medic" Core Update - August 1, 2018 Confirmed

Google confirmed a "broad core algorithm update," with wide reports of massive impact. It rolled out over the period of about a week, but peaked on August 1-2. This update seemed to disproportionately affect sites in the health and wellness vertical, although large-scale impact was seen in all verticals.

- [Google's August 1st Core Update: Week 1 \(Moz\)](#)
- [Google Medic Update: Google's Core Search Update Had Big Impact On Health/Medical Sites \(SER\)](#)
- [The August 1, 2018 Google Update strongly affected YMYL sites \(MarieHaynes.com\)](#)



CERTIFICATION WORKSHOP

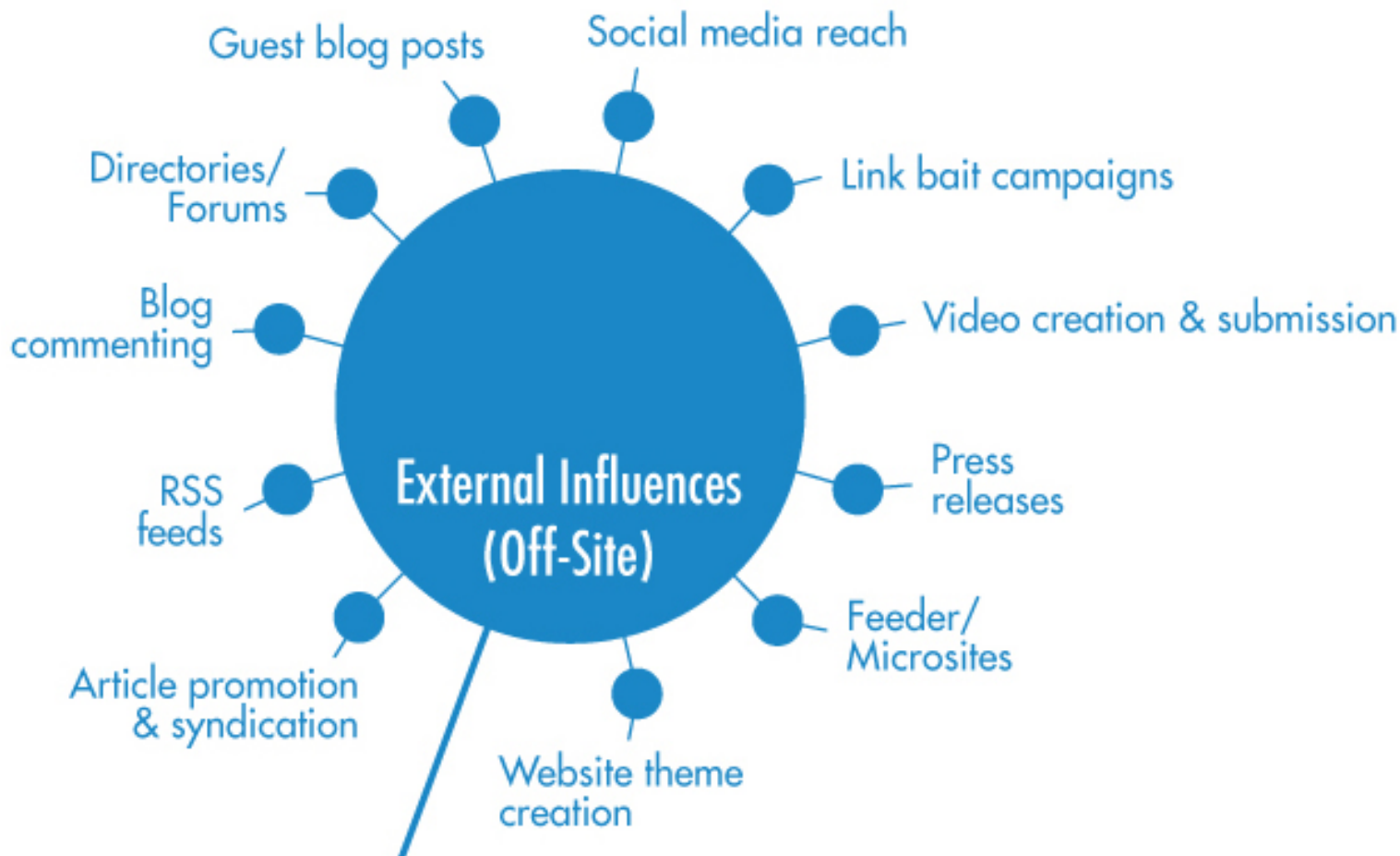
- Pay attention to search driven traffic over time
 - But remember a trend in data is longer than 3 days
- Look at time on page (clicks of the back button)
- Look at Mozcast if something doesn't look right
- Look at your site with an extremely critical eye
 - Content quality.
 - Existing site content and offsite content distribution programs.
 - Domain, Information Architecture, Site Technology, internal site link structure.
 - External link profiles and development
 - Social signals/validation.



Optimizing Off Site SEO



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The best way to build links is to have strong, interesting content that makes people want to link to your site - - -
LINKBAIT!

- Content Placement Opportunities
- Company Profile Listings
- Open Conversation Opportunities
- Editorial Mentions/Guest Blogging
- Directory Listings
- Resource Lists
- Sponsored Links -- Danger, Danger!

CERTIFICATION WORKSHOP

- Having a site that is an authority to link to can help your rank in the search engines.
- View the links to and from your site as votes of editorial approval.
- Having links from sites that speak about your type of product or service is a plus.
- View links are currency.
- Approach links as a business transaction
 - Who you do business with can impact your bottom-line.
 - Give a good business reason when requesting links.
- If it's free or easy to get, you will get what you pay for!



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Use tools to research your site, competition's sites and other sites that come up under the keywords and markets that you are targeting

- Google Webmaster Central (monitoring the actual incoming anchor texts: Statistics -> Page analysis) <http://www.google.com/webmasters/>
- MajesticSEO <https://www.majesticseo.com/>
- Link Research Tools <https://www.linkresearchtools.com>
- SEOMoz.org <http://www.seomoz.org/tools>
- ahrefs.com <http://www.ahrefs.com>
- Xenu Link Sleuth - Broken Links <http://xenus-link-sleuth.en.softonic.com>



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- Make it easy for partners, customers and colleagues to link to your site. Provide varied anchor text and targets.
- Add links with quality anchor text to any outbound communication.
- Apply good SEO techniques to the following outbound communications.
 - Blogs, Tweets, Facebook/LinkedIn, Pinterest, etc
 - White papers, case studies, promotional materials
 - Press Releases.



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- Look for new links that do not come from the same IP C-block - XXX.XXX.123.XXX.
- Look at Domain level authority when hunting for new links.
- Look at hosts for incoming links and try to weed out bad actors.
 - Link Research Tools is great at this.

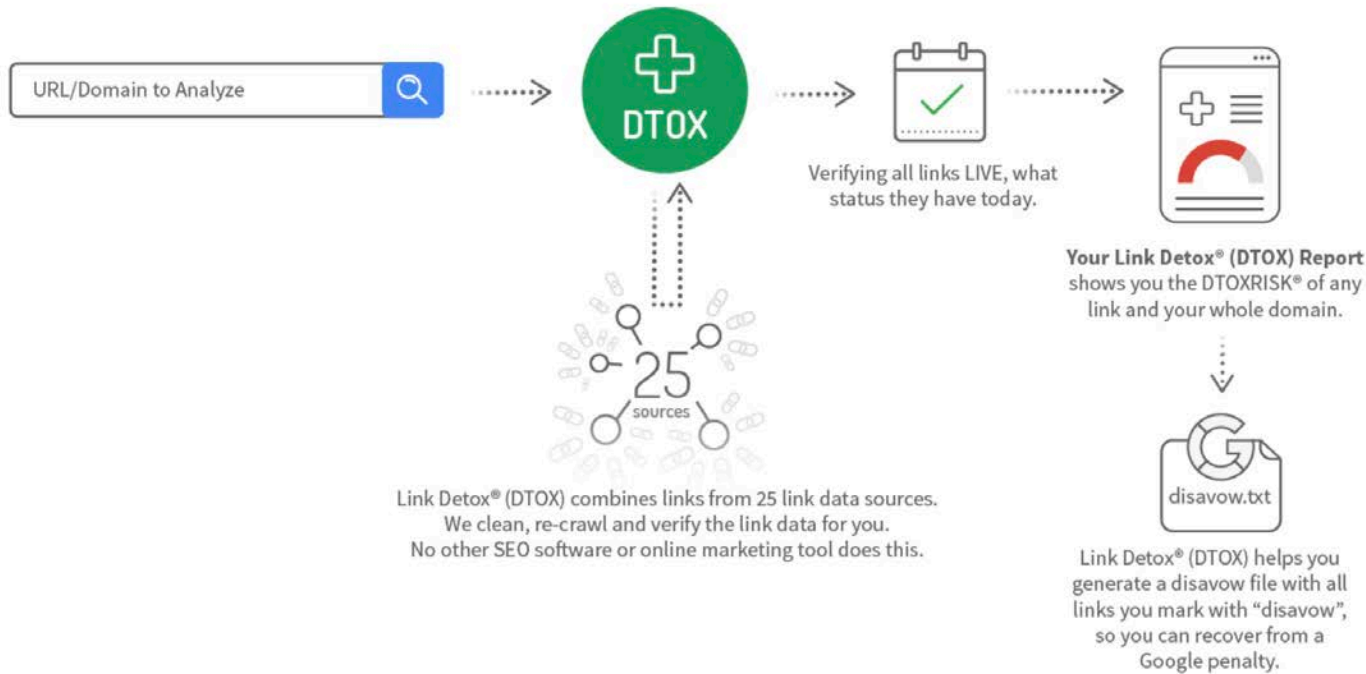


CERTIFICATION WORKSHOP

- Are there bad players that are with your hosting company?
 - www.linkresearchtools.com.



How Link Detox (DTON) works



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Link Detox Screener™
> Setup Outreach
Link Detox Boost®
Recalculate

Showing 1 to 10 of 1,968 pages (Group by Domain) [Export Google Disavow file](#) — Export Filtered Data as: [CSV](#) | [XLSX](#) — ["Hide Columns" Mode](#) | [Hide Columns](#)

Idx	From URL	Anchor Text	Class	DTOXRISK	Rate Link
S	<input type="text" value="type to search..."/>	<input type="text" value="type to search..."/>	Sele	Select to Filter	Sel
<input type="checkbox"/>	http://awesome-a4.site/all-payday-loans-uk-same-day	Source	0	Below average	
<input type="checkbox"/>	http://awesome-a3.website/give-on-loan-synonym-personal-loa...	Source	0	Below average	
<input type="checkbox"/>	http://awesome-b16.site/uk-quick-pound-loans	Source	0	Below average	
<input type="checkbox"/>	http://awesome-a10.website/same-day-no-fuss-loans	Source	0	Below average	
<input type="checkbox"/>	http://awesome-a3.website/pay-back-loan-synonym-personal-l...	Source	0	Below average	
<input type="checkbox"/>	http://awesome-a1.space/synonym-for-serious-personal-loans	Source	0	Average	
<input type="checkbox"/>	http://awesome-b5.space/payday-loans-reviews-2015	Source	0	Below average	
<input type="checkbox"/>	http://awesome-b5.space/quickquid-payday-loans-uk-direct	Source	0	Below average	
<input type="checkbox"/>	http://awesome-a10.website/payday-loan-took-benefits	Source	0	Below average	
<input type="checkbox"/>	http://awesome-a13.site/personal-loans-bad-credit-direct-lend...	source	0	Average	

Select all URLs | Apply [bulk actions](#) to all filtered URLs

Show pages

[Reset all Filters](#)

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Details Seite von 2,174

Quell-URL: <https://www.linkresearchtools.com/>

Seitenweite Links #: 7 Link Status: FOLLOW

Regeln: (SUSP31)

DETOXRISK®

50
Niedriges DETOXRISK®

Ziel-URL	Linktext	Classification	Link Status	LinkType
1 http://www.linkresearchtools.com/	LinkResearchTools	C	FOLLOW	text

ANALYSIS OF COMPETITORS

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FREE SEO ANALYSIS

service digital marketing agency, our team always unify efforts and push toward the same goal. We are a boutique online marketing agency in London taking the management process further by getting to learn a clients business by going through a thorough Q & A process. Our team work hard to be an extension of your s and not just a service provider.

Our main aim from day one is to let you know we mean business and that we're going to get you to the top to convert a prospect to either:

EMAIL ENQUIRY
PHONE CALL
DIRECT SALE

he biggest benefits in using online marketing services as a form of communication or client development is the incredibly high level of accuracy. When it comes to e're able to identify and track user sources and movements with fantastic detail and accuracy. This means our internet marketing services come with reporting which can be added to should you need any further data for a presentation to your board or stakeholders.

rch marketing agency is ready and waiting to turn your business into an online superstar and one that remains at the top of the online market place. We come!

forward to working with you and reaching your goals together :-)

Link 1/1

the long-term.</p><p>Our strategies comply with the rules and regulations of Google. As we are </p>LinkResearchTools Certified, we can assure you that your site will not be penalised by Google. Our team imposed o



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- Read my two blog postings on how to deal with a manual penalty for more detail:
Bouncing Back From A Google Manual Penalty:

Part I

<https://beasleydirect.com/google-penalty-recovery-part-1/>

Part II

<https://beasleydirect.com/google-manual-penalty-recovery-part-2/>



CERTIFICATION WORKSHOP

- Run a link profile for your site and your competitor sites.
- Look for the 5 top sites that come up for each of your primary keywords in all engines.
- Look for top blogs that come up for each of your keywords in:
 - google.com
 - <https://www.searchblogspot.com>
 - www.blogsearchengine.org
- Look at social media tools monitoring tools for top SM targets.
- Look at competitors' sites.



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- Research each site and look for actual human contact names.
- Develop a rationale for why it is good for the other site to link to you.
 - Resources for their users.
 - Financial reasons for their user (discounts, special offers, etc.).
 - Dial & Smile first, email second
- If you are offering something unique, write a press release, send out email blasts, let your customers know,



- Understanding their language:
 - Starts very similarly to a SEO/PPC research project
 - Good strong tools such as WordTracker, Keyword Discovery, AdWords Keyword Tool, moz.com, SpyFu.com, etc., can give you the guidance on keyword list development and potential.
 - Start inputting your identified keywords into your social tools from the last slide. You will start to discover new sites, blogs, postings and people to target.

CERTIFICATION WORKSHOP

- Social links can be broken into two sets, both important:
 - Primary – original.
 - Secondary – re-tweets, shares, likes.
- Google & Bing are giving increasing prominence to social signals.
- Pay attention to the niche that the target site is in.
- Authority of social signals:
 - Domain authority.
 - Author authority.



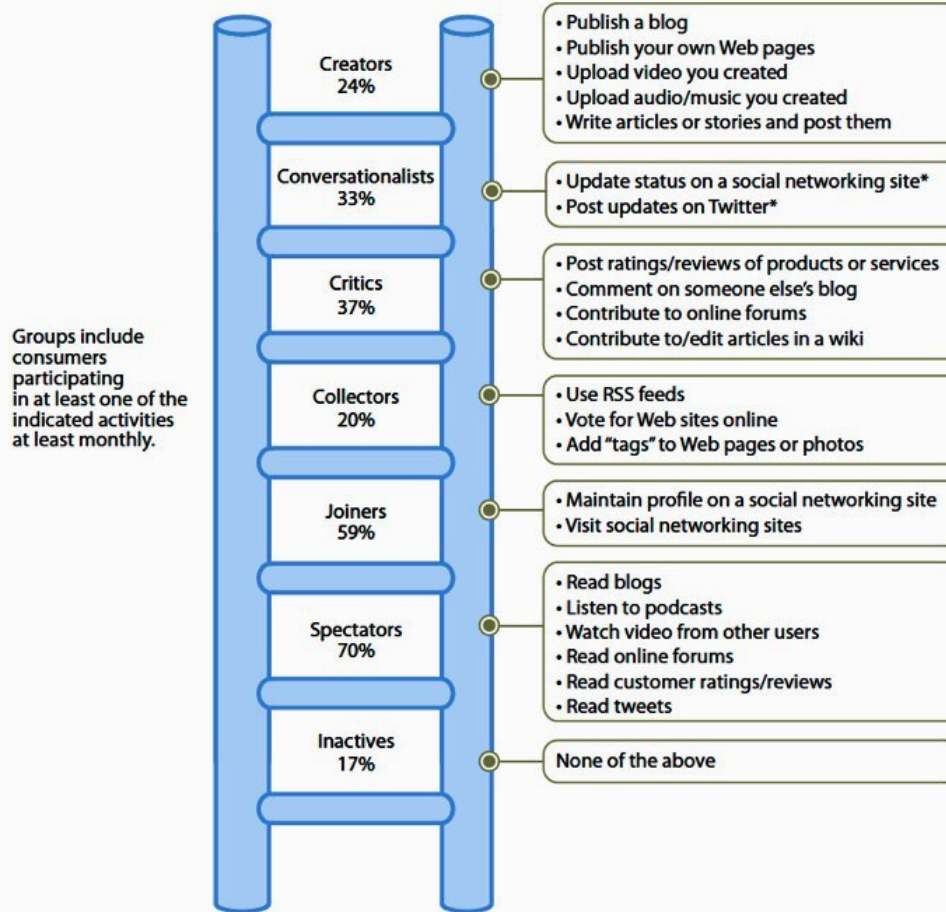
CERTIFICATION WORKSHOP

- Be consistent with how you create internal links:
 - Both at user visible and source code level.
- Focus internal link traffic to top pages on site:
 - Make sure these top pages have great user value.
- Keep the generic words out of internal links, “Support,” “More”, “Click Here”, etc.



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Figure 1 The Social Technographics Ladder Now Includes Conversationalists



Base: US online adults

Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)
*Conversationalists participate in at least one of the indicated activities at least weekly.

56291

Source: Forrester Research, Inc.



CERTIFICATION WORKSHOP

- Creators - Those who craft the new content in the social sphere.
- Critics - Add critical thoughts conversations.
- Collectors - Collect and share content .
- Joiners and Spectators -
 - Don't ignore them, they can make or break your campaign. They are the ones who ultimately use your product.
- In-actives - Not really.



CERTIFICATION WORKSHOP

- Three things that you need to know to be successful:
 - Who's talking about your product, marketplace and the problems your product offers a solution to:
 - Identify the Creators and Critics and where they are having their conversations.
 - How are they talking about it? What is the language that they are using.
 - Not just keywords but the tone of voice in the conversation.



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- Three things that you need to know to be successful (continued):
 - What is important to the Creators and Critics:
 - Straight facts.
 - Center of attention/ego boosting.
 - Solving problems for others.



Advanced On Site Content Optimization



CERTIFICATION WORKSHOP

Google
Technology company

google.com

Google is an American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. Wikipedia

CEO: Sundar Pichai
Founded: September 4, 1998, Menlo Park, CA
Subsidiaries: YouTube, ITA Software, AdMob, Google Japan, More
Video games: Tilt Brush, Google Lively
Founders: Larry Page, Sergey Brin
Parent organization: Alphabet Inc.

Profiles

Facebook Twitter YouTube LinkedIn Google+

People also search for

Apple Microsoft Corporation Yahoo! Amazon.com YouTube

To Kill a Mockingbird
Novel by Harper Lee

4.2/5 Goodreads | 4.5/5 Barnes & Noble

To Kill a Mockingbird is a novel by Harper Lee published in 1960. It was immediately successful, winning the Pulitzer Prize, and has become a classic of modern American literature. Wikipedia

Originally published: July 11, 1960
Author: Harper Lee

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Pinterest

Pinterest app - Installed
Pinterest is a visual discovery tool that you can use to find ideas for ...
Open on pinterest.com
You visited this page on 5/17/15.

Search Pinterest app

Everything
Log In
DIY & Crafts
Food & Drink
Popular

Web Shopping News

Recipes

Perfect Apple Pie
Pillsbury
4.5 ★★★★★ 276 reviews
3 hr · 230 calories

Apple Pie by Grandr
Allrecipes
4.8 ★★★★★ 6,931 reviews
1 hr 30 min · 512 calories

Example Space Science

New photos of the red planet yield surprising results
AMP - 1 hour ago

Example News

Martian desert car food for explorers
AMP - 8 hours ago



CERTIFICATION WORKSHOP

- Implement structured data on your site, providing explicit clues as to what the various elements on your page are. It allows you to qualify your content types for Google.
 - schema.org is one of the main sources of information on the structure and format of the mark-up for structured data - many different markups are available
 - Can be implemented using a plugin or by hand coding.
 - Can be tested using the structured data markup testing tool in Google Search Console



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- Can also be verified/debugged with Google Structured Data Testing Tool
 - <https://search.google.com/structured-data/testing-tool>

```
1 | <script type="application/ld+json">
2 | {
3 |   "@context": "http://schema.org",
4 |   "@type": "Review",
5 |   "itemReviewed": {
6 |     "@type": "Restaurant",
7 |     "image": "http://www.example.com/seafood-restaurant.jpg",
8 |     "name": "Legal Seafood"
9 |   },
10 |   "reviewRating": {
11 |     "@type": "Rating",
12 |     "ratingValue": "4"
13 |   },
14 |   "name": "A good seafood place.",
15 |   "author": {
16 |     "@type": "Person",
17 |     "name": "Bob Smith"
18 |   },
19 |   "reviewBody": "The seafood is great.",
20 |   "publisher": {
21 |     "@type": "Organization",
22 |     "name": "Washington Times"
23 |   }
24 | }
25 | </script>
26 |
```

CERTIFICATION WORKSHOP

The screenshot shows a Google search interface. The search bar contains the text "what is a google manual penalty". Below the search bar, there are tabs for "All", "Shopping", "Videos", "Images", "News", and "More". The "All" tab is selected. To the right of the search bar, there are links for "Settings" and "Tools". Below the search bar, there is a toggle for "SEOquake" and a message that says "About 14,800,000 results (0.40 seconds)".

The first search result is a featured snippet. The text of the snippet reads: "Google's manual penalties differ from algorithmic updates such as Panda for content or Penguin for links. ... However, Google manual penalties are triggered by a manual change to your site. They're done by Google's reviewers, who will assess your site following Google's quality guidelines. Oct 26, 2017". To the right of the text is an image of the Google logo with a blue stamp that says "PENALTY!". Below the text is a link: "All Google Manual Penalties Explained from SMX East - Search ..." with the URL "https://searchengineland.com/google-manual-penalties-explained-smx-east-285607". Below the link are two icons: a question mark and a speech bubble, with the text "About this result" and "Feedback".

Below the featured snippet is a section titled "People also ask". The first question is "What is Google manual action?". Below the question is a snippet of text: "Manual actions are Google's way of demoting or removing web pages or websites as a whole. They aren't related to Google algorithm changes like Penguin, Panda, Hummingbird, or the others. They are simply Google manually punishing websites for spammy behavior. Apr 3, 2015". Below the text is a link: "An Introduction to Google Manual Action Penalties".



Featured Snippets (as of 1 November, 2018)

31 keywords with Featured Snippets on SERP ⓘ

	Keywords	Visibility	Est. traffic
Already featured	3 9.7%	17.3%	3.40
Opportunities	28 90.3%	100.0%	70.25

Featured Snippets trend ⓘ

over last 7 days



Opportunities **28**/₃₁
Already featured **3**/₃₁

New 1 Lost 0 New on SERP 2 Lost from SERP 3 URL changed 0

Keyword	Volume	Est. Traffic potential	You	Diff	Who is in Featured snippet (organic rank & URL)
1 countries gdpr	10	+0.09	3	-1	2 👑 https://www.hipaajournal.com/what-countri...
2 gdpr country	720	+6.45	3	-1	2 👑 https://www.hipaajournal.com/what-countri...
3 gdpr compliant countries	20	+0.18	3	-1	2 👑 https://www.hipaajournal.com/what-countri...
4 what is a gdpr country	10	+0.09	3	-1	2 👑 https://www.hipaajournal.com/what-countri...
5 gdpr compliance countries list	10	+0.10	4	-2	2 👑 https://www.hipaajournal.com/what-countri...
6 list of gdpr countries	50	+0.47	4	-2	2 👑 https://www.hipaajournal.com/what-countri...



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- Featured snippets are stealing traffic from the top search positions
- Google is adding more and more to the results page
- Can be either structured or unstructured data
- Can be a paragraph, a list, a table, a graphic or a video
 - Can combine the any of the above
- Try to make longer the display size on the SERPs page
 - Encourages the searcher to click
- Featured snippets are volatile, Google is always testing new ways to analyze and display the results



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- Need to plan for snippets when creating content
 - Look for ways to explicitly answer questions
 - Get your keywords into the title and in the headlines near the answer - try to make the headline an explicit answer
 - Be Proactive - Build in formatting and structure into the content to make it “Snippet Friendly”
 - Train copywriters to get in a “featured snippet” mindset to make it automatic over time
 - Use lists, headers, tables, etc., to help reader (and Google) extract information
 - Write short, easy to read paragraphs with complementary graphics
 - Include Questions & Answers in content

Thanks to Christine Churchill @ KeyRelevance for this great list!



SEO and Technical Wizardry



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- Prevent crawling of pages with no SEO value
 - Privacy policies, terms and conditions, promotions, PPC/email landing pages fall into this category.
- Use the DISALLOW command in the robots.txt file.
- Use tag NOINDEX/NOFOLLOW tag in the source code of the page.
- Specify URL parameters on Google Search Console to ignore when crawling.





Search Console

https://beasleydirect.com/

Help



Try the new Search Console

Dashboard

Messages (3)

Search Appearance

Search Traffic

Google Index

Crawl

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

URL Parameters

Security Issues

Web Tools

URL Parameters

Help Google crawl your site more efficiently by indicating how we should handle parameters in your URLs. [Learn more.](#)

Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search.

Download this table

Add parameter

Show 25 rows

1-8 of 8



Parameter	URLs monitored	Configured	Effect	Crawl
hid	146	-	-	Let Googlebot decide Edit / Reset
wordfence_logHuman	85	-	-	Let Googlebot decide Edit / Reset
wordfence_lh	61	-	-	Let Googlebot decide Edit / Reset
ver	17	-	-	Let Googlebot decide Edit / Reset
source	10	-	-	Let Googlebot decide Edit / Reset
ak_action	10	-	-	Let Googlebot decide Edit / Reset
lsource	9	-	-	Let Googlebot decide Edit / Reset
consultation	2	-	-	Let Googlebot decide Edit / Reset

1-8 of 8



CERTIFICATION WORKSHOP

- Google has been crawling and rendering JavaScript files effectively for years now. As more content is encapsulated in JS, ensuring your content is accessible is key.
- Limit JS when it is not needed.
- Use “Fetch As Google” from Google Search Console or Chrome’s Devtools, compare the rendered DOM elements in your tool with the cached version in Google.
- You can also use JavaScript rendering in crawling tools like Screaming Frog Spider or Sitebuld to view how the JS is rendered.
- JS only sites can be rendered but are *slow to index*

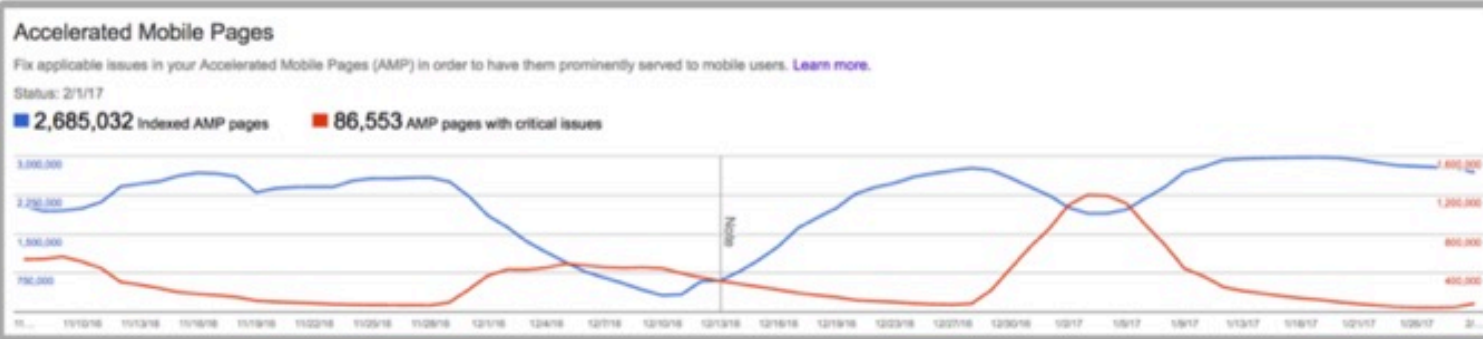


CERTIFICATION WORKSHOP

- AMP (accelerated mobile pages) is set of standards that provide simpler HTML version of your site for mobile.
 - Resources are optimized and served in their own cache to speed the delivery of the site.
- AMP is now required to be in Google News' Carousel and is taking over the image results.
- Baidu now supports AMP as well.
- Configuration issues are common and can be identified in Google Search Console.
- Can also be verified in Chromes DevTools, the Google AMP Test and Official AMP Validator



CERTIFICATION WORKSHOP



Issue	Severity ▲	Pages with issues
1 Prohibited or invalid use of HTML Tag	Critical	71,290
2 User-authored JavaScript found on page	Critical	56,428
3 Invalid CSS stylesheet	Critical	56,420
4 AMP markup missing or incorrect	Critical	56,418
5 Prohibited HTML Tag with AMP equivalent	Critical	56,418
6 Major content mismatch	Critical	28,032
7 Invalid usage of AMP tags	Critical	14,666
8 Invalid layout property found in AMP tag	Critical	974
9 Syntax error	Critical	1
10 Use of deprecated tags or attributes	Non-critical	2,715,174
11 Add AMP structured data, if supported	Non-critical	56,457
12 Minor content mismatch	Non-critical	27,271



CERTIFICATION WORKSHOP

- Can you host your own servers?
- If not, are you on a shared server or on a virtual private server?
- Are you taking advantage of load balancing and remote caching?
 - Google likes fast loading pages!



CERTIFICATION WORKSHOP

- Time on page, less than 15 seconds is bad (if they go back to Google).
- Number of pages visited on your site, deep user exploration as measured by Google toolbar and Google sign-in.
- How many of your visitors are first time users?
- Exit rate and bounce rate – Do people find the answer and exit or do they go back to Google for another site.



CERTIFICATION WORKSHOP

- Age of the domain still matters.
- Do you have a keyword in your domain name?
- .com is still the major TDL unless you can get a .edu or .gov.
- Once you burn your domain's rep, it takes a long time to get back in the good graces of the engines.
- For new sites, can you buy a domain that fits above.



CERTIFICATION WORKSHOP

Google looks at the query volume around phrases and will change your site's ranking based on how fresh the query is.



CERTIFICATION WORKSHOP

- Have a well organized site with pages and topics that relate to each being grouped together on the site
- Have this order support the menus and in text links
- Use logical keyword rich names for directories and files
- **KEEP IT CONSISTENT!!**



CERTIFICATION WORKSHOP

- A lot of the advanced work you will do to roll with the algorithms comes down to doing detailed work on the basics.
 - *GO THE EXTRA MILE!* Your competitors will.
 - It won't be fast but hunting the details down and dealing with issues that you let go earlier will pay off in the end.
 - Offsite factors play as big of role as on-site ones.
 - The more technically clean and efficient your site is, the more attention Google will pay to your content.



CERTIFICATION WORKSHOP

Get a free initial SEO and/or PPC Audit from Beasley Direct and Online Marketing:

<https://beasleydirect.com/free-ppc-advertising-audit/>

<https://beasleydirect.com/free-seo-audit-offer/>

Have us take a quick look at your site and identify some of the areas in which we can help you improve.



Thank You!
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