



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

SEO Module 2: Use SEO for Digital Marketing: Optimizing On-Page and Technical SEO

Presented by Andreas Ramos

Wednesday, February 8th 2023

12:00 p.m. to 2:00 p.m. PST

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



We have evolved to offering best-in-class live online courses and workshops worldwide and certification program, taught by world-renowned instructors. More than 2,000 professionals take advantage of over 100 workshops every year.

Workshop topics include:

- SEO.
- Google Ads.
- Google Analytics.
- Social Media (Organic and Advertising).
- Product Marketing and Account Based Marketing (ABM)

- Our courses started as extension courses at UC Berkeley, UCLA, and UC Santa Cruz, and we brought them over to DMAnc.org
- Earn a certificate by completing any eight modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.



About Andreas Ramos

- Director of the Digital Agency at Acxiom
- Head of Global SEO at Cisco
- Adjunct professor in digital marketing
- CMO at Lingolet.com



CSTU



Stanford
University



amazon #1 Best Seller
andreas.com



We want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future courses.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.



- If I'm not speaking clearly
- Or I talk too fast
- **Let me know!**
- Send me a message via the **chat box** (highlighted in yellow).
- Your message is private. Nobody else can see your message.

FEEDBACK



The screenshot shows a GoToWebinar interface. On the left, a table displays metrics for a webinar. On the right, a sidebar contains various controls, including a chat box highlighted in yellow with the text "(Type your questions here)". A red arrow points from the chat box to the table.

Avg. CPC	Cost	Quality
\$1.09	\$119.88	
\$1.83	\$701.82	
\$0.64	\$40.70	5/10
\$1.62	\$155.51	5/10
\$1.43	\$98.58	
\$0.65	\$71.28	7/10
\$1.41	\$105.38	3/10
\$1.65	\$123.90	

GoToWebinar sidebar controls:

- File Options View Help
- Sharing
- Webcam
- Audio
- Dashboard
- Attendees: 61 of 501 (max)
- Attendees (Staff 2)
- Names - Alphabetically
- Search
- Send Privately / Send to All
- Handouts: 1
- Chat (Type your questions here)
- To: All - Entire Audience
- Send
- Google Ads Advanced Webinar ID: 799-639-131
- This session is being recorded.
- GoToWebinar

Agenda: What We Covered Today



SEO and Keyword Research, Module 1

- Why SEO?
- How Google does marketing.
- Find your audience's questions and keywords.
- Working with keywords.

On-page SEO and Technical SEO, Module 2

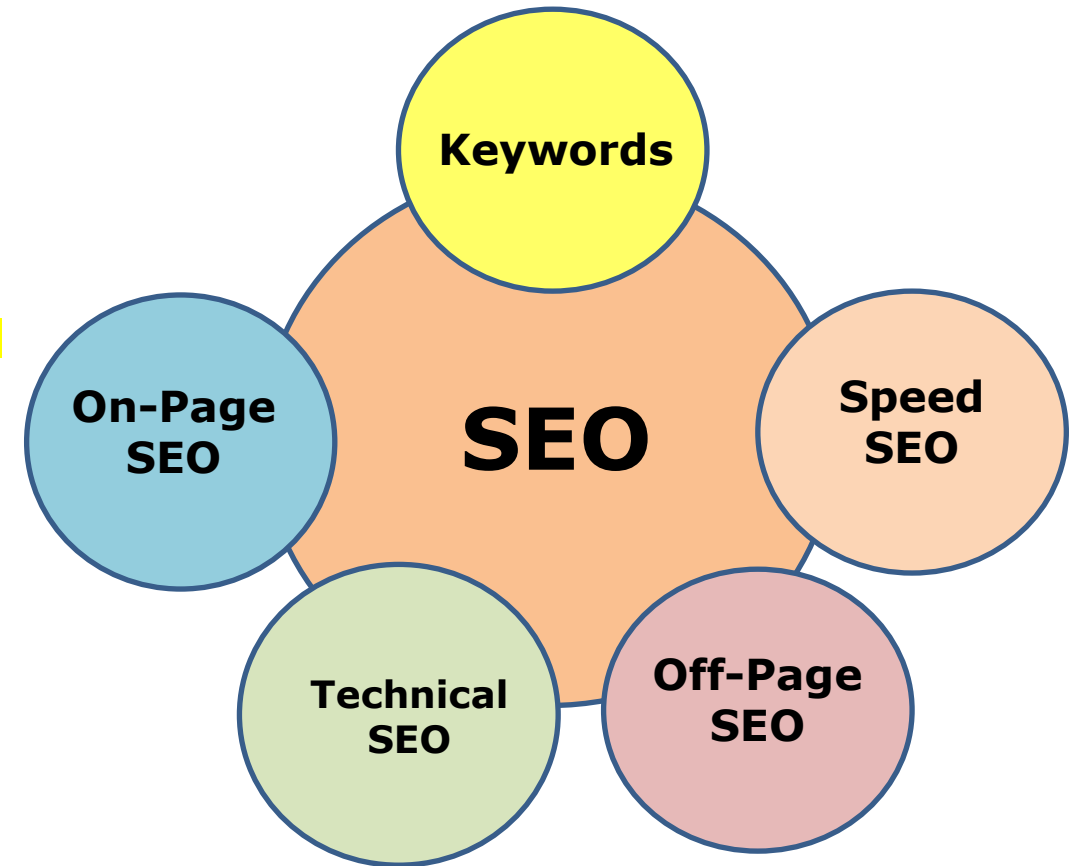
- **On-Page SEO:** What people see on the web page.
- **Technical SEO:** What's behind the web page, meta-tags, images, canonicals, HRefLang, 404, HTTPS, check links, XML sitemaps, mobile first, and more.

Off-page SEO, Module 3

- **Off-Page SEO:** Link building, outgoing links, toxic links, news sites, multiple locations, Google My Business, Wikipedia.
- Google Updates and reinclusion.
- Working in SEO: SEO metrics, reports, SEO Radio Hour, tools.

Speed SEO, Module 4

- How to measure the speed, how to optimize text and images for faster pages.
- Future of SEO.
- Resources.



Updates

In mid-January 2023, Yandex search engine's filters appeared on the Internet.

We will look at the Yandex leak in the second module under Technical SEO.

Yandex

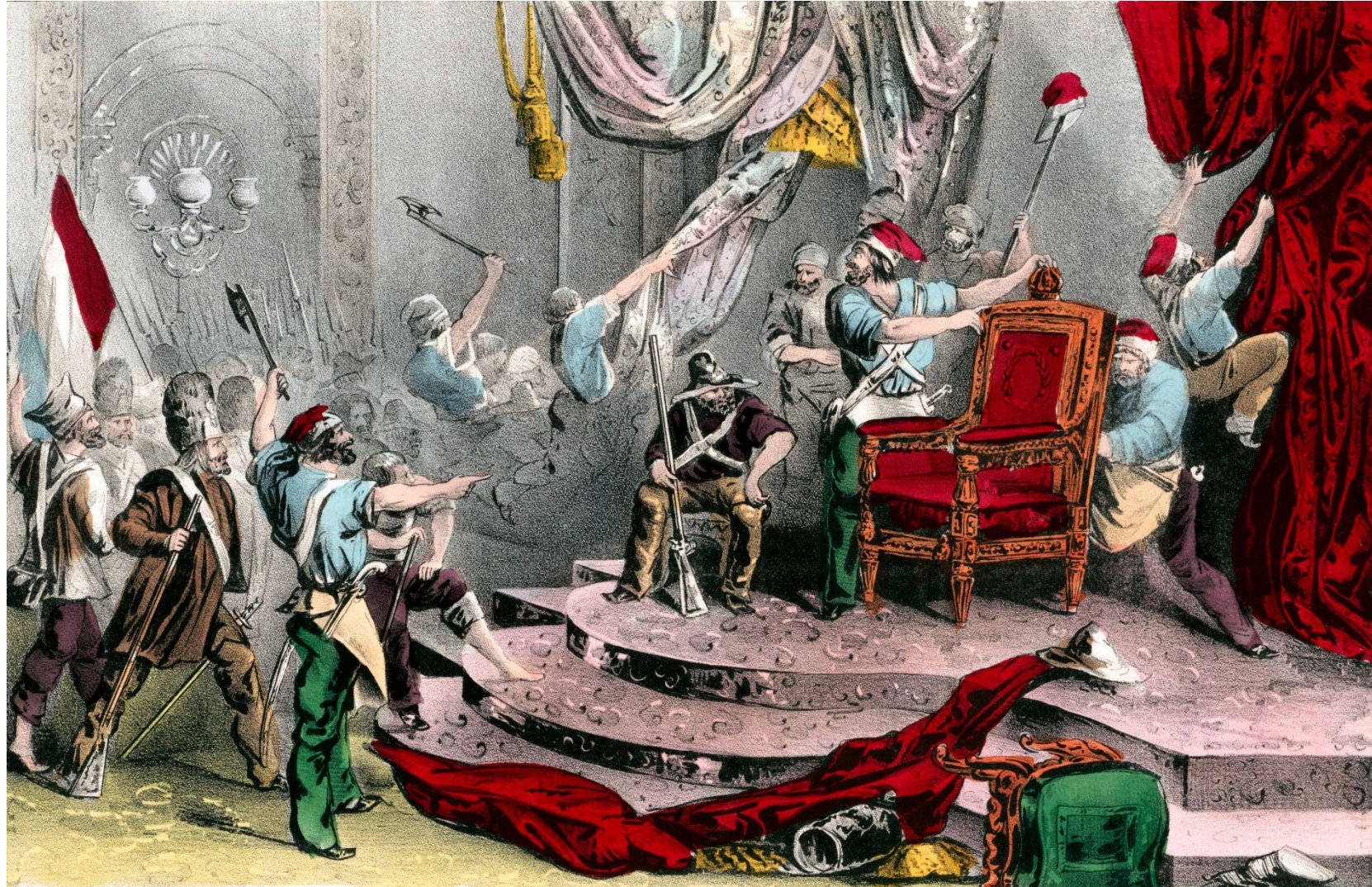
```
Factor {  
  Index: 84  
  CppName: "FI_GOOD_RATIO"  
  Name: "XLRgood"  
  Group: "Xref"  
  Tags: [TG_DOC, TG_DYNAMIC, TG_LINK_TEXT, TG_REARR_USE,  
    TG_UNDOCUMENTED, TG_DEPRECATED]  
  Description: "Percentage of 'good' backlinks"  
  Responsibles: "alsafr"  
}  
  
Factor {  
  Index: 85  
  CppName: "FI_MANY_BAD"  
  Name: "XLRmanyBad"  
  AntiSeoUpperBound: 1.0  
  Group: "Xref"  
  Tags: [TG_DOC, TG_DYNAMIC, TG_LINK_TEXT,  
    TG_UNDOCUMENTED, TG_OFTEN_ZERO, TG_DEPRECATED]  
  Description: "Percentage of 'bad' backlinks"  
  Responsibles: "alsafr"  
}
```

In the last 24 hours, **Microsoft** and **Google** will add AI to their search engines. But **not yet**.

This is the biggest change in search in 20+ years.

Nobody knows how this will change:

- SEO
- Page ranking
- Ads in search engines
- Ad revenue
- Traffic
- Analytics



How Will This Develop?

Expect major changes and shifts for the next two to three months in Microsoft and Google.

- I will watch and update.
- Get updated slides for the next 12 months.
- I post daily about this in Twitter. [@andreas_amos](https://twitter.com/andreas_amos)

I will teach a class on AI + marketing in six weeks.



On-Page SEO

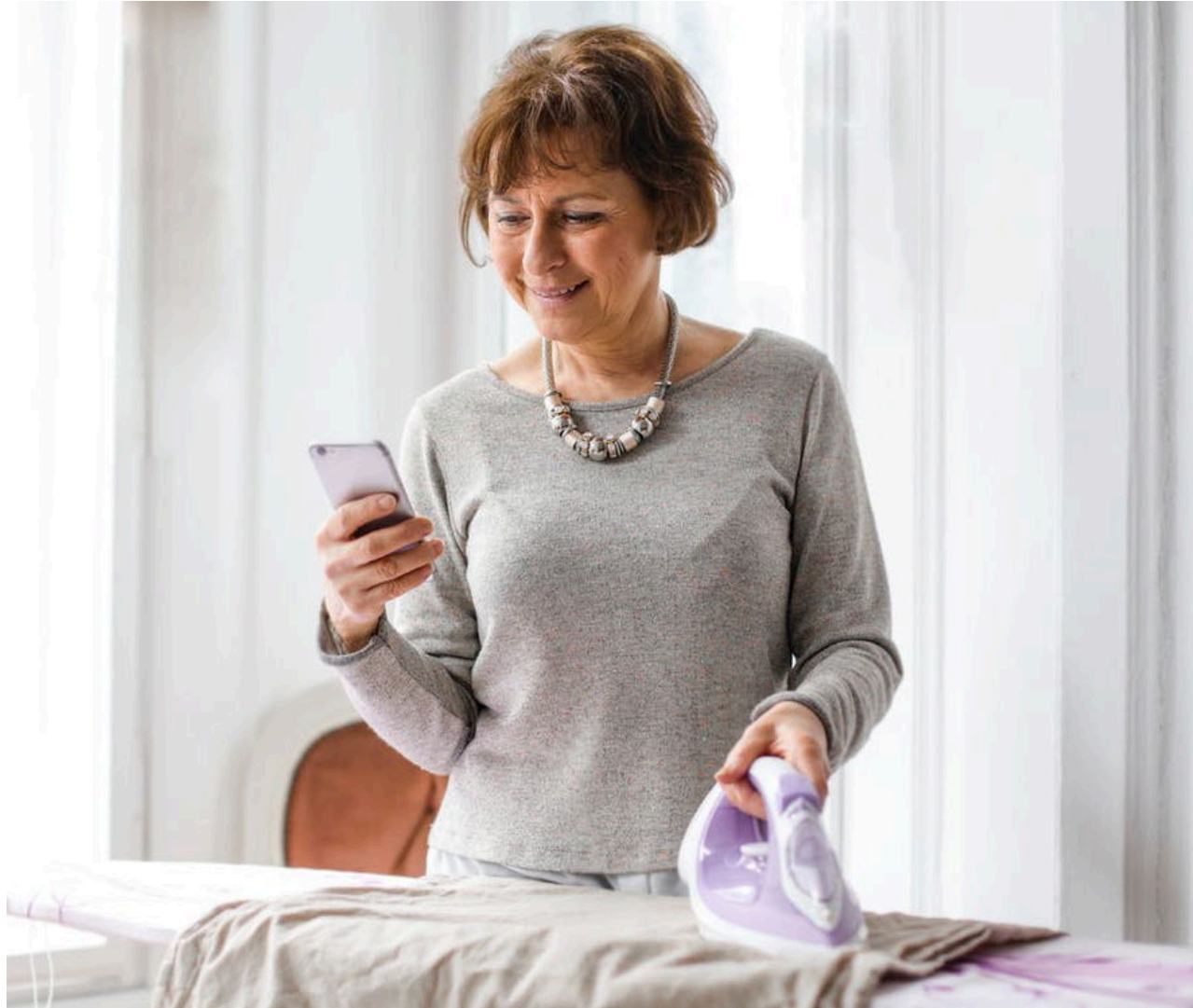
The Goal of On-Page SEO

On-Page SEO improves what people see on the page.

Your show the visitor that she has come to the right page.

The page answers her query.

- Optimize the main page for informational searches
- Optimize landing pages for transactional searches

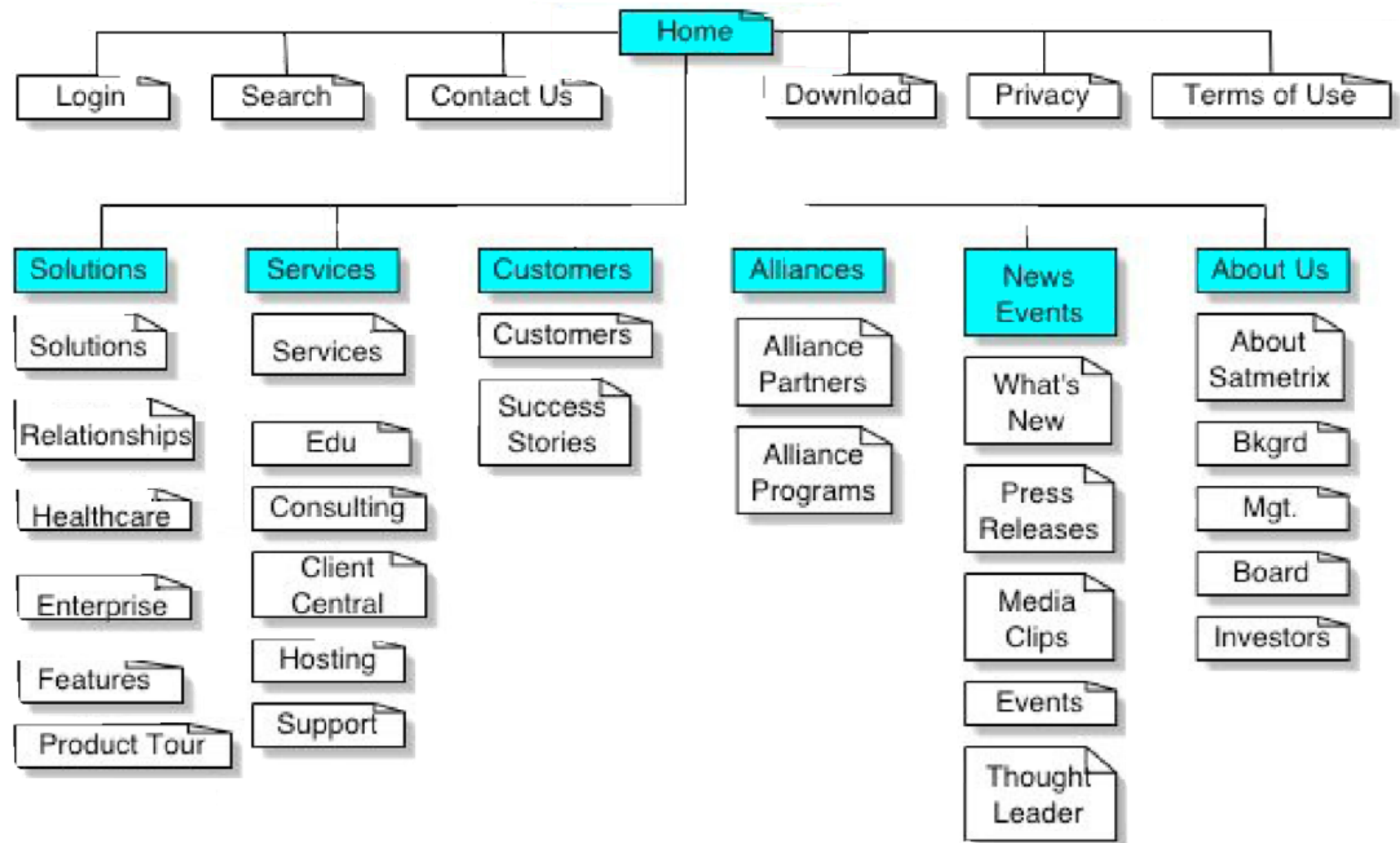


Traditional Website Architecture Was Based on Malls

In the mid-90s, many web sites adopted the layout of shopping malls.

Your audience:

- Entered the front door (the home page)
- Walked to the store (Bloomingdale's, Macy's...) and then entered the department (women's, men's), they wanted.



However, Your Visitors Parachute to Your Page from Google

- However, your audience parachutes from Google to the page.
- They bypass the website architecture.

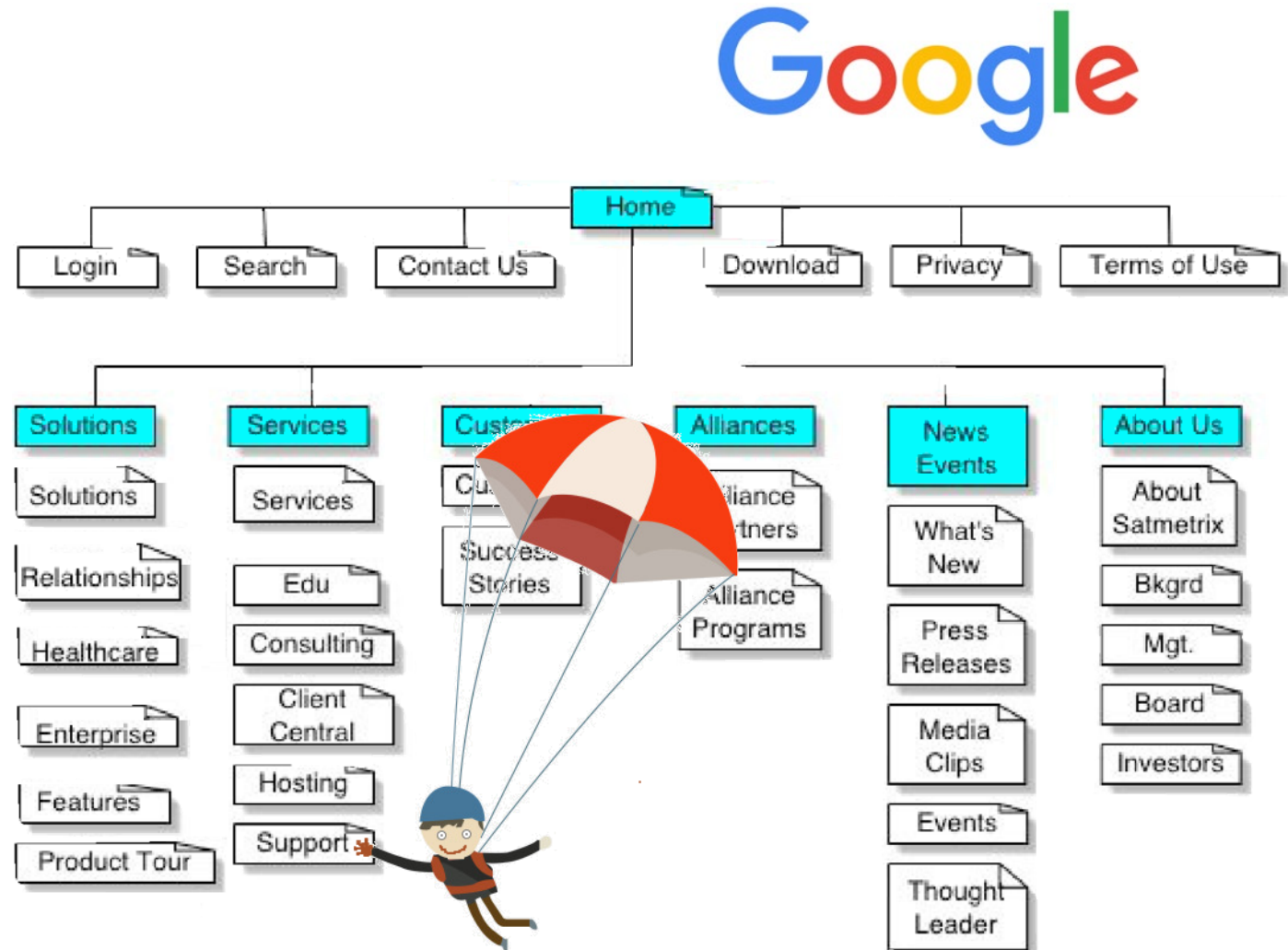
In a way, Google is your site's front page.

Tip: Focus your SEO work on Preferred Landing Pages (PLPs).

Tip: Put new items on the front page because Google indexes it regularly (several times per day).

Tip: No more than 99 links per page.

Note: Google regularly indexes the first two layers and sometimes the third layer, but rarely the fourth or deeper layers. Build your website in a flat structure.



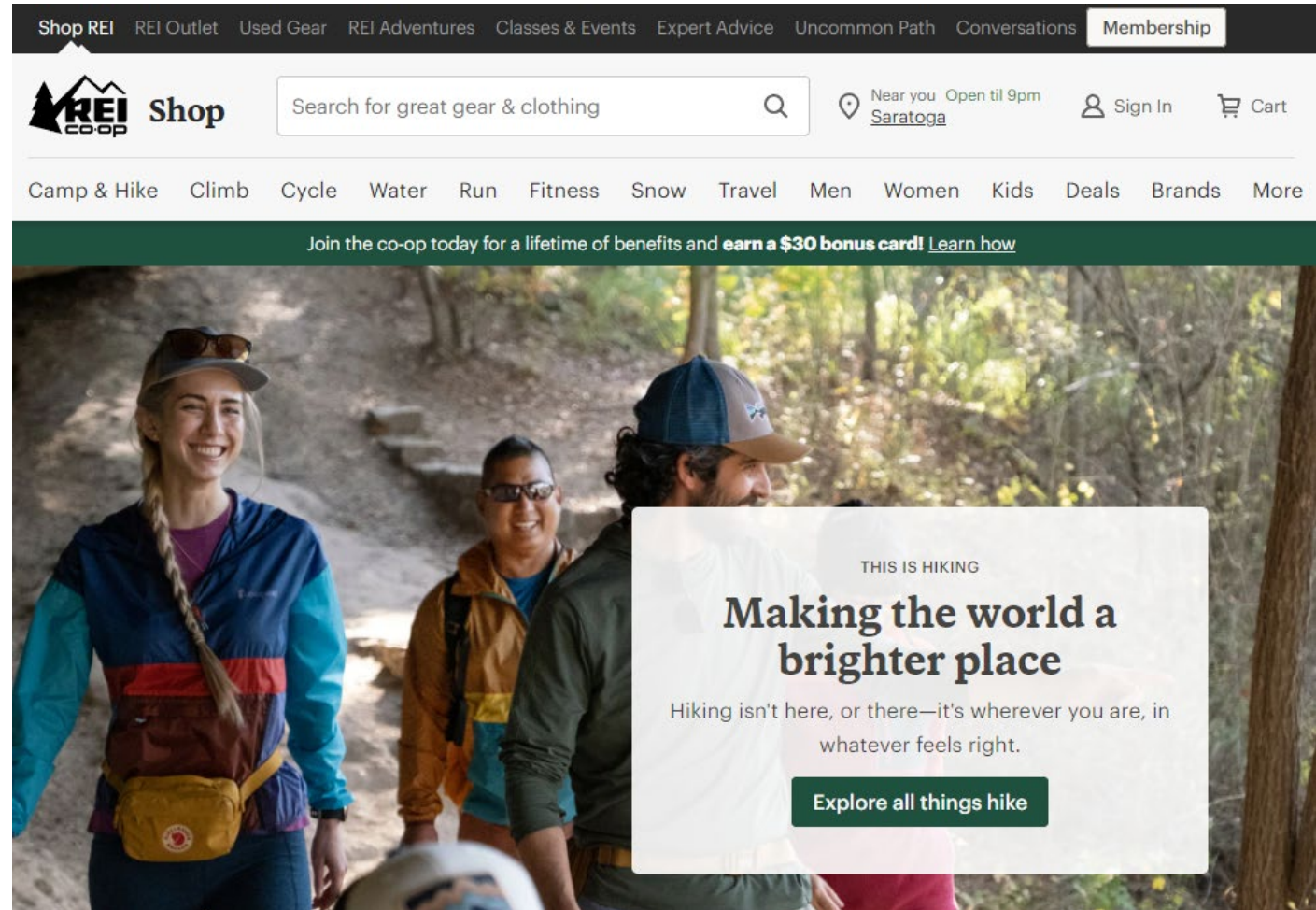
The Page Design Answers the Visitor's Search

- **Purpose:** Clearly show what your page offers.
- **Easy navigation:** Make it easy for visitors to navigate your site. Buttons at the top for home, about, contact, products, login, social media, and a search box
- **Information:** Address, store locator, clickable map, clickable telephone, hours.
- **Images:** Use images or video to illustrate.
- **Text:** Use headings (H1), sub-headings (H2), and body text. Use three to four keywords. Use bullet lists or numbered lists (Google may index your list).
- **Time:** If publication date matters (for articles, etc.), add below the heading. (*Posted Feb 4, 2019, 8pm PST*) (add hour if it's relevant).
- **Links:** Add links to relevant pages. Use keywords in the links.
- **Call-to-Action (CTA) buttons** at top and bottom.
- **Page's File Name:** Use two or three keywords for the file name, such as ski-boot.html. Use hyphens (not underscore).
- **Quality:** Use correct grammar, spelling, punctuation. Use Grammarly to proofread.

Tip: Look at leading competitors to see what they're doing.

Note: KW density doesn't matter (John Mueller, 2021)

Note: Web design evolves. Keep up-to-date.



Shorten the Text

Improve a page by reducing the text.

A. Shorten the text:

1. To see the number of words, use **Microsoft Word | Review | Word Count**
2. Cut the number of words by 50%
3. Cut again by 50%

B. Convert paragraphs to lists:

Rewrite as (bullet list of items) or numbered lists (for a list of steps), which use less words and are easier to read.

Tip: Use Grammarly to improve your writing, grammar, and punctuation.

Note: Less text may affect SEO organic ranking. Keep the important text and key words for Google to index.

Before

How do I check out when I am all done with my shopping at the stores within the Jumbo portal?

Whether you are buying one item, a dozen, or maybe a hundred, you can just simply click on the Shopping Cart icon, which appears at the top of every JumboShop page. Once you are in the shopping cart, you can do several things, if you want. Optionally, you can confirm that everything you wanted to buy has shown up in the order, enter billing and shipping information, and then click the Check Me Out button, to move the order along. At the moment you click the Check Me Out button, we send your order to the individual store. At that point, the transaction is between you and the store, and if there are any problems, you need to talk to the store. If you call us, we will only be able to help you with our part of the transaction, that is, before we actually send the order to the store.

A long paragraph with 171 words.

After

How do I check out?

1. Click the Shopping Cart, at the top of the page.
2. Look over your order. (You can delete items if you want).
3. Enter billing and shipping info.
4. Click Check Me Out.

At that time, we send your order to the individual store.

Cut the text to 50 words and use a numbered list. Much easier to read.

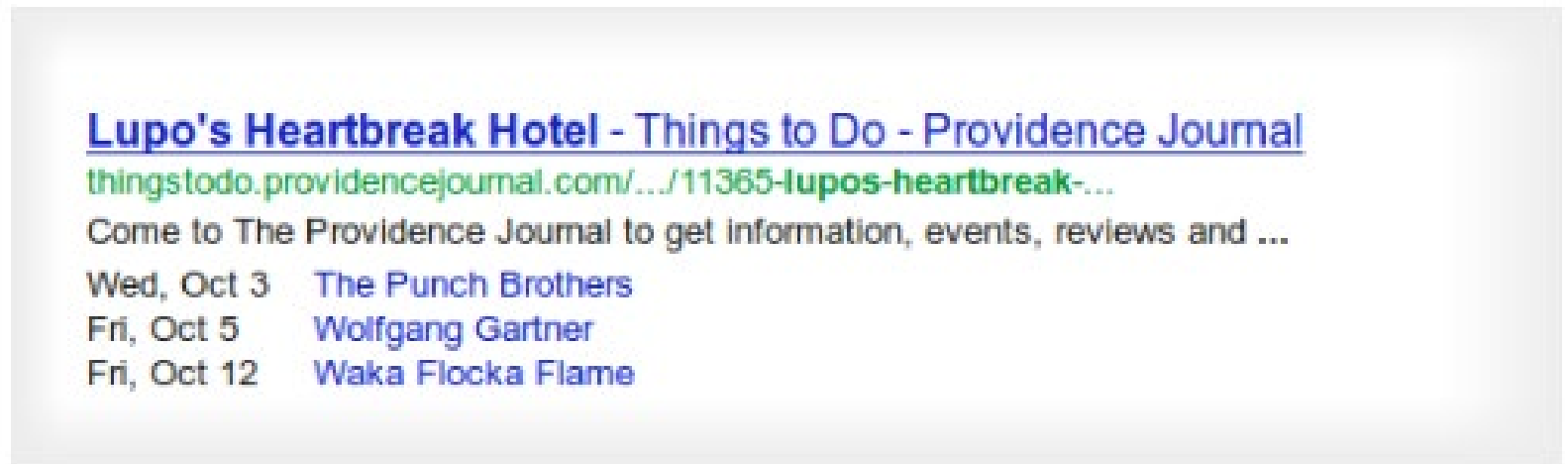
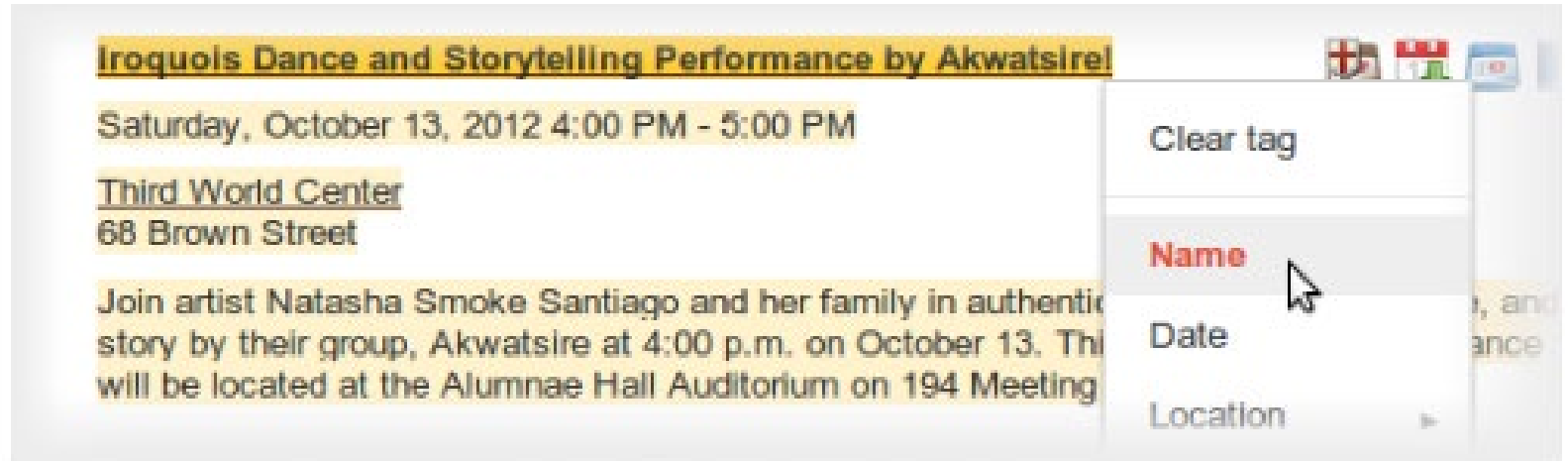
Highlight text on your page and tell Google what it is:

- Articles
- Books
- Events
- Products
- Software applications
- Local businesses
- Restaurants
- Movies and TV shows

No code. **Just point and click.** Easy to do.

Google may choose your highlighted text to show at the top of search results.

Learn more at [Google Data Highlighter](https://www.google.com/datahighlighter/).



Improve Your Web Pages with Google Optimize

Use **Google Optimize** to test your webpage to find the best version.

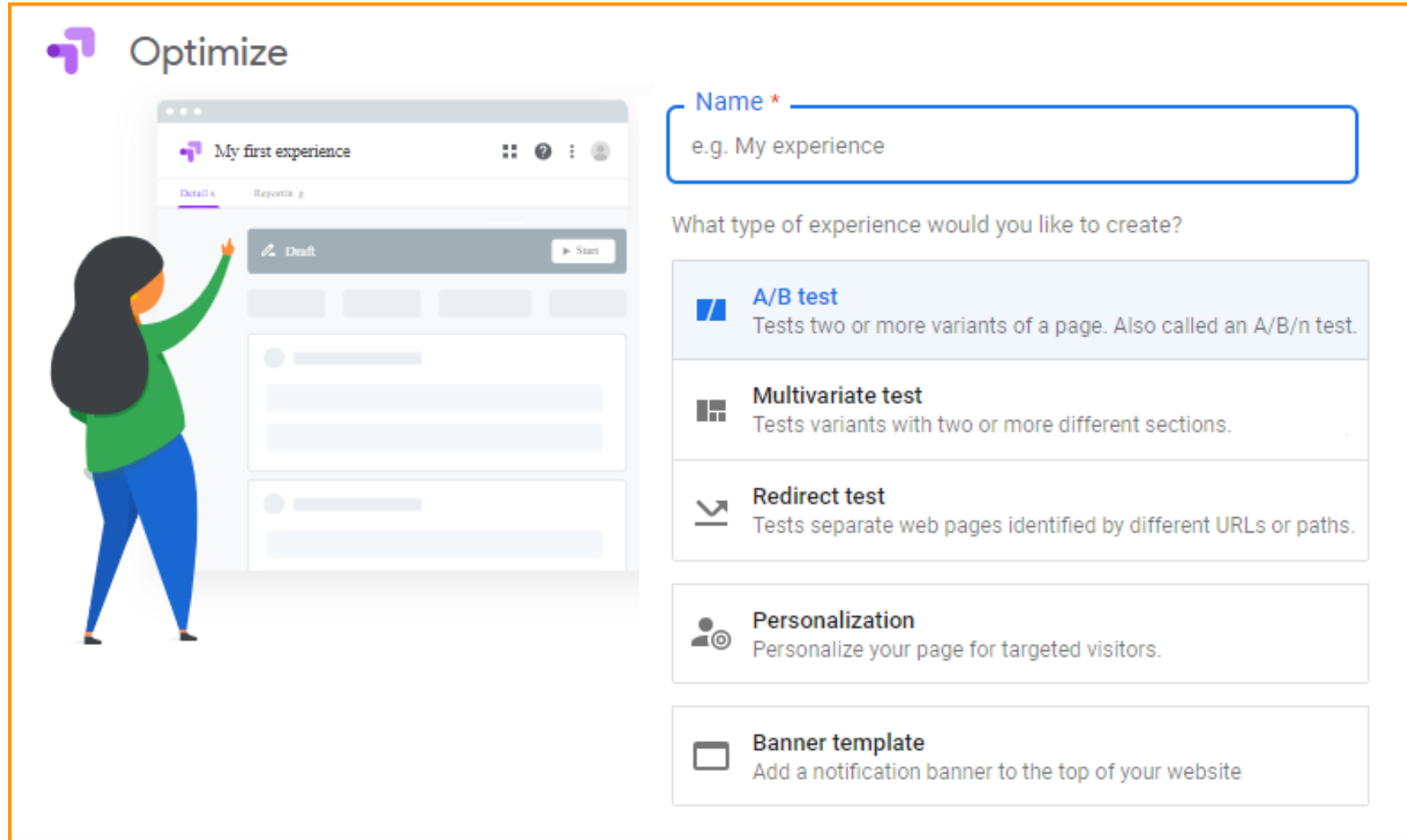
- Which heading works best?
- Do people prefer the photo in red or blue? Right or left?
- Place social media buttons at the bottom or top?

Types of tests in Google Optimize:

- **A/B Split Test:** Test two (or more) versions of an item.
- **Multivariate Test:** Test a combination of elements on a page, such as headings, four images, and two body text to find the best combination.
- **Redirect Test:** Test two pages.
- And more.

Free at **optimize.google.com** until Sept. 2023.

Tip: Another tool is **optimizely.com**



The screenshot displays the Google Optimize web interface. On the left, a stylized illustration of a person with long dark hair, wearing a green shirt and blue pants, is shown from the side, pointing at a large digital screen. The screen displays the 'Optimize' logo at the top, followed by a browser window titled 'My first experience'. Below the browser window, there are tabs for 'Details' and 'Reporting', and a 'Draft' button with a 'Start' button next to it. On the right side of the interface, there is a form to create a new experience. It starts with a 'Name *' field containing the placeholder text 'e.g. My experience'. Below this is a question: 'What type of experience would you like to create?'. There are five options listed in a vertical stack, each with an icon and a description: 1. 'A/B test' with a blue square icon, described as 'Tests two or more variants of a page. Also called an A/B/n test.' 2. 'Multivariate test' with a grid icon, described as 'Tests variants with two or more different sections.' 3. 'Redirect test' with a curved arrow icon, described as 'Tests separate web pages identified by different URLs or paths.' 4. 'Personalization' with a person and target icon, described as 'Personalize your page for targeted visitors.' 5. 'Banner template' with a banner icon, described as 'Add a notification banner to the top of your website.'

See Your Page with Heat Maps

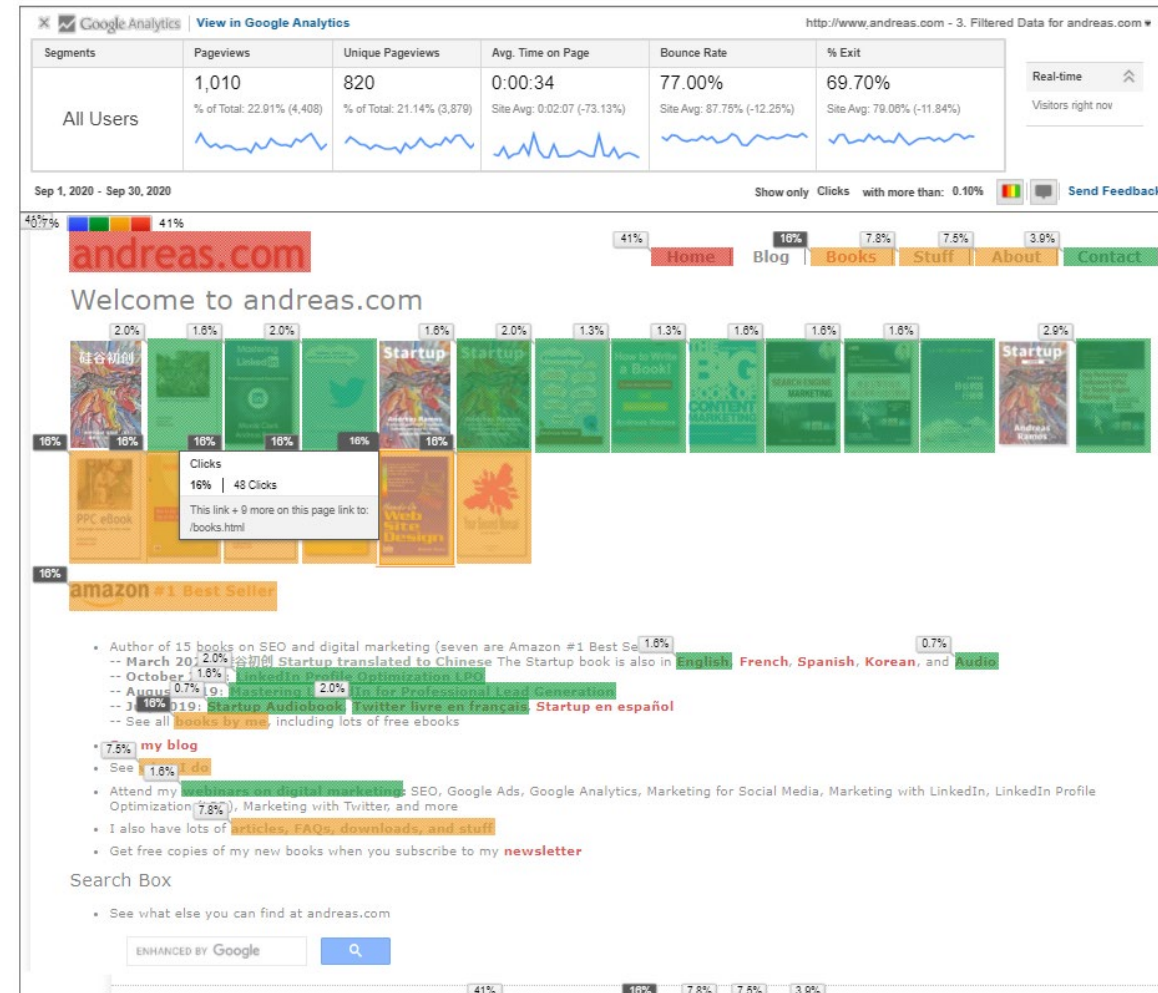
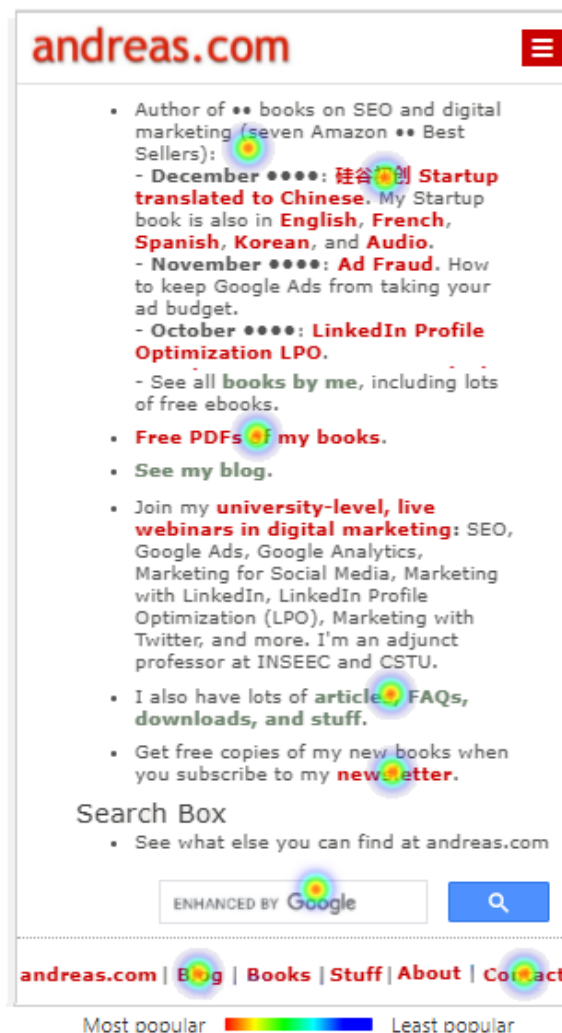
Use heat maps to see the clicks. Move top items to upper-left of your page.

1. Add the *Page Analytics* Chrome extension to your Chrome browser. Get it at chrome.google.com/webstore/category/extensions
2. Or search for "Page Analytics by Google".
3. How to use, see vwo.com/blog/google-analytics-heatmap/

Additional heat maps:

- Use Microsoft Clarity in an Edge browser clarity.microsoft.com
- **Nelio** for WordPress
- **Crazy Egg's Hotjar** has heat maps

Tip: Search for **heat map** to find other tools.



Additional Software: Screaming Frog's SEO Spider

Screaming Frog software shows a website's technical information.

- Free if you have less than 500 pages in your website.
- £149.00 (\$160 at current low UK pound) per year.
- Download at [screamingfrog.co.uk/seo-spider/](https://www.screamingfrog.co.uk/seo-spider/)
(or search for Screaming Frog SEO spider)

Screamingfrog



Note: We don't get referral fees or compensation in any form for any software that we mention.

Make a Visual Map of Your Site

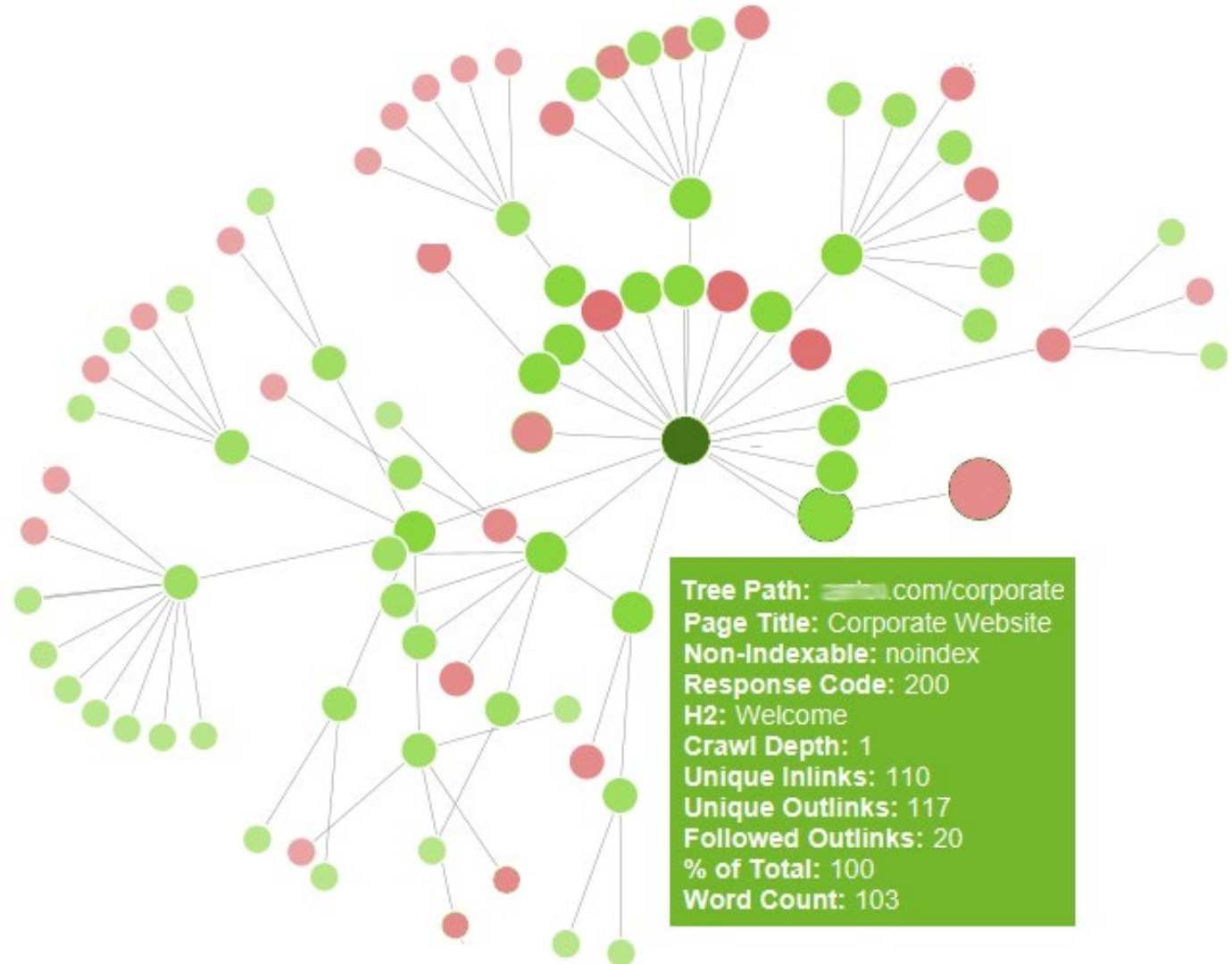
Use Screaming Frog to make a **visual map of a site**.

1. Scan your site with Frog.
2. Select **Visualizations | Force-directed Directory Tree Diagram**.
3. Mouse over any dot to see information about that page.
4. Pages in red are broken.

This website has too many paths. Many links are too deep. Difficult to navigate from one page to another. Red pages are broken.

Tip: Simplify your website's structure. Ideally, only three levels.

Tip: Use Frog to **look at your competitors' sites**. See what they cover. See what they don't cover.



Improve the Bounce Rate or the Engagement?

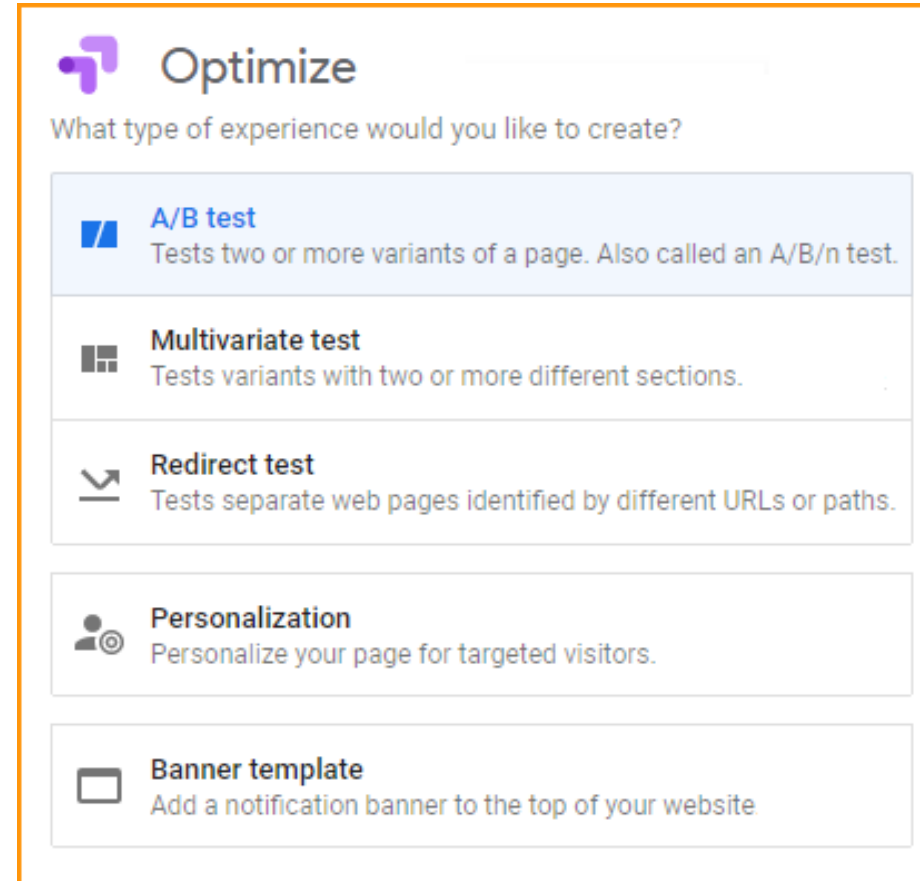
For 15 years, you could see the bounce rate at **Google Analytics 3.0 | Behavior | Site Content | Landing Pages**.

Bounce rate was based on *visits to traditional web pages* that had few interactive items such as buttons, videos, downloads, and so on.

Today, people use desktop, mobile, and other devices to visit pages, social sites, games, and so on.

Google Analytics 4.0 measures **engagement**. This shows how much of your page was actually seen.

- To improve engagement, make changes to your page as shown in these slides. Make your pages easy to use and add what people want.
- Use **Google Optimize** to test your changes.



Single-Page Application (SPA) sites are popular for startups or sites for mobile users.

Limits of SEO for SPAs

- Only one TITLE and DESCRIPTION meta-tag.
- You can only use two or three keywords.
- SPA sites are designed for mobile, so you shouldn't use much text
- Images at 640 pixels max. No large images. If you have lots of images, use lazy load.

SPAs are a good idea if you have only one or two products or services.



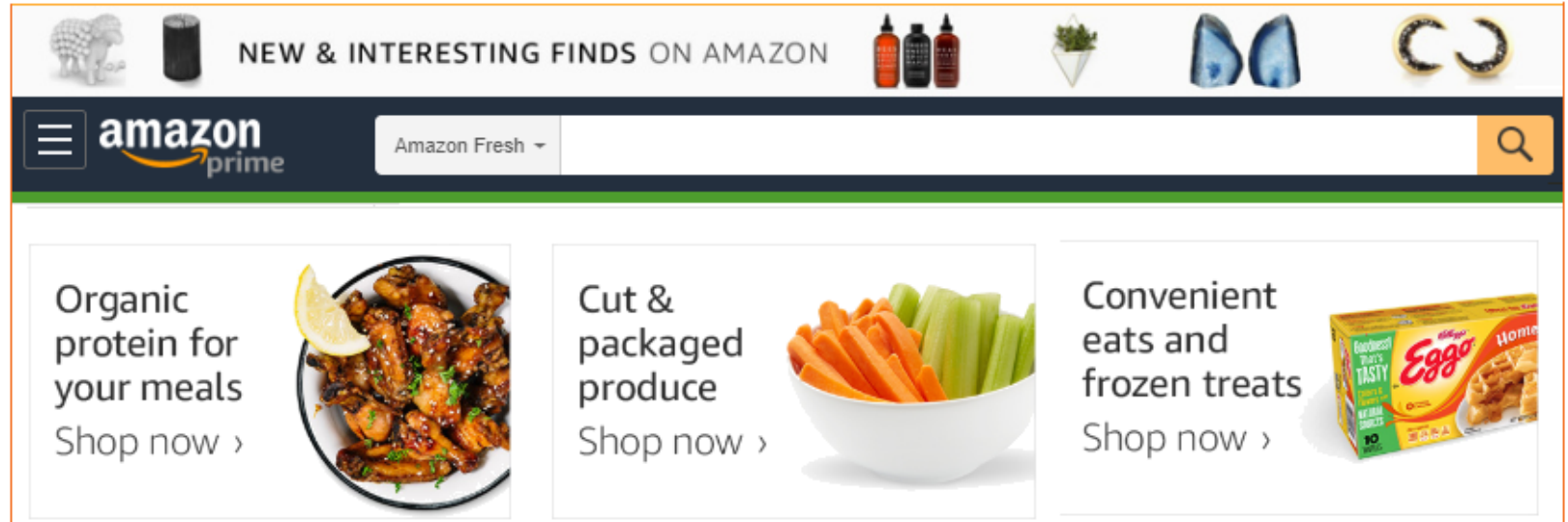
Internal Site Search

If you have a search box on your site, you can see what people search.

How to use this:

- When visitors use the search box, it means **your site's navigation is unclear**. See what they want and make it easier to find that.
- **You may see new opportunities**. If you sell red sweaters, you may see people search for "green sweaters", so you could offer that.
- See the search terms at **Google Analytics 3.0 | Behavior | Site Search | Search Term**
- See the pages from where they searched at **Google Analytics 3.0 | Behavior | Site Search | Search Pages**

Tip: You can add a search box. Many companies offer search boxes. The **Google Search Box** is free and easy to add but ads may appear at the top of search results, incl. ads for competitors.

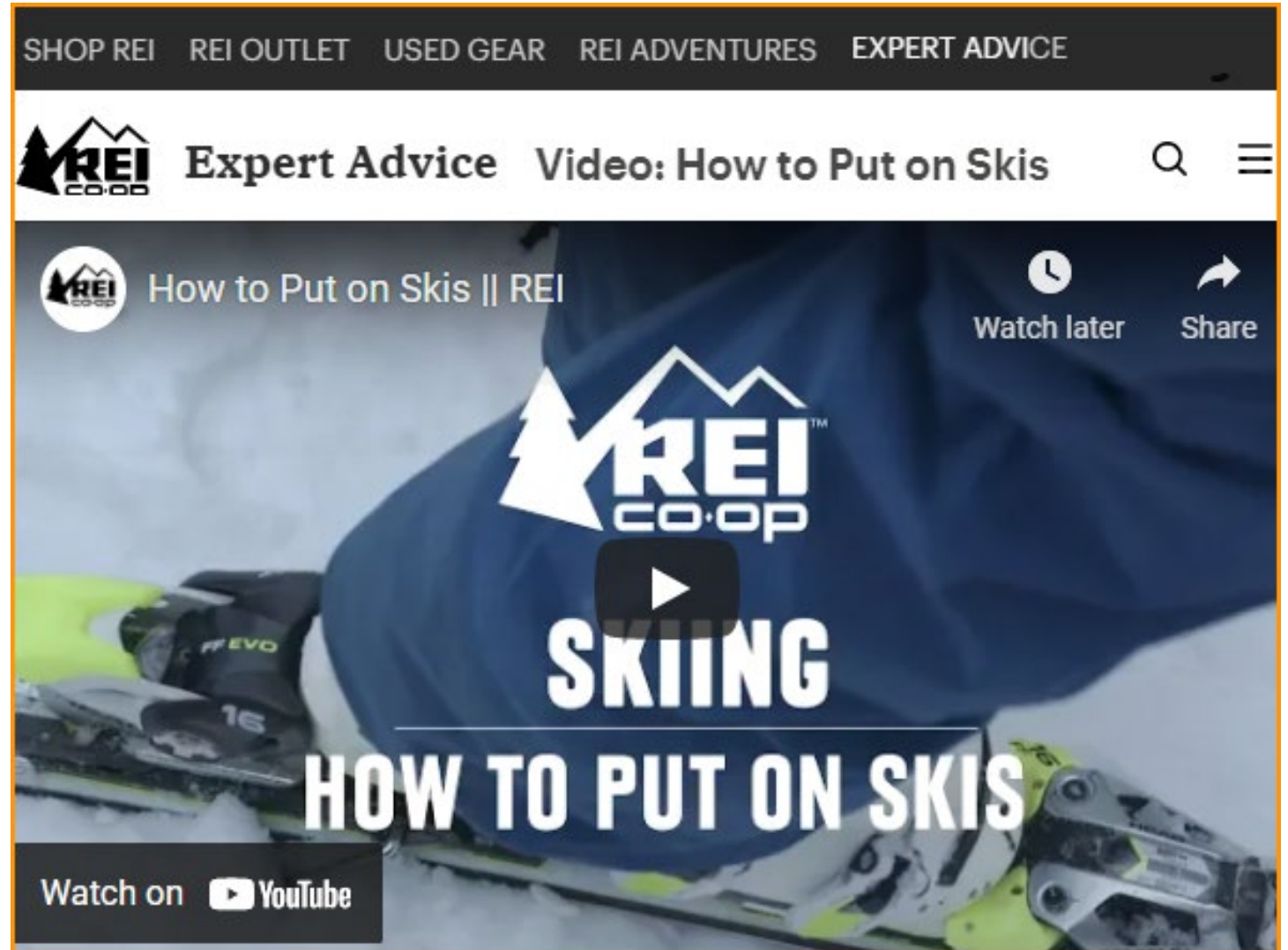


Add YouTube Video to Your Web Pages

- People prefer pages with video.
- When people see YouTube videos, Google earns money on the ads.
- So Google has a incentive to show your page at the top of its search results.

A few tips:

- To make videos, get clip videos and background music and sounds from **Canva** and edit in **Adobe Premiere**.
- Create a YouTube channel, post the short 15-to-30 second videos on YouTube, and link it to your page.
- Create playlists of your videos.
- Use keywords in play lists titles and descriptions. Find tags with [youtube.com/KeywordTool](https://www.youtube.com/KeywordTool).
- Use annotations, such as "Add Comments" or "Subscribe!" at the end of your videos.



Google Web Light Changes Your Pages for Mobile

Google **Web Light** changes your web page so it opens faster on slow mobile devices.

Web Light's **transcode** simplifies your HTML code and makes other changes. Pages open faster and use 80% fewer bytes.

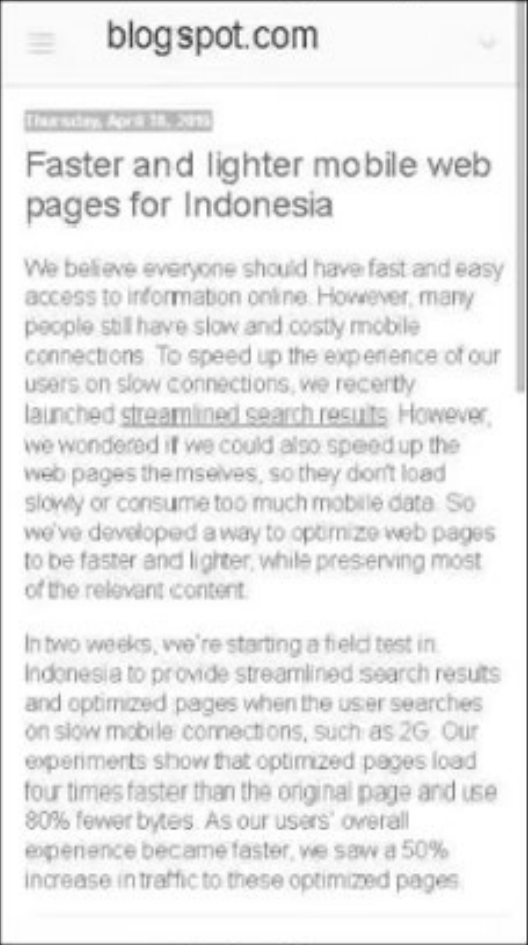
Web Light keeps most of the original page, but there may be differences. It removes images, logos, and so on.

This is automatically done by Google. You can opt out by editing your server's HTTP header. Learn more at [Google Web Light](#)

To see how your page is affected by Web Light, go to your **desktop browser** and use:

`http://googleweblight.com/i?u=https://www.example.com/page.html`

and insert your URL and page.

Original	Optimized by Google
	
72.8	11.0

SEO and American Disabilities Act (ADA)

US businesses, including their websites, must comply with **American Disability Act (ADA)** and **Sec. 508 of the Rehabilitation Act of 1973**.

- Over 2,500 websites were sued over ADA in 2020.
- Sites include Hershey's, Burger King, Amazon, Nike, Converse, Faberge, Timex, CNN, The Wall Street Journal, Rolex.
- Fines can reach \$10 million or more.
- If you're a visible company, you may be a target.

Examples

- Add a TITLE attribute to the link:
`<a href="red-women-ski.html" title="Red Skis for Women">Red Ski Boots for Women</a>`
- Add ALT attribute to images:
`Red Ski Boots for Women</a>`
- Colors must be legible for people who are color-blind.

To test your site

- Use an ADA tool to test pages [w3.org/WAI/ER/tools/](https://www.w3.org/WAI/ER/tools/)



Checklist: On-Page SEO

A checklist for on-page SEO:

1. The page answers the visitor's query.
2. Website architecture.
3. Page content and quality.
4. The top keywords appear first in headings, subheadings, and paragraphs.
5. Use heat maps to see what your visitors consider important.
6. Use Google Optimize to test and improve pages.
7. Blogs vs content hubs.
8. For mobile: simplify the site. Clear navigation, few menus, buttons at the top, short text, relevant images. Use single-page apps (SPAs).
9. Internal site search.
10. Add YouTube video to the top of your pages.
11. American Disability Act (ADA).
12. Summarize text.



Technical SEO

The Goal of Technical SEO

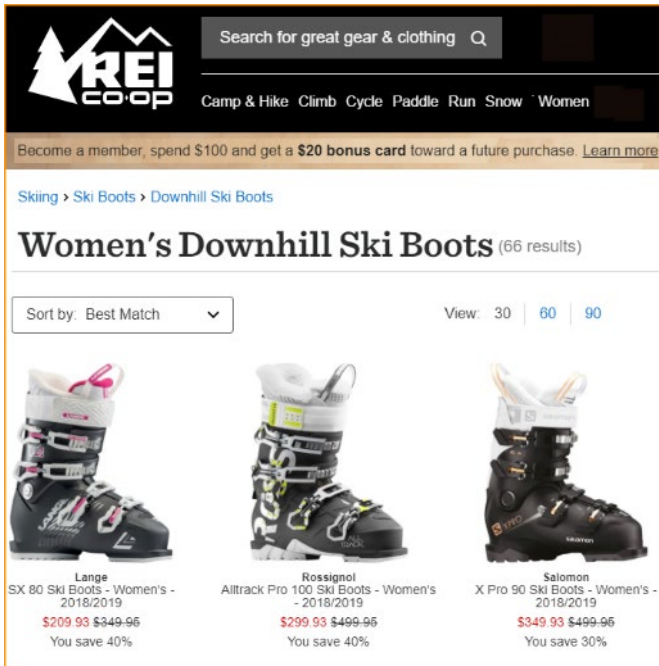
- Make it easy for Google to index the site.
- Make it easy for Google to place the page in the right category.
- Fix issues that prevent indexing or categorization.

All of this will be in plain words with lots of examples for you to copy, edit, and paste.



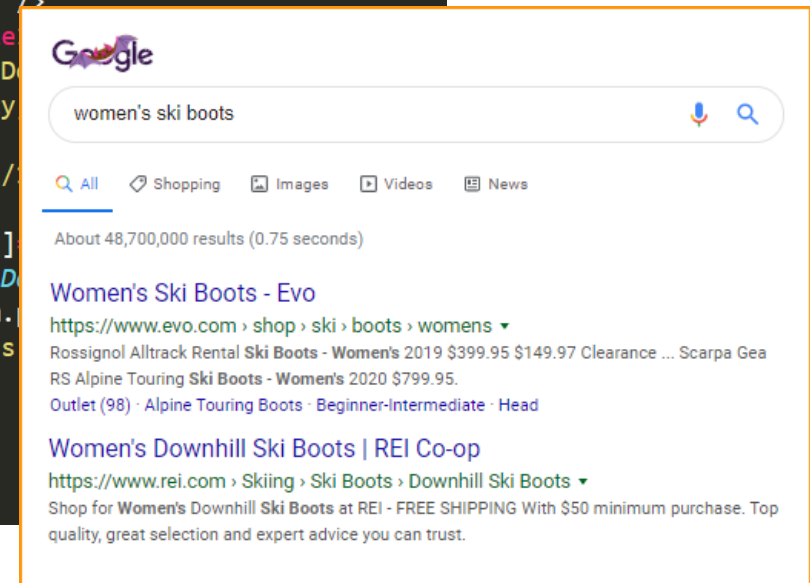
Example of Behind-the-Curtains Code

- Visitors to your web page see the ski boots.
- You add your text to the HTML code to your web page.
- Your text in the HTML code shows up in search engines.



```

1
2 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN">
3 <html xmlns="http://www.w3.org/1999/xhtml">
4 <head>
5   <meta http-equiv="X-UA-Compatible" content="IE=edge"/>
6   <title>Women's Downhill Ski Boots | REI Co-op</title>
7   <meta name="description" content="Shop for Women's D
8   Free shipping with $50 minimum purchase. Top Quality
9   Expert Advice you can trust."/>
10  <script type="text/javascript" src="index_htm_files/
11  <script>
12    (function(i,s,o,g,r,a,m){['GoogleAnalyticsObject']
13    (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new D
14    m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.
15    })(window,document,'script','//www.google-analytics
16    ga('create', 'UA-123456789');
17    ga('send', 'pageview');
18  </script>
19 </head>
  
```



To See the Meta-Tags...

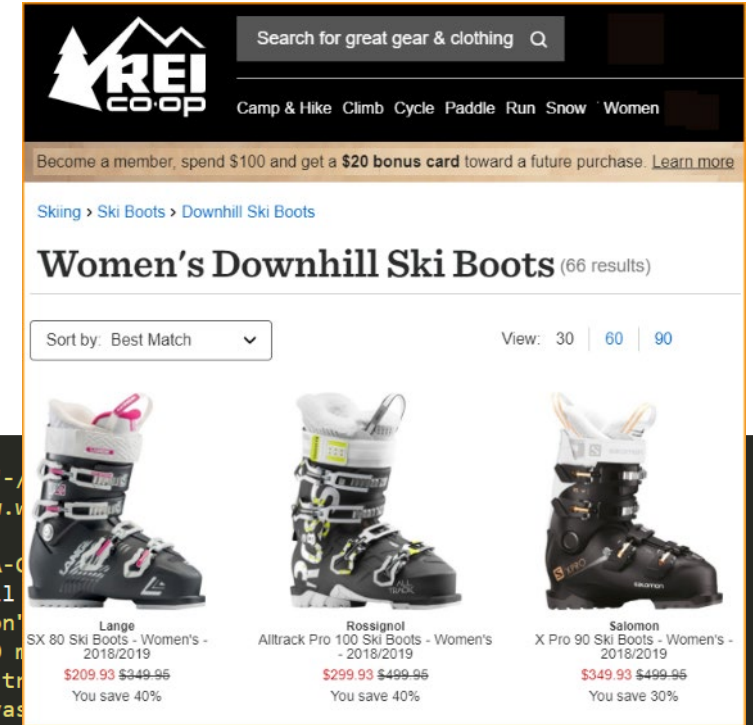
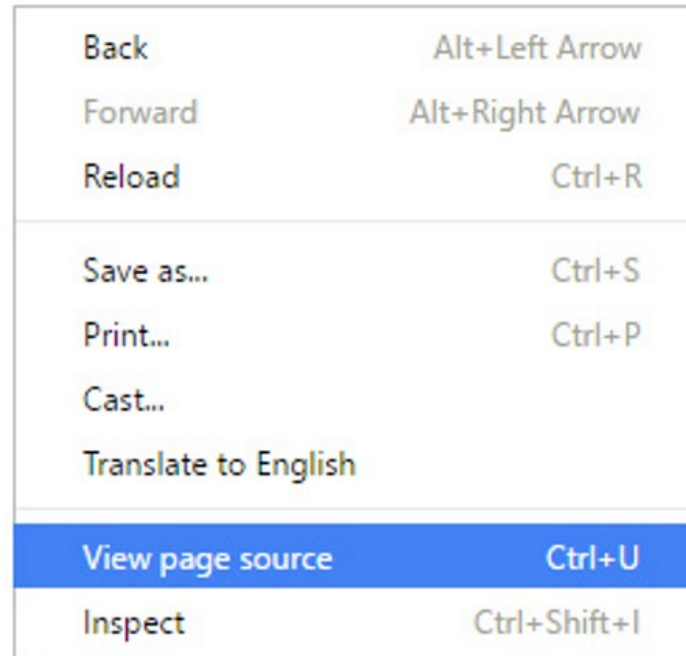
You can see the meta-tags on your web page (or any page):

Windows

1. Point your mouse to a blank space on a webpage.
2. Right-click.
3. In the pop-up menu, select View Page Source.

Apple Safari

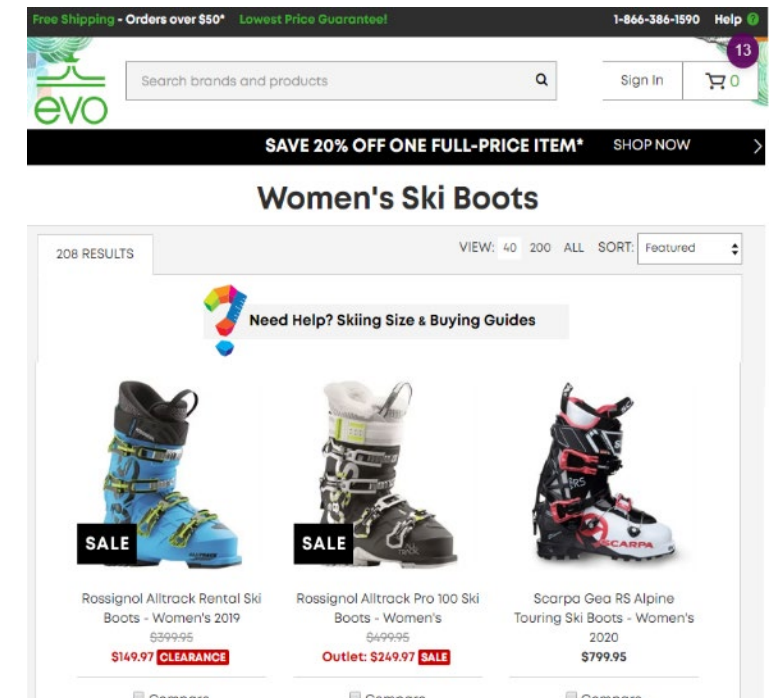
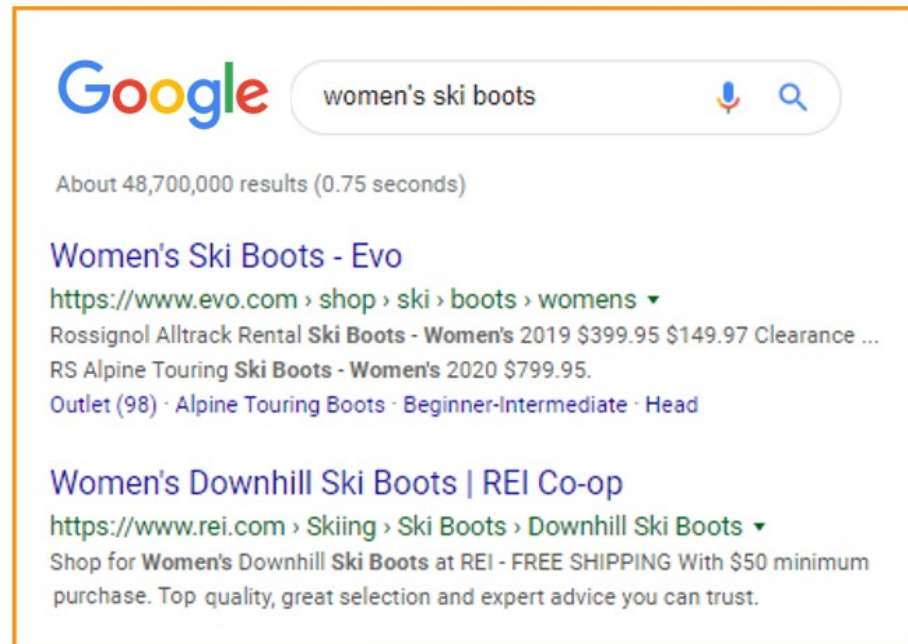
1. Press **Command + Option + U**
2. Or point your mouse to a blank space on a webpage.
3. Right-click.
4. In the pop-up menu, select Show Page Source.



Why the Tags and Keywords Matter

1. Jennifer searches for women's ski boots.
2. Your keyword is "women's ski boots".
3. Google shows results for "women's ski boots".
4. Jennifer sees her keywords **in bold** in your link.
5. She clicks your link.
6. She sees your landing page has what she wants.
7. She buys ski boots from you.

Women's
ski boots



Keywords, Tags, and Landing Pages

Google looks at:

- The page's open rate
- The link's click rate (CTR).
- The page's engagement rate.
- The page's conversion rate.

When you have good numbers,
your **link appears higher** in
search results.

You will get more clicks.

What to do:

- Improve your metrics.

Tip: You can see these metrics in
Google Analytics 3.0 and 4.0. Make
changes to improve the numbers.



The Tags: TITLE, DESCRIPTION, KEYWORDS

The TITLE tag

- <title>Top Keywords - Benefits </title>
- Open with your **top two or three keywords** for the page.
- Each page has its own keywords.

The DESCRIPTION tag

- <meta name="description" content="Keyword - Benefits - CTA">
- Open with your **top keywords** for the page.
- **Describe the benefits.**
- **Close with CTA** (Call-to-Action, such as *See How It Works. Call Now.*)

Note: Google may write its own TITLE and DESCRIPTION tags for a page. At the moment, no way to prevent this.

The KEYWORDS tag

- <meta name="keywords" content="ski boots, ski lift, snow ski">
- Add two or three keywords.
- Google, Bing, and Yandex don't use the keyword tag.
- Baidu and internal search engines use the keyword tag.

Tip: If the page is for France, use French and English. For example, "chaussures de ski femme, women's ski boot".

<title>Women's Downhill Ski Boots - All Styles and Sizes - Ski-Boots.com</title>

<meta name="description" content="Shop for women's downhill ski boots at REI. Free shipping with \$50 minimum purchase. Top quality. Great selection. Expert advice you can trust. Call now!">

<meta name="keywords" content="ski boots, ski lift, snow skiing">



Atomic
Hawx Prime 95 Ski Boots - Women's
- 2018/2019
~~\$279.93~~ ~~\$399.95~~
You save 30%



Rossignol
Pure Comfort 60 Ski Boots - Women's
- 2018/2019
\$219.95

See Your Title Tags and Meta-Description Tags

1. Scan your site with Frog.
2. Click the **Internal** tab.
3. Select the **Page Titles** tab.
Sort by TITLE 1 and look for **missing title tags** (the space is blank).
4. Change **All** to **Duplicate** to see **duplicate title tags**.
5. Select the **META DESCRIPTION** tab. Sort by META DESCRIPTION 1 and look for **missing description tags** (the space is blank).
6. Change **All** to **Duplicate** to see **duplicate description tags**.
7. Edit those missing or duplicate tags.
8. Review your tags. They start with keywords and show the benefits.

Tip: You can use Frog to **look at ANY website**.

Screamingfrog Start Clear

Internal External Protocol Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Images Canonicals Pagination Directives AMP Structured Data Sitemaps Custom Analy

Filter: All Export

	Address	Title 1	Title	Meta Description 1	Meta ...
1	https://www.andreas.com/book-startup-korean.html	실리콘밸리에서 저럼 창업하기 Startup in Korean See andreas.com	53	아마존 베스트 셀러 1위 실리콘밸리 스타일 창업하기 어떻게 공동설립...	64
2	https://www.andreas.com/teddy-bear.html	Winston Howell III's Teddy Bear Gilligan's Island andreas.com	63	Remember Teddy? Thurston Howell the Third's teddy bear on Gilligan's...	178
3	https://www.andreas.com/faq-etext.html	Where to find free ebooks See andreas.com	43	Sources for more than 40,000 Free eBooks and eTexts for Your Mobile ...	137
4	https://www.andreas.com/what-to-see-in-silicon-valley.html	What to See and Do in Silicon Valley See andreas.com	54	My personal list of stuff to see and do in Palo Alto and Silicon Valley: W...	158
5	https://www.andreas.com/what-to-see-in-silicon-valley.html	What to See and Do in Silicon Valley See andreas.com	54	My personal list of stuff to see and do in Palo Alto and Silicon Valley: W...	158
6	https://www.andreas.com/what-to-see-in-san-francisco.html	What to See and Do in San Francisco See andreas.com	53	My personal list of stuff to see and do in San Francisco: Where to go, foo...	169
7	https://www.andreas.com/about.html	What I do Andreas.com	23	I write books, I teach at INSEEC SF, I advise a few startups, and I work...	188
8	https://www.andreas.com/mit-opencourseware.html	What I did for MIT OpenCourseware andreas.com	47	I managed global digital marketing for MIT OpenCourseware from May ...	247
9	https://www.andreas.com/travel-europe.html	Trip to France, Austria, Germany, Denmark. See andreas.com	60	A trip to Paris, Vienna, Berlin, Denmark, with notes about food, museu...	131
10	https://www.andreas.com/travel-china-2011.html	Travels in Sichuan and China 2011 andreas.com	47	A long trip to Sichuan in West China in late 2011: Food, homes, kitchen...	238
11	https://www.andreas.com/weird-food.html	The World-Famous List of Weird Foods that People Eat andreas.com	66	Weird Food from Around the World is a list of odd things that people eat...	327
12	https://www.andreas.com/faq-hundrednovels.html	The top novels in English of the 1900s See andreas.com	56	Modern Library's list of the top novels in English of the 1900s Lots of b...	105
13	https://www.andreas.com/origin-of-the-current-fad-for-beards.h...	The Origin of the Current Fad for Beards	40		0
14	https://www.andreas.com/faq-grandmother-pitch.html	The Grandmother Pitch: What Do Others Say about You? andreas.com	66	How to write an elevator pitch that others will use when they talk about...	136
15	https://www.andreas.com/deadweb/index.html	The Funeral for the Dotcom Web 2001	35	Death notice for the Dotcom Boom and invitation to the funeral in Palo ...	94
16	https://www.andreas.com/berlin.html	The Fall of the Berlin Wall 1989 An Eyewitness Account	58	The Fall of the Berlin Wall: My Personal Account I was in Berlin in 198...	192
17	https://www.andreas.com/catman.html	The CAT User's Manual Specs FAQ andreas.com	47	CAT Units are User Friendly Mouse-Driven Self-Cleaning Energy-S...	347
18	https://www.andreas.com/book-content-marketing.html	The Big Book of Content Marketing by Andreas Ramos andreas.com	64	80% of your digital advertising doesn't reach your audience. People del...	342
19	https://www.andreas.com/faq-big-ball-of-wax.html	The Big Ball of Wax by Shepherd Mead andreas.com	50		0
20	https://www.andreas.com/recipes.html	Susan's recipes Susan Hattie Steinsapir's Recipes andreas.com	65	Susan Hattie Steinsapir's recipes for Goat Cheese Torta with Pesto and...	258
21	https://www.andreas.com/personal.html	Stuff about me See andreas.com	32	Personal stuff about me See andreas.com	41
22	https://www.andreas.com/stuff.html	Stuff, Info, FAQs, Downloads at Andreas.com Plus a Search Box	63	All Sorts of Stuff, including How to Look for a Job in Silicon Valley Wh...	346
23	https://www.andreas.com/steve-jobs.html	Steve Jobs by Walter Isaacson. A Review See andreas.com	57	Steve Jobs by Walter Isaacson. Review and summary of the book See...	79
24	https://www.andreas.com/faq-steamnet.html	Steam Net The Internet Was Once Powered by Steam andreas.com	64	What we call the Internet actually started in the 1800s. People had IDs l...	341
25	https://www.andreas.com/book-search-engine-marketing.html	Search Engine Marketing by Andreas Ramos andreas.com	54	My book on Search Engine Marketing was published by McGraw-Hill in ...	181
26	https://www.andreas.com/travel-saudi-arabia.html	Saudi Arabia My Trip to Saudi Arabia andreas.com	52	I was in Saudi Arabia in 2011. I wrote about my trip, plus lots of photos, ...	182
27	https://www.andreas.com/rodin.html	Rodin's The Thinker, The Kiss, The Three Shades andreas.com	61	Rodin, one of the best-known artists in the world, has been duplicated, ...	362
28	https://www.andreas.com/faq-hotcocoa.html	Recipe How to Make Mayan Hot Spiced Cocoa andreas.com	57	Mexican-style hot spiced chocolate, as in the movie Chocolat. Xocolatl ...	344
29	https://www.andreas.com/poems.html	Poems by Mary Oliver The Summer Day The Sun Wild Geese and...	74	Who made the world? Who made the swan, and the black bear? Who ...	343
30	https://www.andreas.com/book-startup-photos.html	Photos of Silicon Valley andreas.com	38	Photos of well-known places in Palo Alto and Silicon Valley.	60
31	https://www.andreas.com/faq-overtime.html	Overtime Pay for California's Computer Industry See andreas.com	65	In April 2000, overtime pay was enacted for all who work in California. T...	305
32	https://www.andreas.com/travel-china-2008.html	My Trip to Shanghai and Beijing in 2008 See andreas.com	57	I was in Shanghai and Beijing in 2008 for a business trip. I met and inte...	166
33	https://www.andreas.com/travel-india.html	My Trip to Bangalore, India Details, Photos andreas.com	59	I was in Bangalore in 2005. I wrote about my trip, plus lots of photos, of ...	283
34	https://www.andreas.com/faq-htmlguide.html	My quick guide to HTML code See andreas.com	45	My personal quick guide to HTML code. Links, tables, character codes, ...	96
35	https://www.andreas.com/blog-2018.html	My blog archives for 2018 See andreas.com	43	My blog archives for 2018 with articles, faq, notes, news, stuf, and joke...	92
36	https://www.andreas.com/blog-2017.html	My blog archives for 2017 See andreas.com	43	My blog archives for 2017 with articles, faq, notes, news, stuf, and joke...	92

Length of TITLE and DESCRIPTION Tags

There are limits for the tags:

1. Most people use:
TITLE = 68 characters
DESC = 160 char for desktop and 130 char for mobile
2. Google uses pixels:
3. Desktop: TITLE = 571 px, DESC = 928px
Mobile: TITLE = 550 px, DESC = 757 px
Five w (**wwwww**) are wider than five i (**iiiiii**).
4. Screaming Frog shows the number of characters and pixels.
5. Sort by length to see if tags are too long.

Tip: Use Screaming Frog's tag editor. Select a URL. At the bottom, click **SERP Snippet**.

Note: Google may rewrite your TITLE tag. Google prefers short clear tags.

	Address	Title 1	Length	Pixel...	Meta Description 1	Length	Pixel ...
1	https://www.andreas.com/teddy-bear-gilli	Winston Howell III's Teddy Bear Gilli	63	555	Remember Teddy? Thurston	124	827
2	https://www.andreas.com/faq-etext	Where to find free ebooks See and	43	402	Sources for more than 40,000	137	904
3	https://www.andreas.com/what-to-see	What to See and Do in Silicon Valley	54	493	My personal list of stuff to see	158	990
4	https://www.andreas.com/what-to-see	What to See and Do in San Francisc	53	503	My personal list of stuff to see	136	863
5	https://www.andreas.com/mit-open	What I did for MIT Opencourseware	47	450	I managed global digital mark	114	738
6	https://www.andreas.com/faq-great	What Happened in the Great Depres	52	499	An account of what happened	75	507
7	https://www.andreas.com/digital-ma	Webinars on Digital Marketing and	43	395	Webinars on Digital Marketing	136	909
8	https://www.andreas.com/travel-eu	Trip to France, Austria, Germany, D	60	563	My 2004 trip to Paris, Vienna,	109	712
9	https://www.andreas.com/travel-chi	Travels in Sichuan and China 2011	47	433	Sichuan, West China: Food, h	145	933
10	https://www.andreas.com/faq-video	Tips for Video Teaching with Zoom :	63	601	Tips for Video Teaching, Bas	101	687
11	https://www.andreas.com/weird-foo	The World-Famous List of Weird Foo	66	621	Weird Food from Around the 1	141	892
12	https://www.andreas.com/faq-hund	The top novels in English of the 190	56	505	Modern Library's list of the top	105	651
13	https://www.andreas.com/origin-of-f	The Origin of the Current Fad for Be	40	357	When did guys start growing l	136	879
14	https://www.andreas.com/faq-granc	The Grandmother Pitch: What Do Oh	66	638	How to write an elevatore pitc	136	827
15	https://www.andreas.com/catman.h	The CAT User's Manual Specs FA	47	460	CAT Units are User Friendly	141	925
16	https://www.andreas.com/book-con	The Big Book of Content Marketing I	64	614	Use content marketing and pe	143	921
17	https://www.andreas.com/faq-big-b	The Big Ball of Wax by Shepherd M	50	478	Review of Shepherd Mead's 1	156	980
18	https://www.andreas.com/recipes.h	Susan Hattie Steinsapir's Recipes :	47	427	Susan Hattie Steinsapir's Orig	157	1037
19	https://www.andreas.com/faq-kahn	Summary of Daniel Kahneman's "Th	51	482	Notes by Howard Dernel	23	160
20	https://www.andreas.com/personal	Stuff about me See andreas.com	32	302	Personal stuff about me See	41	272

Use the Meta-Tag Spreadsheet

Our **SEO Tags spreadsheet** shows you **character count for the TITLE and DESCRIPTION tag** (column F and H)

1. Add your TITLE and DESCRIPTION tags.
2. Col. F shows the character count for TITLE tags.
3. Col. H shows character count for DESCRIPTION tags for desktop.
4. Col. I shows character count for DESCRIPTION tags for mobile.
5. Col. F, H, I automatically will update to the character count.
6. If a tag has too many characters, the column is RED.

Tip: Sort the spreadsheet by col. F, H, or I to see long tags.

Note: We'll send this spreadsheet to you.

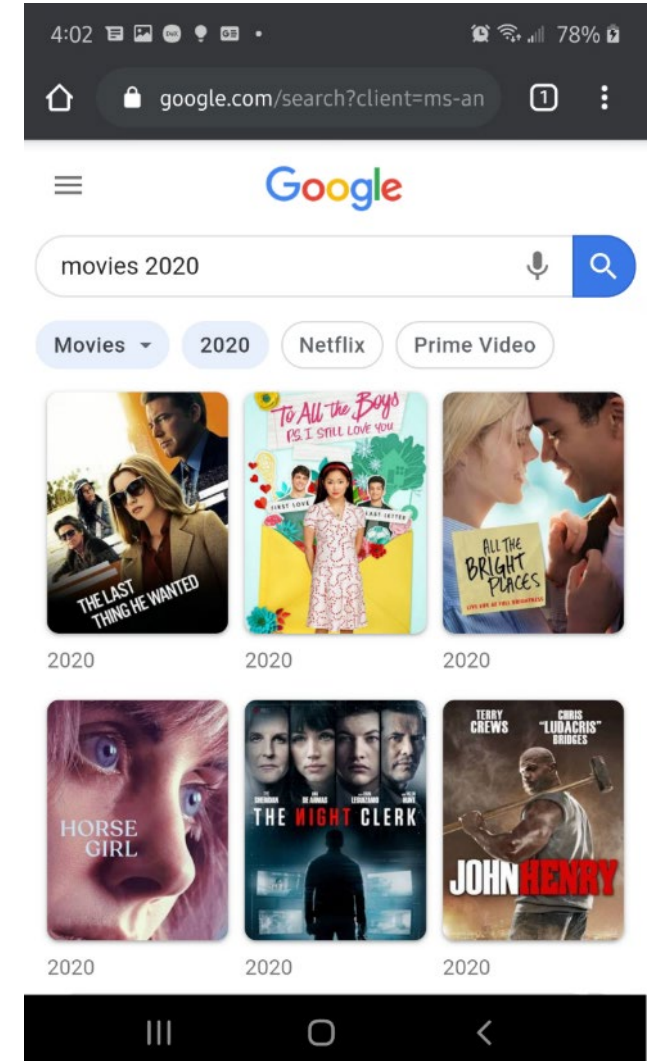
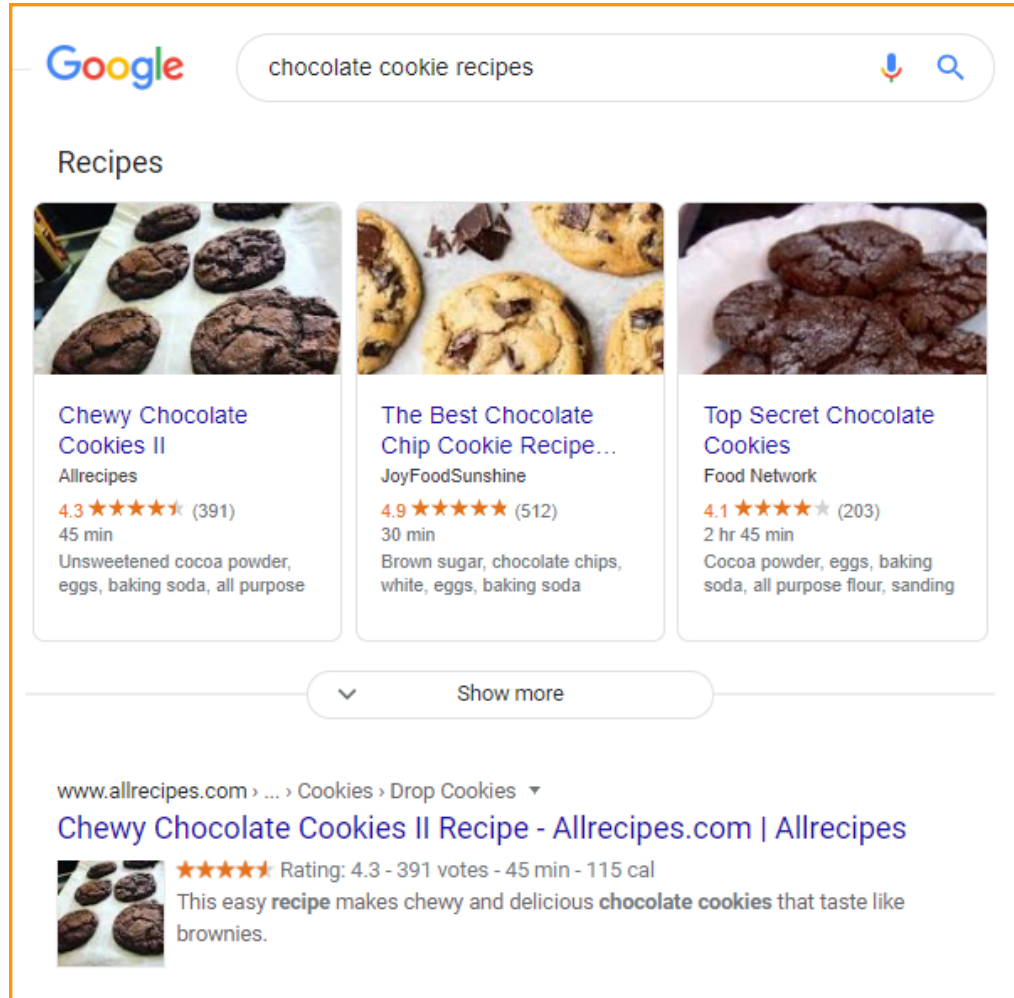
A		B		C		D		E		F		G		H		I	
SEO for Ski boots		Any questions, contact me: (your email) (your text)						Code for the TITLE Tag (68 Chars)		Code for the DESCRIPTION Tag (160 Chars for Desktop; 130 for Mobile)							
								<TITLE>insert text</TITLE>				<meta name="DESCRIPTION"					
Menu		URL		Name		Keyword		TITLE		Char		DESCRIPTION		Chars Desk		Chars Mobile	
Products		http://ski-boots.com/		Women's ski boots		women's ski boots		Women's Downhill Ski Boots All Styles and Sizes Ski-Boots.com		65		Shop for Women's Downhill Ski Boots at REI - Free shipping with \$50 minimum purchase. Waterproof, warm, and dry. Top Quality, great selection, and Expert		185		185	
Contact		http://ski-boots.com/		Contact		Contacts		Contact info for ski-boots.com		30		How to reach us. Our mailing address Email us at info@.com Call 888.123.4567		80		80	
Index		http://ski-boots.com/		Home page		Company name		We Sell Ski Boots ski-boots.com		33		Sales and distribution of ski boots and ski gear Ski-boots.com		64		64	
Privacy		http://ski-boots.com/		Privacy Statement		Privacy		Privacy Statement We value your privacy very much and we won't sell or share your information ski-boots.com		111		Privacy statement to protect your privacy and rights at our website We value your privacy very much and we won't sell or share your information.		146		146	
Footer		http://ski-boots.com/		Terms & Conditions		Terms and Conditions, T&C		Terms & Conditions Using our website ski-boots.com		54		The terms and conditions (T&C) for your use of our website, incl. your rights Ski-boots.com		93		93	
Company		http://ski-boots.com/		Company		About		About Ski-boots.com 75 Years of the Best Ski Boots		52		Who we are Meet our Team Vale, Colorado Ski-boots.com		58		58	

Use Schema and Featured Snippets

- Some websites get blocks of information at the top of search pages.
- This is done with Schema, OpenGraph, and Featured Snippets

Note: We will send you an additional Powerpoint for Snippets, Schema, and OpenGraph.

Note: Do you need Schema? Search for your top keywords and look at the results. If Google is showing results in cards at the top or adding ratings, etc., then you should use Schema.



Checklist: Editing the Meta-Tags

A checklist for technical SEO:

1. Add TITLE and DESCRIPTION tags to your pages so people see your page's benefits in Google.
2. Google uses the link's click rate, the page's engagement rate, and the page's conversion rate to measure effectiveness.
3. Use your keyword research. Put the top keywords at the beginning of TITLE tags, DESCRIPTION tags, page headings, paragraphs, and links.
4. Add images that illustrate your keywords
5. Use Screaming Frog's SEO Spider to look for missing tags or duplicate tags
6. Use Frog's SEO Spider to review your tags. They start with keywords and show the benefits.
7. Edit your tags for length. If too long, Google will clip off the end.
8. Use Google Ads to test your TITLE and DESCRIPTION tags
9. Use our SEO Meta-Tag spreadsheet to count the length of your TITLE and DESCRIPTION tags (we'll send this to you).
10. Additional tags include Schema, OpenGraph, and Featured Snippets (we'll send this to you).

Note: You can test nearly all of these items to find the best versions.



January 2023: **1,923 Yandex filters**
(with descriptions in English by
@TharinduSM) appeared on the
Internet. See more at @Alex_Buraks.

- Is this list real or fake?
- When? Is this 2022? 2012? 2002?
- Google's "algorithm" was also a set of filters in the beginning.
- Google added **RankBrain** (AI machine learning) in the mid-2000s (15+ years ago)
- Google RankBrain uses **~100 billion parameters** to categorize and rank billions of pages.
- Google Quality Raters (14,000 people) grade RankBrain's results.

Summary: Search engines have moved beyond simple filters.

16

Yandex

```
Factor{ Index:      15  CppName:      "FI_LONG"  Name:
"Long"  Tags:      [TG_DOC, TG_DOC_TEXT, TG_STATIC,
TG_REARR_USE, TG_UNDOCUMENTED, TG_OFTEN_ZERO, TG_L2,
TG_NN_OVER_FEATURES_USE]  Description:      "Длинный документ (чем
длиннее документ, тем больше значение фактора)."  Authors:      "gulin"
Responsibles:      "gulin"
```

```
Sourceld:      "article_longer_than_8000_words"  TargetId:      ""  Algorithm:
""  HelpLink:      ""  ManualAllowed:      "true"  ManualScale:      [0, 30]
ManualWeight:      1  }
```

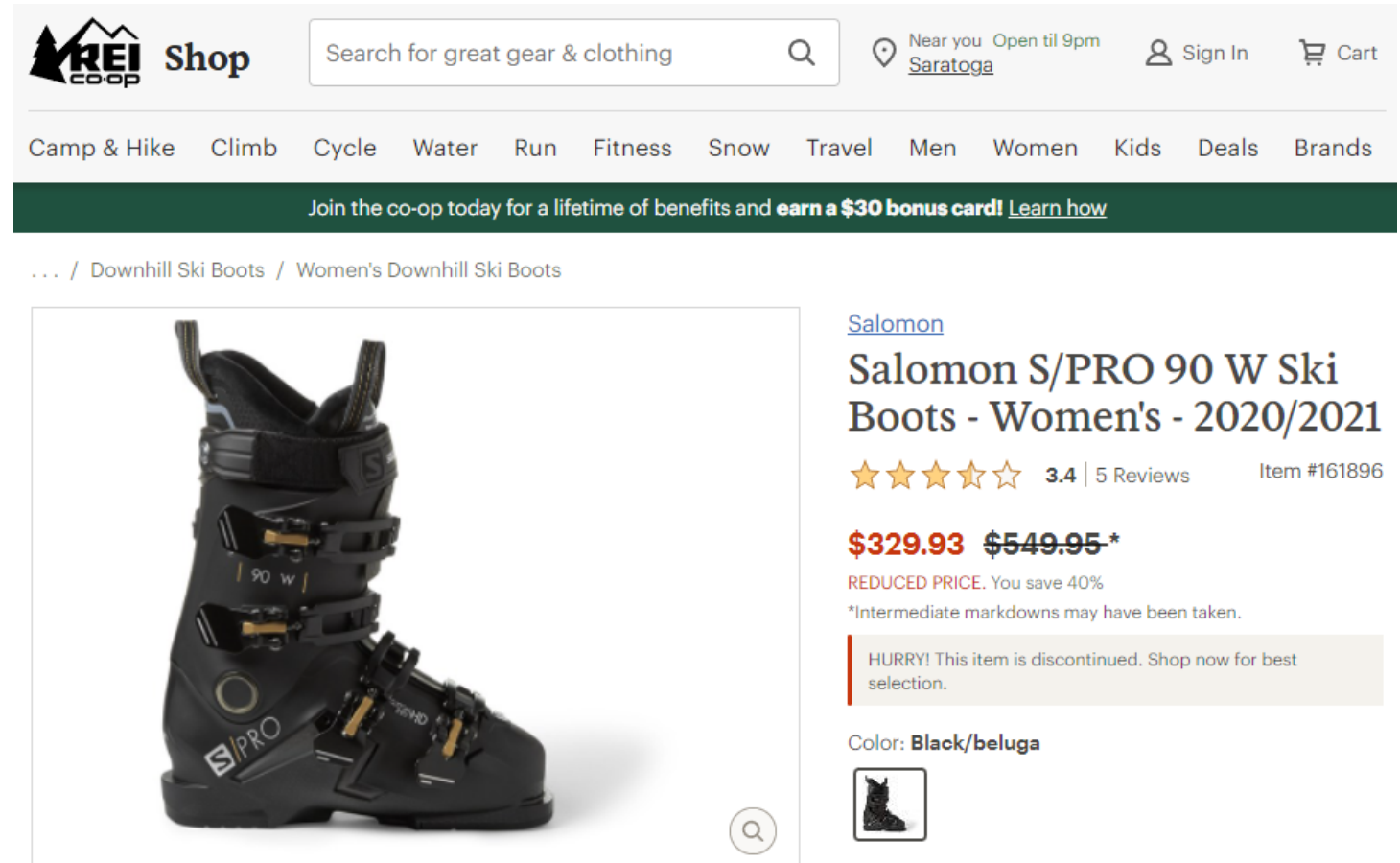
This code is about the Long factor of the Yandex search engine ranking system. It is given a numerical value of 15 and tagged with several descriptors. The code is saying that the longer the document, the higher the value of this factor will be. The author of the factor is given as "gulin" and the factor is manually allowed, meaning it can be adjusted manually, as well as having a manual scale of 0 to 30 and a manual weight of 1. The source of the factor is listed as "article_longer_than_8000_words".

SEO for Images

Place images at the top of your page to show the visitor she is in the right place.

- **Search your topics in Google Image Search.** See what shows up at the top. Use the top results as ideas for your images.
- Use images that Google can index. **Test with Google Lens** to see if it recognizes your products.
- Use original images (not stock photos).
- Use standard fonts with text at the top of the page and clear contrast between text and background.
- Add captions to the images.
- Check image search's results to see if your product photos show up.

Tip: What's the best photo? Use A/B testing.



Customizable to perfectly fit your feet, the women's Salomon S/PRO 90 W ski boots marry easy step-in entry and seamless liners for performance and real comfort.

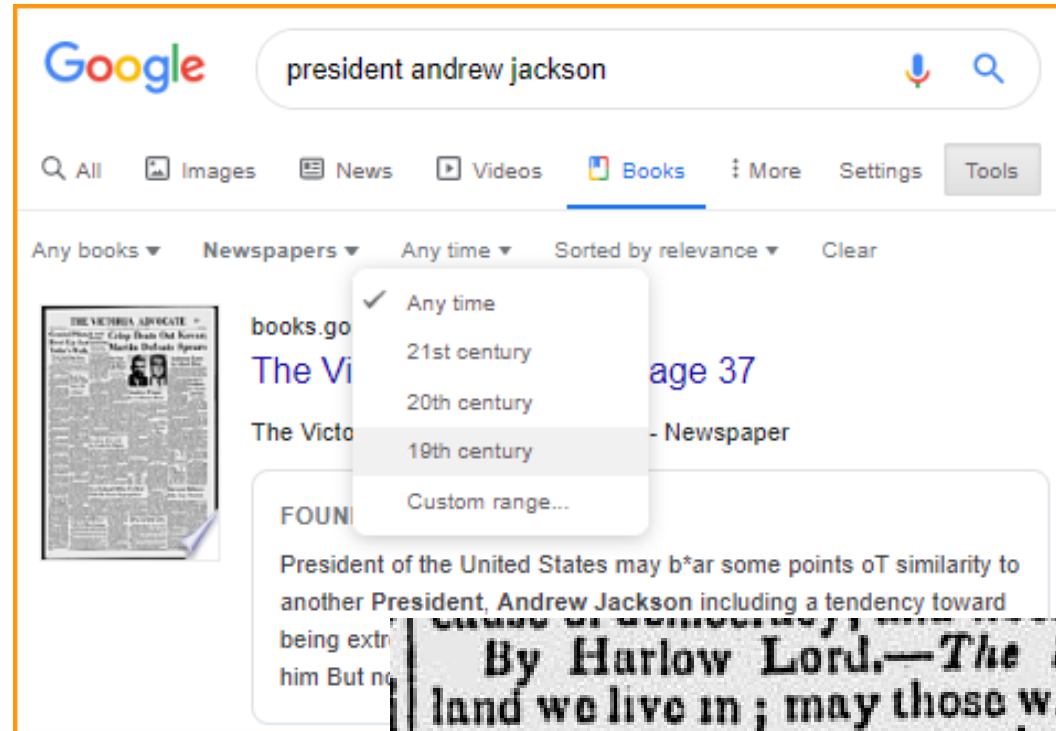
Google Can Index Images and Text in Images

22% of searches are for images. Google Lens recognizes products, clothes, buildings, landmarks (with map and hours), artworks, flowers, trees, animals, restaurants (reviews, hours, menus), food dishes, DVD covers, movie posters, music, concerts, telephone numbers, bar codes, and translates text.

1. Search Google for **President Andrew Jackson**.
2. Select **Books**.
3. Select **Any Document**.
4. Select **Newspapers**.
5. Click **Any Time**.
6. Select **Custom Range**.
7. Set the range to **1830 to 1837**.

Google shows all newspapers from the 1830s that mention President Jackson.

Note: Google has indexed nearly all newspapers and books in many countries in many languages (French, German, Latin...) to the 1400s.



By Harlow Lord.—*The State of Connecticut.*—The land we live in ; may those who would break the kindred ties between us, get rewarded for their work.
By Henry Lord.—*President Andrew Jackson.*—The Hero of New Orleans stands high in the minds of the people, and glorious in his administration.
By A. H. Lord.—*Martin Van Buren.*—A tried Patriot, an unblemished Statesman ; posterity will rank among

President Jackson in *The Hartford Times* (March 25, 1833)

The Image's Link and ALT Tag

Add full information in the image's link:

- Image file name
- Width and height
- Alt tag
- Caption under the image

For example:

```

```

Does anyone use your images? Use this in Google to see if others link to your images. Edit the site name and name of photo.

```
src:https://example.com/images/photo.jpg
```



Inside Our Boots: The parts of our ski boots include the shell, footbed, straps, buckles, toe lips, heel lips, and cuff alignment.

The ALT Attribute in Images

Google indexes the ALT tag:

```

```

Use Frog to find empty or missing ALT tags :

1. Scan your site with Frog.
2. Select the **Images** tab.
3. In **Overview**, see the total number of images (79), how many have blank ALT text (30), and how many have no ALT tag at all (40).
4. At Filter, select **Missing ALT Text** to see a list of images without alt text.
5. At Filter, select **Missing ALT Attribute** to see a list of images without an alt tag.
6. Click **Export** to save the list.

Tip: You don't need to fix all images. Just fix the important images.

Note: The correct name is ALT Attribute, but many call it the ALT Tag.

The screenshot shows the Screamingfrog SEO tool interface. The 'Images' tab is selected and circled in red. The 'Filter' dropdown is set to 'Missing Alt Attribute'. The main table lists 18 images, with the first 17 having missing alt attributes. The right sidebar shows the 'Overview' section with a summary of image issues.

Internal	External	Response Codes	Page Titles	H1	H2	Images	Overview	Site Structure	Response Times	API
							URLs	% of To...		
							Over 70 Characters	120	2.08%	
							Multiple	4,116	71.35%	
							▼ Images			
							All	79	100%	
							Over 100 KB	15	18.99%	
							Missing Alt Text	30	37.97%	
							Missing Alt Attribute	40	50.63%	
							Alt Text Over 100 Characters	0	0%	
							▼ Content			
							All	5,769	100%	
							Exact Duplicates	1,529	26.5%	
							Near Duplicates	0	0%	
							Low Content Pages	3,839	66.55%	
							Spelling Errors	0	0%	
							Grammar Errors	0	0%	
							▼ PageSpeed			

	URLs	% of To...
1 /wp-content/uploads/2020/04/Meeting-on-the-Med3.jpg		
2 /wp-content/uploads/2020/04/logo-w.png		
3 /wp-content/uploads/2021/03/image004.png		
4 /wp-content/uploads/2021/03/image003.png		
5 /wp-content/uploads/2021/03/image0022.png		
6 /wp-content/uploads/2020/04/International-Conference-for-Lymphocyt...		
7 /wp-content/uploads/2020/04/CAR-TCR-Summit.jpg		
8 /wp-content/uploads/2020/08/2020-webinar-series-a.png		
9 /wp-content/uploads/2020/04/Cell-Gene-Therapy-Congress.jpg		
10 /wp-content/uploads/2020/04/Cell-Gene-Meeting-on-the-Mesa.jpg		
11 /wp-content/uploads/2020/04/PEGS-EU.jpg		
12 /wp-content/uploads/2020/04/Neo-Antigen-Summit-in-North-America....		
13 /wp-content/uploads/2020/04/Japanese-Association-for-Animal-Cell-T...		
14 /wp-content/uploads/2020/04/Annual-Meeting-of-the-Molecular-Biolog...		
15 /wp-content/uploads/2020/04/Antibody-Engineering.jpg		
16 /wp-content/uploads/2021/02/webinar-series-April-2021.jpg		
17 /wp-content/uploads/2021/05/ASGCT-2021.jpg		
18 /wp-content/uploads/2021/05/Advanced-Therapies-2021 inn		

EXIF Meta-Information on Your Phone's Photos

Every digital photo, video, audio file, and PDF has embedded EXIF data (*Exchangeable Image File*)

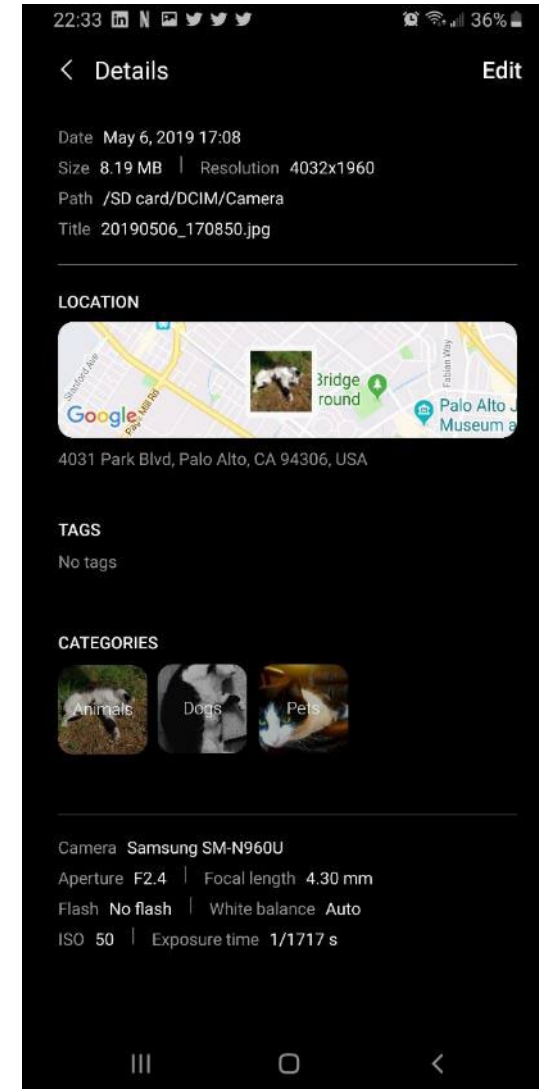
Google indexes the EXIF data.

1. To see your digital photo's EXIF info, go to your phone, open a photo, and swipe up.
Note: This works in Android and Apple phones, but not iPhone X.)
2. EXIF information has date, GPS location, tags, and categories.
3. Click on Edit (at upper right) to change the file name and add tags.

Note: It classified my photo as *animal*, *dog*, *pet* and added the location.

Are others using your photos?

1. Search for... <src:https://example.com/images/photo.jpg> (Edit the site name, image folder, and image name). Google shows wherever your image appears.
2. Use Google Image Search. Add your original photo and Google will find copies.



Edit Your Image's EXIF Meta-Information

1. To edit EXIF data in PhotoShop, open an image, and select **File | File Info**.
2. In other image editors, use Help and search for "EXIF", "view image information", "meta information", or similar.
3. Add your URL, keywords, location, topic, name, company, address, telephone, copyright, date...

Tip: You can edit images, audio, video, and PDF with [ExifTool.org](https://www.exiftool.org)

Tip: Find the top pages at your site and edit the EXIF in those images, along with your company logo.

Note: You can add EXIF to images in ads.

Note: Some CMS (Wix, LiveEdit) remove the EXIF.

A screenshot of the Photoshop 'File Info' dialog box for a PNG image named 'julien.png'. The dialog box contains the following fields:

- Document Title: Julien Passetemps picture for the website jpassetemps.
- Author: Julien Passetemps
- Description: jpassetemps, Julien Passetemps, professional picture of Julien Passetemps for the Website jpassetemps.com
- Rating: 5 stars
- Description Writer: (empty)
- Keywords: jpassetemps, Julien, Passetemps, Julien Passetemps, Official picture, photo Julien
- Copyright Status: Copyrighted
- Copyright Notice: (c) Julien Passetemps 2019
- Copyright Info URL: jpassetemps.com
- Creation Date: 4 Aug 2018 at 09:24:51
- Modification Date: 28 May 2019 at 16:59:37
- Application: Adobe Photoshop CC 2015 (Macintosh)
- Format: image/png

At the bottom right are 'Cancel' and 'OK' buttons.

What about AI-generated Images?

You write a short description and the AI makes an image.

This image was created by DALL-E from a sentence.

- This will create unlimited original images and videos for marketing, websites, ads, social, and so on.
- Per US copyright law, AI-images are not created by humans so there is no copyright.
- But the law may change.

Note: Try **DALL-E** at labs.openai.com/editor

Tip: For SEO, use images with clear subjects and add image tags, EXIF, and a caption.



Caption:
Shiba Inu dog
wearing a beret
and black scarf.

More Technical Issues

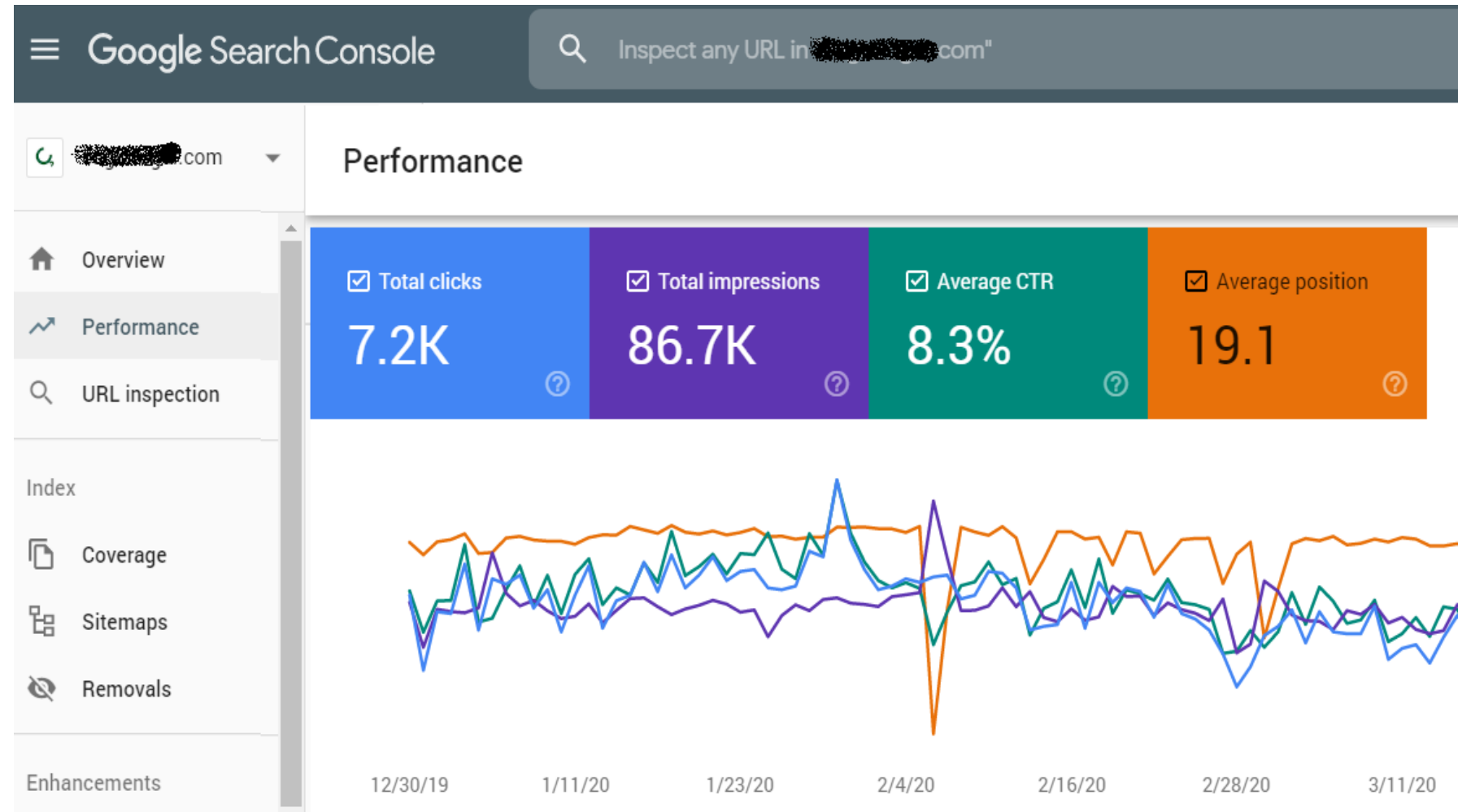
Google Search Console (GSC)

Google Search Console (GSC) gives you information about your pages:

- Updates, notices, alerts, warnings
- Trends for clicks, impressions, CTR, and position
- Clicks and position for keywords, pages, countries, and devices
- Sitemaps and status
- Remove pages at **Google Search Console | Index | Removals**
- Page experience errors
- Mobile usability errors
- Security issues

To use Google Search Console:

1. Sign up for **Google Search Console** (free) at search.google.com/search-console/about
2. Add your site and verify.



Use the Canonical Tag to Avoid a Duplicate Content Penalty

If many pages use the same block of text, Google may consider this as **duplicate content**, block the pages, and give you a warning in **Google Search Console**. Fix this problem with the Canonical Tag.

For example, you have:

- SkiSocks.com/wool/ski-socks.html
- SkiSocks.com/ski-socks/wool-ski-socks.html
- SkiSocks.com/ski-boots/ski-boot-socks.html

These pages have the same information about socks.

- Google doesn't know which page is the official page.
- Google doesn't like duplicate pages because spammers use multiple pages to mislead people.
- If you don't set the canonical page, Google will choose one. It may not be the best one.

Solution: Use the canonical tag to show Google which page is the official page. On all copies of the page, you add the canonical tag in the HEAD section and point to the official version (in my example, the first link).

Note: All pages in the sitemap.xml are considered canonical.



```
<link rel="canonical" href="https://skisocks.com/wool/ski-socks.html" />
```

Use HRefLang to Mark Pages for Languages and Countries

- If you have web pages in other languages or for other countries, **use language tags to tell the search engine that page's language and location.**
- Your visitors will see the **appropriate language and currency** (such as Euro for France and Canadian dollars for Canada).
- Place the tags in the <HEAD> section.
- **Use BOTH Google and Bing language tags.**
- Check HRefLang tags to see if they use the correct values.
- Use a VPN to test (next slide).

HRefLang Tag for Google

1. Use HRefLang tag (**HyperText Reference Language**) to mark the language or language-and-country (but not just the country).
2. Place the HRefLang tag in the <HEAD> section
3. For example, French (fr) in France (fr), Belgium (be), Switzerland (ch), Canada (ca):

```
<link rel="alternate" href="https://example.com/ski.html" hreflang="fr-fr" /> (French, France, Euro)  
<link rel="alternate" href="https://example.com/ski.html" hreflang="fr-be" /> (French, Belgium, Euro)  
<link rel="alternate" href="https://example.com/ski.html" hreflang="fr-ch" /> (French, France, Swiss Franc)  
<link rel="alternate" href="https://example.com/ski.html" hreflang="fr-ca" /> (French, Canada, Canadian dollars)
```
4. Google also recommends a tag for pages that don't specify country or region

```
<link rel="alternate" href="https://example.com/ski.html" hreflang="x-default" />
```

Lang tag for Bing

For the US: `<meta http-equiv="content-language" content="en-us">`

For Belgium: `<meta http-equiv="content-language" content="fr-be">`

Note: If you have duplicate pages in different countries, see HRefLang and canonicals
portent.com/blog/seo/implement-hreflang-canonical-tags-correctly.ht



Find the ISO codes

- For language, use [ISO 639-1](#)
- For country, use [ISO 3166-1](#)

HRefLang Generator

- aleydasolis.com/english/international-seo-tools/hreflang-tags-generator/

Test Your HRefLang tag

- <http://hreflang.ninja/>

Tip 1: To prioritize countries:
Group A (translate all pages)
Group B (translate key pages)
Group C (translate only top pages).

Tip 2: Google is different in each country. Use a Virtual Private Network (VPN) to look for your pages in a language and country.

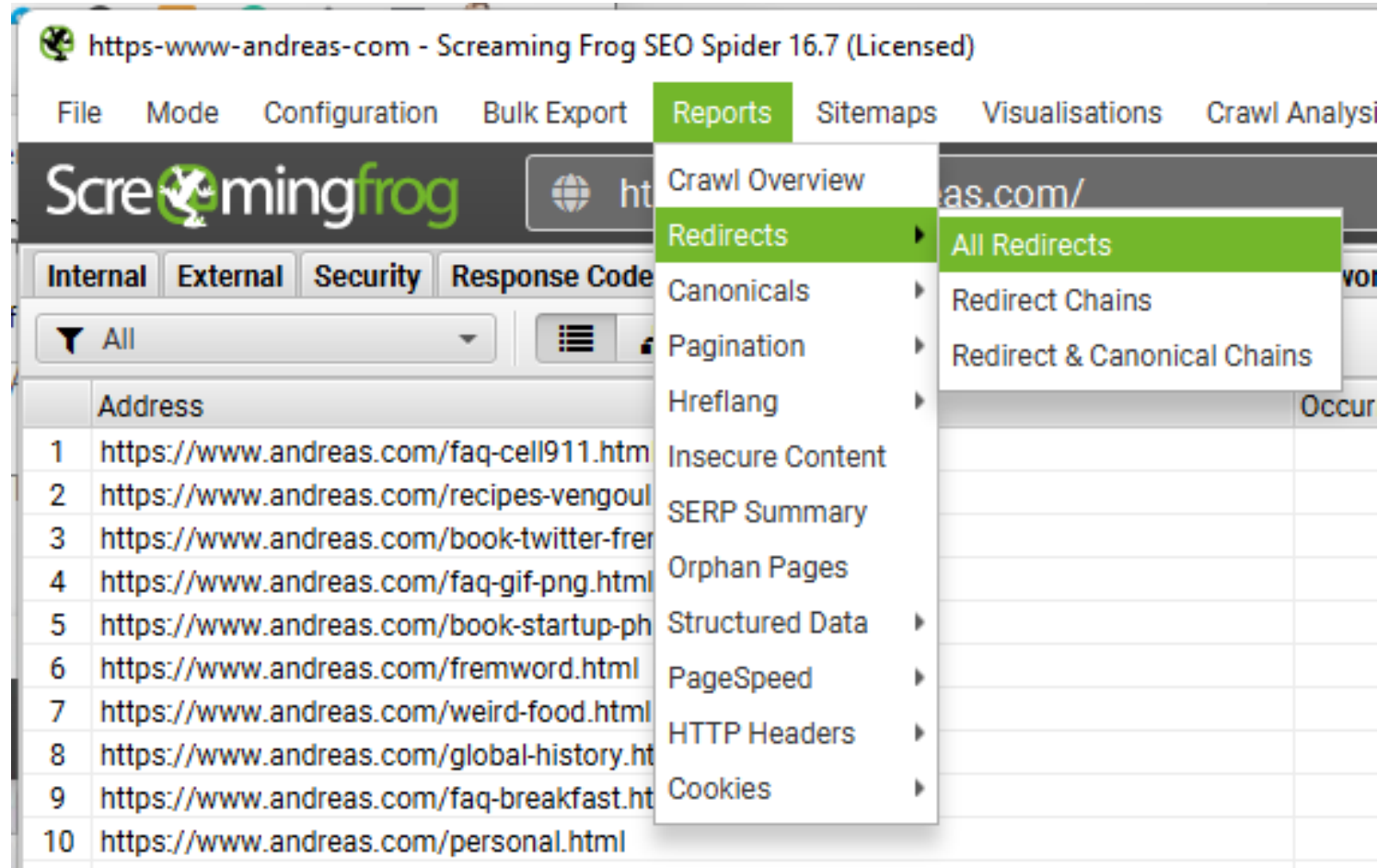
Tip 3: To appear in China or Russia, write pages in Chinese or Russian and be indexed in Baidu or Yandex.



Check for Redirect Chains and Loops

- **Redirect chains:** Page A has been replaced by page B, which been replaced by page C, and so on. It takes a long time for the page to open.
- **Loops:** Page A points to page B, which points to page A. The browser begins to loop around and around. Your visitor gets frustrated.

1. Scan your site with Frog.
2. From the menu, select **Reports | Select Redirects | Redirects & Canonical Chains**. Save to your computer.
3. Open the file **redirect_and_canonicals_chains.csv**.
4. Sort the column **Number of Redirects** (large to small). If there are redirects, fix them.
5. Sort the **Loop** column. If the **value = TRUE**, that's a loop. Fix it.

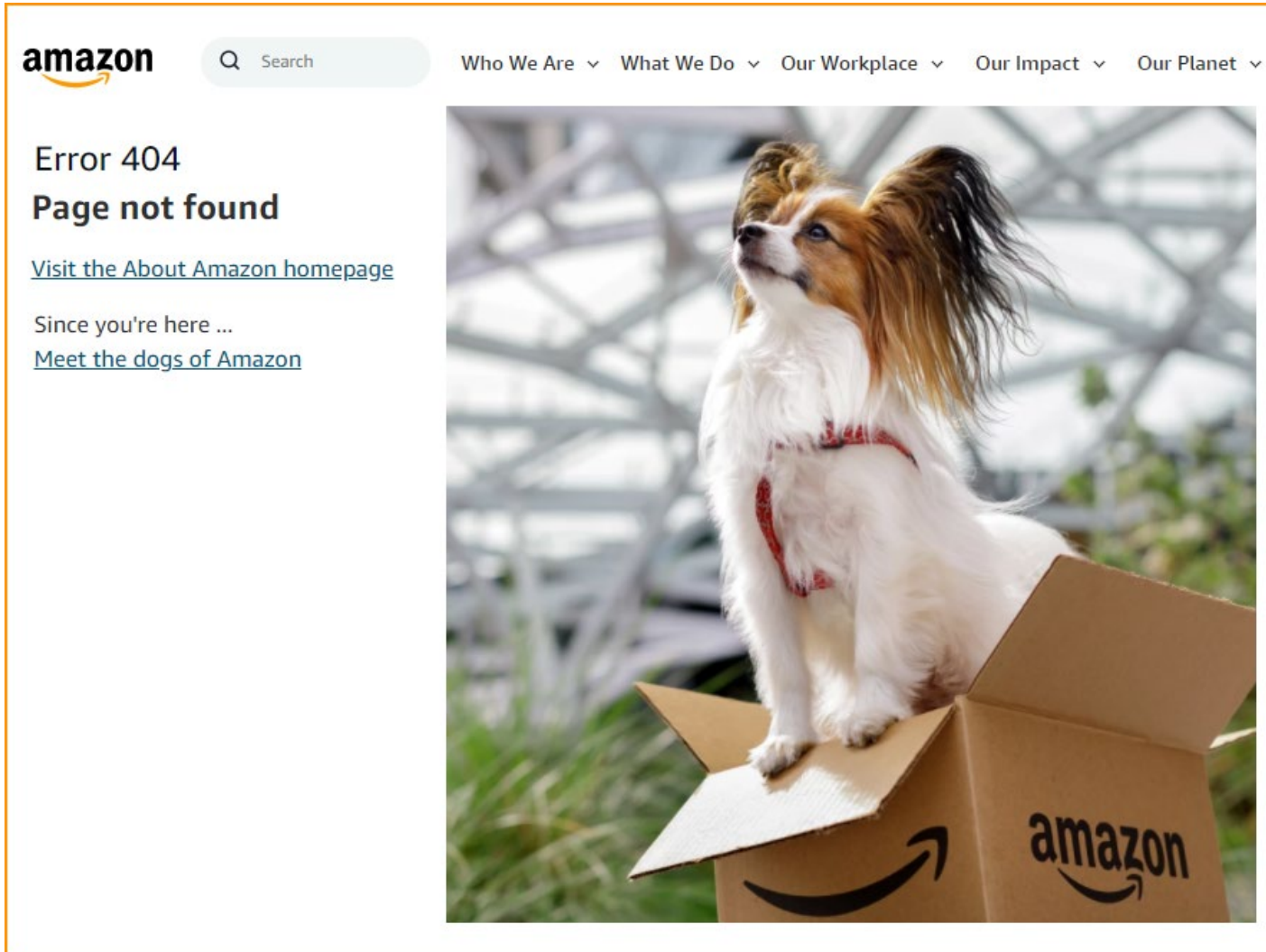


Add a 404-Error Page to Your Site

When people come to your site and a page is missing, they get a 404-error page.

- The page should have links to other sections so they can continue their visit on your site.
- The page should also have a search box so they can search for what they want.

Note: The setup depends on the type of server (Windows or UNIX). Talk with your IT team or hosting service for technical details.



Be Sure Your Pages Can Be Indexed

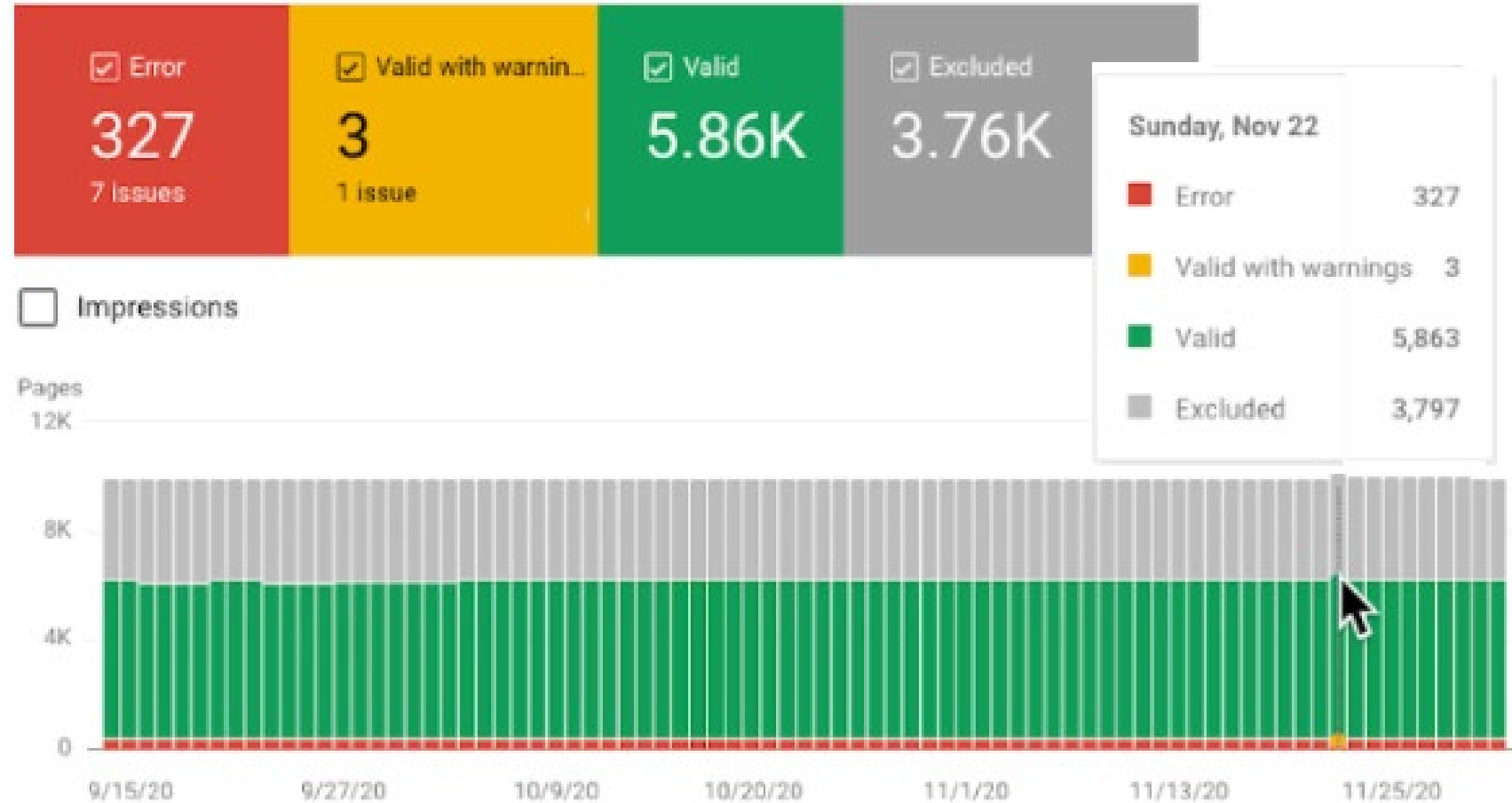
Google has indexed ~130 trillion pages but shows only ~1M sites.

- Use **GA3 | Acquisition | Search Console** to see if Google actually shows your pages.
- Use **site:example.com** to see the pages that Google shows.

Note: When a page is in DRAFT mode, you can add a NO-INDEX tag on the page so Google won't index it.

Teams often forget to remove the NO-INDEX tag from the page.

1. Scan your site with Frog.
2. Click the Internal tab.
3. Sort by Indexability.
4. Non-indexable pages are blocked from indexing because they have a NO-INDEX tag.



Find and Fix Broken Internal Links

1. Scan your site with Frog.
2. Click the Internal tab.
3. Select HTML.
4. Sort by **Status Code**.
5. Look for code 30x, 40x, 50x, and 0 (zero).
6. Fix or delete those links.

Tip: See a list of codes and what they mean at blog.short.io/status-codes/

Tip: You can save the scan so you don't have to do it again each time.

Screamingfrog

Internal External Protocol Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Images

Filter: HTML Export

	Address	Status Code	Status	Indexability	Indexability Status
1	https://www.andreas.com/missing/index.html	301	Moved Per...	Non-Indexable	Redirected
2	https://andreas.com/ylva-hagner.html/index.html	404	Not Found	Non-Indexable	Client Error
3	https://www.andreas.com/faq-cell911.html	200	OK	Indexable	
4	http://andreas.com/wp-content/uploads/2017/04/SE...	302	Found	Non-Indexable	Redirected
5	https://www.andreas.com/info-kpi.html	404	Not Found	Non-Indexable	Client Error
6	https://andreas.com/india.html	404	Not Found	Non-Indexable	Client Error
7	http://www.andreas.com/faq-income.html	302	Found	Non-Indexable	Redirected
8	http://andreas.com/faq-pressrelease.html	302	Found	Non-Indexable	Redirected
9	http://wp.andreas.com/wp-content/uploads/2014/10/...	404	Not Found	Non-Indexable	Client Error
10	https://www.andreas.com/deadweb	301	Moved Per...	Non-Indexable	Redirected
11	http://www.andreas.com/labels/google%20wave.html	302	Found	Non-Indexable	Redirected
12	https://www.andreas.com/fremword.html	200	OK	Indexable	
13	https://www.andreas.com/berlin-thompson.html	404	Not Found	Non-Indexable	Client Error

Make an XML Sitemap

An XML sitemap is a list of all pages at your site. You upload this list to Google. **Google uses your list.** This **ensures 100% indexation.**

1. Scan your site with Frog.
2. Click **Frog | Sitemaps | XML Sitemap.**
3. Frog will create an XML sitemap.
4. Add the XML file to your server in the same folder as your index or home page (talk with your webmaster, IT, or hosting service).
5. Go to Google Search Console and register the XML image sitemap file (select **Index | Sitemaps | Add a new sitemap**).

Tip 1: You can also submit sitemaps with Ping. Update your sitemap and notify Google with <https://www.google.com/ping?sitemap=https://example.com/sitemap.xml> (replace "example" with your website's URL.)

Tip 2: Talk with your IT team to set up auto-update.

Note 1: Is there an XML file on your site? Try `example.com/sitemap.xml`

Note 2: Never edit XML by hand. If you make an error, the file won't work.

Note 3: Yoast and other tools often make mistakes.

```

1  <?xml version="1.0" encoding="UTF-8"?>
2  <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
    xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
    xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
    http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
3  <url>
4    <loc>https://andreas.com/</loc>
    <lastmod>2018-07-23T21:14:12+00:00</lastmod>
    <priority>1.00</priority>
  </url>
5  <url>
    <loc>https://andreas.com/index.html</loc>
    <lastmod>2018-07-23T21:14:12+00:00</lastmod>
    <priority>0.80</priority>
  </url>
6  <url>
    <loc>https://andreas.com/blog.html</loc>
    <lastmod>2018-07-23T21:41:36+00:00</lastmod>
    <priority>0.80</priority>
  </url>
7  <url>
    <loc>https://andreas.com/books.html</loc>
    <lastmod>2018-08-01T17:50:56+00:00</lastmod>
    <priority>0.80</priority>
  </url>
8  <url>
    <loc>https://andreas.com/stuff.html</loc>
    <lastmod>2018-07-30T23:43:22+00:00</lastmod>
    <priority>0.80</priority>
  </url>
9  <url>
    <loc>https://andreas.com/about.html</loc>
    <lastmod>2018-07-23T21:13:22+00:00</lastmod>
    <priority>0.80</priority>
  </url>
10 </urlset>
11

```

- Up to 50,000 URLs per sitemap
- Up to 50,000 sitemaps
- You can combine all sitemaps under one meta-sitemap to cover 2.5B pages.
- For more, see [Google's Guide to Sitemaps](#)

Make an Image XML Sitemap

An **XML image sitemap** is a list of all **images at your site**. Google uses your XML list instead of crawling the site. This ensures 100% indexation of your images.

1. Scan your site with Screaming Frog.
2. Click **Sitemaps | Images Sitemap**.
3. Frog will create a sitemap-images.xml file.
4. Add the XML file to your server in the same folder as your index or home page. To do this, talk with your webmaster, IT, or hosting service.
5. Go to Google Search Console and register the XML image sitemap file (select **Index | Sitemaps | Add a new sitemap**).

Tip: Talk with your IT team to set up auto-update.

Note: You can do the same for videos. See [XML video sitemaps](#).

```

1  <?xml version="1.0" encoding="utf-8"?>
2  <!--Generated by Screaming Frog SEO Spider 11.1-->
3  <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
4  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
5  ..<url>
6  ....<loc>https://andreas.com/</loc>
7  ....<lastmod>2019-03-01</lastmod>
8  ....<changefreq>monthly</changefreq>
9  ....<priority>1.0</priority>
10 ..<image:image>
11 .....<image:loc>https://andreas.com/pixs/book-seo-2.png</image:loc>
12 .....<image:title>Another ebook on SEO</image:title>
13 .....</image:image>
14 ..<image:image>
15 .....<image:loc>https://andreas.com/pixs/book-eight-birds.png</image:loc>
16 .....<image:title>An hands-on ebook on SEO</image:title>
17 .....</image:image>
18 ..<image:image>
19 .....<image:loc>https://andreas.com/pixs/book-aso.png</image:loc>
20 .....<image:title>An ebook on ASO</image:title>
21 .....</image:image>
22 ..</url>
23 </urlset>

```

Set the Preferred Domain Name: With or Without WWW?

The URL **www.example.com** and **example.com** are both valid domain names.

You can set which version will appear in search results.

example.com is cleaner for branding, ads, business cards, and so on.

To set the preferred domain:

1. Make an XML sitemap.
2. Open the sitemap in a text editor.
3. Use search and replace to delete the "www."
4. Save the file.
5. Upload the sitemap to your server.
6. Register the sitemap in **Google Search Console**.
7. Do the same for the image sitemap.

```
1  <?xml version="1.0" encoding="utf-8"?>
2  <!--Generated by Screaming Frog SEO Spider 11.1-->
3  <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
4  xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
5  ..<url>
6  ....<loc>https://andreas.com/</loc>
7  ....<lastmod>2019-03-01</lastmod>
8  ....<changefreq>monthly</changefreq>
9  ....<priority>1.0</priority>
10 ..<image:image>
11 .....<image:loc>https://andreas.com/pixs/book-seo-2.png</image:loc>
12 .....<image:title>Another ebook on SEO</image:title>
13 .....</image:image>
14 ..<image:image>
15 .....<image:loc>https://andreas.com/pixs/book-eight-birds.png</image:loc>
16 .....<image:title>An hands-on ebook on SEO</image:title>
17 .....</image:image>
18 ..<image:image>
19 .....<image:loc>https://andreas.com/pixs/book-aso.png</image:loc>
20 .....<image:title>An ebook on ASO</image:title>
21 .....</image:image>
22 ..</url>
23 </urlset>
```

Best practices for eCommerce Sites in Google

Google published a set of guidelines on how to get eCommerce sites to show up on Google.

Give this to your website eCommerce developers.

See developers.google.com/search/

Topic	Description
<u>Where ecommerce content appears in Google</u>	Understand where your ecommerce content can appear.
<u>Share your product data with Google</u>	Decide which method to use when sharing your product data with Google.
<u>Structured data for ecommerce</u>	Help Google understand and present your content by providing explicit information with structured data.
<u>Launch a new ecommerce website</u>	How to launch a new ecommerce website.
<u>URL structures for ecommerce sites</u>	Avoid crawling and URL design problems with ecommerce sites.
<u>Help Google understand your ecommerce site structure</u>	Site navigation and links between pages to help Google understand what is most important on your ecommerce site.
<u>Pagination, incremental page loading, and their impact on Google Search</u>	Learn common UX patterns for ecommerce sites and how these UX patterns impact Google's ability to crawl and index your content.

Get an SEO technical audit of your website's SEO status:

- Meta-tags: length, unique, or missing tags
- List of incoming links
- List of outgoing links
- NoIndex/NoFollow tags?
- XML sitemaps and image sitemaps
- 404 and 301-Redirects
- Canonical tags
- HRefLang tags
- Page speed
- Image compression
- Mobile friendliness
- And more...

Most SEO agencies will prepare an SEO audit at no cost.

Free no-obligation SEO audit from <https://beasleydirect.com/free-seo-audit-offer/>

26	ARCHITECTURE & TOPLINE CONSIDERATIONS				
27	Domain name	F/G	Long established with recognition. No keywords included beyond brand name	NC	STET
28	Domain access (Does site need "www" to resolve)	G	Resolves to www.foxitsoftware.com	NC	STET
29	IP address	G	64.62.153.132 - Two other domains hosted on IP, foxitpdf.com and foxitsoft.com	NC	STET
30	Domain Creation Date	G	09/25/02	NC	STET
31	Domain Expiration Date	G	09/25/21	NC	STET
32	Is the site defaulted to HTTP or HTTPS? Does this cause duplicate content creation?	F/P	HTTPS, some duplicate content issues	1	Ensure that all pages on the site default to HTTPS versions. Set up 301 redirects for all non secure pages to the secure versions.
33	Has the site recently moved domains or is the site planning on a new domain?	G	No move recently. Connectedpdf.com was created as a separate site.	NC	STET
34	What CMS is being used to manage the site? Is it the most current version?	F/G	Home grown CMS by Chinese Dev team. Lack of external documentation is the greatest challenge.	NC	STET
35	What is the goal of the site? Does it have multiple goals? What are the Google Analytics goals?	G	Main goal of site is to drive downloads, sales and installs of product suite. Secondary goal is to drive enterprise leads		
36	OnlineStore		Visit to store section of site - 530 over last 7 days		
37	Create an account		932 over last 7 days		
38	Added-to-cart		10,195 over last 7 days		
39	Downloads-Reader		102,219 over last 7 days		
40	Downloads-PhantomPDF-Standard		2,395 over last 7 days		
41	Downloads-PhantomPDF-Business		1,958 over last 7 days		
42					
43	Robots.txt file (sitcom/robots.txt)				
44					
45	Directory Structure				
46	Issues with directory structure				

Checklist: Technical SEO

Additional items for your technical SEO checklist:

1. Add images to your pages.
2. Edit the ALT tag, EXIF, and other details.
3. Duplicate content and canonical tags.
4. Use HRefLang and LANG tags.
5. Fix 404 error and add a 404-Error page.
6. Use Google Search Console to see if Google has indexed your site.
7. Fix broken internal links.
8. XML sitemap for pages, images, video.



See also the checklist on slide #39

Yes, But...

Yes... But Does Technical SEO Really Work?

anaximander-katzenjammer.com



Official Website of Anaximander Katzenjammer

Welcome to Anaximander Katzenjammer's website.

He doesn't say much.

Because he's a cat.

Cats don't talk.

Anaximander is the office cat at andreas.com.



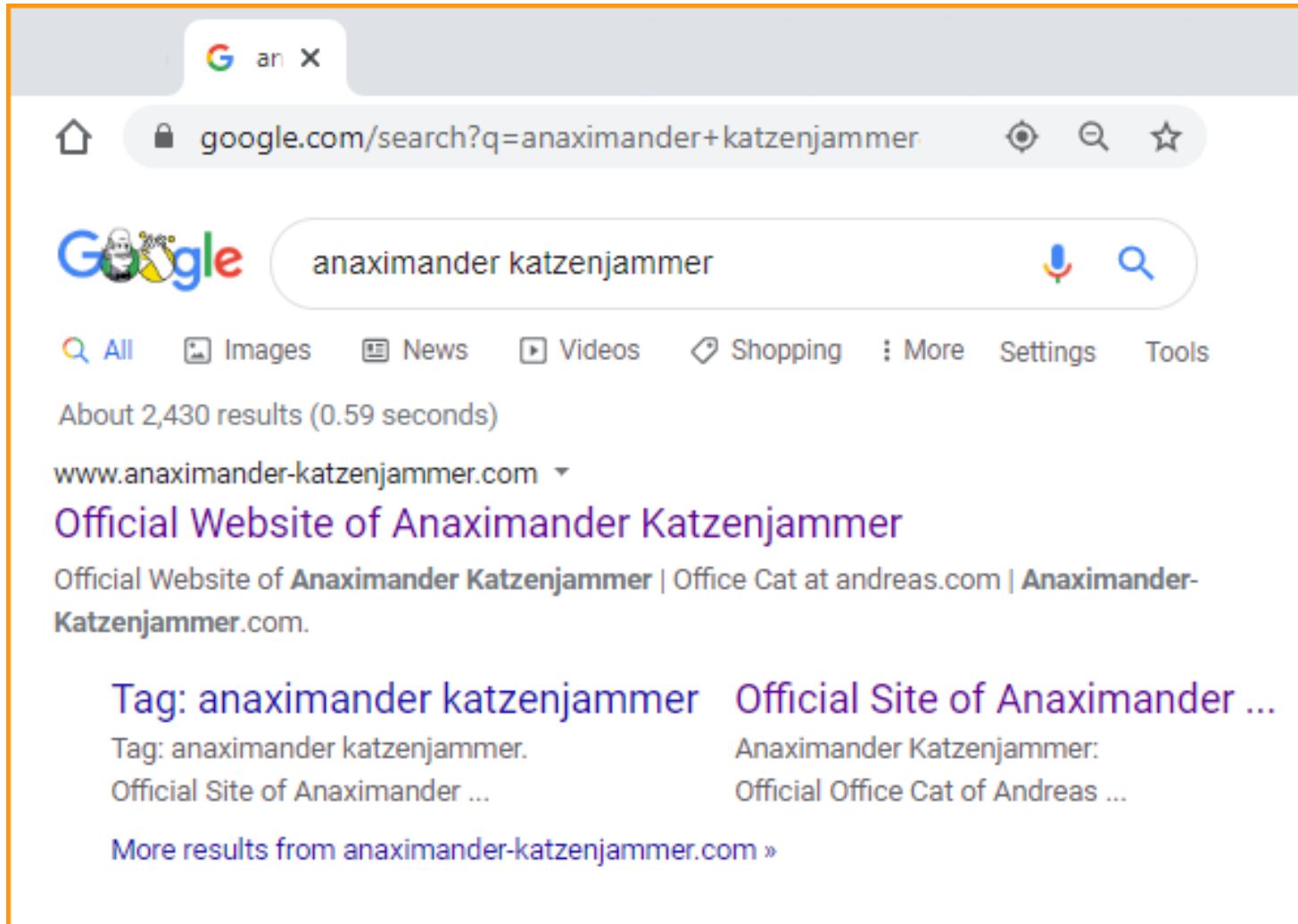
[Tweets by Anaximander](#)



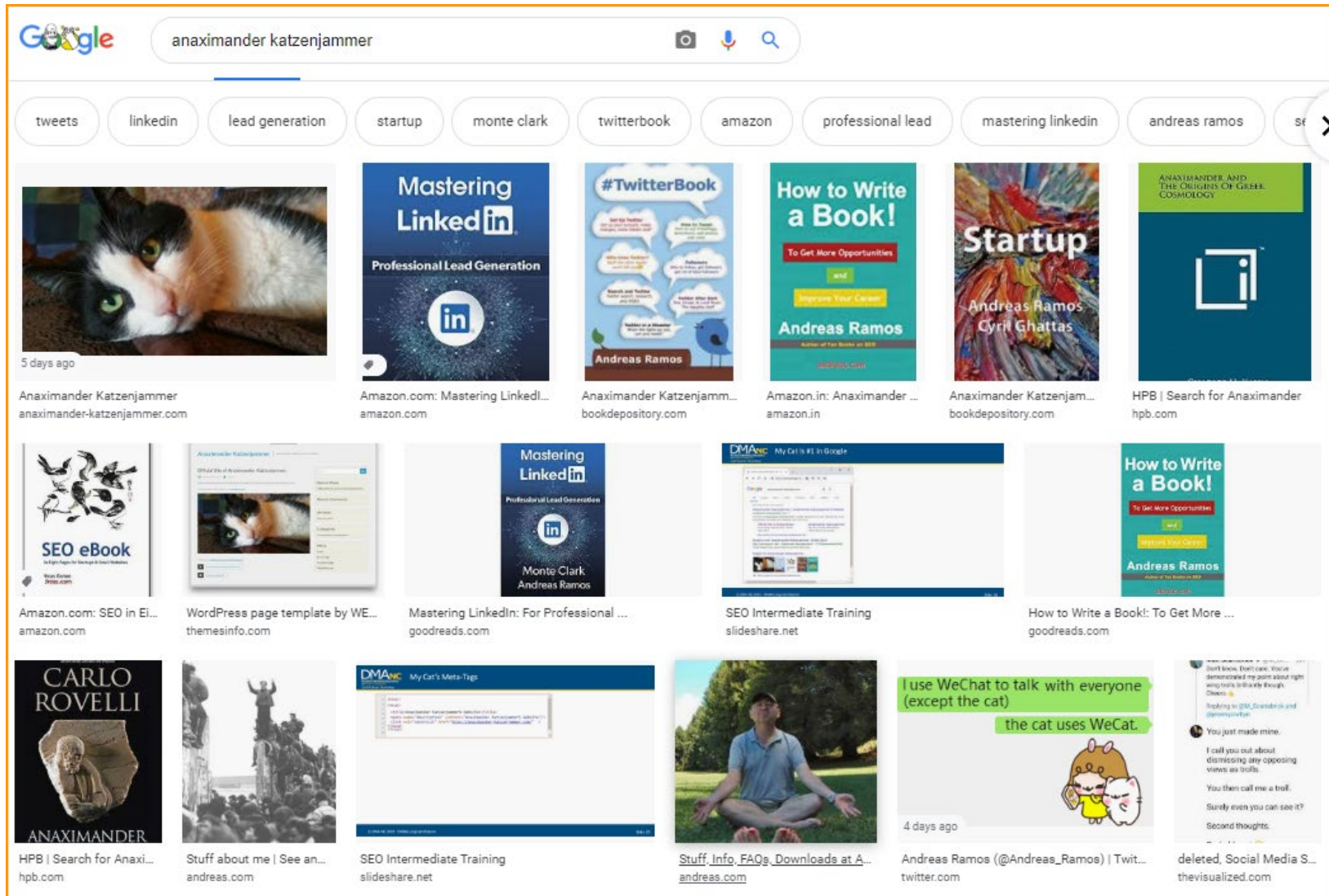
My Cat's Meta-Tags

```
1 <!doctype html>
2 <html lang="en">
3 <head>
4 <meta charset="utf-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
6 <!-- meta-tags START -->
7 <TITLE>Official Website of Anaximander Katzenjammer </title>
8 <META name="description" content="Official Website of Anaximander Katzenjammer | Office Cat at andreas.com | Anaximander-Katzenjammer.com.">
9 <meta name="author" content="Anaximander Katzenjammer | Office Cat">
10 <meta NAME="robots" CONTENT="all, index, follow">
11 <link rel="shortcut icon" href="favicon.ico">
12 <!-- meta-tags END -->
31 </head>
32
33 <body>
34 <!-- Content START ===== -->
36 <table width="408" align="center"><tr><td>
37 <h1>Official Website of Anaximander Katzenjammer</h1>
38 <p>Welcome to Anaximander Katzenjammer's website. </br></br>
39 He doesn't say much.</br></br> Because he's a cat.</br></br> Cats don't talk.</br></br>
40 Anaximander is the office cat at <a href="https://andreas.com" target="_blank">andreas.com</a>.</p>
41
42
43 
49 </td></tr></table>
50 <!-- Content END ===== -->
51 </body>
52 </html>
```

My Cat Is #1 in Google for His Name



And the Cat Is at the Top of Image Searches



Why Does That Work?

Informational Searches

- People want to find information.
- People want the official site for proper names of people, organizations, companies, products, cities, national parks, and so on. Company names (Ski Boots, Inc., ski-boots.com), and branded names TM ®
- Google will show the official page for free. Ski-boots.com will be #1.

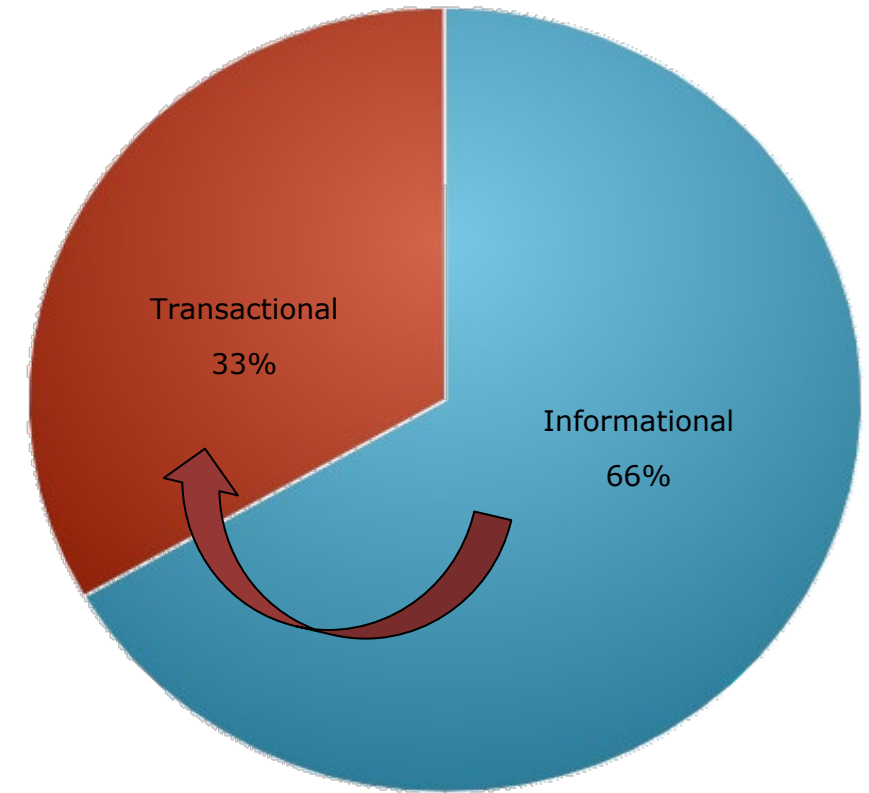
Transactional Searches:

- People want to get something: Buy, subscribe, register, find restaurants, see movies, install app...
- So Google shows ads at the top for transactional searches.
- "Google's core business is monetizing commercial queries." -- VP at Google.

What you can do:

- If you own the item, make it clear that you own it. Put "Official Page" (or similar) at the top of the page.
- If you don't own the topic, write good content and use SEO. It may work.
- If your link isn't in the top three, use Google Ads.

Tip: Google likes informational pages (comparison tables, reviews, summaries) so write comparisons and add your products.



Summary

Agenda: What We Covered Today



SEO and Keyword Research, Module 1

- Why SEO?
- How Google does marketing.
- Find your audience's questions and keywords.
- Working with keywords.

On-page SEO and Technical SEO, Module 2

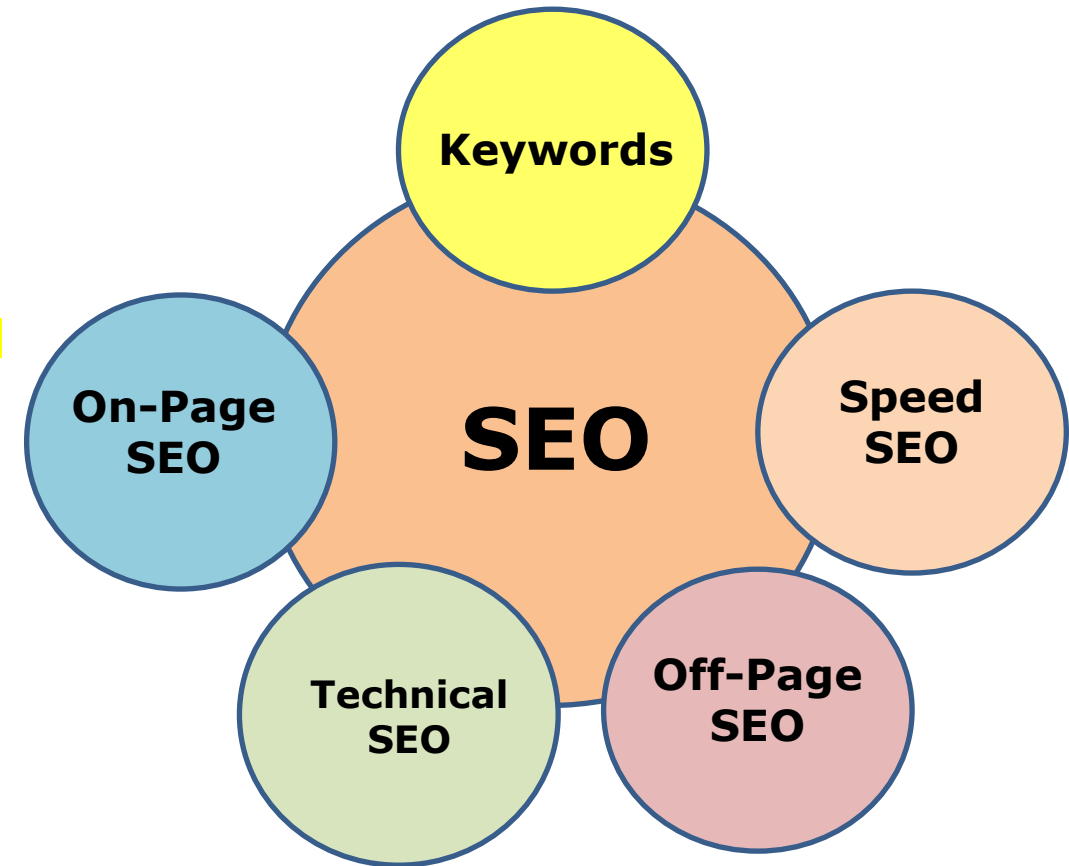
- **On-Page SEO:** What people see on the web page.
- **Technical SEO:** What's behind the web page, meta-tags, images, canonicals, HRefLang, 404, HTTPS, check links, XML sitemaps, mobile first, and more.

Off-page SEO, Module 3

- **Off-Page SEO:** Link building, outgoing links, toxic links, news sites, multiple locations, Google My Business, Wikipedia.
- Google Updates and reinclusion.
- Working in SEO: SEO metrics, reports, SEO Radio Hour, tools.

Speed SEO, Module 4

- How to measure the speed, how to optimize text and images for faster pages.
- Future of SEO.
- Resources.



Special Discount for All Four SEO Workshops

Special Discount: SEO Course Module 2, 3, and 4: **Only \$495.** Click [here.](#)

SEO Module 2

- What are meta-tags?
- How keywords, meta-tags, and pages work together
- Write meta-tags
- Google Updates
- SEO and Webpages, blog tools, internal site search, bounce rates, SPA sites
- SEO for Images: Google Lens, ALT tags and EXIF
- SEO for Video and YouTube
- And more

SEO Module 3

- How Google ranks websites
- How to use 301s to fix 404s
- Get all pages indexed
- Make sitemaps for XML and Image XML
- How to do link building
- SEO for Social Media
- Analytics for SEO
- SEO checklist
- SEO for Voice
- And more

SEO Module 4

- Optimize the website and pages for speed.
- What is mobile-first at Google?
- How to use your web analytics and other tools to decide.
- How to optimize the text on your site
- How to optimize the images on your site.
- New image formats
- Which images to compress and how to compress
- How to use lazy load for images.

Coming Up: Digital Marketing Workshops

- [Use SEO for Digital Marketing](#): Module 1: Pre-recorded. Module 2: Feb 8. Module 3: Mar 3. Module 4: Mar 10 (12:00 PM to 2:00 PM PST).
- [Masterclass Advertising in META \(Facebook/Instagram\), TikTok](#): Module 1: Pre-recorded. Module 2: Feb 9, 2023 (9:00 AM to 11:00 AM PST).
- [Google Analytics 4.0](#): Module 1: Pre-recorded. Module 2: Pre-recorded. Module 3: Feb 10. (12:00 pm to 2:00 pm PST).
- [Email Marketing Masterclass](#): Module 1: Pre-recorded. Module 2: Feb 14. Module 3: Thursday, Mar 9. Module 4: Mar 15. 9:00 AM to 11:00 AM PST/PDT.
- [Use Google Ads for Digital Advertising](#): Module 1: Pre-recorded. Module 2: Feb 15. Module 3: Mar 1. (All 12:00 PM to 2:00 PM PST).
- [LinkedIn Advertising Masterclass](#): Module 1: Feb 16. Mar 14. (9:00 am to 11:00 am PST/PDT).
- [Google Looker \(formerly Data Studio\) for Marketers](#): Turn Your Data Into Insights: Mar 7, 2023 (9:00 am to 11:00 am PST).



We constantly
add new courses.
See the site for
more.

Some courses
have multiple
start dates.

See the full
calendar at
DMAnc.org

Marketing

- Account-Based Marketing (ABM) for Small-to-Medium Companies
- Affiliate Marketing
- B2B Market Strategy Development
- Email Marketing
- Mobile-First Design
- Using Behavior Marketing
- [Use AI tools in Marketing](#)

Social Media

- Podcasting
- Youtube Marketing
- Influencer Marketing
- Social Media Fundamentals
- Social Media Masterclass
- Meta, Facebook, Instagram, Pinterest, and Tiktok advertising
- LinkedIn Advertising

SEO

- SEO Search Engine Optimization
- LinkedIn Profile Optimization (LPO) for Your Career

Ads in Google

- Google Ads

Analytics and Data

- Google Analytics 4.0
- Google Looker

Content Marketing

- Content Marketing

- The video recording of this workshop will be sent this afternoon.
- It will be sent from the email customercare@gotowebinar.com
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the **Contact Us** form at **DMAnc.org** and we'll be sure to get it to you some other way.



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- Twitter: [@andreas_ramos](https://twitter.com/andreas_ramos)
- LinkedIn: linkedin.com/in/andreasramos/

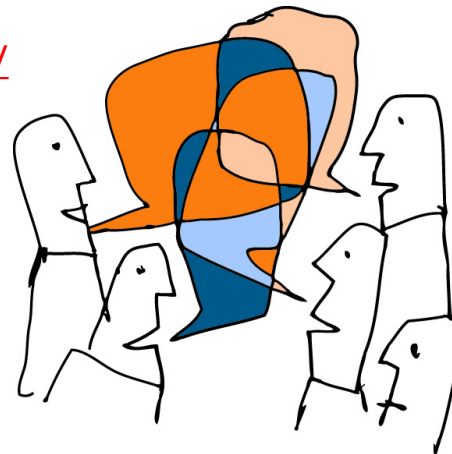
Andreas Ramos at LinkedIn



Send follow-up questions and I'll reply.

Laurie Beasley, Director of the DMAnc

- Email: lbeasley@beasleydirect.com
- Twitter: [@BeasleyDirect](https://twitter.com/BeasleyDirect)
- linkedin.com/company/beasley-direct-and-online-marketing/



We want Your Feedback

- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.



See You in Module 3