



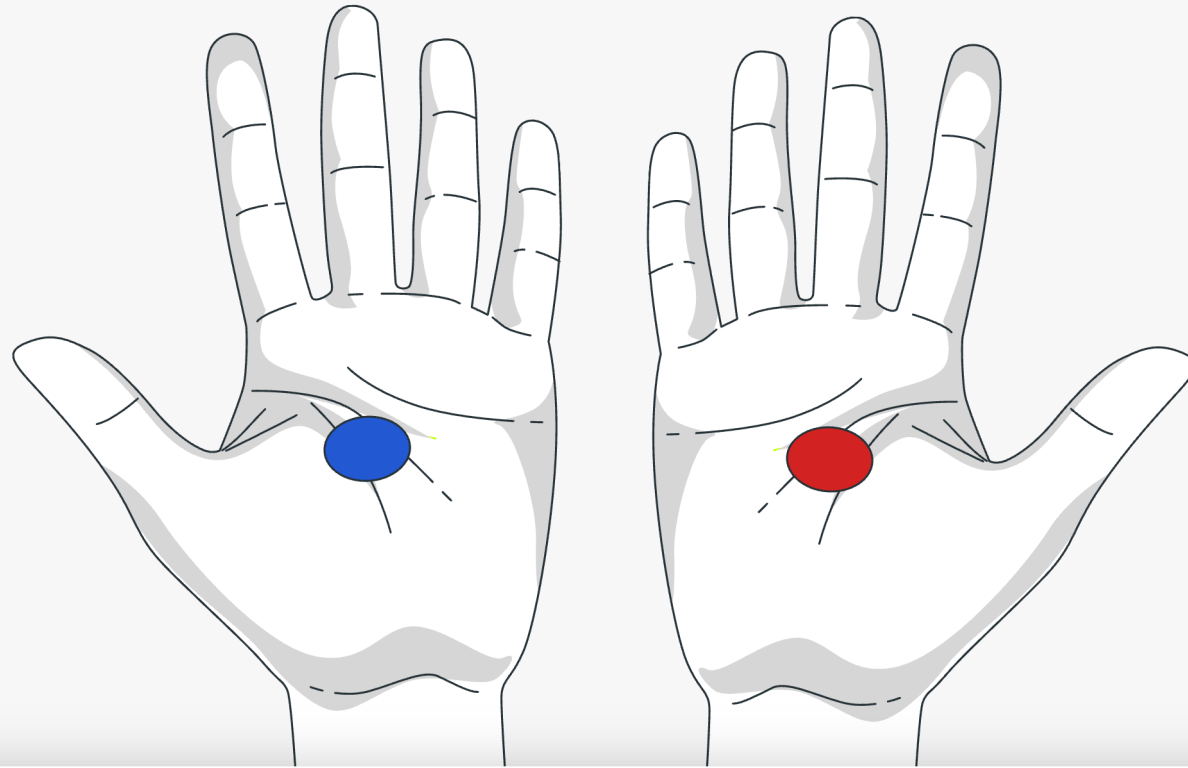
An introspection of Technical SEO

How we **sabotage** our SEO

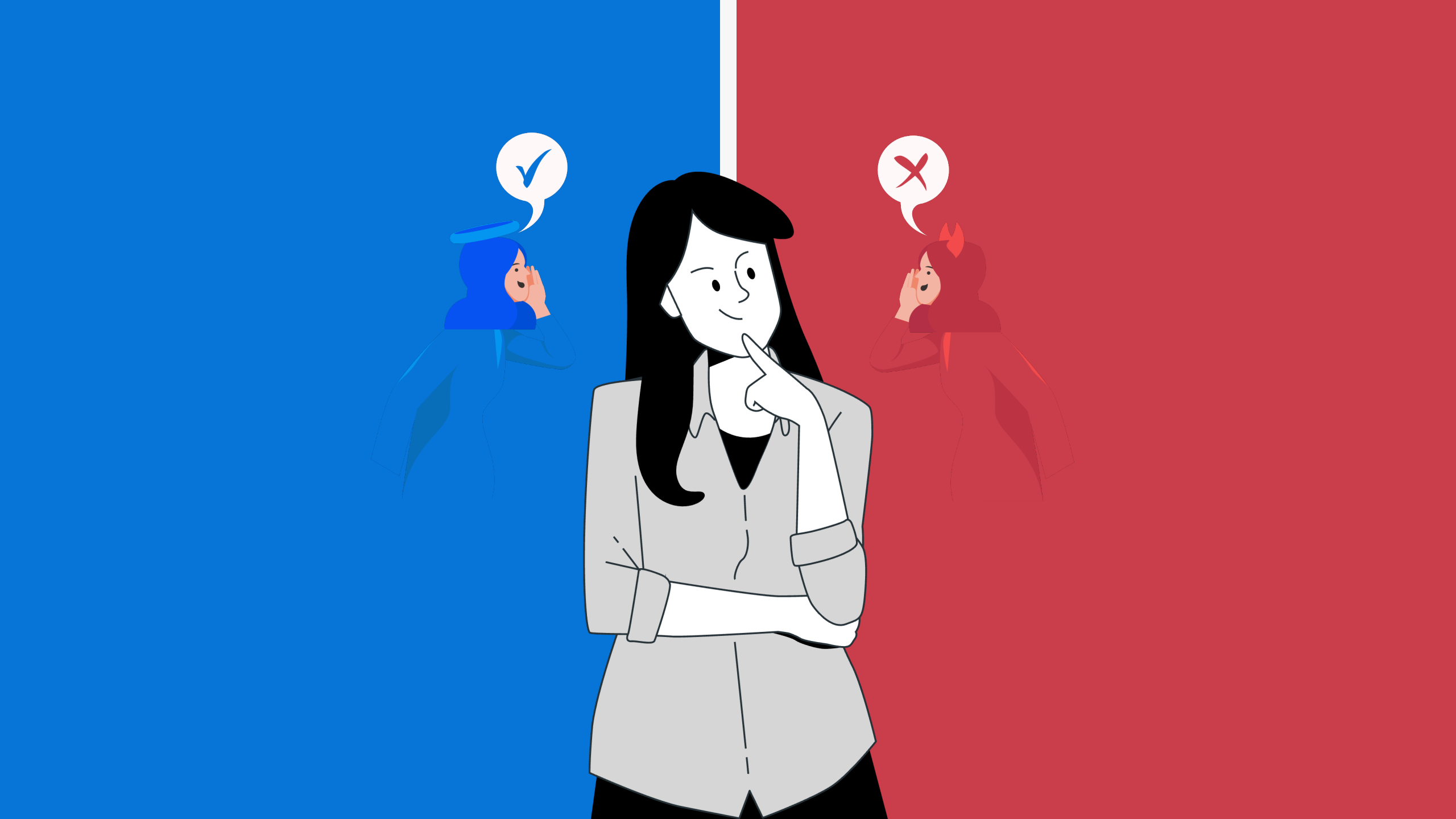
Speaker
Tomek Rudzki

Twitter
[@tomekrudzki](https://twitter.com/tomekrudzki)

Date
14 Jun 2022



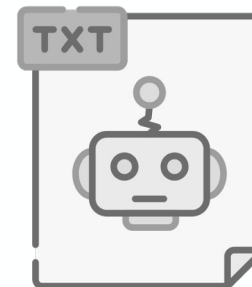
Warning!





99% of SEOs

HAVE SEEN THIS



How we **sabotage** our SEO

WRITE SOMETHING HERE

- Poor JavaScript
- Mobile-first indexing
- Index bloat
- Fatal mistakes
- Google cannot understand our content
- Don't *****
- Road not taken



Have a slow website



Google says:

**“If you can
serve us more pages
in a limited time,
we will be able to crawl more”**



Google says:

“If you can

serve us more pages

in a limited time,

we will be able to crawl more”



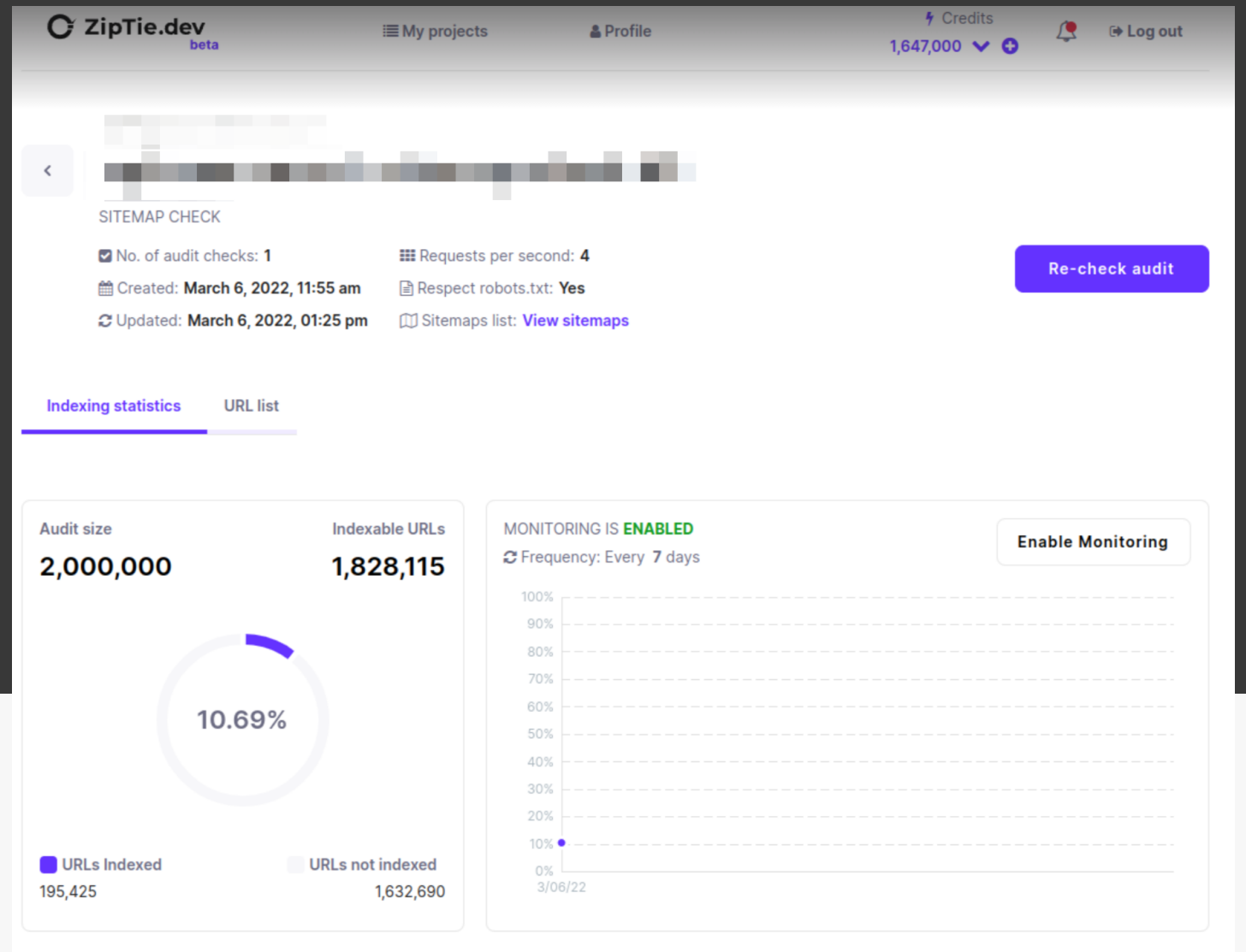
Have a slow website



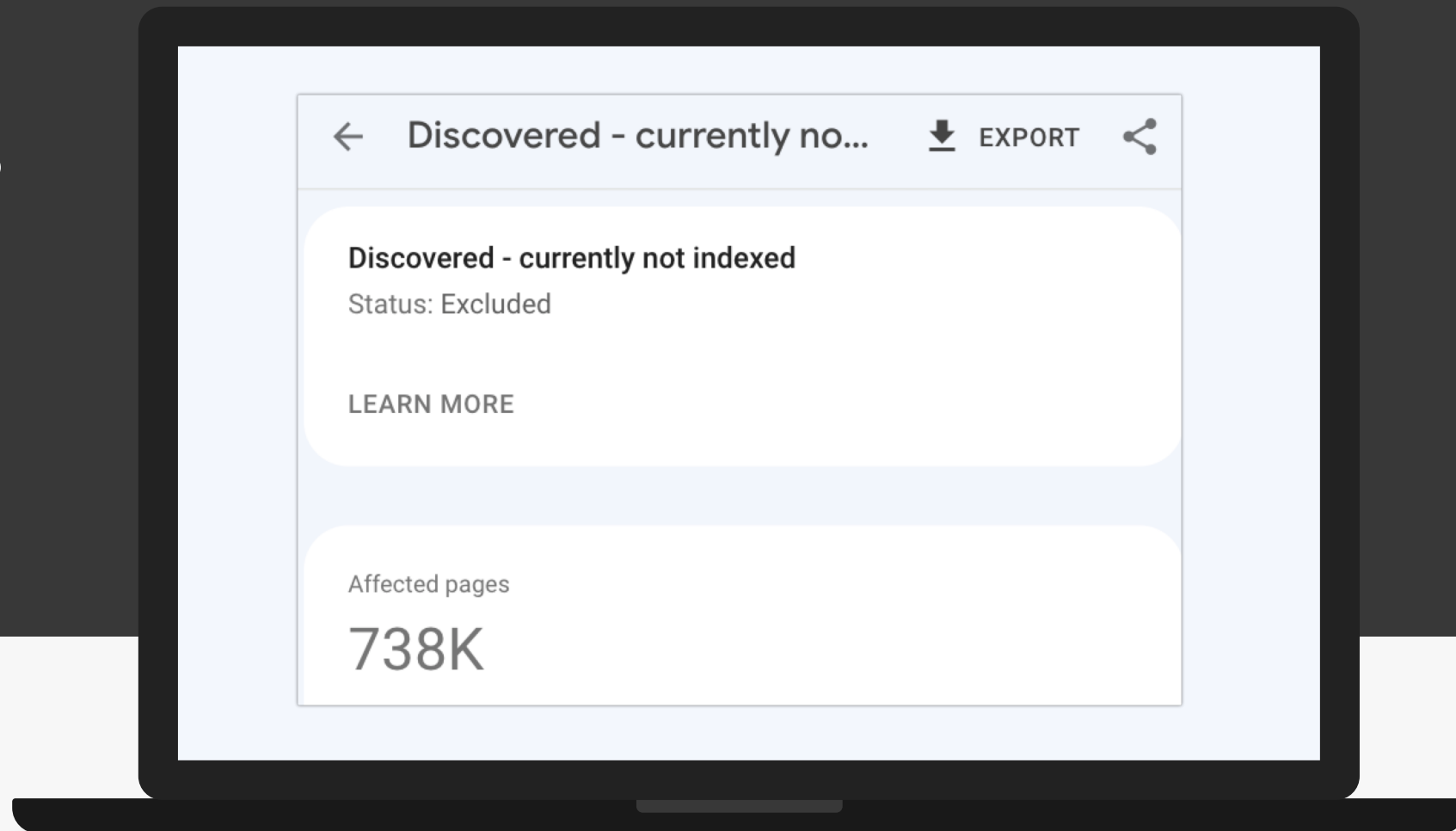
Story about one of our clients

Our client's story

How we sabotage our SEO |
Tomek Rudzki



Our client's story



Our client's story



How we sabotage our SEO |
Tomek Rudzki

Our client's story

Low crawl budget 😞

Settings > Crawl stats > Crawl requests: HTML

<input checked="" type="checkbox"/> Total crawl requests 672K	<input type="checkbox"/> Total download size (Bytes) 34.9B	<input type="checkbox"/> Average response time (ms) 728
---	--	---

Crawl requests

120K

AVG 7460 requests / day

80K

40K

0

1/7/21

1/18/21

1/29/21

2/9/21

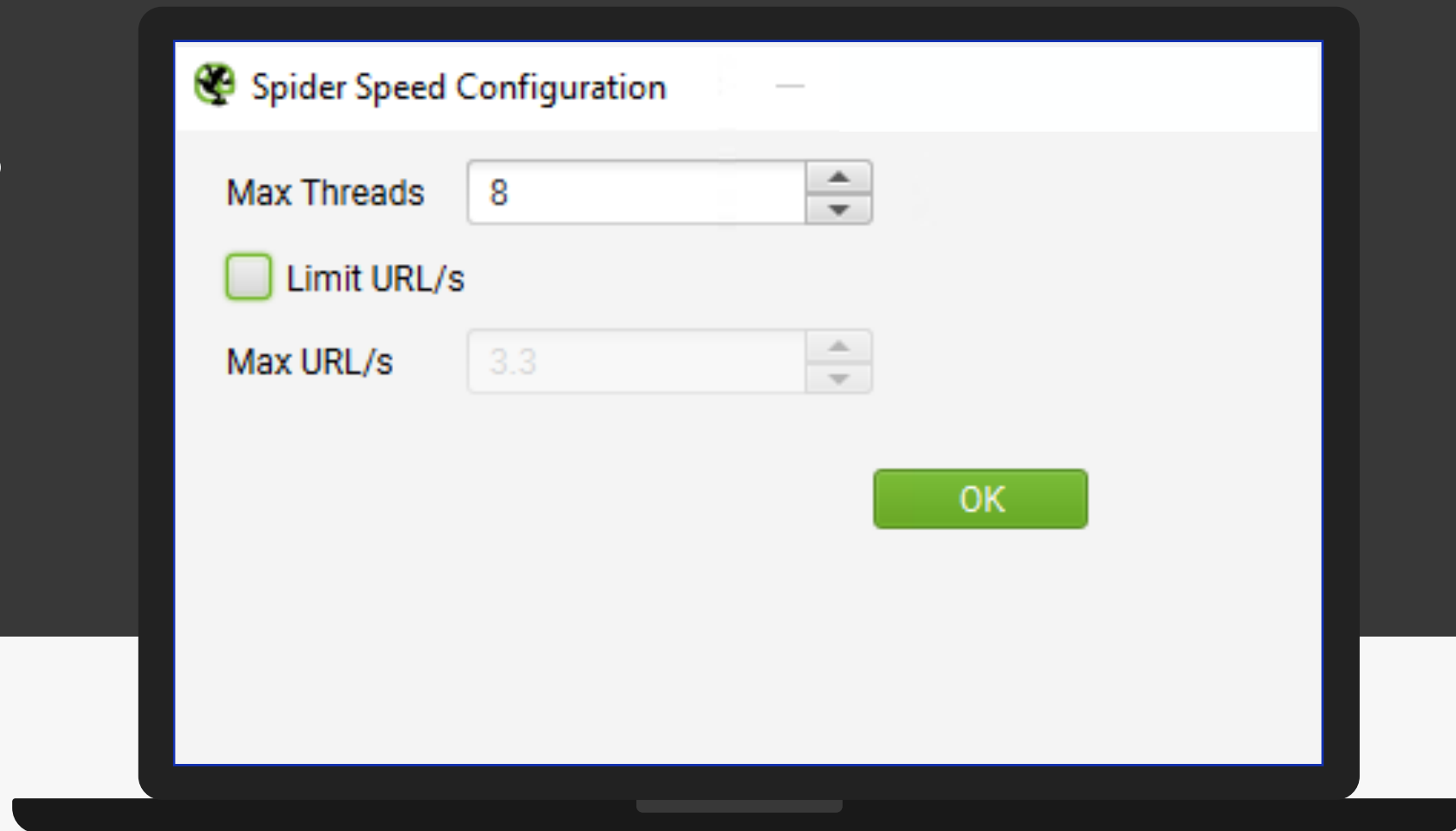
2/20/21

3/3/21

3/14/21

3/25/21

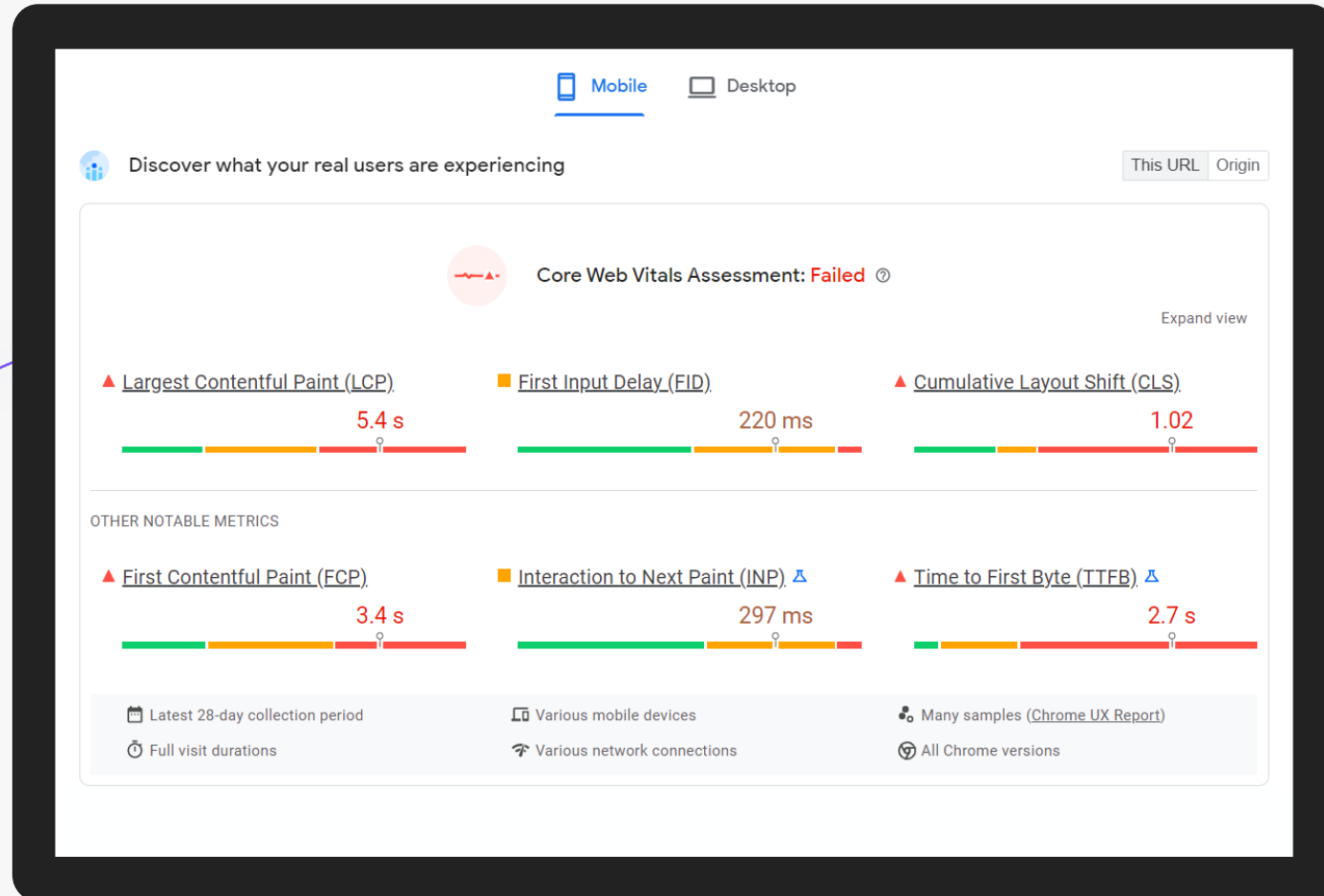
Our client's story



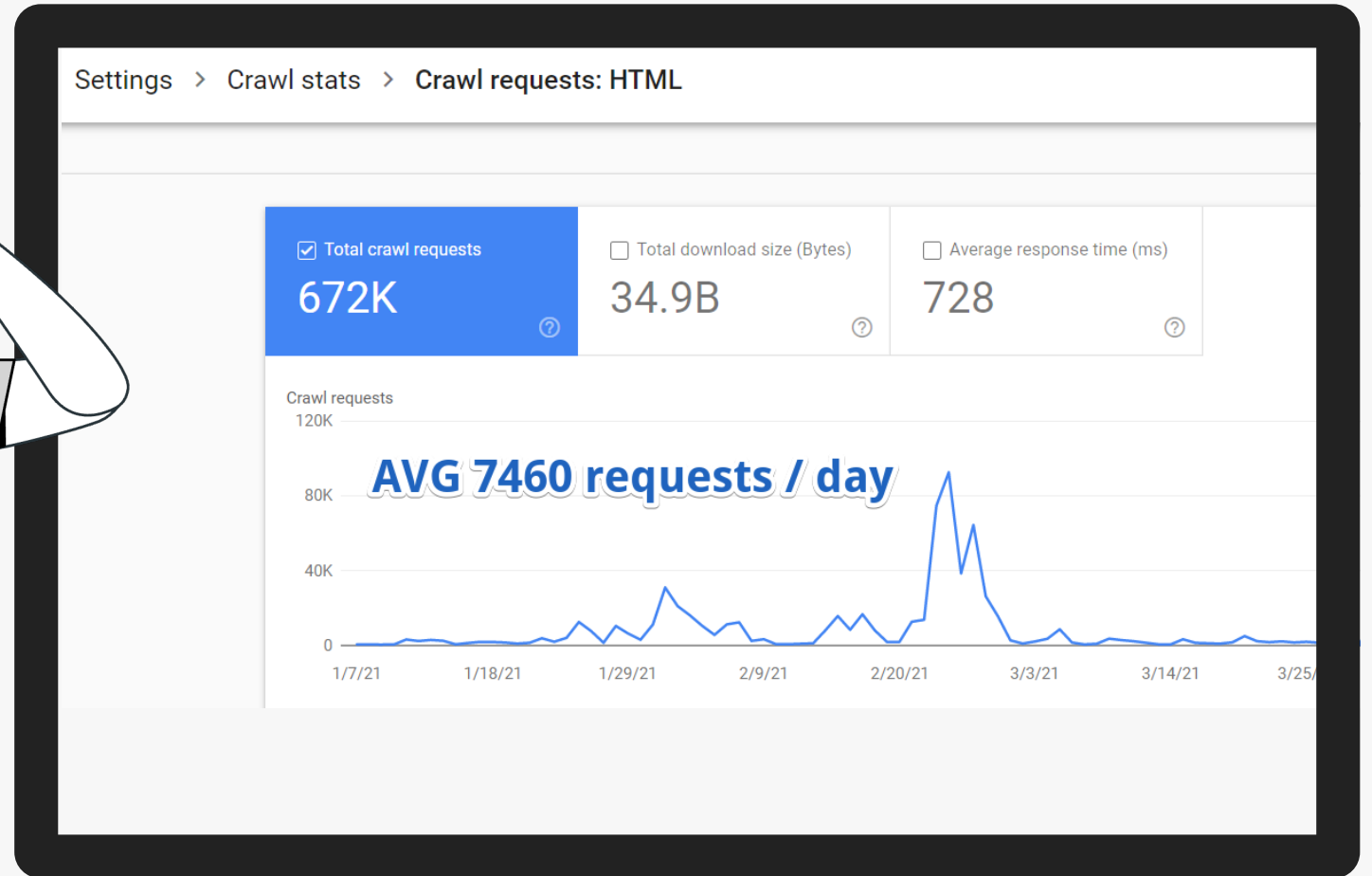
Our client's **story**



Crux – Page Speed Insights



It wasn't a coincidence



Lesson **learned**

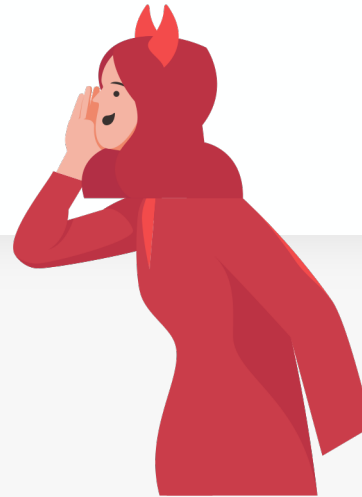
If you want to get your website indexed in Google, make sure both your server and website are fast.

Reminder #9999: CRUX data > synthetic tests



Sabotage status

Low crawl budget - yes



Index **low quality** content





Google says:

“We only look at the indexed pages when it comes to understanding the quality of a website”

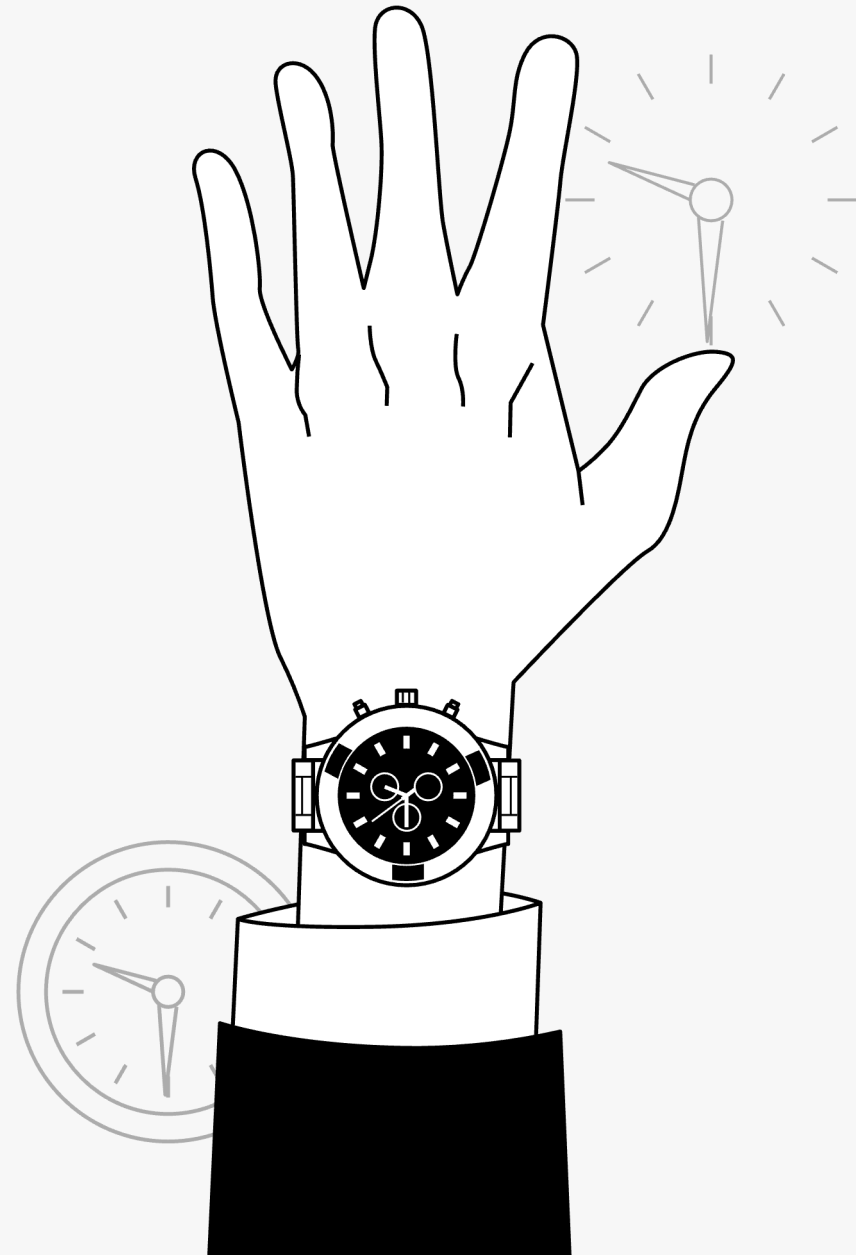


Another story about our client



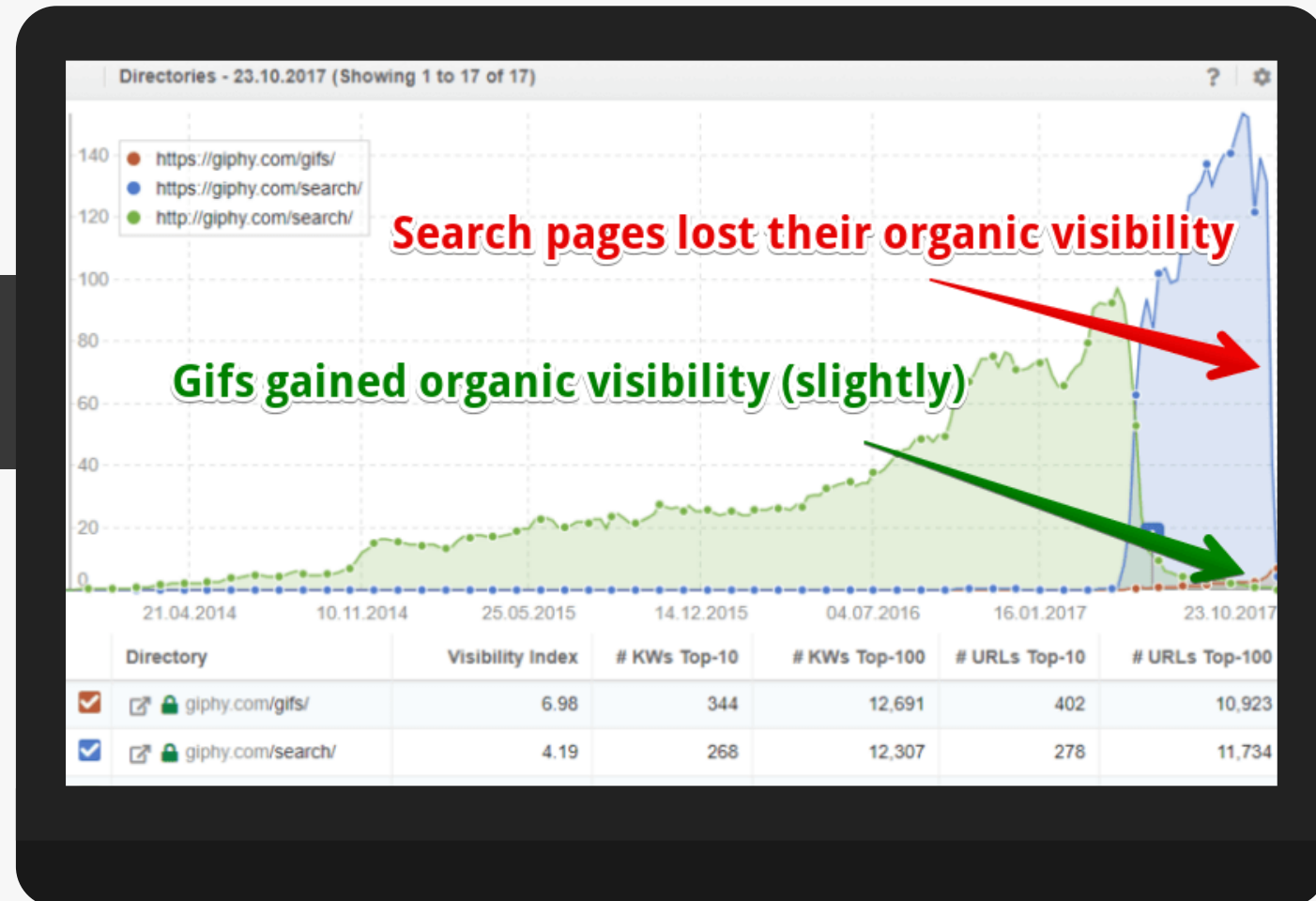
***Index low
quality content***

A few months **later**



Giphy's **Visibility** drops

Ranking drop



Pinterest's **Visibility drops**

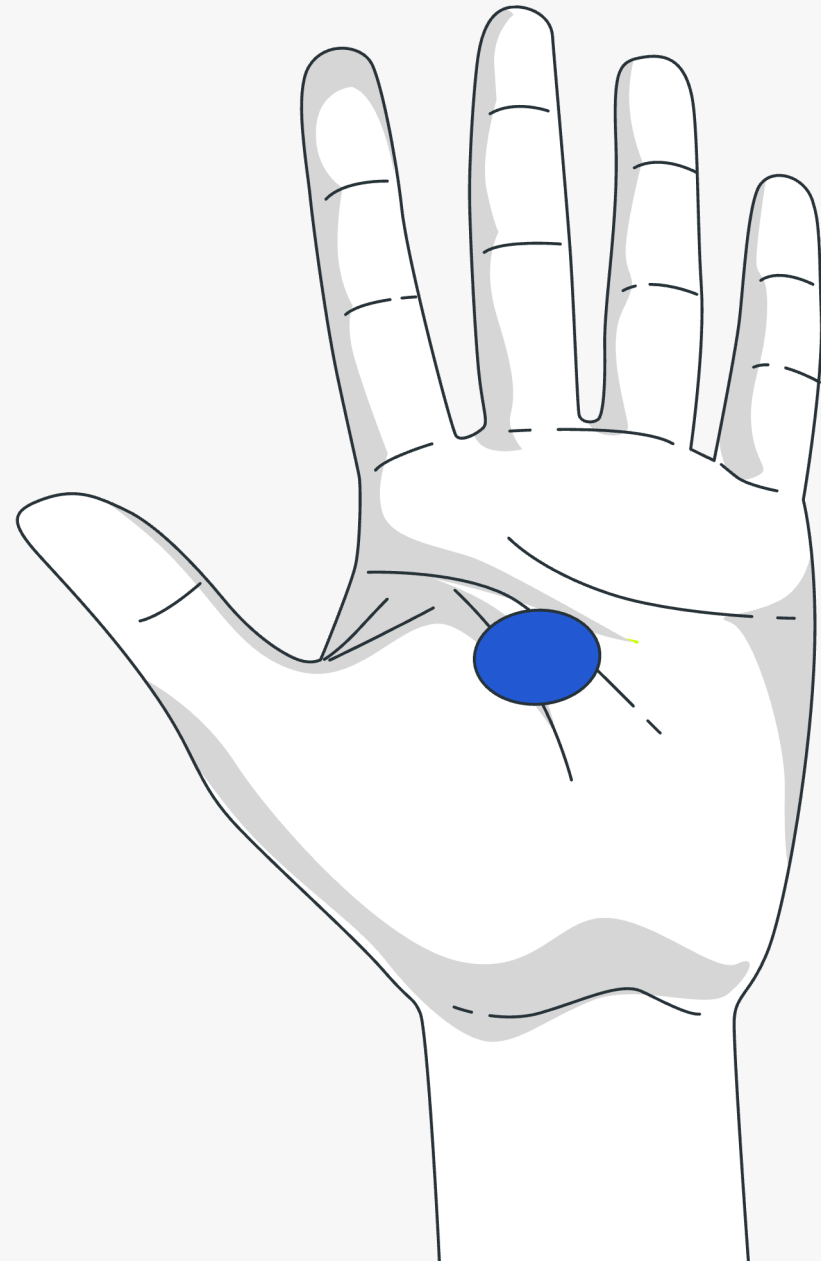
Ranking drop



Giphy's Visibility Drops: Conspiracy or Consequence?

Tomek Rudzki • Published: 22 May 2018 • Edited: 30 Nov 2021



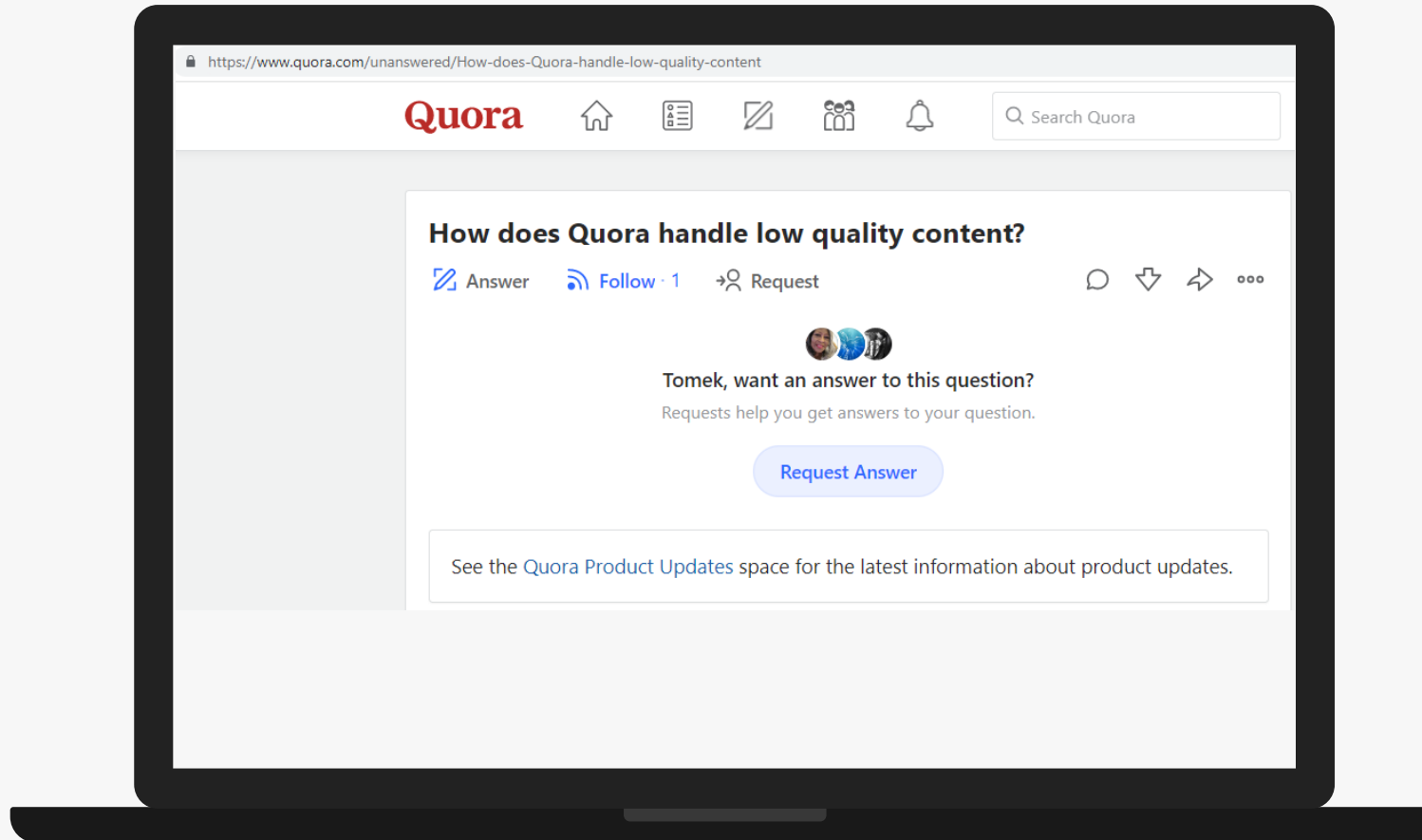




How to handle low quality content

The Quora's way

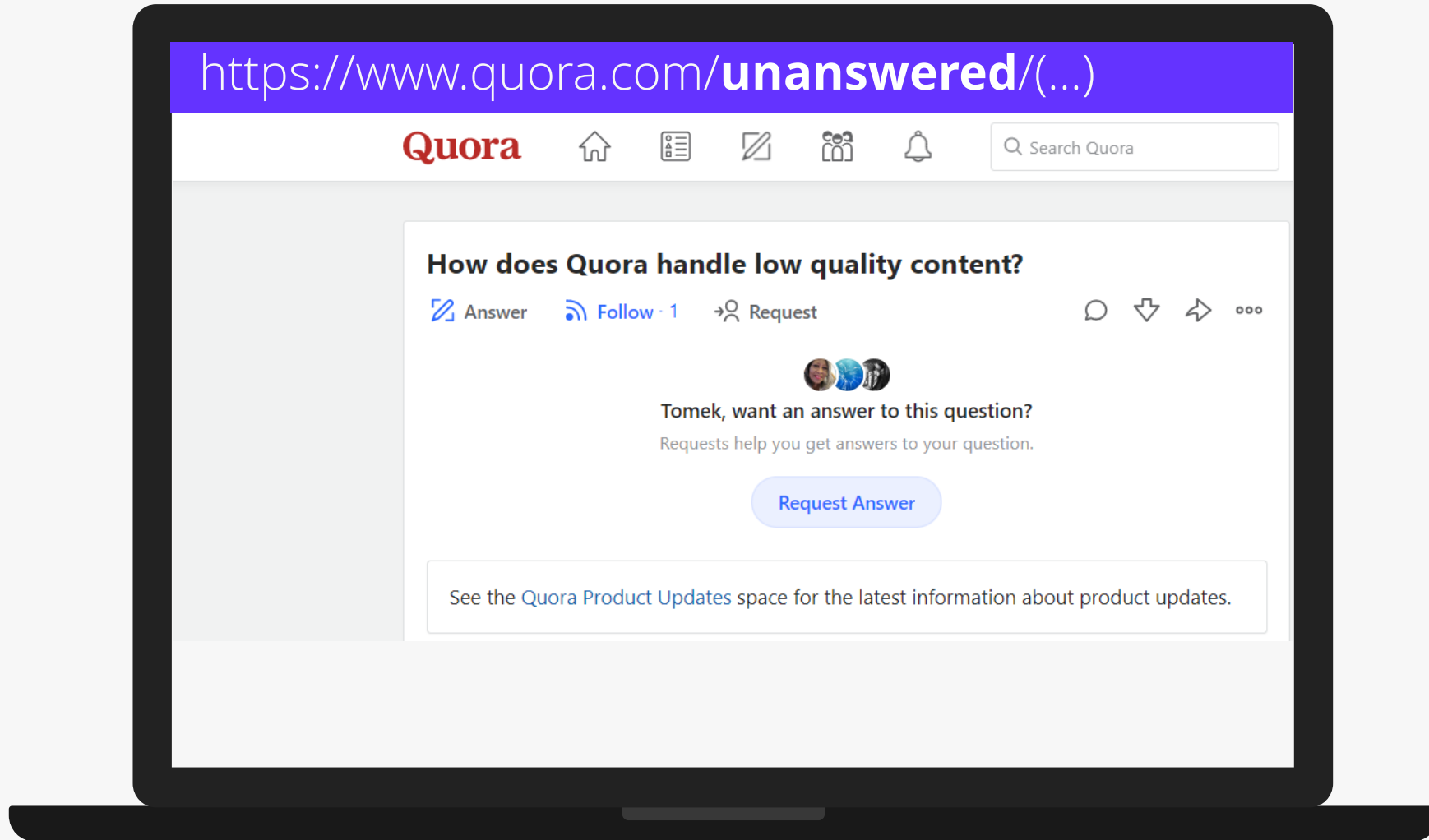
How to handle **LQ content**?



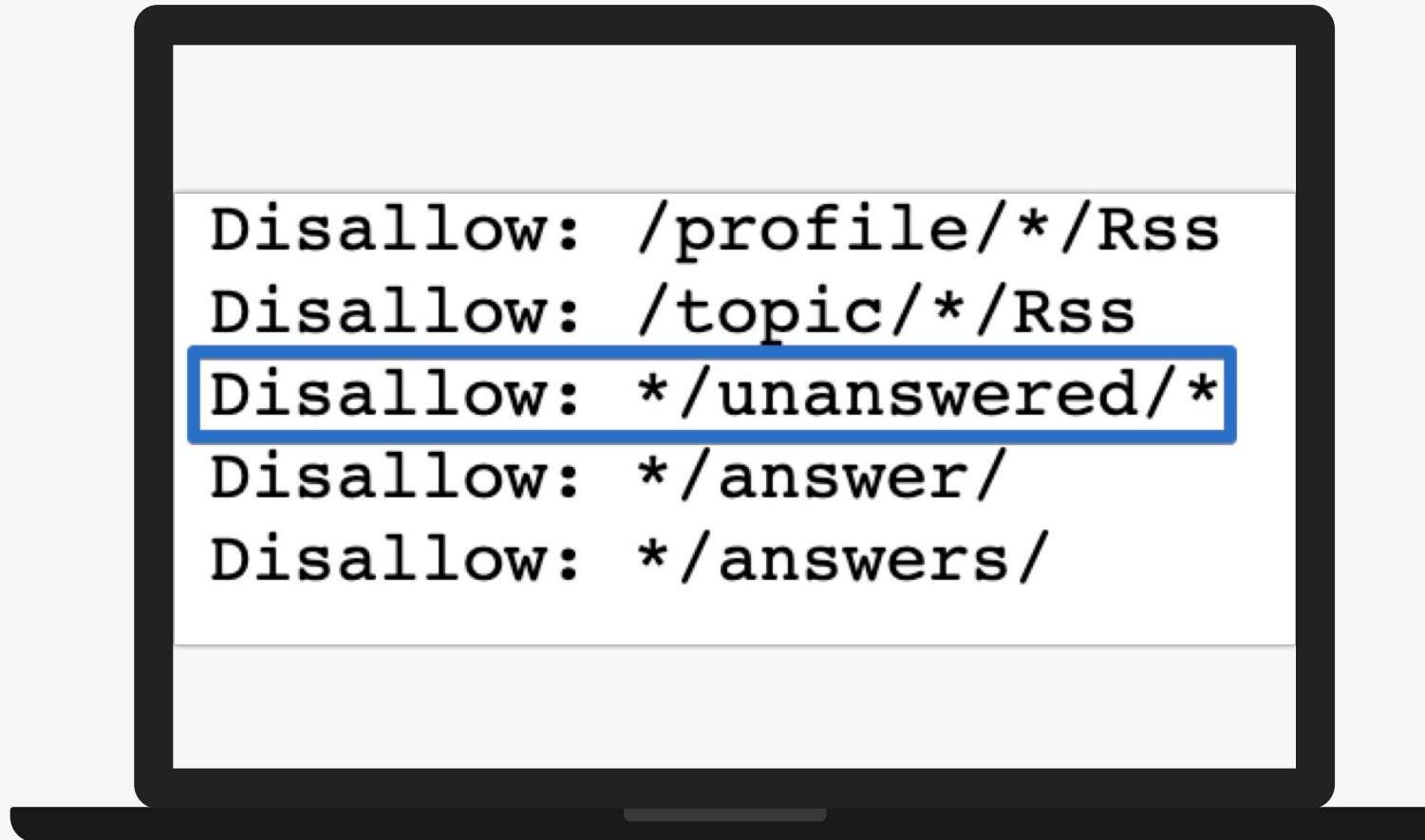


Quora's solution

How to handle low quality content



Low Quality content **is blocked** in robots.txt





Let's talk about Magento





Home > Extensions

Extensions for Adobe Commerce

Selected Filters Clear all

Filter within Search Results

Categories: Performance

84 Results Sort By Relevance

Extension Name	Developer	Price	Rating
WebP Optimized Images	JaJuMa GmbH	\$99.00	★★★★★ (3)
Minify HTML CSS JS	Apptrian LLC	\$0.00	★★★★★ (1)
Lazy Load Products & Images	WeltPixel	\$0.00	★★★★★ (1)
WebP Images Converter	Magecaptain	\$199.00	★★★★★ (1)
Purge Varnish Cache	Ascure Technologies		★★★★★ (2)
OptiPic images optimization	Alexey Lobanov		★★★★★ (1)
Popupnotice	Natha Odedara		★★★★★ (1)
Seers GDPR & CCPA Compliance	Seers Group Ltd.		★★★★★ (3)

Categories

- Extensions: 122
- Site Optimization: 122
 - Hosting: 12
 - Performance: 84
 - Site Monitoring: 23
- Themes: 5

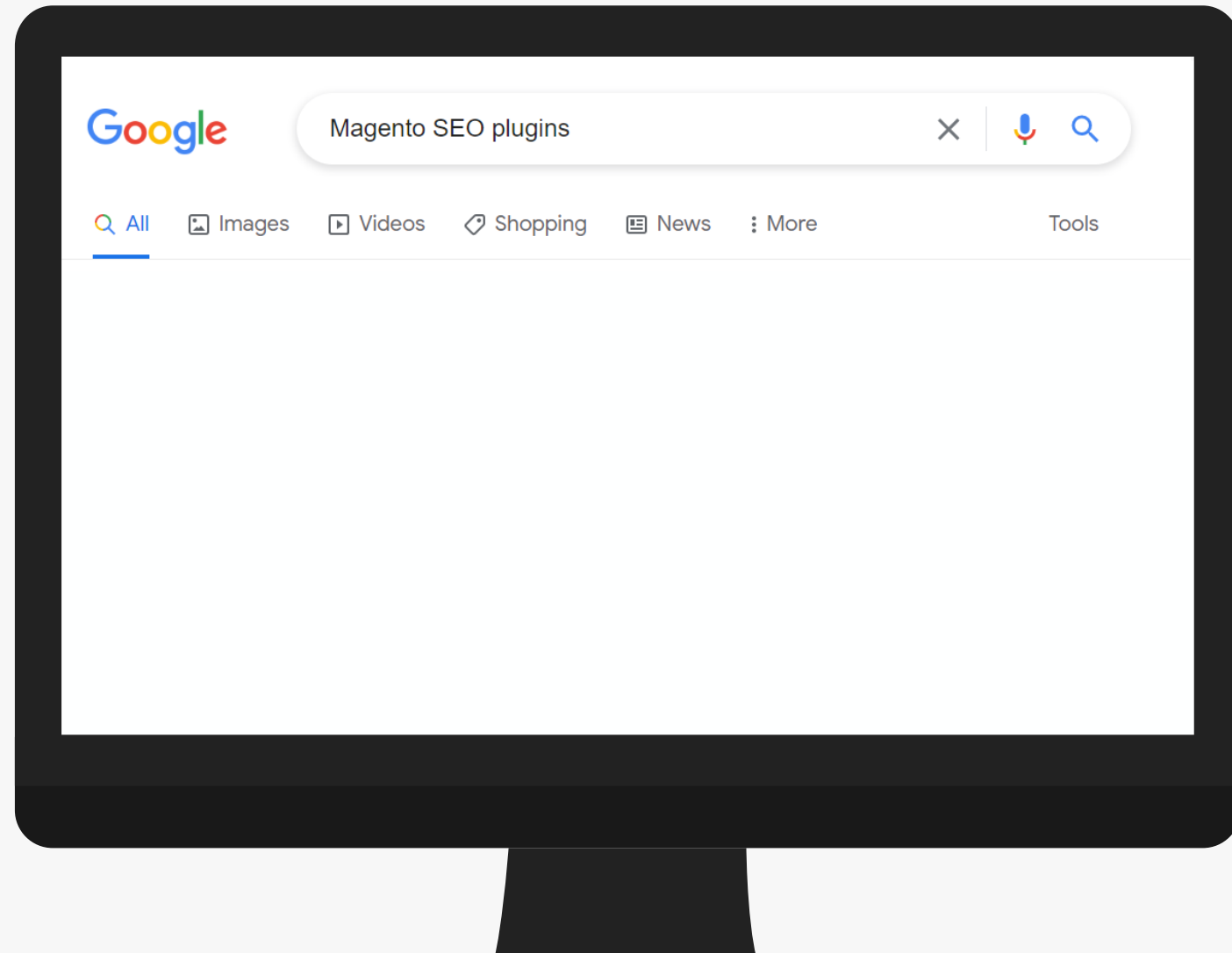
Edition

- Open Source (CE): 84
- Commerce on prem (EE): 54
- Commerce on Cloud (ECE): 42

Versions

- 2.4: 82
- 2.3: 71
- Obsolete (2.2 and lower): 15

Can you find Magento plugins in Google?



It doesn't work

Every category has got same URL.
Thus, Google cannot crawl and index it



Sabotage status

- ✓ Crawl budget – low
- ✓ Google is flooded with LQ content
- ✓ Google can't crawl a website



**"Don't let Google
understand your content"**



„Use Flash”

Google no longer supports
Flash websites.



Let's do...

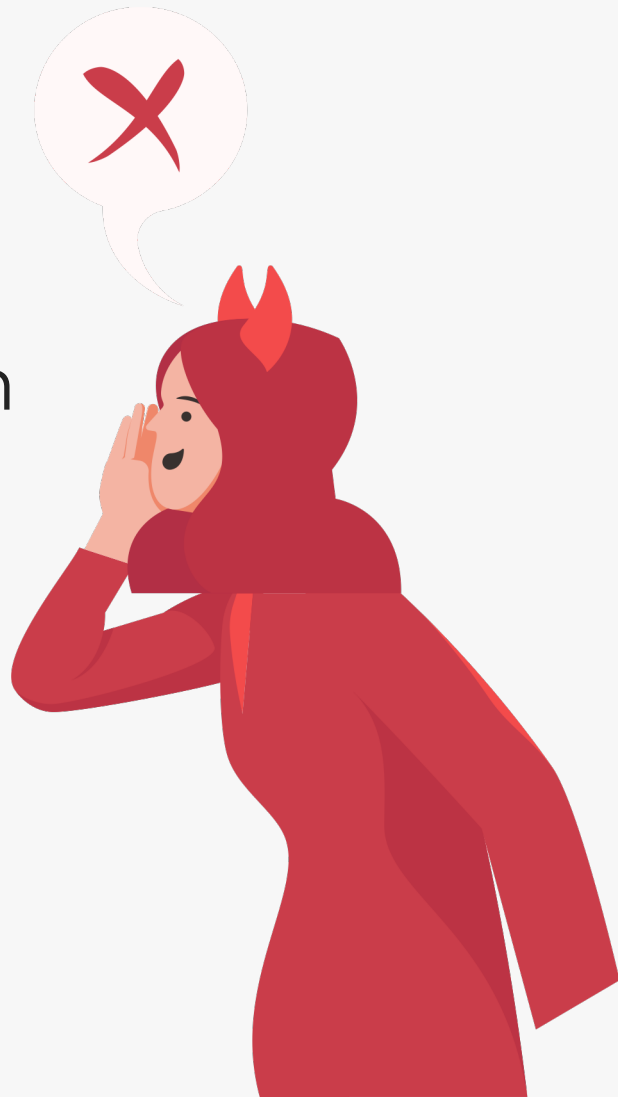


Use JavaScript



Bad piece of advice

„If you require user action (like clicking the button) to render the content, then Googlebot won't see it!”



**product description
not available
for Googlebot**



PRODUCT DETAILS

A card case in check and topstitched leather. The logo-tagged design features an expandable central slip compartment for additional cards or notes. The main material of this product is made with at least 30% bio-based materials. Bio-based materials are derived from renewable natural resources such as plants and castor oil.

10.5 x 7.5cm/4.1 x 3in

Outer: 75% thermoplastic polyurethane, 25% cotton

Trim: 100% leather

Lining: 100% polyester

Four exterior card slots, three interior card slots

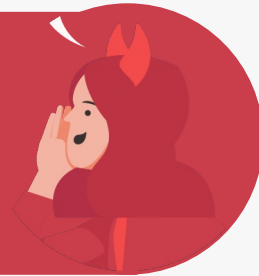
Hand-painted edges

Printed Burberry lettering at front

Imported

Item 80527951

„If you require user action (like clicking the button) to render the content, then Googlebot won't see it!"



Make sure the crucial content is available in the initial rendering!



Sabotage status

- ✓ Crawl budget – low
- ✓ Google is flooded with LQ content
- ✓ Google can't crawl a website
- ✓ Google can't see the content a website



**"Let bots spam
your website"**



Let bots spam our website



Dr. Marie Haynes

@Marie_Haynes

NSFW content in your comments can cause your entire page to be filtered by Safe Search.

search-off-the-record.libsyn.com/transcription-...

ueller: [00:19:05] Okay. So it sounds like if suddenly the comments of a site start indexed, it is something worth kind of looking at, but it's not probably not your priority to figure out like, do I need to, I don't know, clean out all of the comments of my old posts, it is like, it's okay to look at it, but it's not critical.

es: [00:19:27] Yeah, sure. I mean, there is one corner case where you probably want to look at it. And that's how many, for example, f-bombs, people drop in the comments. Sometimes the comments are because if you are writing about cookies, for example, let's say you're specifically, and there are a few thousand comments below your recipe that are R-rated, then that might easily confuse our SafeSearch algorithms, for example, if you have [00:20:00] content wouldn't do so well when SafeSearch is on in Google Search.

3:59 PM · Aug 4, 2020 · Twitter Web App





Hi) My name is Paula, I'm 24 years old) Beginning sex model) I like to be photographed in the nude) Rate my photos ---> <https://tiny.one/id574901>



My husband does not fuck me. I am looking for sex chat. Chat with me now: <https://ujeb.se/IDpEla>

The result?

Safe filter off	Safe filter on
<p>Google <input type="text" value="site:https://veoh.com/watch/v1740475qfCGkjn9"/></p> <p>All Images News Shopping Maps More Tools</p> <p>1 result (0.18 seconds) Google promotion</p> <p>Try Google Search Console www.google.com/webmasters/ Do you own veoh.com/watch/v1740475qfCGkjn9? Get indexing and ranking data from Google.</p> <p>https://www.veoh.com > watch · Translate this page</p> <p>Watch Videos Online Buster Keaton2 Veoh.com</p> <p> so funny! PaulaFox. Hi) My name is Paula, I'm 24 years old) Beginning sex model) I like to be photographed ... Veoh · Feb 12, 2019</p>	<p>Google <input type="text" value="https://veoh.com/watch/v1740475qfCGkjn9"/></p> <p>All Videos News Shopping Images More Tools</p> <p>Explicit results filtered with SafeSearch Learn more Undo</p> <p>Your search - https://veoh.com/watch/v1740475qfCGkjn9 - did not match any documents.</p> <p>Suggestions:</p> <ul style="list-style-type: none">• Make sure all words are spelled correctly.• Try different keywords.• Try more general keywords.• Try fewer keywords. 

Still not convinced?





Fabrizio Ballarini - Hiring wise.jobs

@Pechnet



When your content triggers an adult filter 🚫🚫🚫🚫

1 image and one "adult" word repeated caused this in an article. Site went back when I removed it from the article.

If you want to rank, don't swear.

* not TransferWise

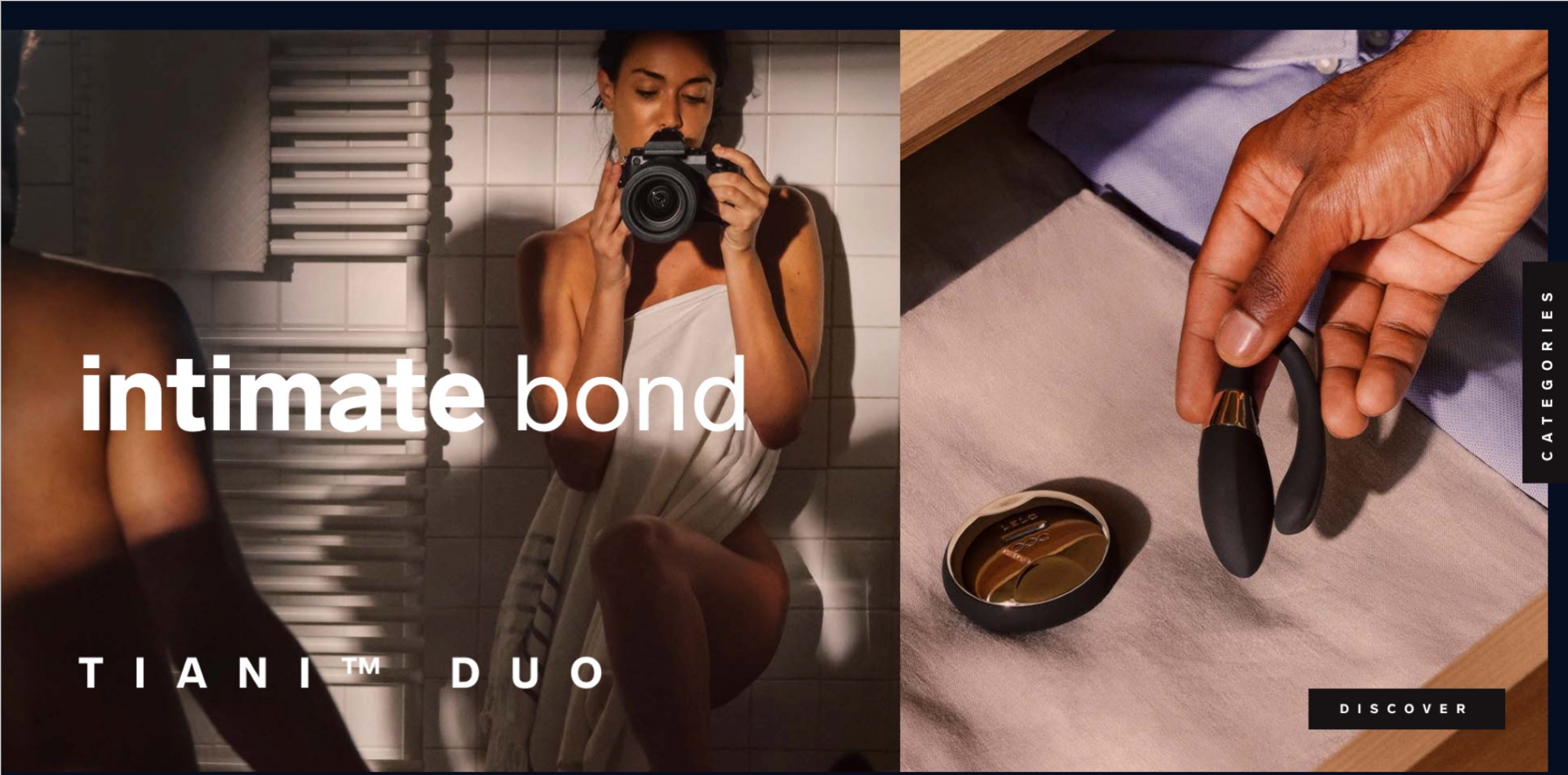
** @bill_slawski obviously covered this long ago



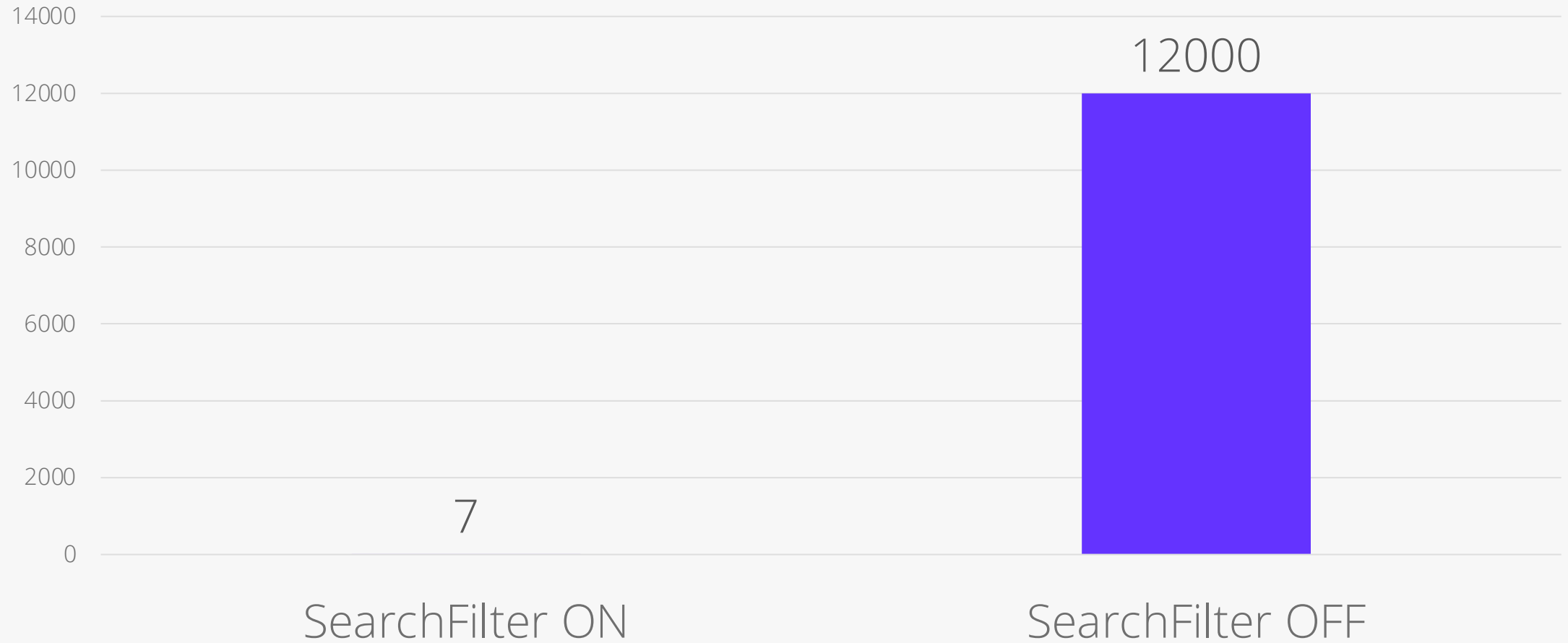
9:41 PM · Aug 6, 2020 · Twitter Web App

FREE DISCREET SHIPPING ON ALL ORDERS

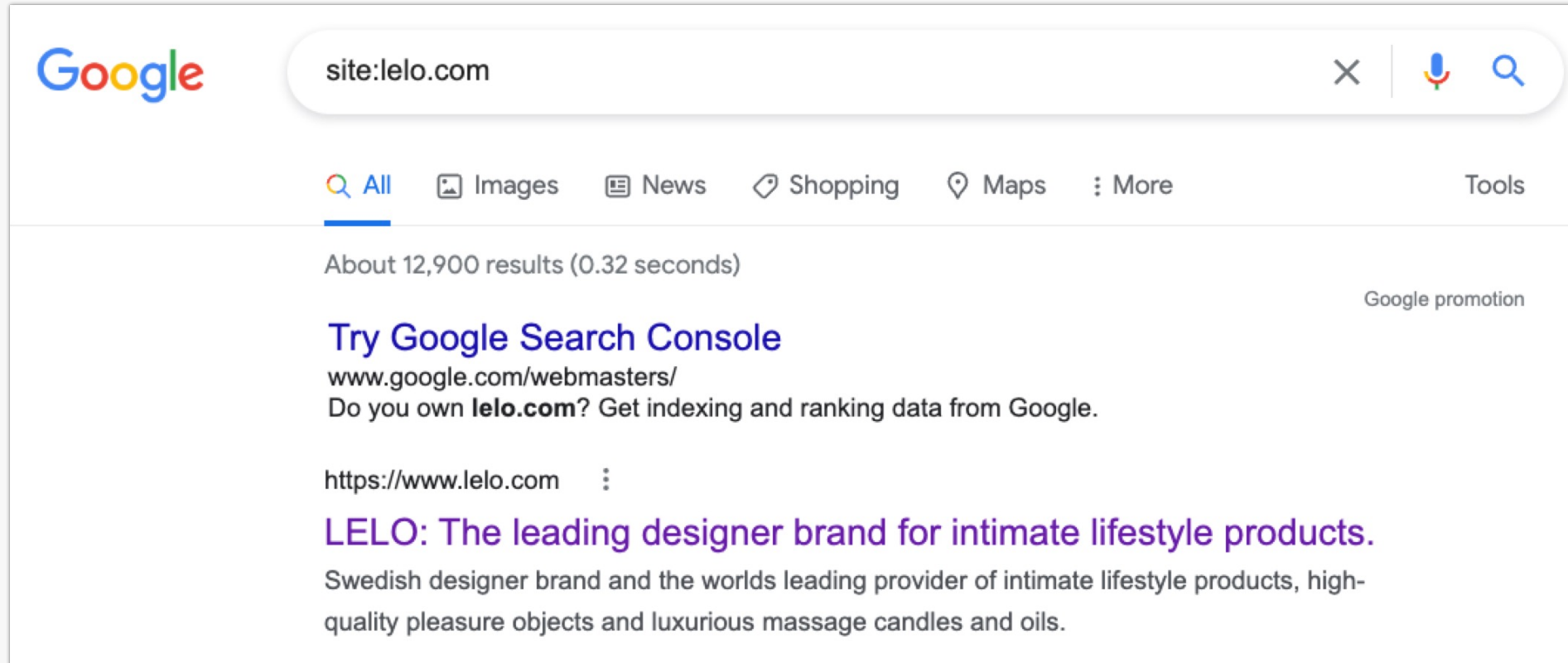
SHOP NOW



Number of Lelo.com pages shown to Google users

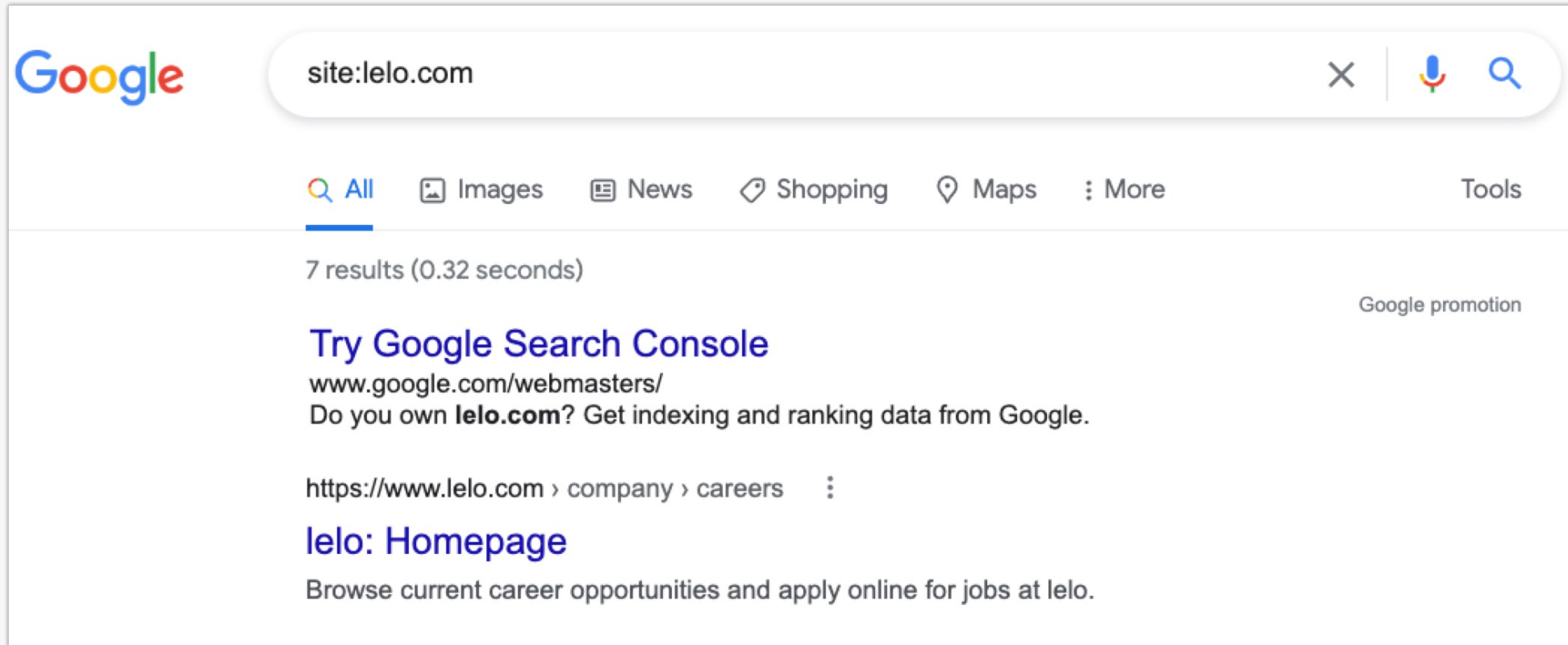


SafeSearch filter **OFF**



The screenshot shows a Google search interface. The search bar contains the query 'site:lelo.com'. Below the search bar, navigation tabs for 'All', 'Images', 'News', 'Shopping', 'Maps', and 'More' are visible, with 'All' selected. The search results show 'About 12,900 results (0.32 seconds)'. A 'Google promotion' is displayed, featuring a link to 'Try Google Search Console' with the URL 'www.google.com/webmasters/'. Below this, a search result for 'https://www.lelo.com' is shown with a purple title: 'LELO: The leading designer brand for intimate lifestyle products.' and a description: 'Swedish designer brand and the worlds leading provider of intimate lifestyle products, high-quality pleasure objects and luxurious massage candles and oils.'

SafeSearch filter **ON**



The screenshot shows a Google search interface. The search bar contains the text "site:lelo.com". Below the search bar, the navigation menu includes "All", "Images", "News", "Shopping", "Maps", and "More". The search results show "7 results (0.32 seconds)". The first result is a "Google promotion" titled "Try Google Search Console" with the URL "www.google.com/webmasters/" and the text "Do you own lelo.com? Get indexing and ranking data from Google." The second result is a breadcrumb trail "https://www.lelo.com > company > careers" followed by the title "lelo: Homepage" and the text "Browse current career opportunities and apply online for jobs at lelo."



Let's talk about JavaScript



Story of our client



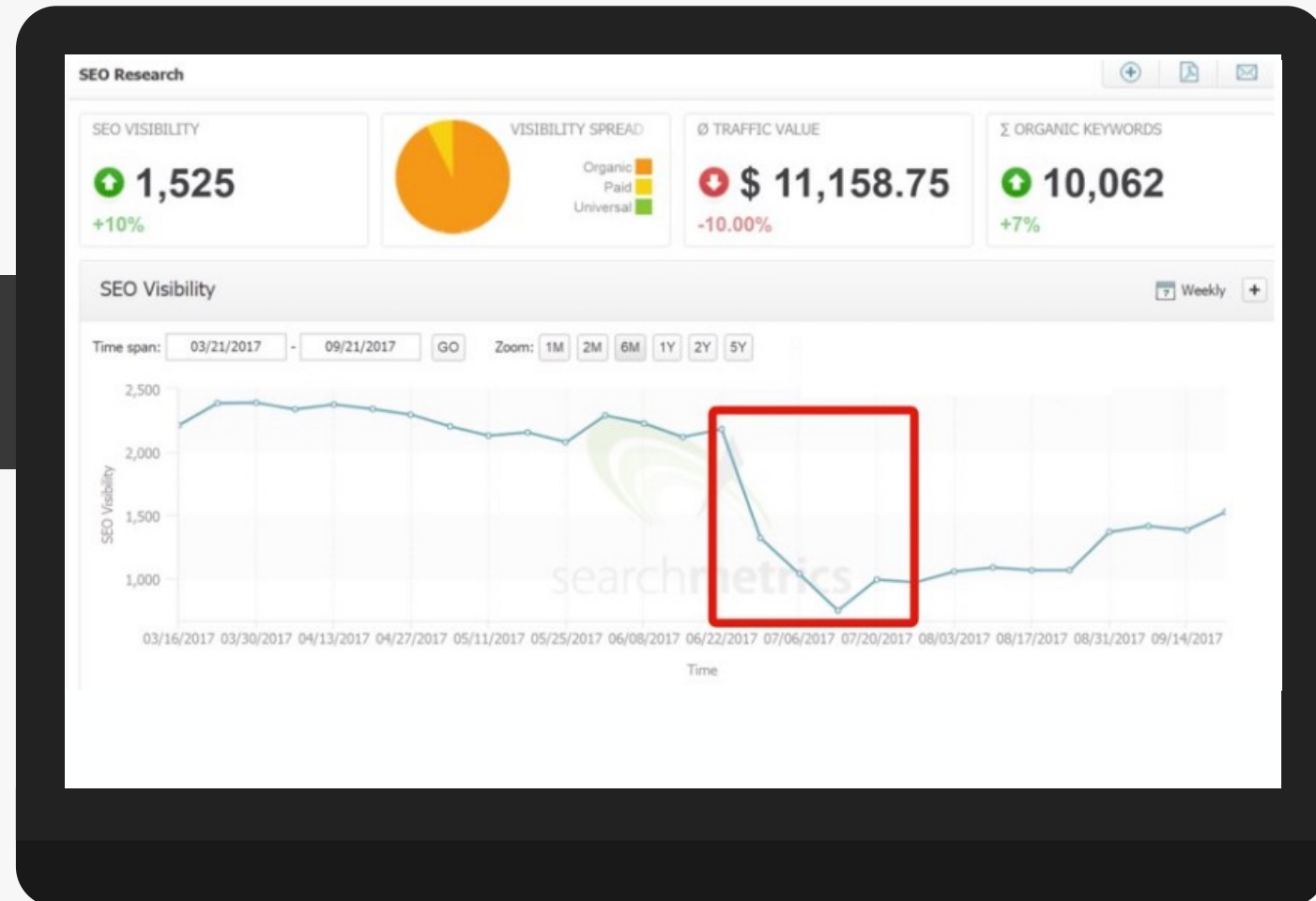
Tomek, can you check these websites?

Sure



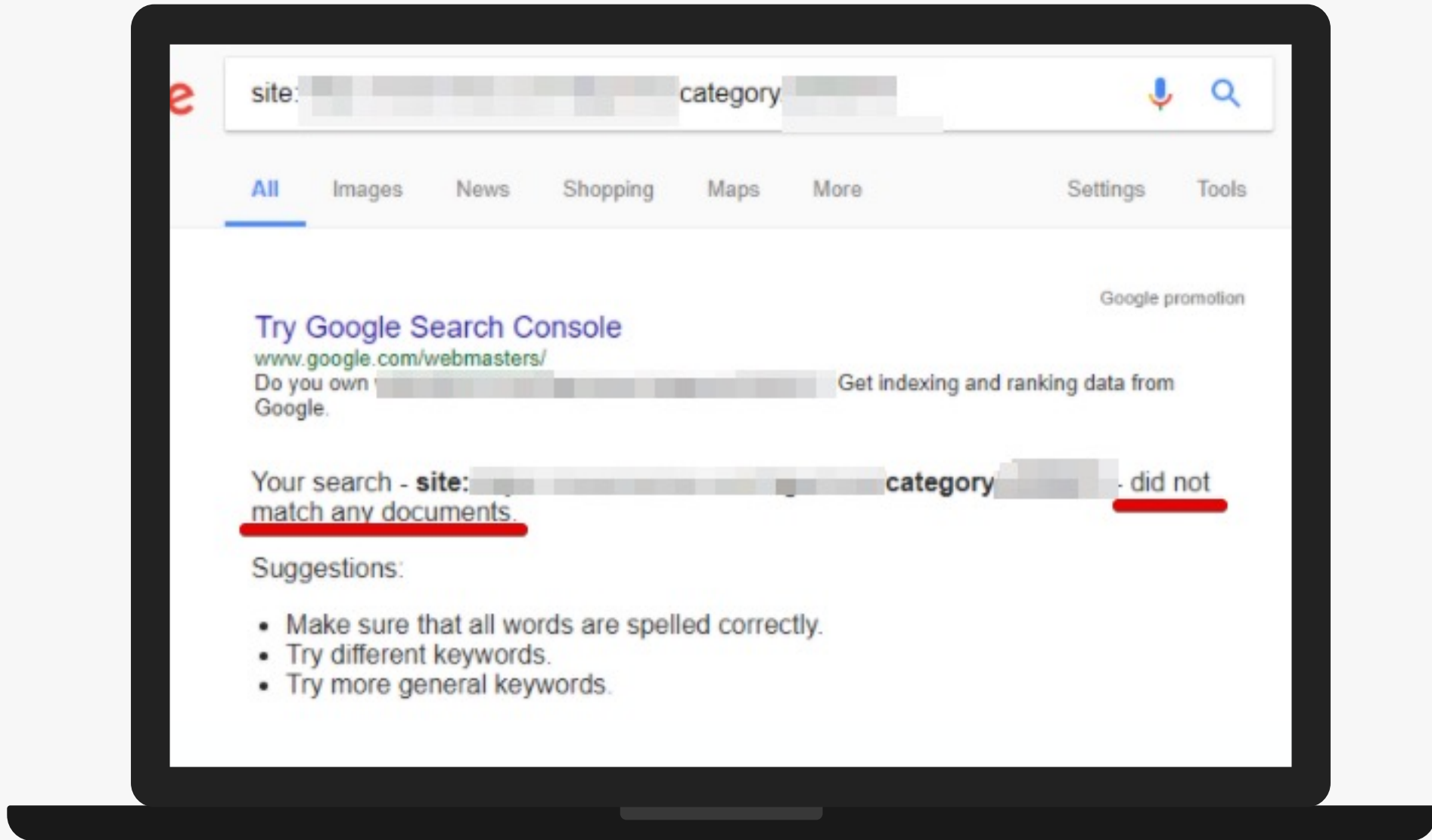
Visibility drops

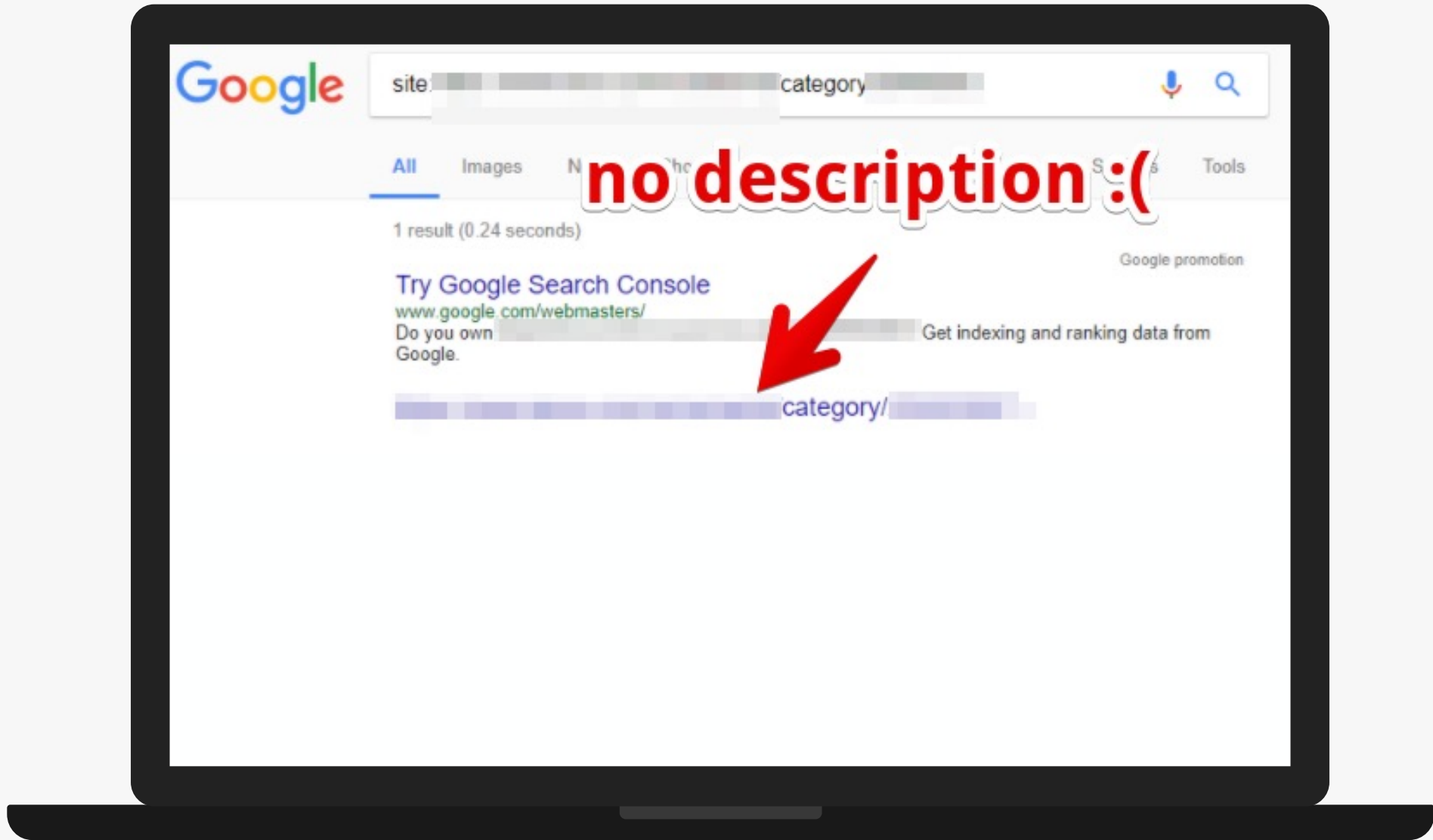
Ranking drop





Google
Analytics







Empty page



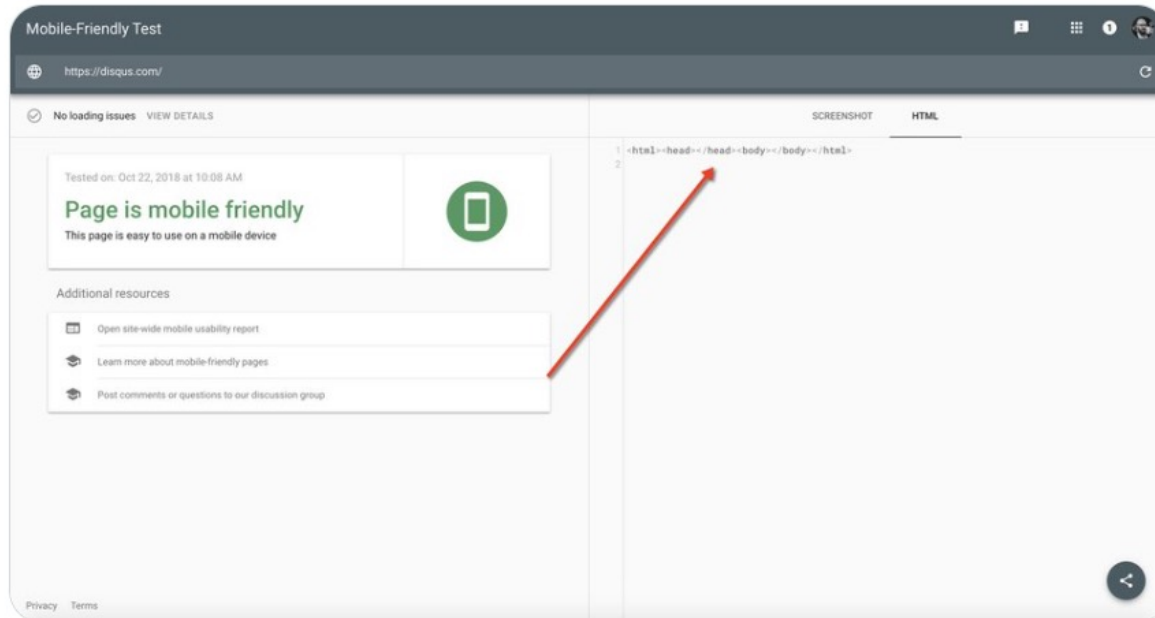


Bartosz Góralewicz 🇺🇵

@bart_goralewicz



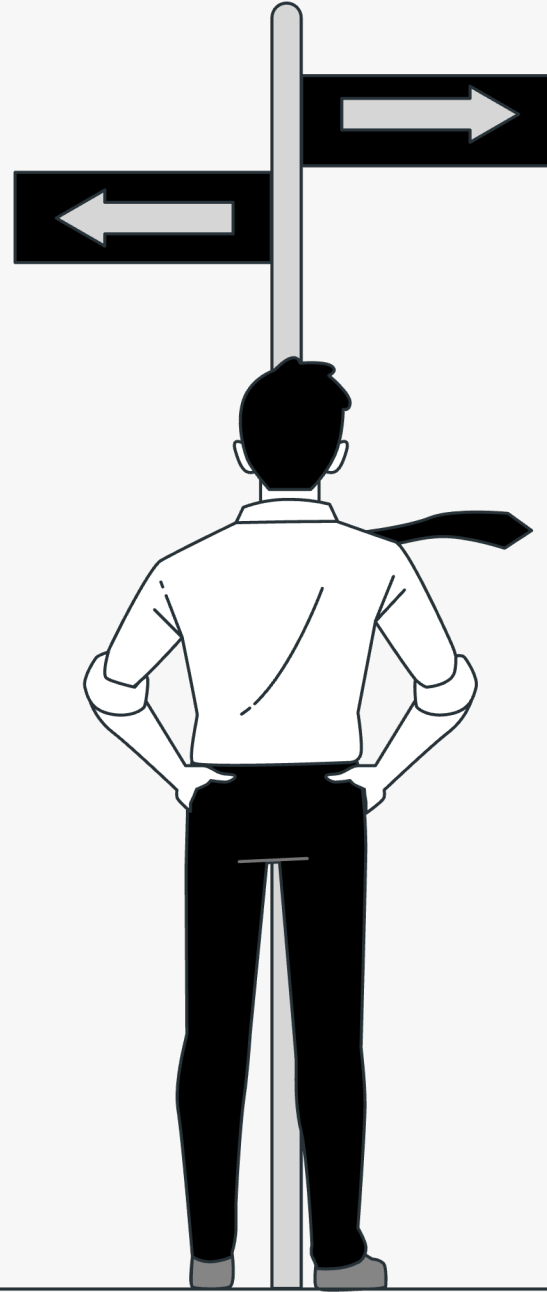
@disqus - FYI you guys have a massive prerendering issue :O your whole website's code is `<html><head></head><body></body></html>` H/T @TomekRudzki



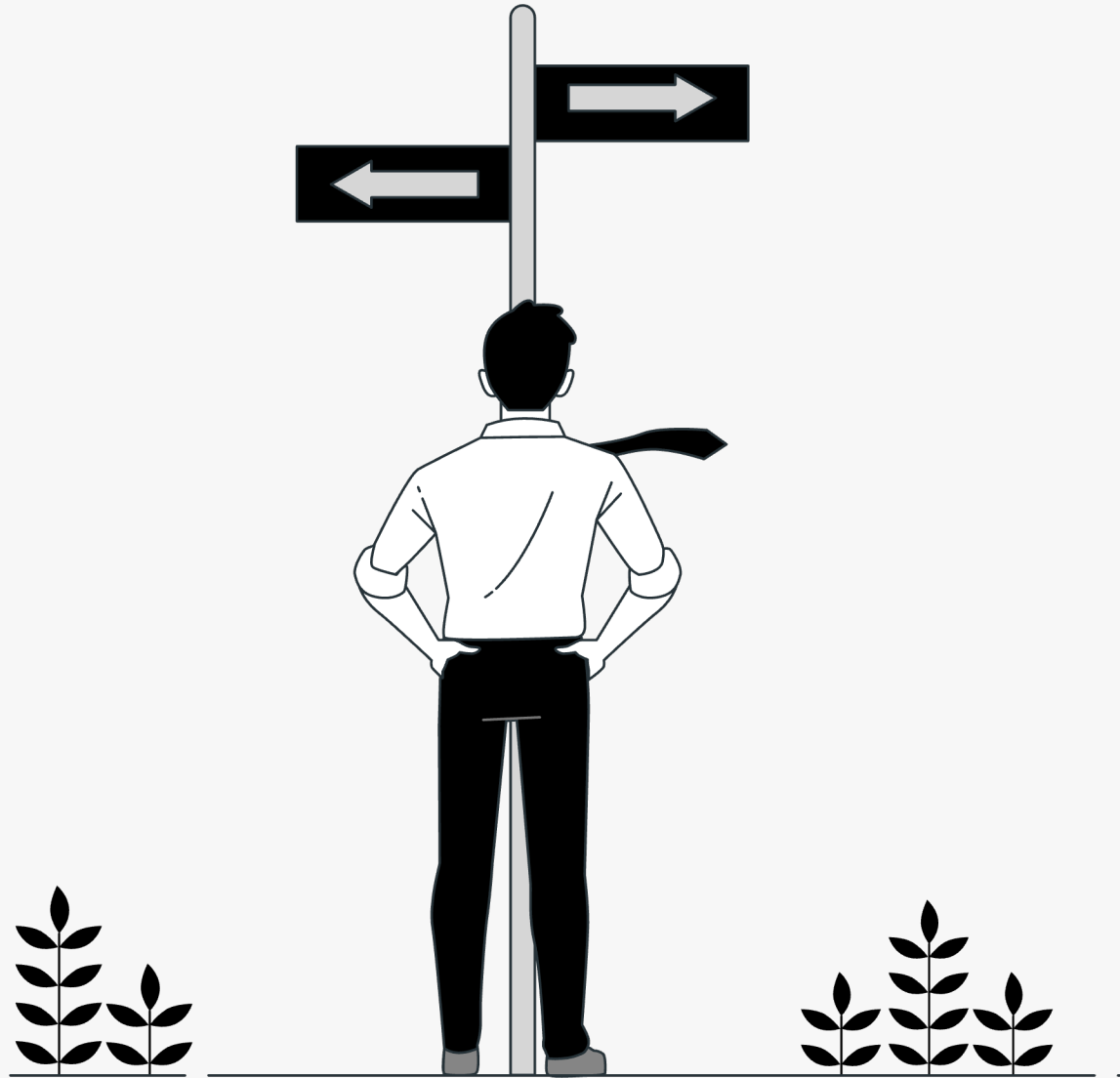
11:28 AM · Oct 22, 2018 · Twitter Web Client

1 Retweet 1 Quote Tweet 13 Likes

Remember: dynamic rendering creates two paths

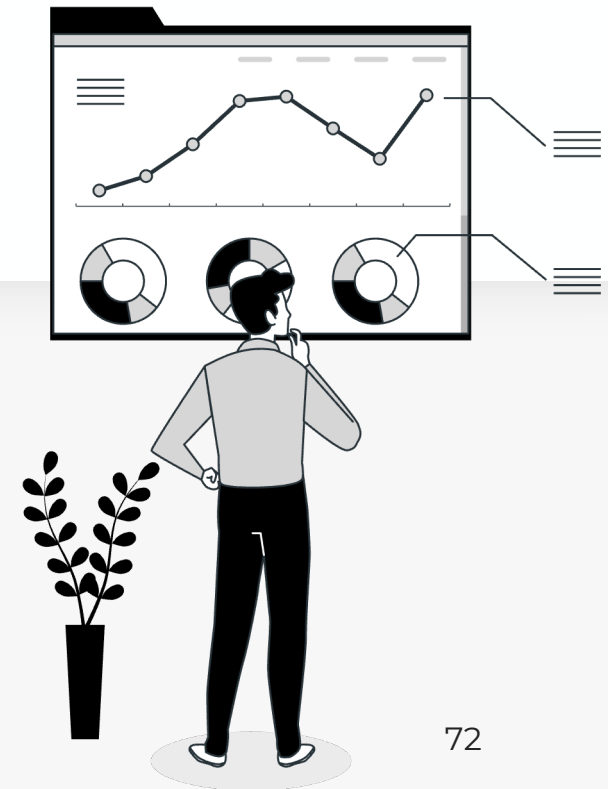


What about **Mobile-first** indexing?



First element of the audit

Check if a website is using dynamic rendering
and the differences between mobile and desktop



As a **bonus** for you...



TheSEOPlaybook.com

10 USD OFF
for my SEO ebook!

Use the code

FriendsOfSearch or **FoS**



ZipTie.dev

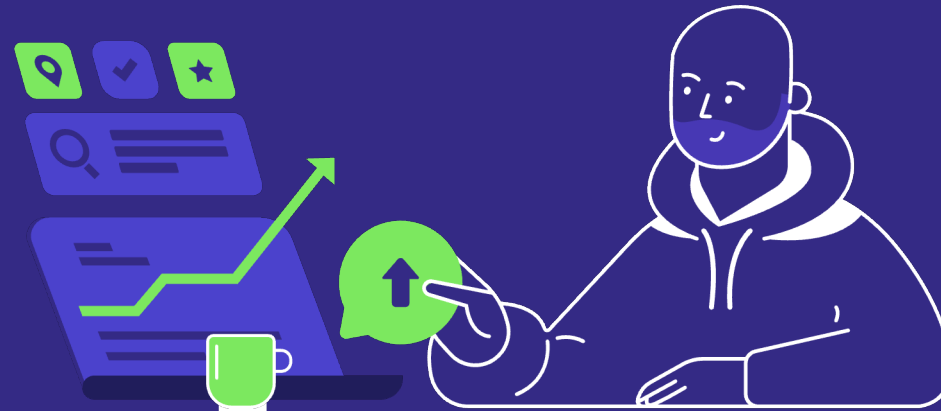
- indexing checking platform

Use **Ziptie.dev/fos**

Code: **fos**

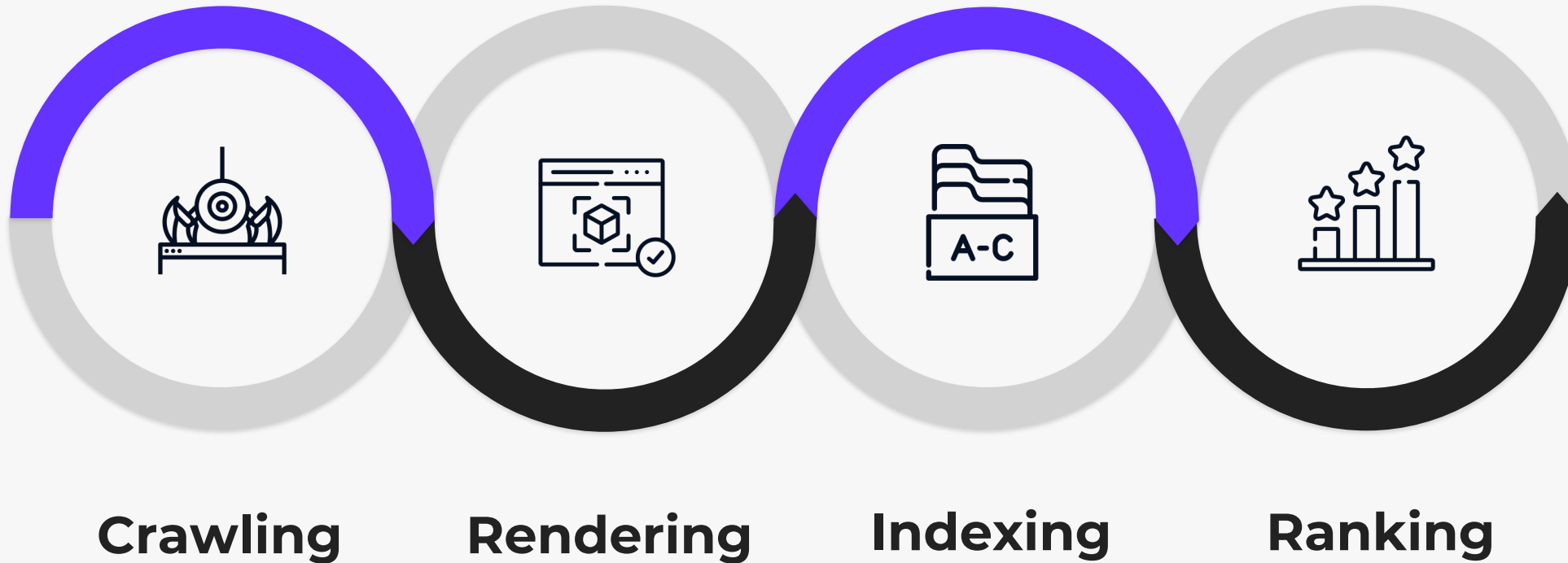
20k credits for free!





Thank you

How does Google work?





**"Lower your
crawl budget"**



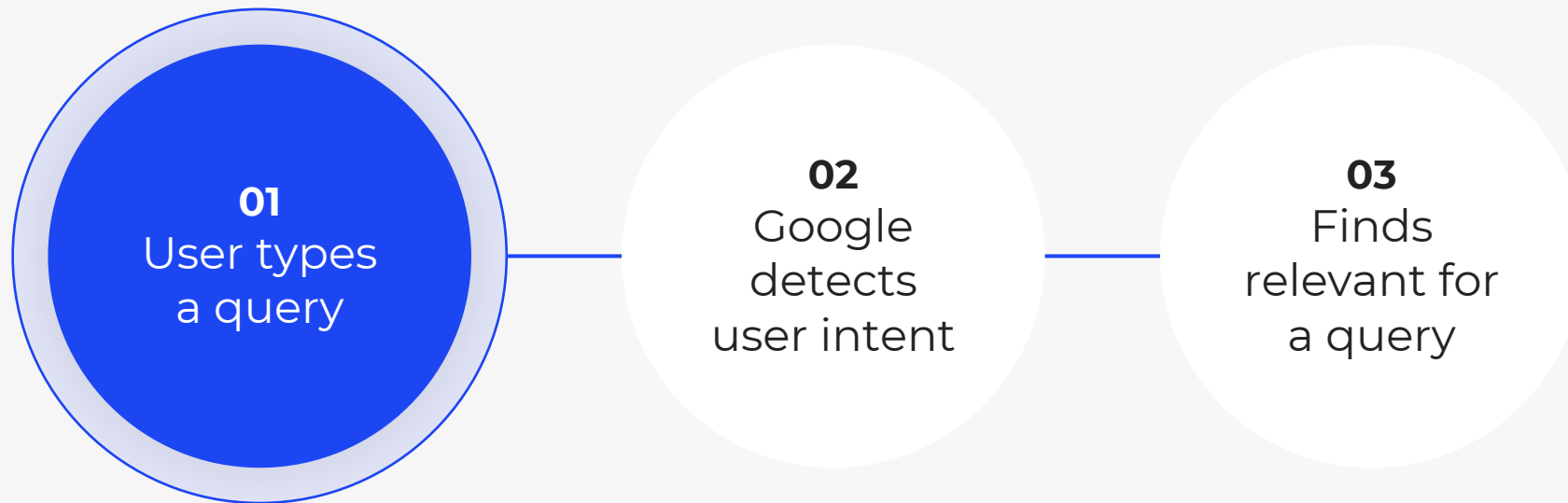
**Do you
love Amsterdam?**



"If Google spends too much time crawling URLs that aren't appropriate for the index, **Googlebot might decide that it's not worth the time** to look at the rest of your site"

How search **work**?

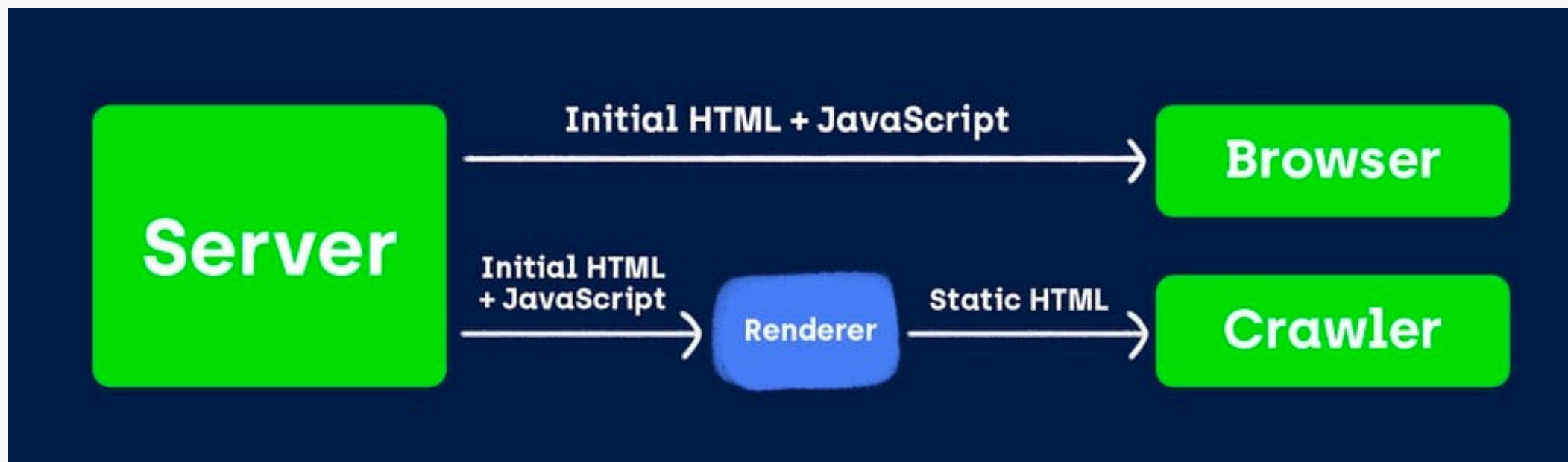
A CRASH COURSE



Google recommends dynamic rendering for JavaScript websites

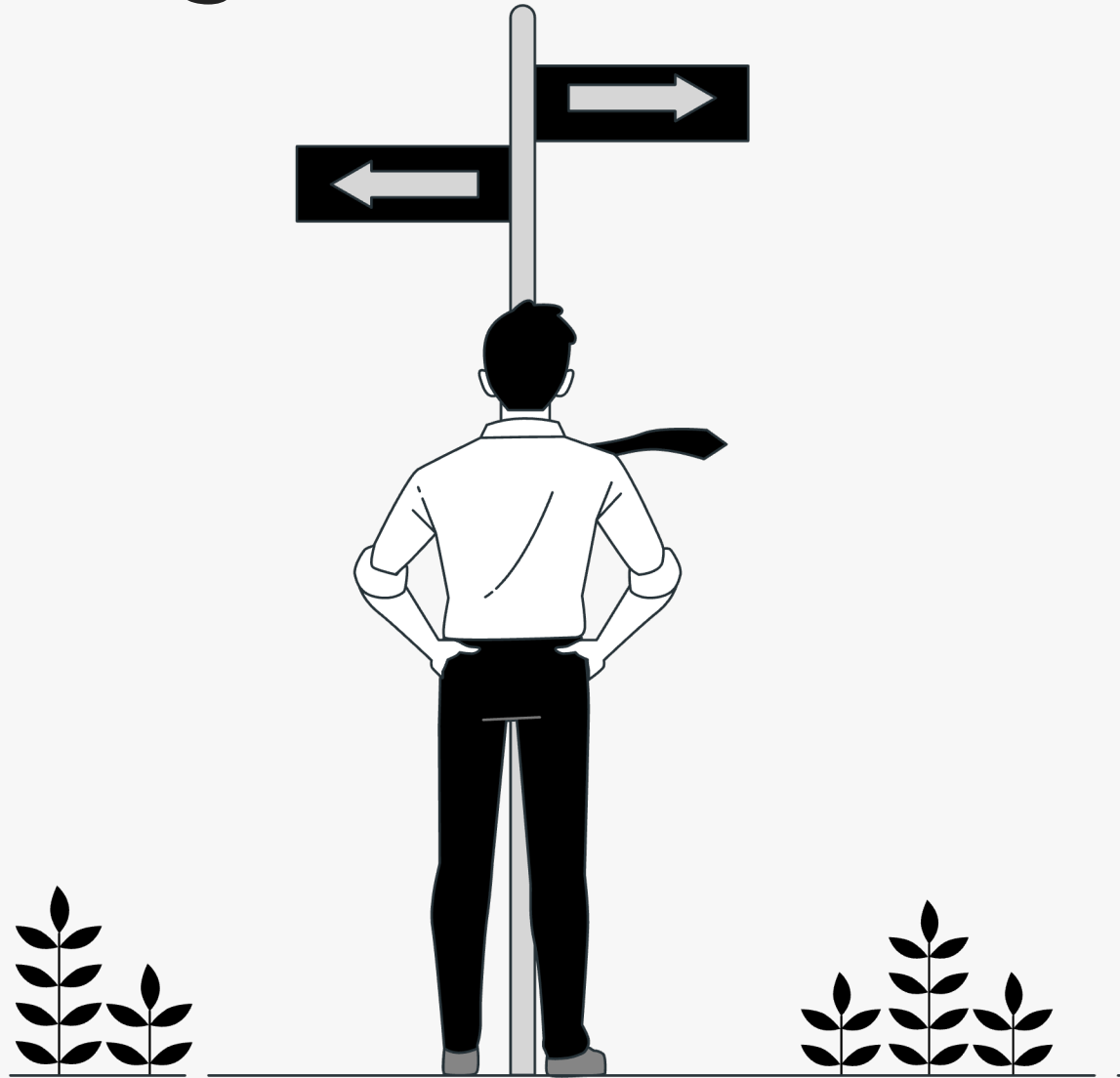
"Currently, it's difficult to process JavaScript and not all search engine crawlers are able to process it successfully or immediately. In the future, we hope that this problem can be fixed, but in the meantime, we recommend dynamic rendering as a workaround solution to this problem. Dynamic rendering means switching between client-side rendered and pre-rendered content for specific user agents."

Dynamic rendering



The Road Not Taken

– **Dynamic rendering**



But that means **users may get different content** than Googlebot!

