An introspection of Technical SEO

How we sabotage our SEO

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Warning!
How we sabotage our SEO

Tomek Rudzki
User-agent: *
Disallow: *
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

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Our client’s story

Discovered - currently not indexed
Status: Excluded

Affected pages
738K
Our client’s story
Our client’s story
Our client’s story
Our client’s story
Crux – Page Speed Insights

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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

Search pages lost their organic visibility
Gifs gained organic visibility (slightly)

Ranking drop
Pinterest’s **Visibility drops**

**Ranking drop**
Giphy's Visibility Drops: Conspiracy or Consequence?

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How to handle low quality content

The Quora’s way
How to handle **LQ content**?
Quora’s solution

How to handle low quality content
How does Quora handle low quality content?

Tomek, want an answer to this question?
Requests help you get answers to your question.

See the Quora Product Updates space for the latest information about product updates.
Low Quality content **is blocked** in robots.txt
Let’s talk about Magento
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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"
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
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

NSFW content in your comments can cause your entire page to be filtered by Safe Search.
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.s.e/IDpElA
The result?

![Google search comparison with Safe filter off and on](image)
Still not convinced?
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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

![Chart showing data on total clicks and impressions over time](chart.png)

9:41 PM - Aug 6, 2020 - Twitter Web App
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Number of Lelo.com pages shown to Google users

SearchFilter ON

SearchFilter OFF

12000

7

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SafeSearch filter OFF

About 12,900 results (0.32 seconds)

Try Google Search Console
www.google.com/webmasters/
Do you own lelo.com? Get indexing and ranking data from Google.

https://www.lelo.com

LELO: The leading designer brand for intimate lifestyle products.
Swedish designer brand and the world’s leading provider of intimate lifestyle products, high-quality pleasure objects and luxurious massage candles and oils.
SafeSearch filter **ON**

![Google search result for lelo.com](image)

**Try Google Search Console**  
www.google.com/webmasters/  
Do you own lelo.com? Get indexing and ranking data from Google.

https://www.lelo.com › company › careers  
lelo: Homepage  
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

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Empty page
@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
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....
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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?

Crawling
Rendering
Indexing
Ranking
if you have a page that uses a considerable amount of server cpu when accessed - maybe because database queries? - you need to fix/optimize that. if Googlebot uses up your server quota because it fetches that page, that's on you, not on Googlebot.
"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

1. **User types a query**
2. **Google detects user intent**
3. **Finds relevant for a query**
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

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The Road Not Taken
– Dynamic rendering

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