

Headless SEO

8 steps to survival



Lidia Infante
Head of SEO @ SurveyMonkey

So, about SEO...

Lidia Infante | Head of SEO at SurveyMonkey





Lidia Infante | Head of SEO at SurveyMonkey

**Recognise
this man?**

Lidia Infante | Head of SEO at SurveyMonkey



**20 years
later...**

Lidia Infante | Head of SEO at SurveyMonkey



What is **headless** **SEO**?

Headless SEO

[noun] *'hɛdlɪs ɛs iː əv*

Headless SEO refers to the unique processes required to optimise content for search **using a headless CMS.**

First, what is a headless CMS?

Traditional CMS



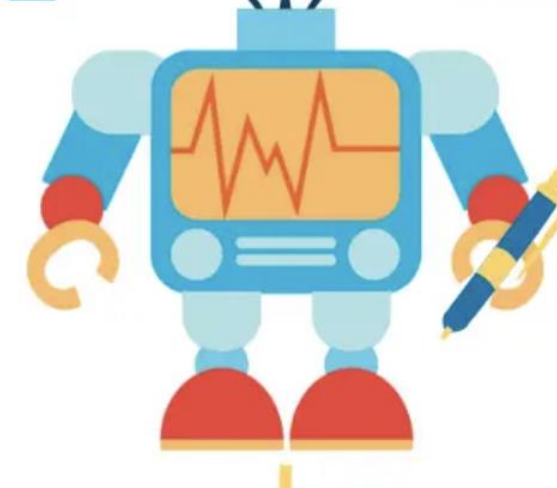
Headless CMS

PRESENTATION



ADMIN

DATABASE



Challenges:

**SEO-Dev relations
need to level up**



Developer

SEO

Lidia Infante | Head of SEO at SurveyMonkey

How is headless
SEO **different**?



1

Headless SEO starts with content modelling

“Content modelling is the process of defining the types of content needed, the attributes of each one, and the relationships between them.”

Carrie Hane



“**Content** modelling is the process of defining the **types** of content needed, the **attributes** of each one, and the **relationships** between them.”

Carrie Hane





**In charge of
groceries**

**Gets real
*hangry***

≡ SHOPPING LIST GENERATOR ≡

≡ SHOPPING LIST GENERATOR ≡



≡ SHOPPING LIST GENERATOR ≡

Shopping list

Recipes []



Ingredients []

Recipe

- Ingredients []

- Cooking time

- Instructions

- Image

- Nutritional info

≡ SHOPPING LIST GENERATOR ≡

Shopping list

Recipes []



Ingredients []

Recipe

- Ingredients []

- Cooking time

- Instructions

- Image

- Nutritional info

Ingredient

- Nutritional info

- Pantry staples Y/N

- Allergen info

- Vegetarian Y/N

≡ SHOPPING LIST GENERATOR ≡

Shopping list
Recipes []
↓
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Recipe
- Ingredients []
- Cooking time
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- Image
- Nutritional info

Ingredient
- Nutritional info
- Pantry staples Y/N
- Allergen info
- Vegetarian Y/N

Data sources:

- Ingredients database
- Recipe database

≡ SHOPPING LIST GENERATOR ≡

Shopping list

Recipes []



Ingredients []

**SUPERMARKET
APIs**

Recipe

- Ingredients []

- Cooking time

- Instructions

- Image

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Ingredient

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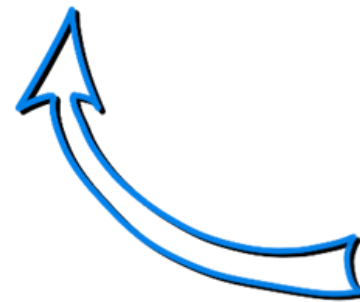
- Allergen info

- Vegetarian Y/N

Data sources:

- Ingredients database

- Recipe database



Advantage:

**Adding structured
data is easier**



2

Omnichannel content distribution

Search behaviour is changing

SEARCH

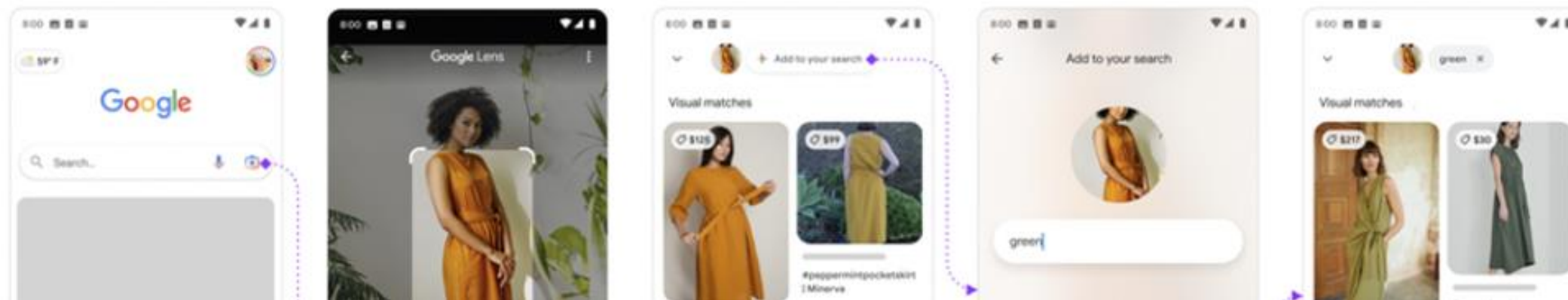
Go beyond the search box: Introducing multisearch

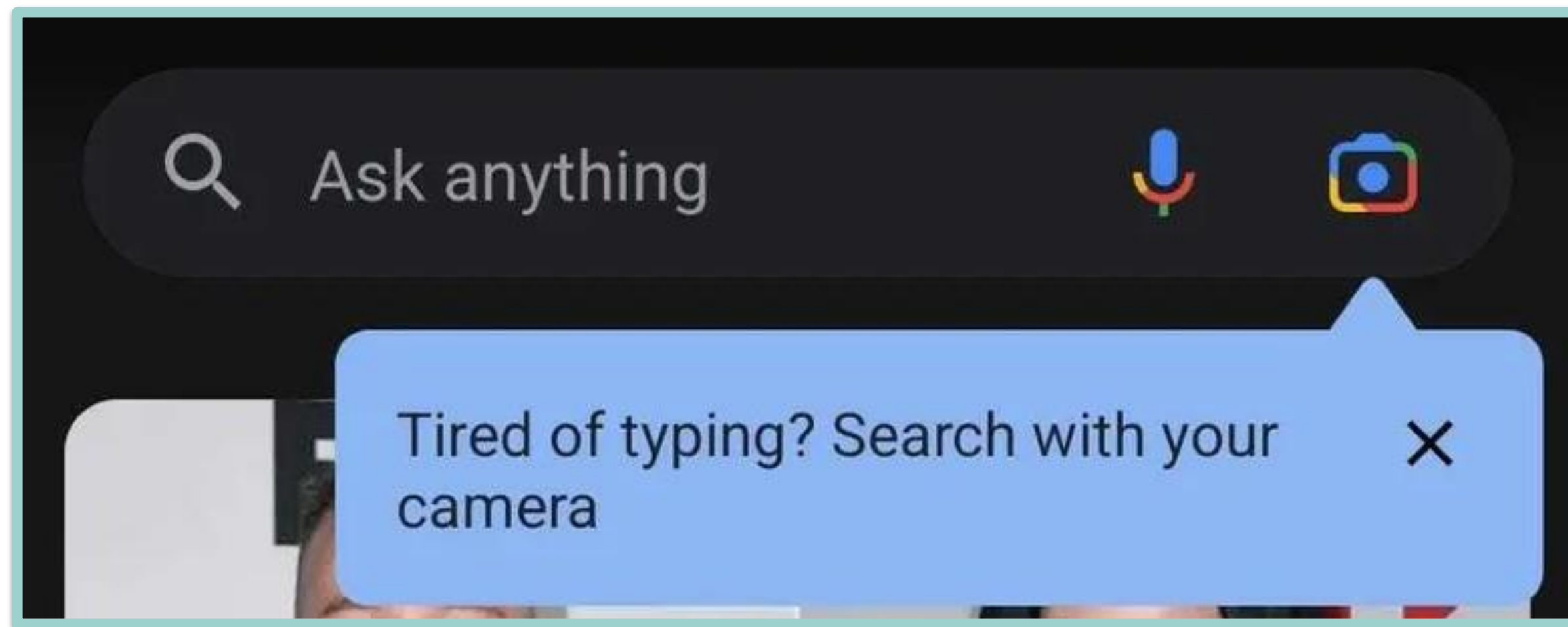
Apr 07, 2022 · 2 min read



Belinda Zeng
Product Manager, Search

 Share





“People now use Lens for **12 billion visual searches a month** — a 4x increase in just two years.”

Google exec suggests Instagram and TikTok are eating into Google's core products, Search and Maps

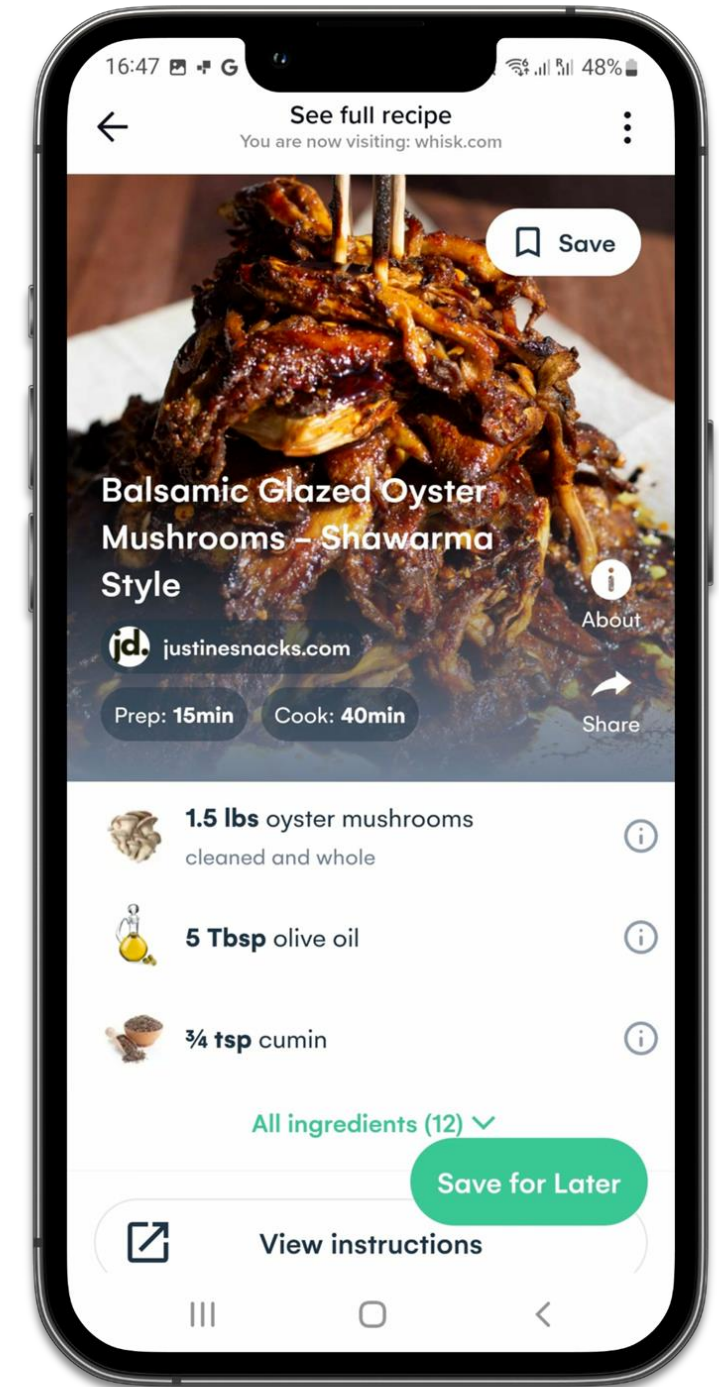
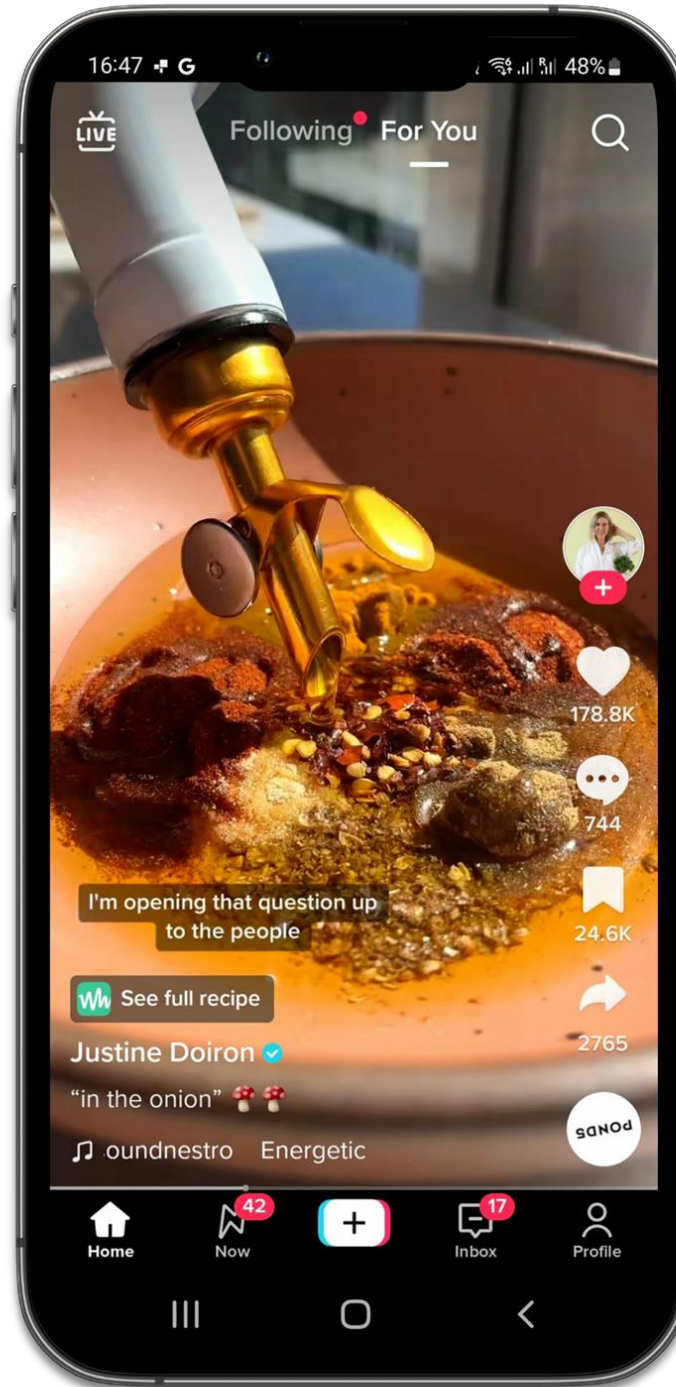
Sarah Perez @sarahintampa / 10:57 PM GMT+1 • July 12, 2022

Comment



Content reusability becomes key for SEO

Tiktok integrations



Inconsistent content damages your brand

3

**No guardrails or
plugins**



SCHEMA PRO

WP ROCKET



yoast

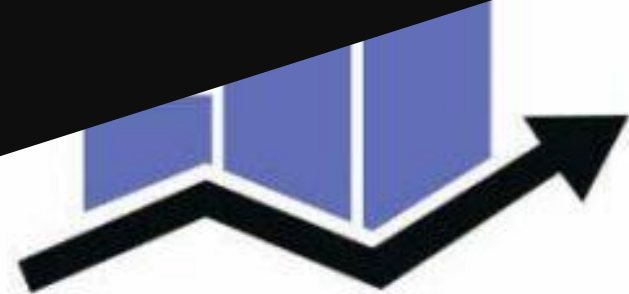


SCHEMA PRO

WP PRO



LOL NO



RankMath

yoast

Headless CMSES are built for composability

**Think of connecting
systems through an
API**

Is headless **better**
for SEO?



Challenge:
**No technical
guardrails**

Advantage:
Fewer limitations



1

Content reuse across channels



2

Complex international SEO setups



3

Large e-commerce sites

Surviving headless SEO

An 8-steps checklist

Pro tip:

**Audit the admin layer
and the front end
separately**



1

**Request an editable
slug field**



2

**Provide a pleasant
editing experience**

**Users enjoy a Word-
like interface**

Edit and signpost the CMS to avoid errors



3

**Include indexing
control**

Pro tip:

**Limit what users can
change the meta
robots tag**



4

**Check all the key meta
tags**

**You'll have to put the
head in headless**

Check for:

- Title
- Meta description
- Meta robots
- Language tags
- Viewport
- Open Graph tags

Advantage:

**You can include
validation rules**



5

Set out rules for canonical URLs

**Use absolute URLs,
including domain &
protocol**

Define **only one
canonical per page**

Check in with your dev team in bigger sites



6

Define your XML sitemap setup

XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 12 sitemaps.

Sitemap	Last Modified
https://www.pikaramagazine.com/post-sitemap.xml	2022-09-27 09:36 +00:00
https://www.pikaramagazine.com/post-sitemap2.xml	2017-03-08 07:55 +00:00
https://www.pikaramagazine.com/post-sitemap3.xml	2020-05-07 08:38 +00:00
https://www.pikaramagazine.com/post-sitemap4.xml	2021-04-06 09:23 +00:00
https://www.pikaramagazine.com/post-sitemap5.xml	2021-12-22 08:23 +00:00
https://www.pikaramagazine.com/post-sitemap6.xml	2022-09-27 09:36 +00:00
https://www.pikaramagazine.com/page-sitemap.xml	2022-09-23 08:03 +00:00
https://www.pikaramagazine.com/category-sitemap.xml	2022-09-27 09:36 +00:00
https://www.pikaramagazine.com/post_tag-sitemap.xml	2022-09-27 09:36 +00:00
https://www.pikaramagazine.com/product_cat-sitemap.xml	2022-09-12 09:59 +00:00
https://www.pikaramagazine.com/product_tag-sitemap.xml	2022-09-12 08:36 +00:00
https://www.pikaramagazine.com/author-sitemap.xml	2022-09-27 10:23 +00:00

Create a set of validation rules

URLs must:

- Respond 200
- Be indexable
- Be canonical

Understand how and when it gets updated



7

Validate your headings hierarchy

It's key for
accessibility

You can build a module library

**Or create a rule on
the front end**



8

Perform a parity audit

**These sites tend to be
quite JS-heavy**

Remember:

**Google doesn't scroll
or click**

**All your key content
must be present on
the rendered source**

Check for mismatches in:

- Meta data
- Canonicals
- Content
- Links

A photograph of two hands reaching towards each other against a blue sky with white clouds. The hands are positioned on the left and right sides of the frame, with the fingers slightly curled as if about to clasp. The background is a bright, clear sky with scattered, soft white clouds. The overall mood is positive and hopeful.

Thank you!