



Technical SEO in the Real World

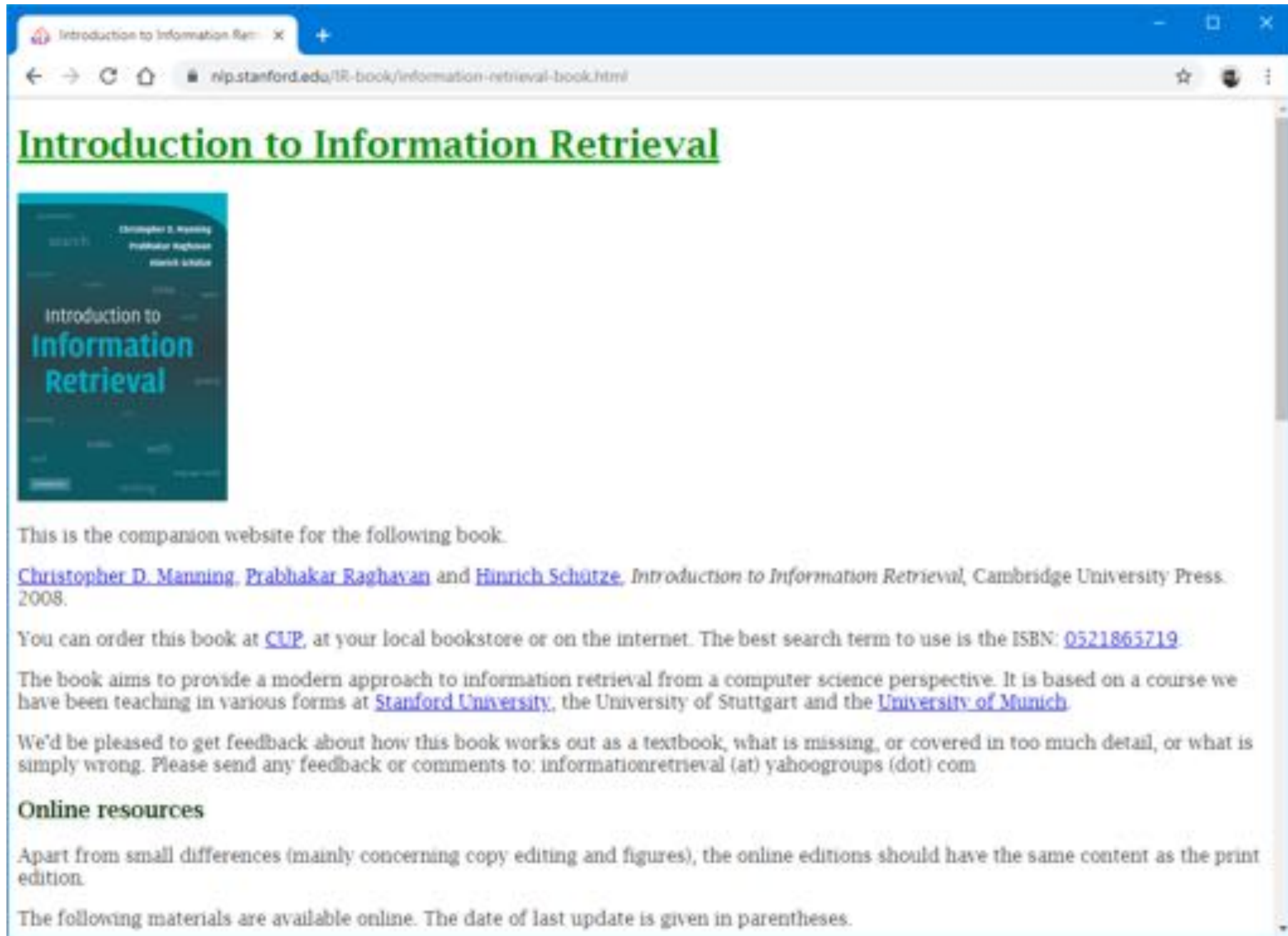
Barry Adams

P A R E N T A L
A D V I S O R Y
E X P L I C I T C O N T E N T

“This guy is a dick.”

- A client's lead dev

What is 'Technical SEO?'



Web Search Engines



Crawler



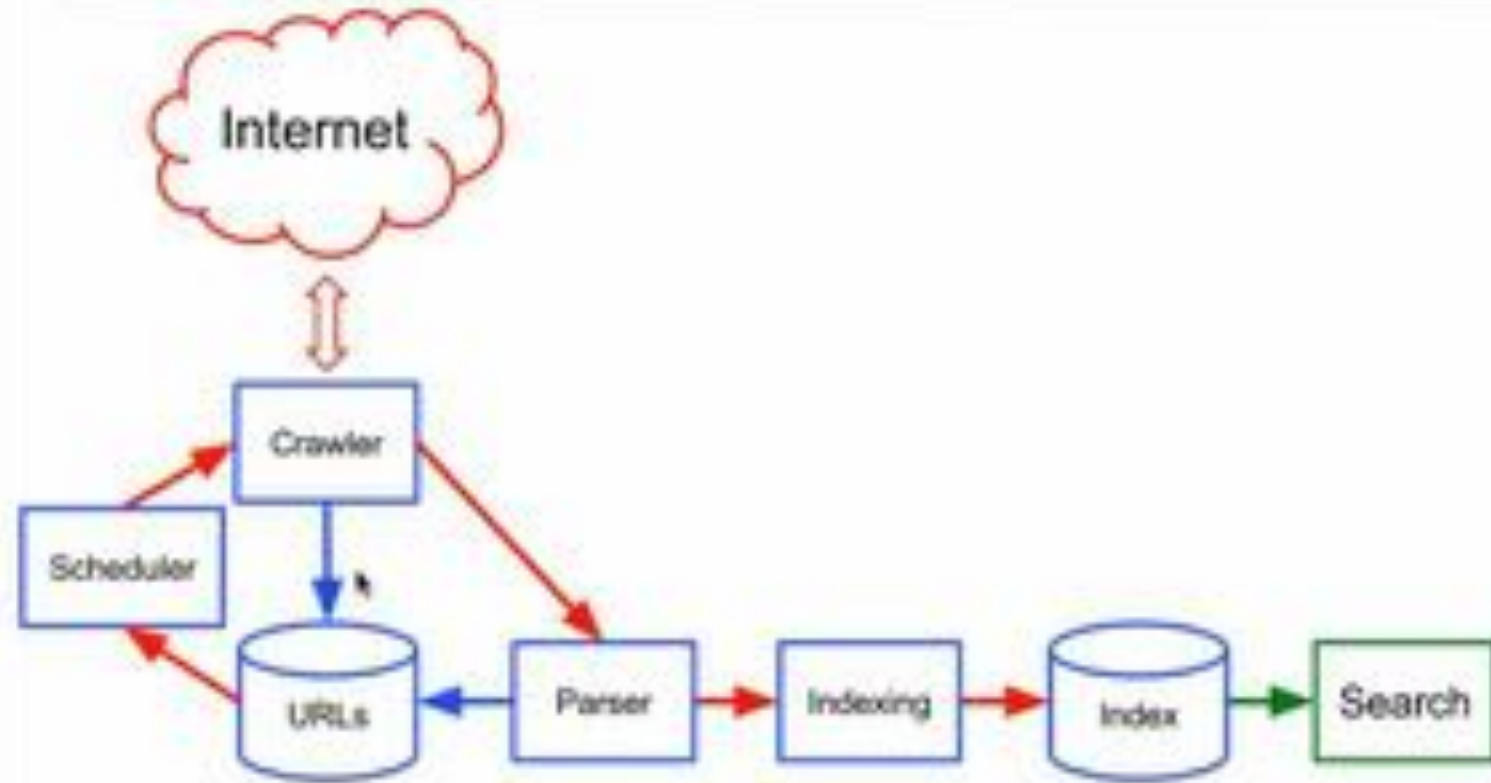
Indexer



Ranker

The Pipeline (simplified)

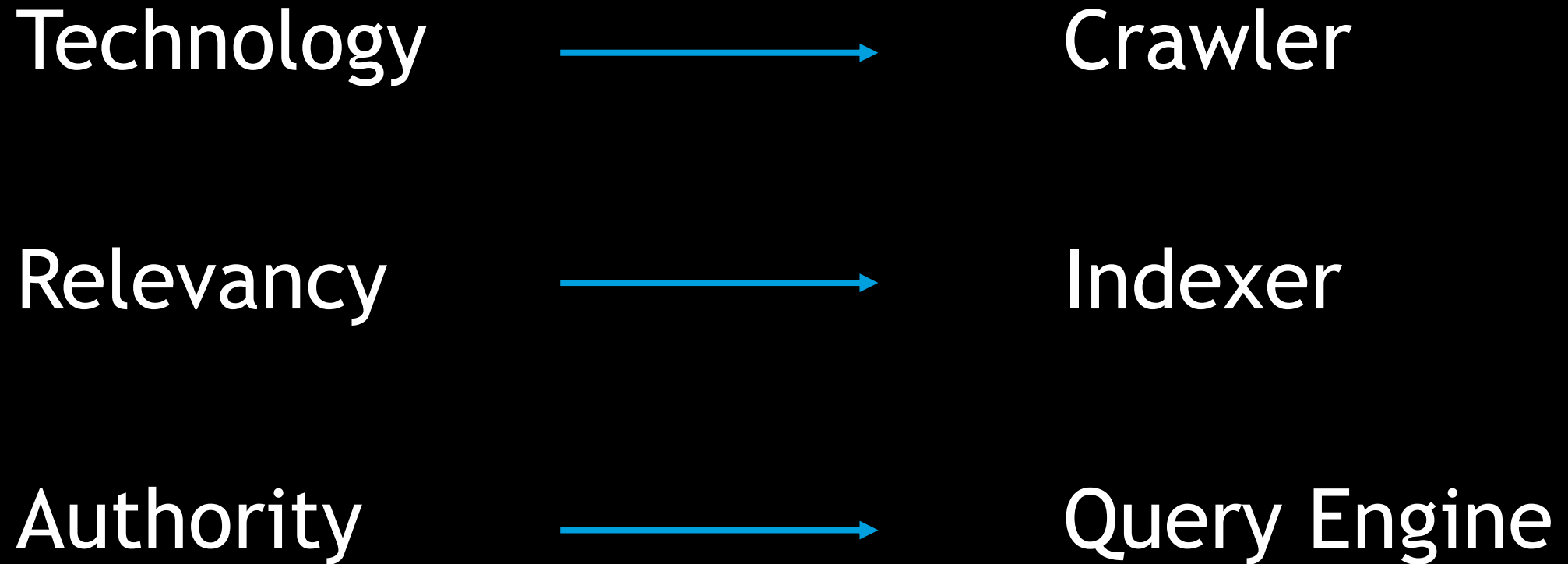
Google



The Three Pillars of SEO



Relation to Web Search

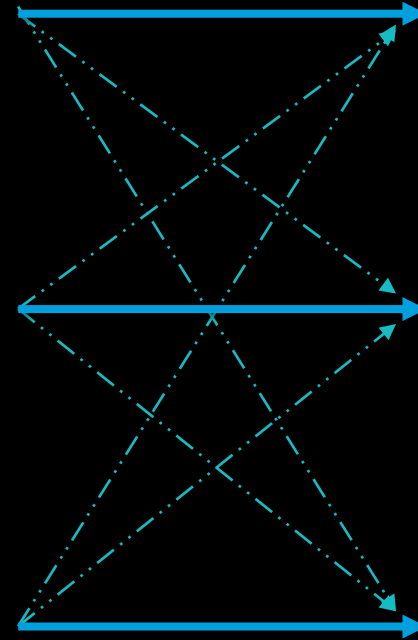


Relation to Web Search

Technology

Relevancy

Authority



Crawler

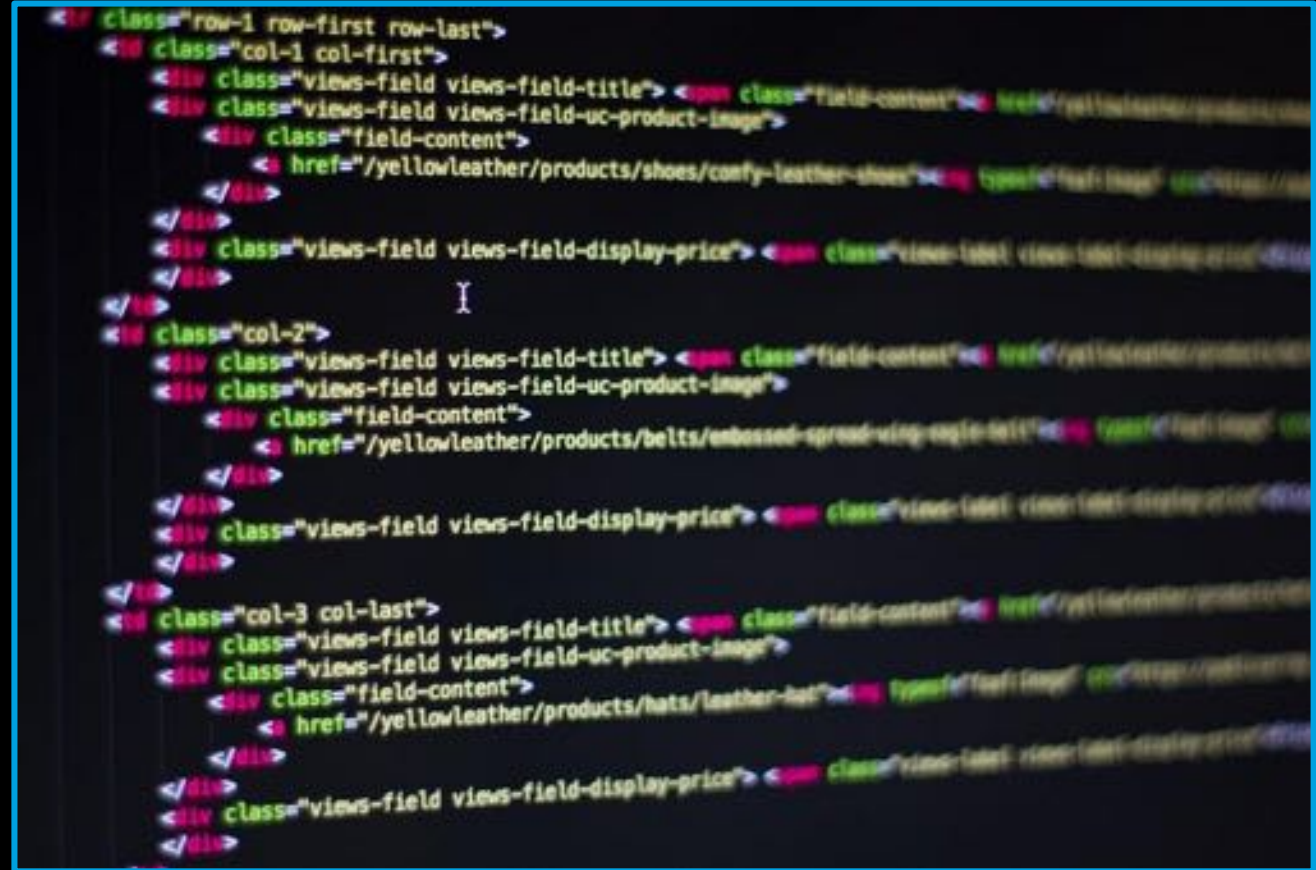
Indexer

Query Engine

1. Technology

Technical SEO is about;

- Crawl optimisation
- Load speed
- Mobile SEO
- JavaScript
- International SEO

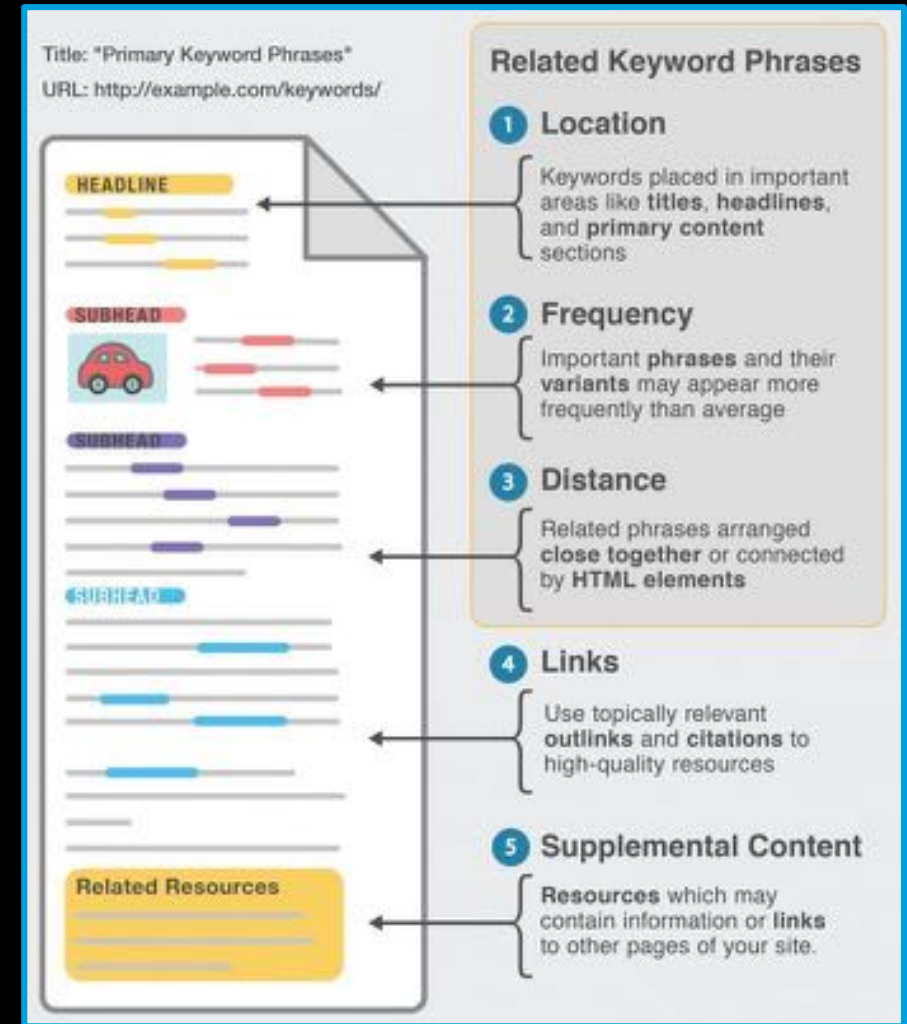


```
<div class="row-1 row-first row-last">
  <div class="col-1 col-first">
    <div class="views-field views-field-title">
      <div class="views-field views-field-uc-product-image">
        <div class="field-content">
          <a href="/yellowleather/products/shoes/confy-leather-shoes">
        </div>
      </div>
    </div>
    <div class="views-field views-field-display-price">
      <div class="views-label views-label-display-price">
    </div>
  </div>
  <div class="col-2">
    <div class="views-field views-field-title">
      <div class="views-field views-field-uc-product-image">
        <div class="field-content">
          <a href="/yellowleather/products/belts/embossed-spread-wing-cogin-belt">
        </div>
      </div>
    </div>
    <div class="views-field views-field-display-price">
      <div class="views-label views-label-display-price">
    </div>
  </div>
  <div class="col-3 col-last">
    <div class="views-field views-field-title">
      <div class="views-field views-field-uc-product-image">
        <div class="field-content">
          <a href="/yellowleather/products/hats/leather-hat">
        </div>
      </div>
    </div>
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      <div class="views-label views-label-display-price">
    </div>
  </div>
</div>
```

2. Relevancy

On-page SEO is about;

- Keyword/topical focus
- Information Architecture
- Page structure
- Content quality
- Structured Data
- Accessibility



3. Authority

Authority & Ranking is about;

- Link building
 - Internal linking
 - Social signals
-
- Spamming the shit out of Google



Technical SEO Puzzles and Fixes

Structured Data & Rich Snippets

Expedia UK Reviews | <http://www.expedia.co.uk> reviews | Feefo

<https://www.feefo.com/en/reviews/expedia-uk> ▼

★★★★★ Rating: 4.2 - 40,958 reviews

Expedia UK Reviews. Find out what genuine customers have said about [expedia.co.uk](http://www.expedia.co.uk). Real reviews from real people.

Bose QuietComfort 35 review | TechRadar

<https://www.techradar.com/uk/reviews/audio.../hi-fi.../bose-quietcomfort-35.../review> ▼

★★★★★ Rating: 4.5 - Review by Jon Porter

27 Jun 2018 - The market leader in noise-cancelling headphones has gone wireless and the results are extraordinary.

Information Architecture for the World Wide Web: Designing Large ...

https://www.goodreads.com/.../70132.Information_Architecture_for_the_World_Wid... ▼

★★★★★ Rating: 3.9 - 3,020 votes

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Expedia UK Reviews | <http://www.expedia.co.uk> reviews | Feefo

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    "ratingValue": "4.8",
    "reviewCount": "12"
  }
}
</script>
```

SEO Site Audit - Technical SEO Audit - Polemic Digital

<https://www.polemicdigital.com> › [SEO Services](#) ▼

★★★★★ Rating: 4.8 - 12 reviews

SEO audits allow you to understand how your website is performing in search results. Our expert SEO audits will give you insights to improve your website.



1 issue detected

Pages affected by manual actions are either demoted in Google Search Results or removed entirely.

Finished fixing?

[REQUEST REVIEW](#)

Detected Issues



Spammy structured markup



Description

Markup on some pages on this site appears to use techniques such as marking up content that is invisible to users, marking up irrelevant or misleading content and/or other manipulative behaviour that violates Google's Spammy Structured Markup guidelines. [Learn more](#)

Affects

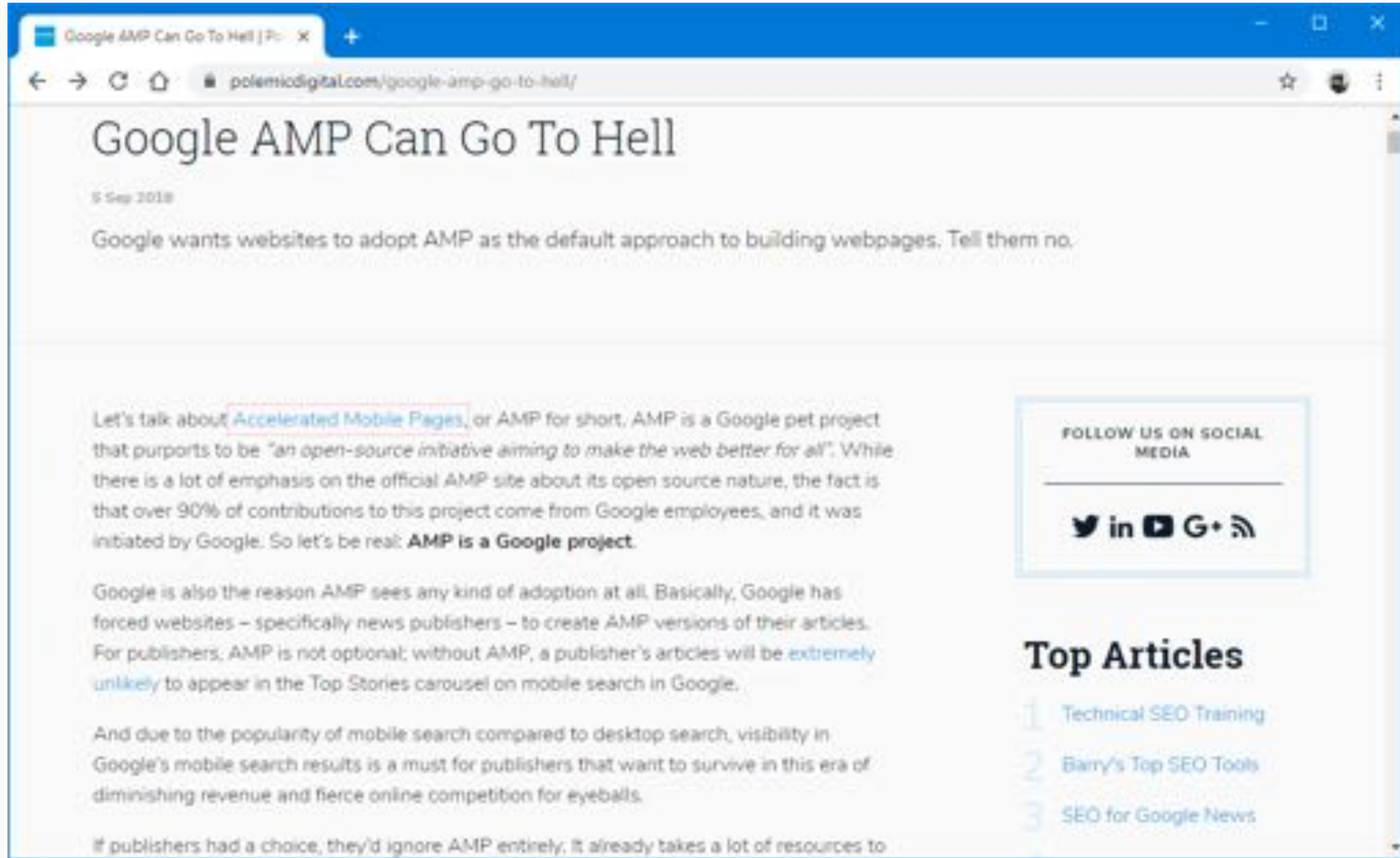
Affects all pages

SEO Site Audit - Technical SEO Audit | Polemic Digital

<https://www.polemicdigital.com/seo-services/seo-audit/> ▼

SEO audits allow you to understand how your website is performing in search results. Our expert SEO audits will give you insights to improve your website.







fuck google amp



All

Images

News

Shopping

Videos

More

Settings

Tools

About 21.300.000 results (0,24 seconds)

Google AMP Can Go To Hell | Polemic Digital

<https://www.polemicdigital.com> › SEO › News SEO ▼

Sep 5, 2018 - The latest AMP messages in Google Search Console are intended to ... load faster u
just have to accepts to be fucked by Google commands.


```
<!doctype html>
<html lang="en">

<head>
  <meta name="description" content="ACME Anvils are great for all your skull crushing
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ACME Anvils

<https://www.acme.com/skull-crushing/anvils/>

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```

[stuck]);ik="8l5a8le (l6e_event track track_pageview track_links track_forms
register register_once alias unregister identify name_tag set_config reset
people.set people.set_once people.increment people.append people.union
people.track_change people.clear_charges people.delete_user".split(" ");
18 for(h=0;h<k.length;h++)e[d,h[h]]&a._l.push([h,c,f]);a.__SV=a._2;hmc.createFile
ment("script");b.type="text/javascript";b.async=!0;b.src="undefined"!==typeof
HIXPANEL_CUSTOM_URL?
HIXPANEL_CUSTOM_URL:"file:"===e.location.protocol&&"//cdn.wpnl.com/libs/
mixpanel-2-
latest.min.js".match(/^\/\//)?https://cdn.wpnl.com/libs/mixpanel-2-
latest.min.js":"//cdn.wpnl.com/libs/mixpanel-2-
latest.min.js";c+=getElementsbyTagName("script")
[0];c.parentNode.insertBefore(b,c)})(document,window.mixpanel)[]];
19 mixpanel.init("e08e8f74a0fecd9895e082a4c540c888");
20 <!-- end Mixpanel -->
21 </script>
22 ---
23 <script type="application/ld+json">
24 {
25   "@context": "http://schema.org",
26   "@type": "Product",
27   "name": "ACME Anvil",
28   "description": "ACME Anvils are great for all your skull crushing
29 needs.",
30   "image": "acme-anvil.jpg",
31   "offers": {
32     "@type": "Offer",
33     "availability": "http://schema.org/InStock",
34     "price": "755.00",
35     "priceCurrency": "EUR"
36   },
37   "aggregateRating": {
38     "@type": "AggregateRating",
39     "ratingValue": "4.8",
40     "reviewCount": "12"
41   }
42 }
43 </script>
44 </body>
45 </html>

```

Product

All (1)

Product

PREVIEW

0 ERRORS

0 WARNINGS



@type

Product

name

ACME Anvil

description

ACME Anvils are great for all your skull
crushing needs.

image

acme-anvil.jpg

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★★★★★ Rating: 9,7/10 - 112 votes

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Lesson Learned

JavaScript is Evil.

Lesson Learned

If you want rich snippets in Google,
put schema.org markup in the `<head>`
section of the page's HTML source code.

Lesson Learned

JavaScript above the schema.org markup
may break Google's processing of the
structured data.

Hreflang



John 🙌🏻
@JohnMu

Following

Replying to @ohgm

TBH hreflang is one of the most complex aspects of SEO (if not the most complex one). Feels as easy as a meta-tag, but it gets really hard quickly.

8:44 AM - 19 Feb 2018

14 Retweets 51 Likes



5



14



51



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  <link href="https://www.acme.com/skull-crushing/anvils/" hreflang="en-us" rel="alternate" />
  <link href="https://www.acme.com/uk/skull-crushing/anvils/" hreflang="en-gb" rel="alternate" />
  <link href="https://www.acme.com/ie/skull-crushing/anvils/" hreflang="en-ie" rel="alternate" />
  <link href="https://www.acme.com/skull-crushing/anvils/" hreflang="x-default" rel="alternate" />
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International Targeting

Target your audience based on location and language settings. [Learn more.](#)

Language

Country

i Your site has no hreflang tags.

Google uses hreflang tags to match the user's language preference to the right variation of your pages.

International Targeting

Target your audience based on location and language settings. [Learn more.](#)

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Web Search Engines



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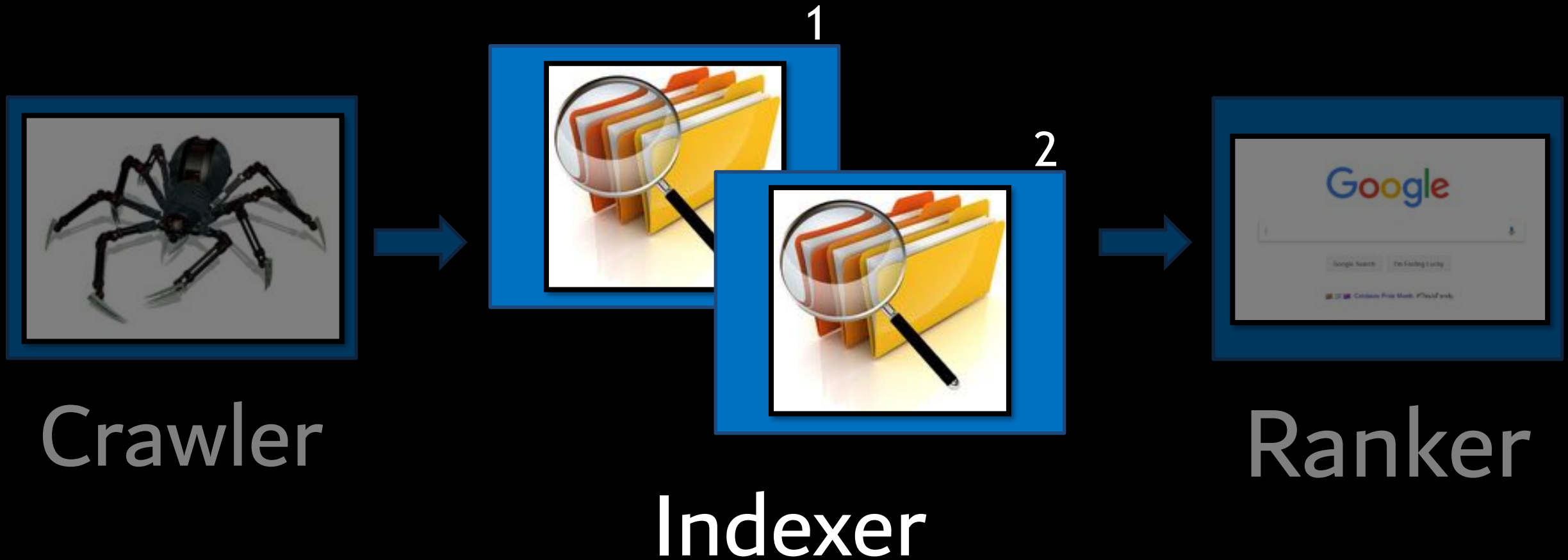


Indexer



Ranker

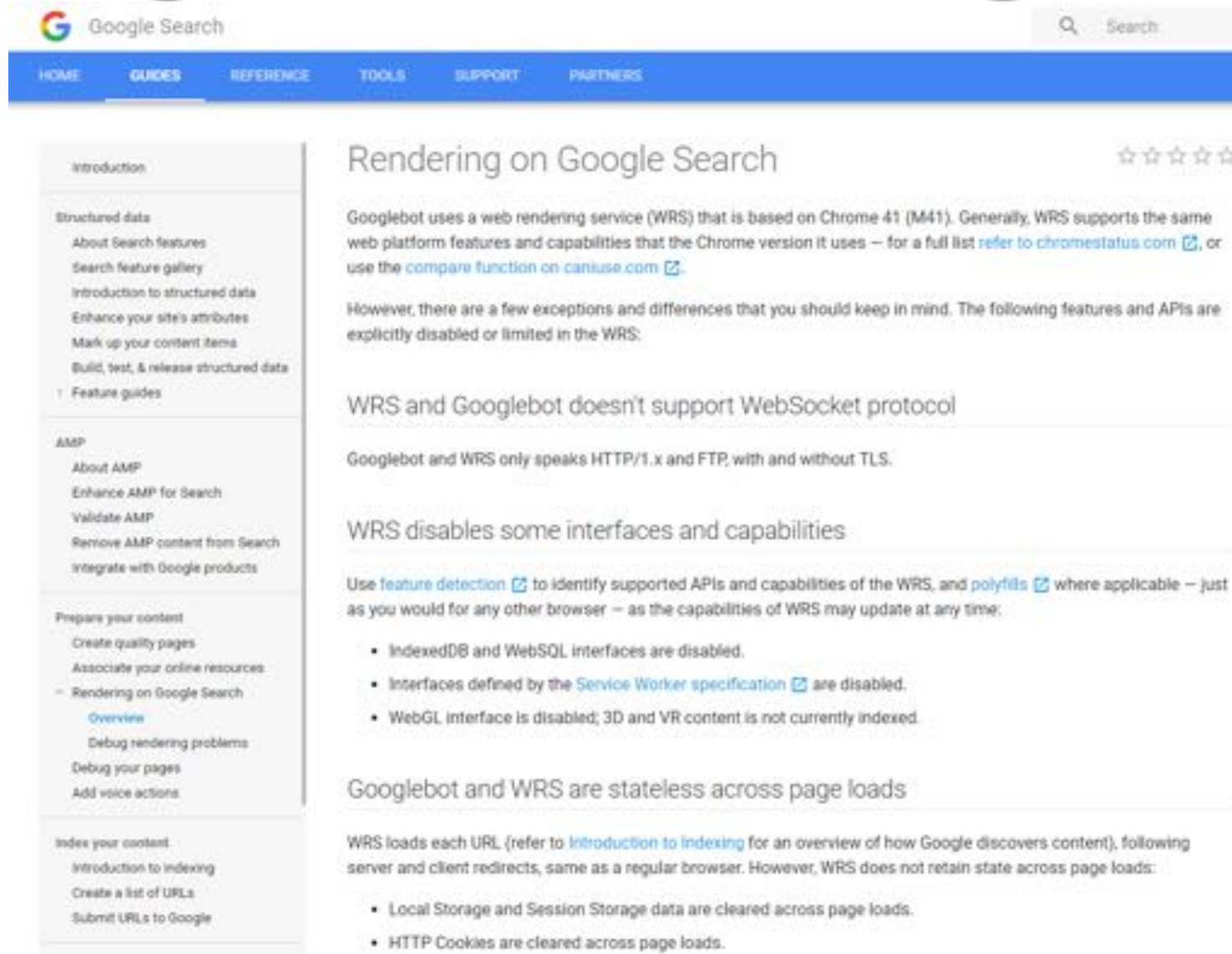
Two-Stage Indexing



1st Stage: HTML Source

[illegible]

2nd Stage: Web Rendering Service



Raw HTML Source Code

```
<!doctype html>
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    Some JavaScript
  </script>
  <link href="https://www.acme.com/skull-crushing/anvils/" hreflang="en-us" rel="alternate" />
  <link href="https://www.acme.com/uk/skull-crushing/anvils/" hreflang="en-gb" rel="alternate" />
  <link href="https://www.acme.com/ie/skull-crushing/anvils/" hreflang="en-ie" rel="alternate" />
  <link href="https://www.acme.com/skull-crushing/anvils/" hreflang="x-default" rel="alternate" />
</head>

<body>
  ...
</body>
</html>
```

Fully Rendered Page

```
<!doctype html>
<html lang="en">

<head>
  <meta name="description" content="ACME Anvils are great for all your skull crushing
  needs. From annoying road runners to opinionated rabbits, our anvils are guaranteed
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  <title>ACME Anvils</title>
  <iframe src="....">
  <link href="https://www.acme.com/skull-crushing/anvils/" hreflang="en-us" rel="alternate" />
  <link href="https://www.acme.com/uk/skull-crushing/anvils/" hreflang="en-gb" rel="alternate" />
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Jamie 🧠❤️ @Jammer_Volts · Mar 12

Starting off the Monday with a holy grail quest for developer documentation on iFrame use in the <head>



Developer documentation for Googlebot implicitly ...

Posted 3/12/18 9:31 AM, 9 messages

productforums.google.com



1



3



Jamie 🧠❤️ @Jammer_Volts · Mar 12

Responses so far have suggested making sure the 2016 answer (iframes implicitly close the head) is still true. Can anyone confirm this?

cc @JohnMu @pedrodias @BermanHale @methode



1



2



John 🙌🙌🙌 @JohnMu

Following

Replying to @Jammer_Volts @pedrodias and 2 others

AFAIK this is just how HTML/HTML5 works.
Create a simple doc with an iframe in the
head and run it through the validator.

7:27 AM - 13 Mar 2018

2 Likes



2



2



An `<iframe>` is always expected to be in the
`<body>` of a page

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When an `<iframe>` is seen in the `<head>`, Google assumes the `<head>` has ended and the `<body>` has begun.

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When an `<iframe>` is seen in the `<head>`, Google assumes the `<head>` has ended and the `<body>` has begun.

And `<hreflang>` tags don't work when they're in the `<body>` of the page.

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  <link href="https://www.acme.com/uk/skull-crushing/anvils/" hreflang="en-gb" rel="alternate" />
  <link href="https://www.acme.com/ie/skull-crushing/anvils/" hreflang="en-ie" rel="alternate" />
  <link href="https://www.acme.com/skull-crushing/anvils/" hreflang="x-default" rel="alternate" />
  <script>
    Some JavaScript
  </script>
</head>

<body>
  ...
</body>
</html>
```



International Targeting

Target your audience based on location and language settings. [Learn more.](#)



International Targeting

Target your audience based on location and language settings. [Learn more.](#)



Lesson Learned

JavaScript is Evil.

Lesson Learned

Be very careful with JavaScript that
inserts `<iframe>` tags in the `<head>`
of a page's rendered code.

Automatic Geo-Redirects



Made for minds.

Search TOP STORIES

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GERMANY BREXIT WORLD BUSINESS SCIENCE ENVIRONMENT CULTURE SPORTS

TOP STORIES



+++ Merkel will not run for CDU leader - live updates +++

German Chancellor Angela Merkel says she will not run again as the leader of her Christian Democratic Union (CDU), but will remain chancellor until 2021. Her conservatives suffered massive losses in two state elections. > Go to article



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Opinion: Finally, Angela Merkel shows leadership

2H AGO

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Visibility in google.de

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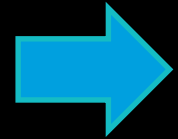
WTF!?!



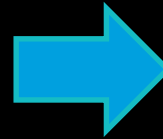
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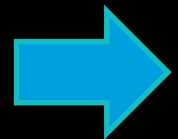
Automatic IP Redirects



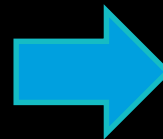
<http://www.dw.com>



302 redirect
[../de/](http://www.dw.com/de/)



<http://www.dw.com>



302 redirect
[../en/](http://www.dw.com/en/)

How Google crawls locale-adaptive pages

If your site has *locale-adaptive* pages (that is, your site returns different content based on the perceived country or preferred language of the visitor), Google might not crawl, index, or rank all your content for different locales. This is because the default IP addresses of the Googlebot crawler appear to be based in the USA. In addition, the crawler sends HTTP requests without setting **Accept-Language** in the request header.

IMPORTANT: We recommend using separate locale URL configurations and annotating them with `rel=alternate hreflang` annotations.

Geo-distributed crawling

Googlebot crawls with IP addresses based outside the USA, in addition to the US-based IP addresses.

As we have always recommended, when Googlebot appears to come from a certain country, treat it like you would treat any other user from that country. This means that if you block USA-based users from accessing your content, but allow visitors from Australia to see it, your server should block a Googlebot that appears to be coming from the USA, but allow access to a Googlebot that appears to come from Australia.

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Googlebot





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DEUTSCHLAND WIRTSCHAFT KULTUR WISSEN & UMWELT SPORT

THEMEN



DEUTSCHLAND UND DIE EU

"Europa ohne Merkel ist möglich"

Ihre Politik war nicht konsensfähig. Ihre Sparpolitik wurde von vielen Krisen überschattet. In der EU gilt Merckels Rücktritt auch als eine Chance für einen Neuanfang. Aus Brüssel Bernd Riegert.

Merkel zieht Konsequenz aus Wahlniederlage



Bundeskanzlerin Angela Merkel wird den CDU-Vorsitz nach 18 Jahren abgeben. Kanzlerin will sie bleiben.

MEISTGELESEN

Unwetter wüten in Italien

Schwarz-Grün verteidigt Mehrheit

Indonesisches Passagierflugzeug kurz

Brasilien: Bolsonaro gewinnt Präsidentenwahl

Iran versinkt in der Finsternis

PRÄSIDENTSCHAFTSWAHLEN IN BRASILIEN

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Netherlands vs Germany

Nations League - 13/10

Full-time



Netherlands

3

-

0



Germany

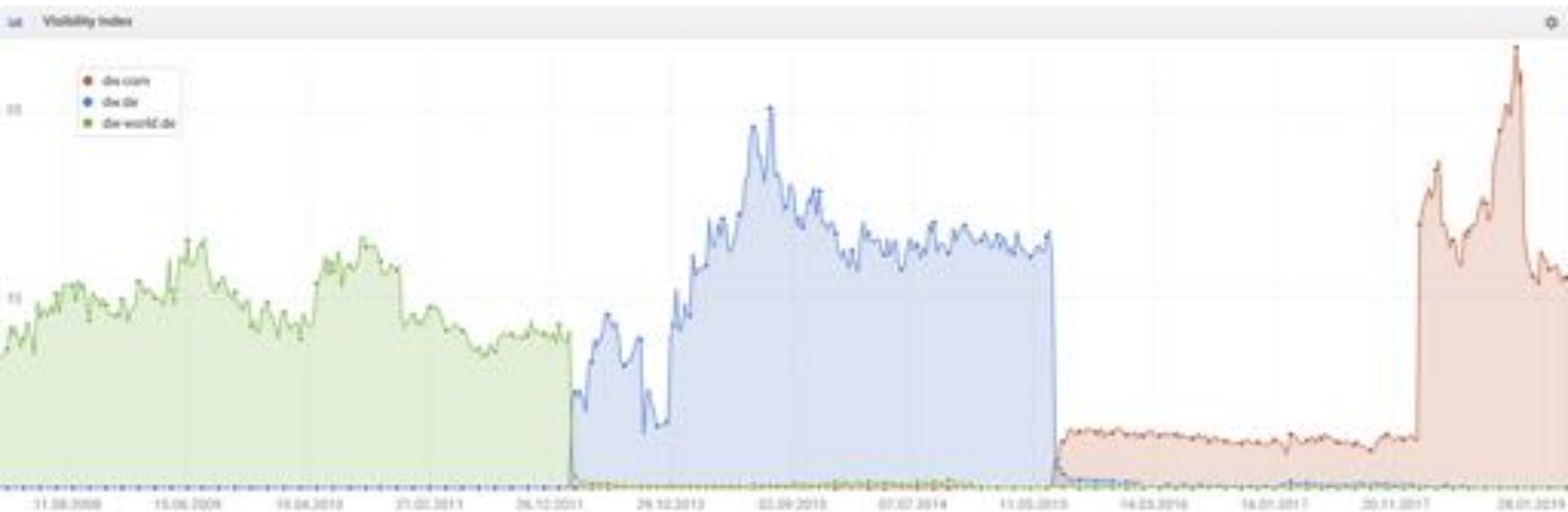
League A Group 1 - Matchday 3 of 5

Virgil van Dijk 30'

Memphis Depay 88'

Georginio Wijnaldum 90+3'





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Lesson Learned

Automatic geographic IP redirects
are almost always
a Very Bad Idea.

Lesson Learned

Ensure your entire multinational website
can be crawled by US-based search
engine crawlers.

Load Speed

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

Using page speed in mobile search ranking

Wednesday, January 17, 2018

Update July 9, 2018: The Speed Update is now rolling out for all users.

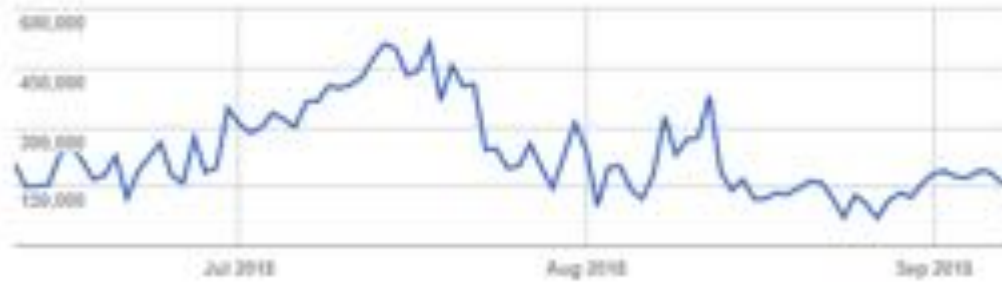
People want to be able to find answers to their questions as fast as possible — [studies](#) show that people really care about the speed of a page. Although speed has been used in ranking for some time, that [signal](#) was focused on desktop searches. Today we're announcing that starting in July 2018, page speed will be a ranking factor for mobile searches.

The "Speed Update," as we're calling it, will only affect pages that deliver the slowest experience to users and will only affect a small percentage of queries. It applies the same standard to all pages, regardless of the technology used to build the page. The intent of the search query is still a very strong signal, so a slow page may still rank highly if it has great, relevant content.

Crawl Stats

Googlebot activity in the last 90 days

Pages crawled per day



High

512,781

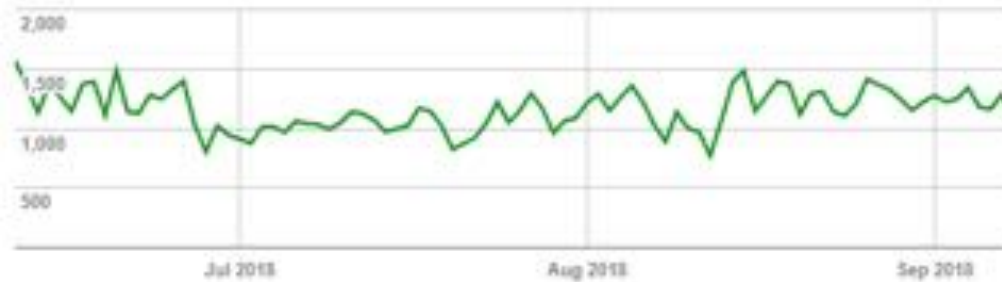
Average

237,948

Low

70,609

Time spent downloading a page (in milliseconds)



High

1,566

Average

1,155

Low

770



Latest Performance Report for:

[http://www.badarns.co.uk/for-sale/for-sale-1870434.html](#)

Report generated: Mon, Sep 10, 2018, 2:01 PM +0100

Test Server Region: London, UK

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gf1, YSlow 3.1.8

Performance Scores

PageSpeed Score

D(60%) ▾

YSlow Score

E(57%) ▾

Page Details

Fully Loaded Time

10.6s ▾

Total Page Size

2.70MB ▲

Requests

154 ▾




Latest Performance Report for:

[https://www.bbc.com/news/health-46888888](#)

Report generated: Wed, Sep 5, 2018, 2:32 PM +0100

Test Server Region:  London, UK

Using  Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-git,
YSlow 3.1.8



Looks like you might not be using a CDN
[Find out how to use a CDN](#)

Performance Scores

PageSpeed Score

B(86%) ^

YSlow Score

B(82%) ^

Page Details

Fully Loaded Time

2.9s ^

Total Page Size

900KB ^

Requests

42 ^

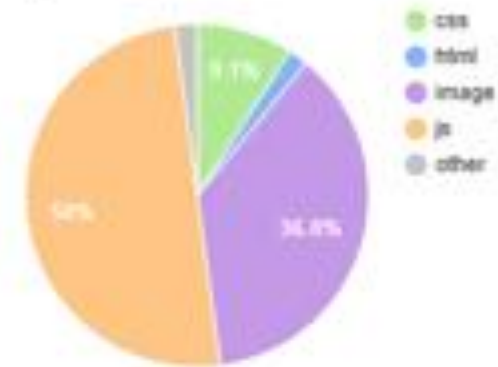
Content breakdown by MIME type (First View)

Requests



MIME Type	Requests
image	121
js	67
other	33
html	25
css	12
flash	0
font	0
video	0

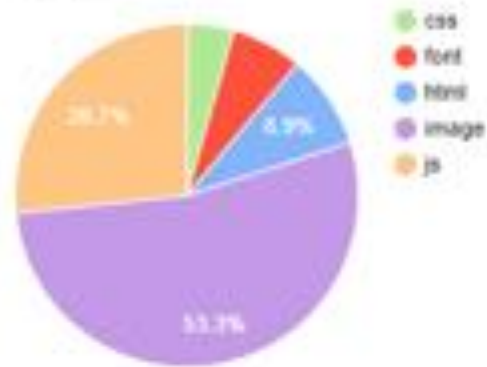
Bytes



MIME Type	Bytes	Uncompressed
js	1,782,322	5,875,936
image	1,312,602	1,257,122
css	325,289	1,299,981
other	75,635	421,978
html	66,423	278,120
flash	0	0
font	0	0
video	0	0

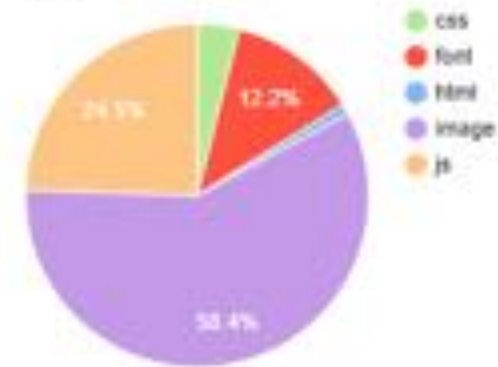
Content breakdown by MIME type (First View)

Requests



MIME Type	Requests
image	24
js	12
html	4
font	3
css	2
flash	0
other	0
video	0

Bytes



MIME Type	Bytes	Uncompressed
image	520,353	511,829
js	217,914	569,000
font	108,393	107,744
css	35,209	190,927
html	8,460	28,616
flash	0	0
other	0	0
video	0	0

Load Speed Optimisations

Slow:

- 67 JavaScript calls
- 1.7 MB (compressed)
- 5.8 MB (uncompressed)

Fast:

- 12 JavaScript calls
- 0.2 MB (compressed)
- 0.5 MB (uncompressed)

Load Speed Optimisations

Slow:

- 67 JavaScript calls
- 1.7 MB (compressed)
- 5.8 MB (uncompressed)

Fast:

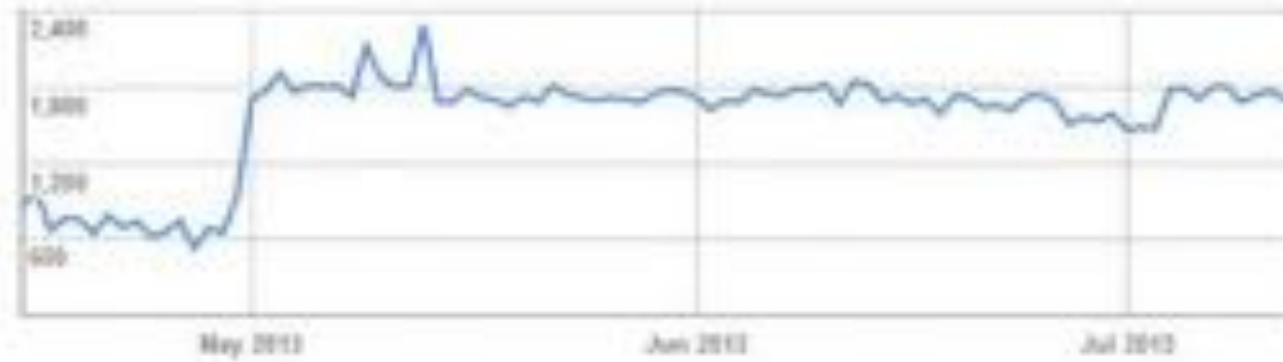
- 12 JavaScript calls
- 0.2 MB (compressed)
- 0.5 MB (uncompressed)

55 fewer JS calls

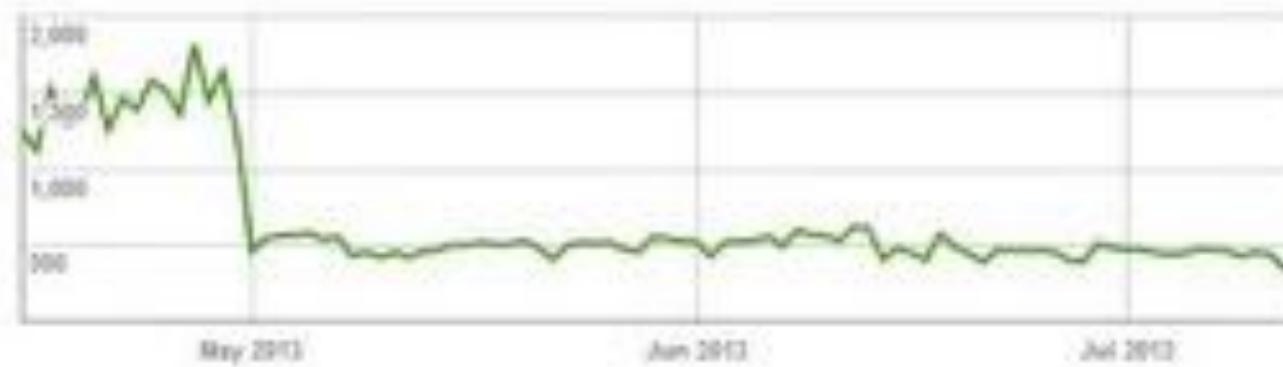
-88% compressed

-91% uncompressed

Pages crawled per day



Time spent downloading a page (in milliseconds)







Lesson Learned

JavaScript is Evil.

Lesson Learned

Faster website = more pages
crawled by Google in the same
amount of time.

Lesson Learned

Improving load speed has multiple
benefits beyond a better user
experience.

Redirects

Redirects



The Anatomy of a Large-Scale Hypertextual Web Search Engine

Sergey Brin and Lawrence Page

*Computer Science Department,
Stanford University, Stanford, CA 94305, USA
sergey@cs.stanford.edu and page@cs.stanford.edu*

Abstract

In this paper, we present Google, a prototype of a large-scale search engine which makes heavy use of the structure present in hypertext. Google is designed to crawl and index the Web efficiently and produce much more satisfying search results than existing systems. The prototype with a full text and hyperlink database of at least 24 million pages is available at <http://google.stanford.edu/>. To engineer a search engine is a challenging task. Search engines index tens to hundreds of millions of web pages involving a comparable number of distinct terms. They answer tens of millions of queries every day. Despite the importance of large-scale search engines on the web, very little academic research has been done on them. Furthermore, due to rapid advance in technology and web proliferation, creating a web search engine today is very different from three years ago. This paper provides an in-depth description of our large-scale web search engine -- the first such detailed public description we know of to date. Apart from the problems of scaling traditional search techniques to data of this magnitude, there are new technical challenges involved with using the additional information present in hypertext to produce better search results. This paper addresses this question of how to build a practical large-scale system which can exploit the additional information present in hypertext. Also we look at the problem of how to effectively deal with uncontrolled hypertext collections where anyone can publish anything they want.

Keywords

World Wide Web, Search Engines, Information Retrieval, PageRank, Google

The Anatomy of a Large-Scale Hypertextual Web Search Engine

Sergey Brin and Lawrence Page

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Stanford University, Stanford, CA 94305, USA
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Abstract

The parameter d is a **damping factor** which can be set between 0 and 1. We usually set d to 0.85

millions of queries every day. Despite the importance of large-scale search engines on the web, very little academic research has been done on them. Furthermore, due to rapid advance in technology and web proliferation, creating a web search engine today is very different from three years ago. This paper provides an in-depth description of our large-scale web search engine – the first such detailed public description we know of to date. Apart from the problems of scaling traditional search techniques to data of this magnitude, there are new technical challenges involved with using the additional information present in hypertext to produce better search results. This paper addresses this question of how to build a practical large-scale system which can exploit the additional information present in hypertext. Also we look at the problem of how to effectively deal with uncontrolled hypertext collections where anyone can publish anything they want.

Keywords

World Wide Web, Search Engines, Information Retrieval, PageRank, Google

Webpage A



Webpage A

``

``

``



100% Link Value

Webpage A



Webpage B



Webpage A



``

PageRank
Damping
Factor

Webpage B



100% Link Value

-15%

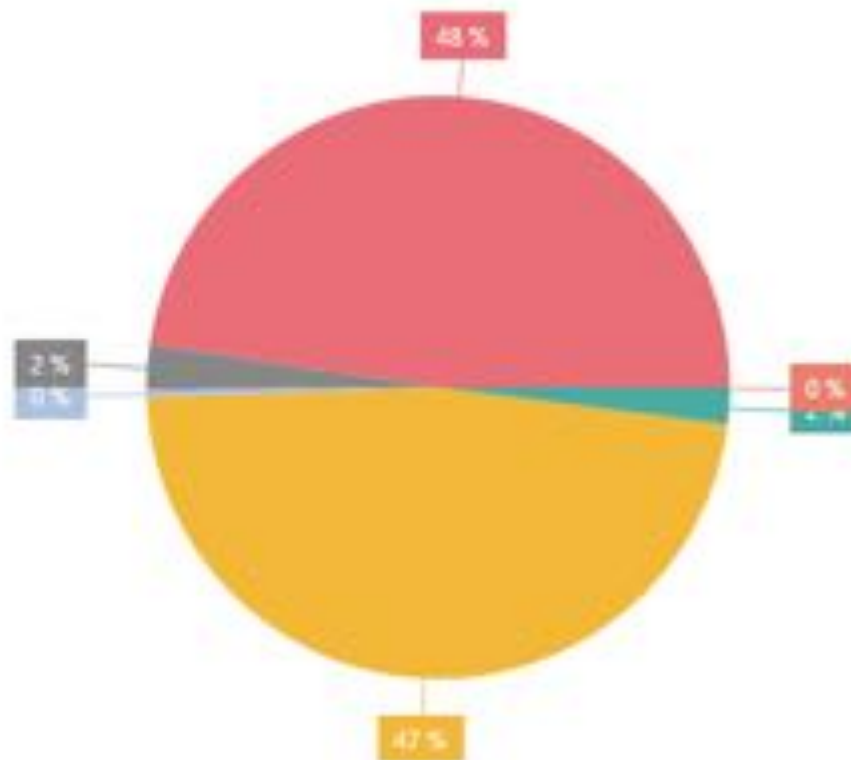
85% Link Value

Redirects

PAGES BREAKDOWN

609,175 pages in total

- Primary Pages: 12,231
- Duplicate Pages: 288,607
- Paginated 2+ Pages: 2,587
- Non-Indexable Pages: 14,947
- Non-200 Pages: 289,865
- Failed URLs: 4



Non-200 Pages

Portion: 48 %

Total: 289,865

Breakdown:

130 301 Redirects

289,192 Non-301 Redirects

543 Broken Pages (4xx Errors)

0 Unauthorised Pages

0 5xx Errors

0 Uncategorized HTTP response codes

DeepCrawl.com

Google: There is no PageRank dilution when using 301, 302, or 30x redirects anymore

Google's Gary Illyes confirms that any 301, 302, 3xx redirect does not lose any PageRank value.

Barry Schwartz on July 27, 2016 at 8:42 am

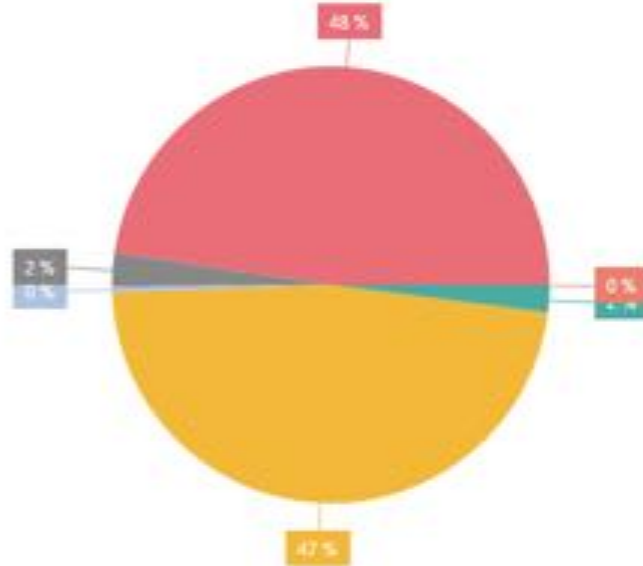
Google: There is no PageRank dilution when using 301 redirects. Google's algorithm does not lose any PageRank value when a 301 redirect is used.

“The amount of PageRank that dissipates through a 301 is currently identical to the amount of PageRank that dissipates through a link.”

PAGES BREAKDOWN

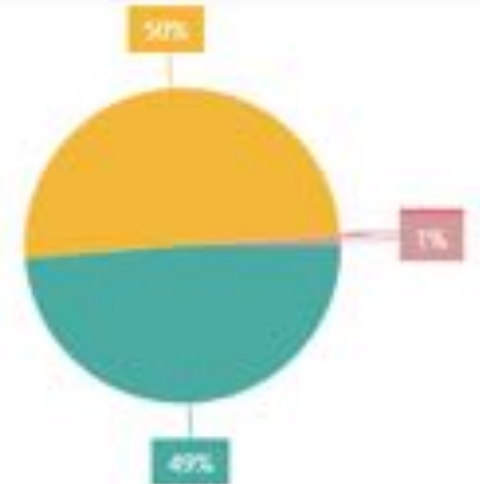
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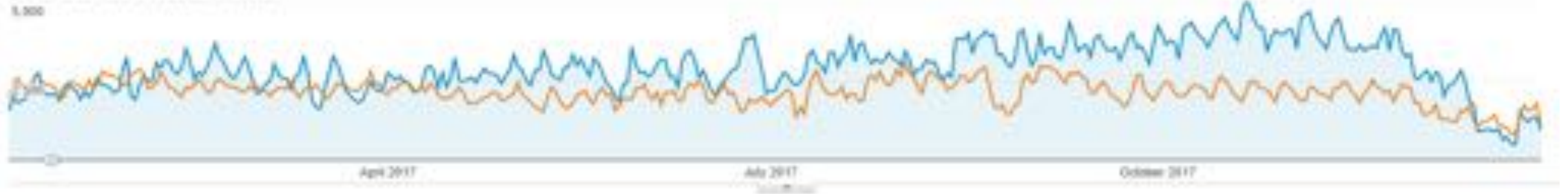
PAGES BREAKDOWN

- Primary Pages: 121,818
- Duplicate Pages: 125,608
- Paginated 2+ Pages: 0
- Mobile Alternates: 0
- Non-Indexable Pages: 0
- Non-200 Pages: 7
- Failed URLs: 2,540



01-Jan-2017 - 31-Dec-2017: Users

02-Jan-2016 - 31-Dec-2016: Users



Users

30.48%

815,456 vs 621,147



New Users

31.51%

851,397 vs 646,983



Sessions

43.24%

1,296,722 vs 899,308



Number of Sessions per User

9.78%

1.59 vs 1.43



Page Views

56.55%

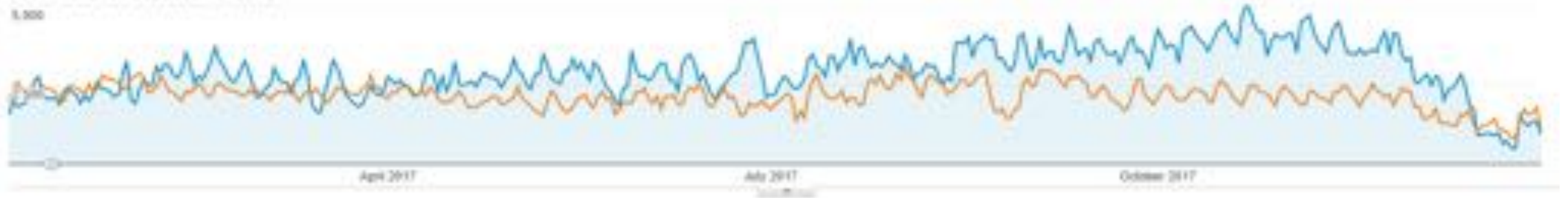
5,121,296 vs 3,271,339



01-Jan-2017 - 31-Dec-2017: ● Users

02-Jan-2016 - 31-Dec-2016: ● Users

1,300



Users

30.48%

815,456 vs 621,147



New Users

31.51%

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Sessions

43.24%

1,296,722 vs 898,308



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1.59 vs 1.45



Page Views

56.55%

5,121,296 vs 3,271,339



- 

Gary "鯨理" Illyes  @methode · 26 Jul 2016

30x redirects don't lose PageRank anymore.

 42

 273

 269





Eric Enge  @stonetemple · 26 Jul 2016

not even a dampening factor?

 1



 1





Gary "鯨理" Illyes  

@methode

Replying to @stonetemple

for PageRank, no.

5:00 PM · 26 Jul 2016 from Zurich, Switzerland

1 Retweet 4 Likes





 1

 4



@badarns
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Lesson Learned

Redirects bleed link value.

Minimising (internal) redirects preserves link value and can help improve traffic.

Key Takeaways:



The Devil is in the Details.

The Root Cause of a Technical SEO Issue Isn't Always Obvious.

**It Helps to Understand How
Search Engines Work.**

**It Helps to Understand
How The Web Works.**

JavaScript is Evil.

Barry Adams

- Doing SEO since 1998
- Specialist in Technical SEO & News SEO
- Co-Chief Editor at StateofDigital.com
- Columnist for SearchEngineLand.com





Questions?

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www.polemicdigital.com

@polemicdigital

@badams