

BY JENNIFER PRUFER

LEARN SEO FAST FOR WEB DEVELOPERS

COURSE INTRO

WHAT WILL YOU GAIN FROM THIS COURSE?

Gain more visits to your website(s) without spending money on advertising

Be able to make critical SEO decisions during web development

Gain a fundamental understanding of SEO

Be equipped with lots of SEO tools and resources

COURSE INTRO

WHAT WILL YOU GAIN FROM THIS COURSE?

Curriculum

Understand how Google crawlers behave

Create SEO-friendly site architecture

Perform keyword research

Create an SEO-friendly page template

Set up site maintenance and analytics

COURSE INTRO

Who is your
instructor?

COURSE INTRO

THREE COMMONALITIES FOR ALL OF MY SEO COURSES

Focus on moving the needle

Practicality and actionable insights

Each SEO course is tailored towards your background and objective

COURSE INTRO

ARE YOU THE RIGHT CANDIDATE?

Some coding background

```
<head>
```

```
<link rel="canonical" href="https://example.com/xyz/abc" />
```

```
</head>
```

CMS/framework/programming language neutral

Ideally you are about to or you are developing a website

COURSE INTRO

OTHER NOTES ABOUT THIS COURSE

Google and/or Bing account set up will be required for access to free tools

Ideal to have Internet connection while following along

Slides will be available for download

HOW GOOGLE CRAWLS WEBSITES

HOW GOOGLE CRAWLS AND INDEXES

Watch "How Search Works" Video [0:15-0:48]

<https://www.youtube.com/watch?v=BNHR6IQJGZs>

1. Googlebot/spider/web crawler crawls/processes webpage
- > 2. Stores information/indexes page
- > 3. Follows links on page
- > 4. Crawls/processes webpage (back to step 1)

HOW GOOGLE CRAWLS WEBSITES

CRAWL-FRIENDLINESS

Upload essential content in plain HTML text

Image: include keyword in image file name and alt text

Video: supplement with text such as video summary or transcript

JavaScript

Google's guide on how to fix Search-related JS problems: [https://
developers.google.com/search/docs/guides/fix-search-javascript](https://developers.google.com/search/docs/guides/fix-search-javascript)

Content available after login, user interaction not crawlable/easily crawlable

HOW GOOGLE CRAWLS WEBSITES

MOBILE-FRIENDLINESS

Create a responsive or dynamic serving site

Google guidelines for dynamic serving site: <https://developers.google.com/search/mobile-sites/mobile-seo/dynamic-serving>

Google guidelines for having separate mobile site: <https://developers.google.com/search/mobile-sites/mobile-seo/separate-urls>

Bing guidelines for mobile site: <https://blogs.bing.com/webmaster/2014/11/03/meet-our-mobile-bots/>

Check site speed and get recommendations:

<https://developers.google.com/speed/pagespeed/insights/>

<https://www.webpagetest.org/easy.php>

<https://gtmetrix.com/>

Check mobile-friendliness: <https://search.google.com/test/mobile-friendly>

HOW GOOGLE CRAWLS WEBSITES

CRAWL BUDGET

Avoid duplicate pages whenever possible

Create a directory for the duplicates and prevent it from spiders using robots.txt. Example:

```
User-agent: *
```

```
Disallow: /filter
```

```
Disallow: /bestseller
```

```
User-agent: *  
Disallow: /
```

Robots.txt testing tool: <https://www.google.com/webmasters/tools/robots-testing-tool>

<https://www.robotstxt.org/robotstxt.html>

Use JS to load duplicate pages without creating new URLs

HOW GOOGLE CRAWLS WEBSITES

CRAWL BUDGET

Avoid parameters when possible

Parameters handling tool: <https://www.google.com/webmasters/tools/crawl-url-parameters>

More information on parameters: <https://support.google.com/webmasters/answer/6080548?hl=en>

Include canonical tags on original pages:

```
<head>
```

```
  <link rel="canonical" href="https://amazon.com/nyshirt" />
```

```
</head>
```


HOW GOOGLE CRAWLS WEBSITES

CRAWL BUDGET

Create 301 redirects to canonical page, i.e., ensure pages resolve on only one page

Apache: configure .htaccess

*HTTPS sites get an SEO boost.

Get free SSL certificate: <https://letsencrypt.org/>

Instructions: <http://httpd.apache.org/docs/current/howto/htaccess.html>

Nginx: create nginx rewrite rules

Instructions: <https://www.nginx.com/blog/creating-nginx-rewrite-rules/>

* Duplicate pages split link equity as well

SITE ARCHITECTURE

CHOOSING A DOMAIN

Keep the users in mind: simple & catchy

Avoid spammy-looking domains

Example: best-hiking-trails-in-san-diego.com

Stay away from spam-prone TLDs

Example: <https://www.spamhaus.org/statistics/tlds/>

Small boost with including keywords in domain

Example: sdhikingtrails.com

Make sure domain and brand name is unique

SITE ARCHITECTURE

Keep all core content on one domain rather than separate subdomains to prevent link equity split

Not a hard and fast rule, but generally recommended

Keep number of directories to a minimum

Bad example: jenniferprufer.com/important/marketing/seo/wordpress/resources/wordpress-plugins-for-seo

Good example: jenniferprufer.com/marketing/wordpress-plugins-for-seo

Create legible URLs that include keywords

SITE ARCHITECTURE

Internal links:

Use `<a>` links from text rather than buttons or images

Anchor text is very important

Bad example: read more

Better example: read more about [blog article]

Best example: [blog article]

Link to important webpages throughout website and maintain high visibility

KEYWORD RESEARCH AND CONTENT CREATION

KEYWORD SELECTION

Keyword requirements

Relevant to business objective

Attract targeted audience

Take search volume into consideration

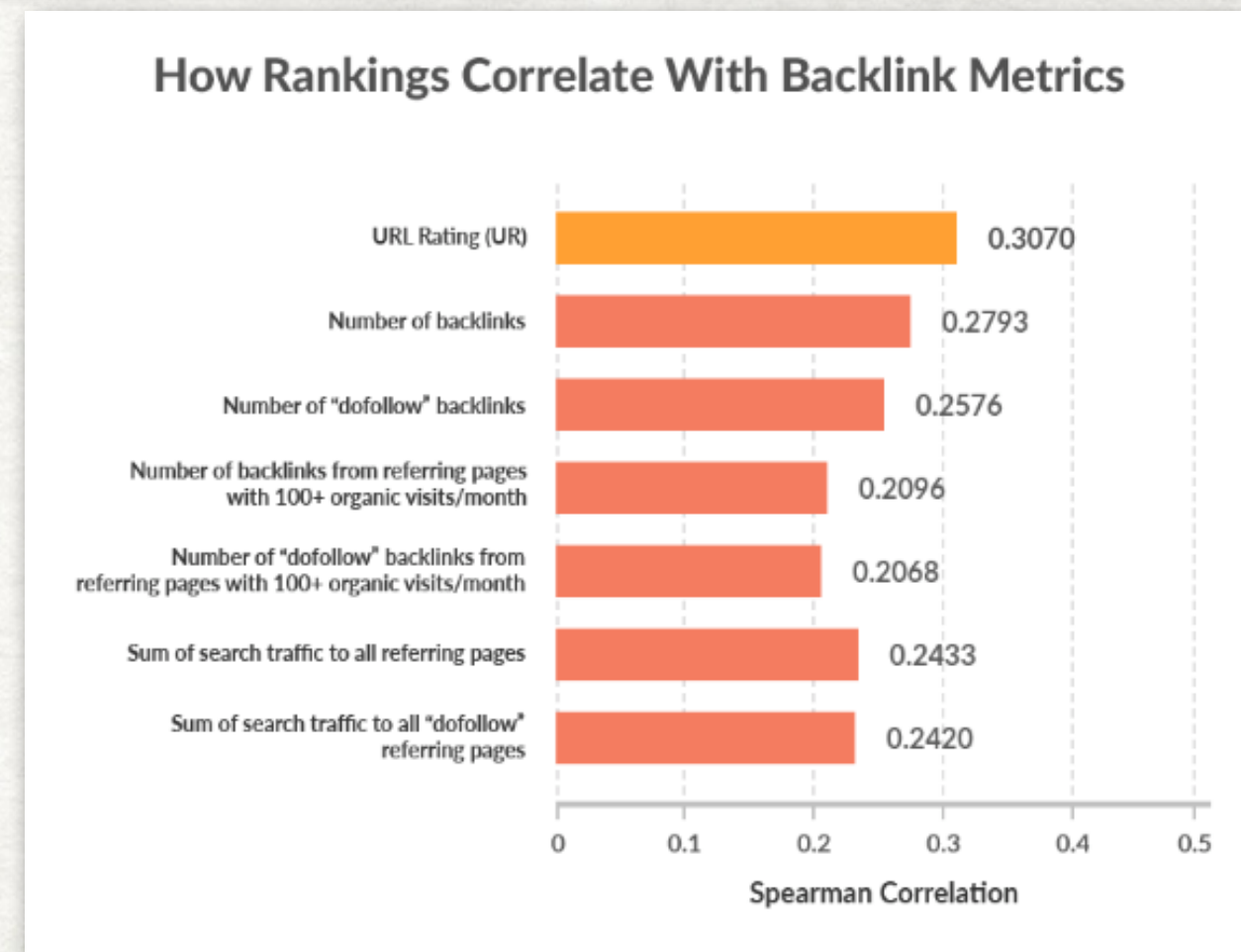
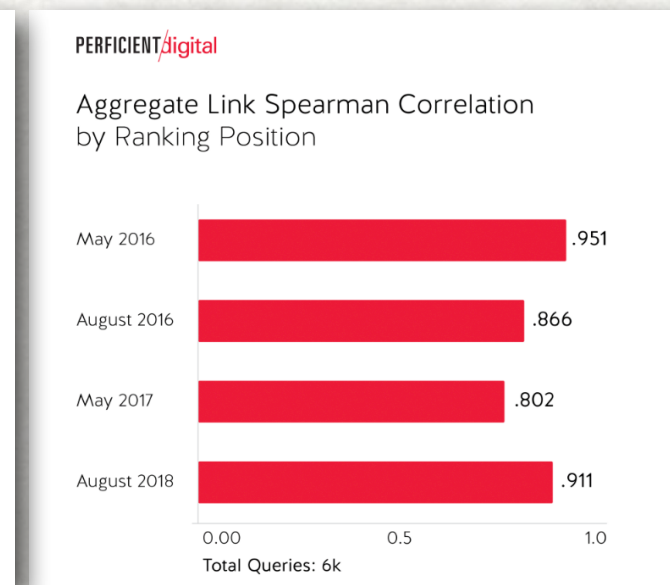
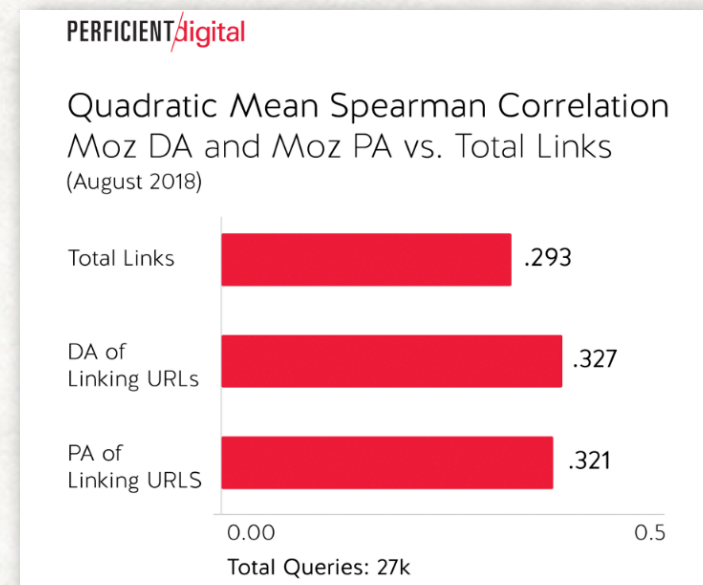
Take competition into consideration

<https://www.perficientdigital.com/insights/our-research/links-as-a-ranking-factor>

<https://ahrefs.com/blog/links-with-traffic-study/>

Take SERP landscape into consideration

Confirm search intent



KEYWORD RESEARCH AND CONTENT CREATION

KEYWORD TOOLS

Free keyword tools

[Google Keyword Planner](#)

[Keywords everywhere Chrome/Firefox extension](#)

***As of October 2019, this extension became a PAID tool,
although it's extremely cheap**

SEO-FRIENDLY CODE

HTML AND PAGE TEMPLATES

Title tag

Indicates the main topic of the webpage

Shows up on the browser tab and also on the search engine results page

Include keyword in the beginning of title

Keep within 600 pixels (roughly 55 Roman characters)

Entice clicks

Avoid duplicates

```
<head>
```

```
    <title> Put title here </title>
```

```
</head>
```



SEO-FRIENDLY CODE

HTML AND PAGE TEMPLATES

Heading tags

`<h1>`: Use one h1 tag and include keyword

`<h2>`: Use for subheadings of content and include targeted keyword or words that support targeted keyword whenever possible

Body text

Include variations of keyword or synonyms

Write for the users

Avoid duplicate content

SEO-FRIENDLY CODE

HTML AND PAGE TEMPLATES

Meta description

Provides preview of webpage

Not direct SEO factor

Entice click

Keywords appear bolded

Keep it to around 155 characters

Code:

```
<head>
```

```
<meta name="description" content="Put description here.">
```

```
</head>
```


SEO-FRIENDLY CODE

HTML AND PAGE TEMPLATES

Semantic HTML

Examples:

`<article>`, `<header>`, `<footer>`

More information: https://www.w3schools.com/html/html5_semantic_elements.asp.

Google's understanding of search intent

Design and write with users in mind

SEO-FRIENDLY CODE

STRUCTURED DATA

Importance of structured data

- Produce attractive search result for text-based search

- Help search engines understand content

- Especially important for non-text-based search

- Can encourage interaction with user

Resources

- <https://json-ld.org>

- <https://json-ld.org/playground/>

- <https://developers.google.com/search/docs/guides/intro-structured-data>

- <https://search.google.com/test/rich-results>

- Google's tutorial here: <https://codelabs.developers.google.com/codelabs/structured-data/index.html#0>

SITE MAINTENANCE AND ANALYTICS

Create XML sitemap

Create Google Search Console account: <https://search.google.com/search-console/welcome>

Create Bing Webmaster Tools account: <https://www.bing.com/toolbox/webmaster>

Upload sitemap to example.com/sitemap.xml

Test sitemap on both accounts using their testing tools

Implement Google Tag Manager: <https://tagmanager.google.com/>

Add Google Analytics to GTM: <https://support.google.com/tagmanager/answer/6107124?hl=en>

BONUS CONTENT

HOW TO KEEP UP WITH GOOGLE UPDATES

Understand the reason for Google's updates

Most recent updates fall under the following:

Natural Language Processing -> Write with your users in mind

Detection and prioritization of User Experience -> Provide great UX

E-A-T -> Linkbuilding + trust signals

Better detection of black hat tactics -> Stay away if in it for long run

Search adaptation and personalization -> Structured data

Good resources for keeping up with new Google SEO developments:

[Google's search blog](#)

[Moz's Google Algorithm Update Tracker](#)

Article: <https://jenniferprufer.com/seo/how-to-stay-updated-with-seo/>

BONUS CONTENT

RECOMMENDED TOOLS AND RESOURCES

Crawl tools

[Screaming Frog](#) (freemium)

[Deep Crawl](#)

SEO research and analysis tools

[Ahrefs](#)

[SEMrush](#)

SEO blogs and forum

[Moz blog](#)

[Google webmaster central blog](#)

[Google community](#)

Take your SEO skills to the next level

Stay up to date on my new SEO resources: <https://jenniferprufer.com/seo/>

hi@jenniferprufer.com or <https://twitter.com/jenniferprufer> for questions, concerns, coupon code, or just to say hi!

*MAY INCLUDE AFFILIATE LINKS AT NOT EXTRA COST TO YOU