

Как полюбить SEO

или  сайт

Самат Галимов

[RAWG.io](#)

- 15 минут доклад
- 15 минут вопросы

- bookmate
- meduza
- rawg

The screenshot shows the homepage of the Bookmate website (ru.bookmate.com) displayed in a web browser. The page features a large background image of a woman with blonde hair looking at a smartphone screen. Overlaid on this image is the text "Самый удобный способ читать книги" (The easiest way to read books) in large white font. Below this, a subtitle reads: "Букмейт – это приложение для чтения с огромной библиотекой и выгодной подпиской." A blue button labeled "7 дней бесплатно" (7 days free) is prominently displayed. At the bottom of the main banner, there are download links for the App Store, Google Play, and Windows Store. The rest of the page is a white sidebar containing sections like "Бестселлеры" (Bestsellers) with book thumbnails.

ru.bookmate.com

Библиотека Поиск

7 дней бесплатно

Войти RU

Самый удобный способ читать книги

Букмейт – это приложение для чтения с огромной библиотекой и выгодной подпиской.

7 дней бесплатно

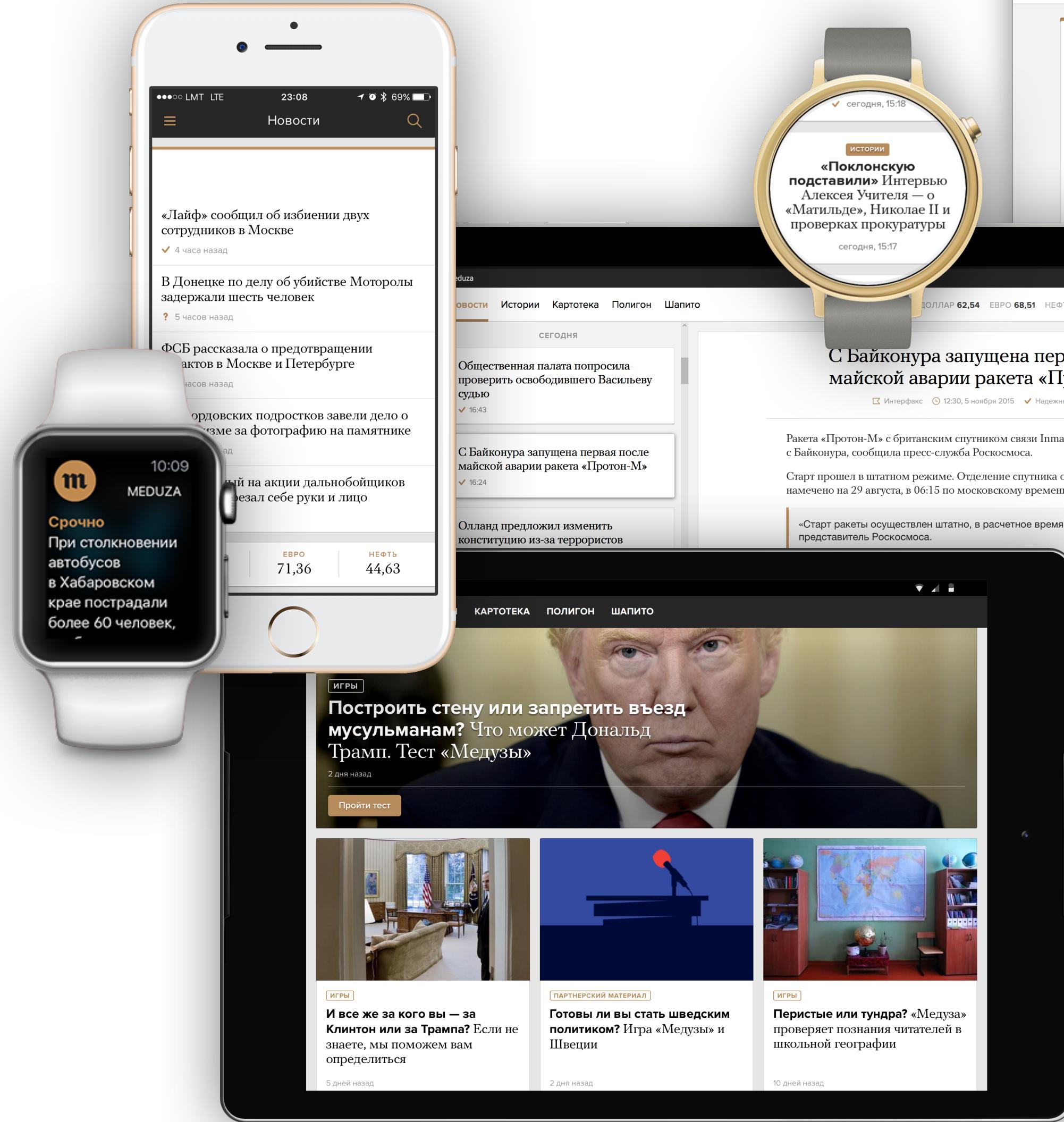
Загрузите в App Store

Загрузите в Google Play

Загрузите в Windows Store

Бестселлеры

Бестселлеры



A desktop computer monitor displaying the Medusa Project, SIA website. The page features a navigation bar with links to НОВОСТИ, ИСТОРИИ, РАЗБОР, ИГРЫ, ШАПИТО, and АТЛАС. It also shows exchange rates (ДОЛЛАР 64,95, ЕВРО 68,82, НЕФТЬ 47,05) and a search bar. The main content area displays news articles and a sidebar with additional news items.

НОВОСТИ

Железную дорогу в обход Украины запустят с опережением графика

Американские СМИ попались на утку про порно в эфире CNN
Под Краснодаром нашли тела десантников, пропавших во время учений

В Висконсине пересчитывают голоса на президентских выборах в США
Турчинов: стрельба над РФ Украина не планирует, у Москвы истерика

A large smartphone displaying a news article from the Medusa Project, SIA website. The article is titled "В Южной Корее сотни тысяч человек вышли на митинг за отставку президента". It includes a photo of a protest in South Korea and a BBC News link.

В Южной Корее сотни тысяч человек вышли на митинг за отставку президента

BBC News 12:18, 12 ноября 2016
Надежный источник

В Сеуле сотни тысяч человек вышли на акцию с требованием отставки президента страны Пак Кын Хе. Они находятся неподалеку от президентского дворца. Как отмечает «Би-би-си», если Пак Кын Хе находится в резиденции, то она не может не слышать скандирования демонстрантов.

По оценке полиции, на акцию пришли около 220 тысяч человек. Агентство Yonhap сообщает, что требовать отставки президента пришли 850 тысяч человек. К охране правопорядка привлечены 20-30

rawg.io/rate/thebest?from=header-menu

Games

you rated 5 out of 100 games | share via [facebook](#) or [twitter](#)

Uncharted 4: A Thief's End

Rate the game

Exceptional	Recommended
Meh	Skip

Share with friends

Facebook

Twitter

Rate: Q W ← →

Nav: A S

зачем SEO?



трафик

сеошник хуже ***

подвалы с мусором

глупые
роботизированные
тексты

сделайте список

на самом деле



серверные
коды возврата

404

502 503

301 302

разумная
структура разделов,
перелинковка

title, h1, meta
description

скорость

nojs

внешние ссылки

краулинговый бюджет

... и чуть-чуть схем

скорость



- первый вход
- последующие переходы

- ответ сервера
- рендеринг на клиенте

сервер

- tls connection
- запрос - ожидание ответа
(генерация)
- время загрузки (размер 💩 или 💨)

сервер

- кеширование (nginx)
- для разных клиентов

рендеринг

- число DOM-элементов на странице
- объем стилей на странице
- inline / external
- число/вес внешних ресурсов

больше?

— http2 push

— ...

инструменты



www.webpagetest.org/result/190211_8E_78a03f1d0b9448934234b9913a6eefaa/

Login | Register | Login with Google

WEBPAGETEST

SUPER! MONITORING FOR YOUR WEBSITE

AND WHO'S MONITORING YOUR WEBSITE?

HOME TEST RESULT TEST HISTORY FORUMS DOCUMENTATION ABOUT

Web Page Performance Test for <https://rawg.io/games/grand-theft-auto-v>

From: Warsaw, Poland - Chrome - Cable
2/11/2019, 11:48:24 PM

Need help improving?

A	A	A	A	B	X
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

Summary Details Performance Review Content Breakdown Domains Processing Breakdown Screenshot Image Analysis Request Map

Tester: vps407391-217.182.72.109
First View only
Test runs: 3
[Re-run the test](#)

Raw page data - Raw object data
[Export HTTP Archive \(.har\)](#)
[View Test Log](#)

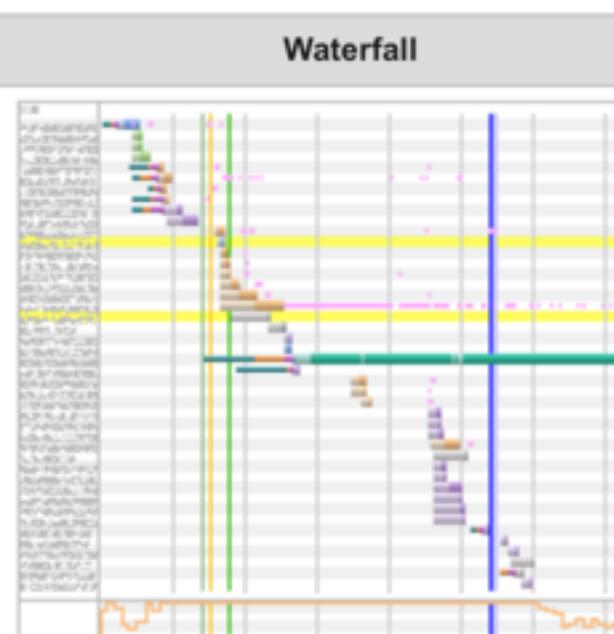
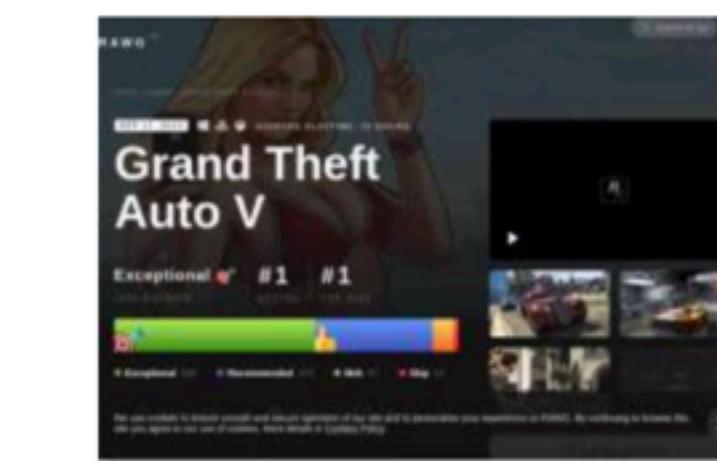
Performance Results (Median Run)

	Document Complete					Fully Loaded						
	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost					
First View (Run 1)	5.393s	0.388s	1.800s	1.949s	> 5.467s	5.393s	39	3,734 KB	7.997s	44	3,741 KB	\$\$\$\$\$

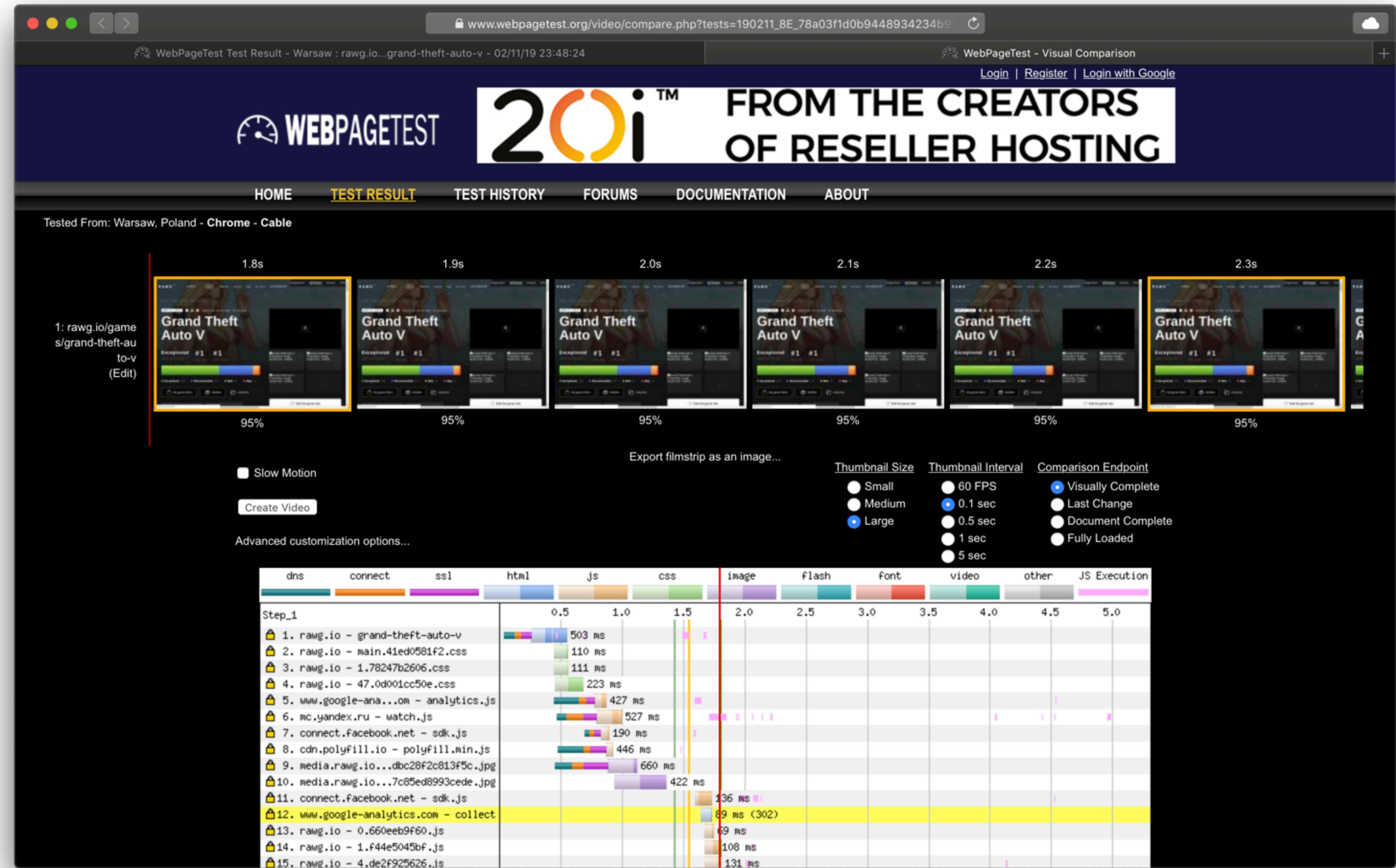
[Plot Full Results](#)

Test Results

Run 1:

First View (5.393s) Timeline (view) Processing Breakdown Trace (view)	<h4>Waterfall</h4> 	<h4>Screenshot</h4>  <p>Grand Theft Auto V</p>	<h4>Video</h4> <p>Filmstrip View Watch Video</p>
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[Privacy - Terms](#)



developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Frawg.io%2Fgan

PageSpeed Insights [HOME](#) [GUIDES](#) [REFERENCE](#)

<https://rawg.io/games/grand-theft-auto-v> [ANALYZE](#)

MOBILE DESKTOP

 54

<https://rawg.io/games/grand-theft-auto-v>

The [speed score](#) is based on the lab data analyzed by [Lighthouse](#).

Analysis time: 3/21/2019, 5:05:25 PM

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Field Data

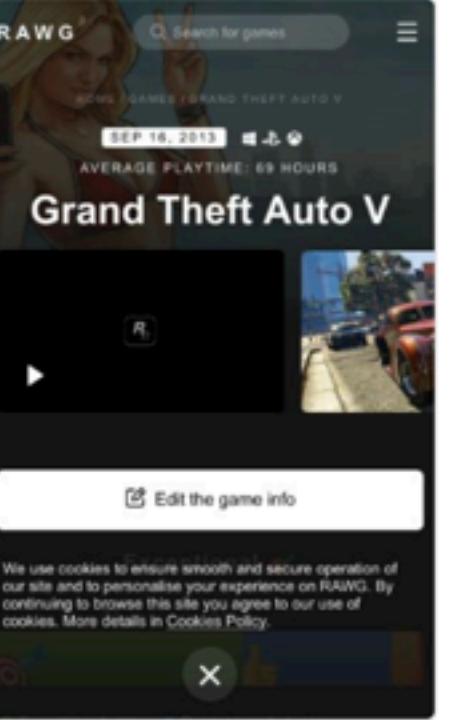
The Chrome User Experience Report [does not have sufficient real-world speed data for this page](#).

[Show Origin Summary](#)

Lab Data

Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint	2.2 s ✓	First Meaningful Paint	2.4 s i
Speed Index	4.4 s i	First CPU Idle	9.5 s ▲
Time to Interactive	10.8 s ▲	Estimated Input Latency	860 ms ▲



PageSpeed Insights

HOME GUIDES REFERENCE

Search ALL PRODUCTS

Make your web pages fast on all devices

MOBILE DESKTOP

About

- Get Started
- Client Libraries
- Languages

Best Practices

Resource prioritization

About the PageSpeed Insights API

The PageSpeed Insights API (PSI) reports on the performance of a page on both mobile and desktop devices, and provides suggestions on how that page may be improved.

PSI provides both lab and field data about a page. Lab data is useful for debugging performance issues, as it is collected in a controlled environment. However, it may not capture real-world bottlenecks. Field data is useful for capturing true, real-world user experience - but has a more limited set of metrics. See [How To Think About Speed Tools](#) for more information on the 2 types of data.

Performance score

At the top of the report, PSI provides a score which summarizes the page's performance. This score is determined by running [Lighthouse](#) to collect and analyze [lab data](#) about the page. A score of 90 or above is considered fast, and 50 to 90 is considered average. Below 50 is considered slow.

Real-World Field Data

When PSI is given a URL, it will look it up in the [Chrome User Experience Report](#) (CrUX) dataset. If available, PSI reports the [First Contentful Paint](#) (FCP) and the [First Input Delay](#) (FID) metric data for the origin and potentially the specific page URL.

Classifying Fast, Average, Slow

PSI also classifies field data into 3 buckets, describing experiences deemed fast, average, or slow. PSI sets the following

Contents

- Performance score
- Real-World Field Data
- Classifying Fast, Average, Slow
- Distribution and selected value of FCP and FID
- Field data summary label
- Differences between Field Data in PSI and CrUX
- Lab data
- Audits
- Frequently asked questions (FAQs)
- More questions?

Grand Theft Auto V - release candidate

DevTools - rawg.io/games/grand-theft-auto-v

Elements Console Sources Network Performance Memory Application Security **Audits** React GA Debugger

(new audit)

Audits

Identify and fix common problems that affect your site's performance, accessibility, and user experience. [Learn more](#)

Device Mobile Desktop

Audits Performance
 Progressive Web App
 Best practices
 Accessibility
 SEO

Throttling Simulated Fast 3G, 4x CPU Slowdown
 Applied Fast 3G, 4x CPU Slowdown
 No throttling

Clear storage

Run audits

+ Write a review 1320

Write a comment

Available on

The screenshot shows the Chrome DevTools Performance panel with two iPhone 6/7/8 emulators running the RAWG game database. The left emulator displays the homepage, and the right one displays the game page for 'Grand Theft Auto V'. The DevTools interface includes a timeline at the bottom, a CPU throttling dropdown set to 'No throttling', and recording instructions.

Click the record button or hit ⌘ E to start a new recording.

Click the reload button or hit ⌘ ⌂ E to record the page load.

After recording, select an area of interest in the overview by dragging. Then, zoom and pan the timeline with the mousewheel or WASD keys.

[Learn more](#)

RAWG

Search

HOME / GAMES / GRAND THEFT AUTO V

SEP 17, 2013

AVERAGE PLAYTIME: 69 HOURS

Grand Theft Auto V

R

▶

Edit the game info

Exceptional

1320 RATINGS

#1 ACTION #1 TOP 2013

Exceptional 762 Recommended 460

RAWG

Search for games

HOME / GAMES / GRAND THEFT AUTO V

SEP 17, 2013

AVERAGE PLAYTIME: 69 HOURS

Grand Theft Auto V

R

▶

Edit the game info

Exceptional

1320 RATINGS

#1 ACTION #1 TOP 2013

Exceptional 762 Recommended 460

Performance

Elements

Console

Sources

Network

Memory

Application

Security

Audits

React

Paused

Disable JavaScript samples

Enable advanced paint instrumentation (slow)

Network: Online

CPU: No throttling

4x slowdown

6x slowdown

www.sitespeed.io

sitespeed.io Start Documentation Examples Blog Videos Search



Welcome to the wonderful world of Web Performance

Sitespeed.io is a [set of Open Source tools](#) that makes it easy to monitor and measure the performance of your web site.

Measuring performance shouldn't be hard: you should be able to have full control of your metrics, own your own data and you should be able to do it without paying top dollars.

That's why we created sitespeed.io.

Docker

Use our [Docker container](#) to get an environment with Firefox, Chrome, XVFB and sitespeed.io up and running as fast as you can download them. They work [extremely well](#) together with Graphite/InfluxDB and Grafana.

```
$ docker run --rm -v "$(pwd)":/sitespeed.io sitespeedio/sitespeed.io:8.7.5 https://www.sitespeed.io/
```

If you want to test a user scenario/journey read [how to run test scripts](#).

Спасибо!

samat.me
@ctodaily