Use microvias to ground SMDs, not long traces.

This will be off board and not show on silkscreen.

Not good practice to route traces under SMDs.

Traces under metal cases equals trouble.

Burying vias under connectors equals trouble.

Can't read text.

Chip label on solder side?

Not good practice to route traces under connectors.

Chip label on solder side?

Overlapping text.

Overlapping text. My trick is to delete the component value and add text where I want it.