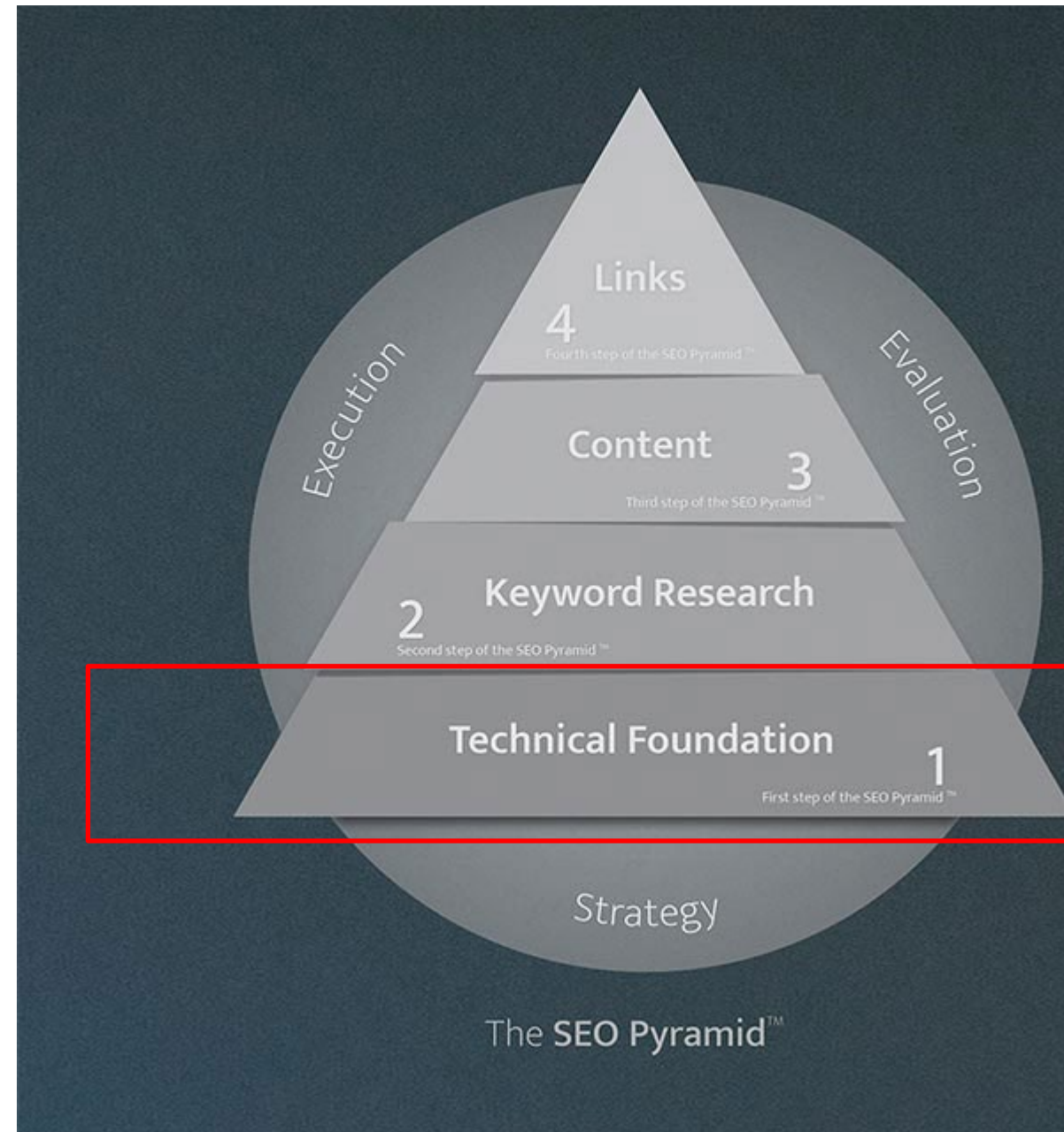


Technical SEO

XBI Okt 2020

SEO Pyramide



Mål

- Identificer ofte anvendte søgemaskiner og søgeindekser
- Beskriv komponenterne i en søgemaskine
- Design websider, der er venlige til søgemaskiner
- Indsend et websted til søgemaskine (listing)



Hvad er SEO?

SEO står for Search Engine Optimization,
der på dansk betyder
søgemaskineoptimering



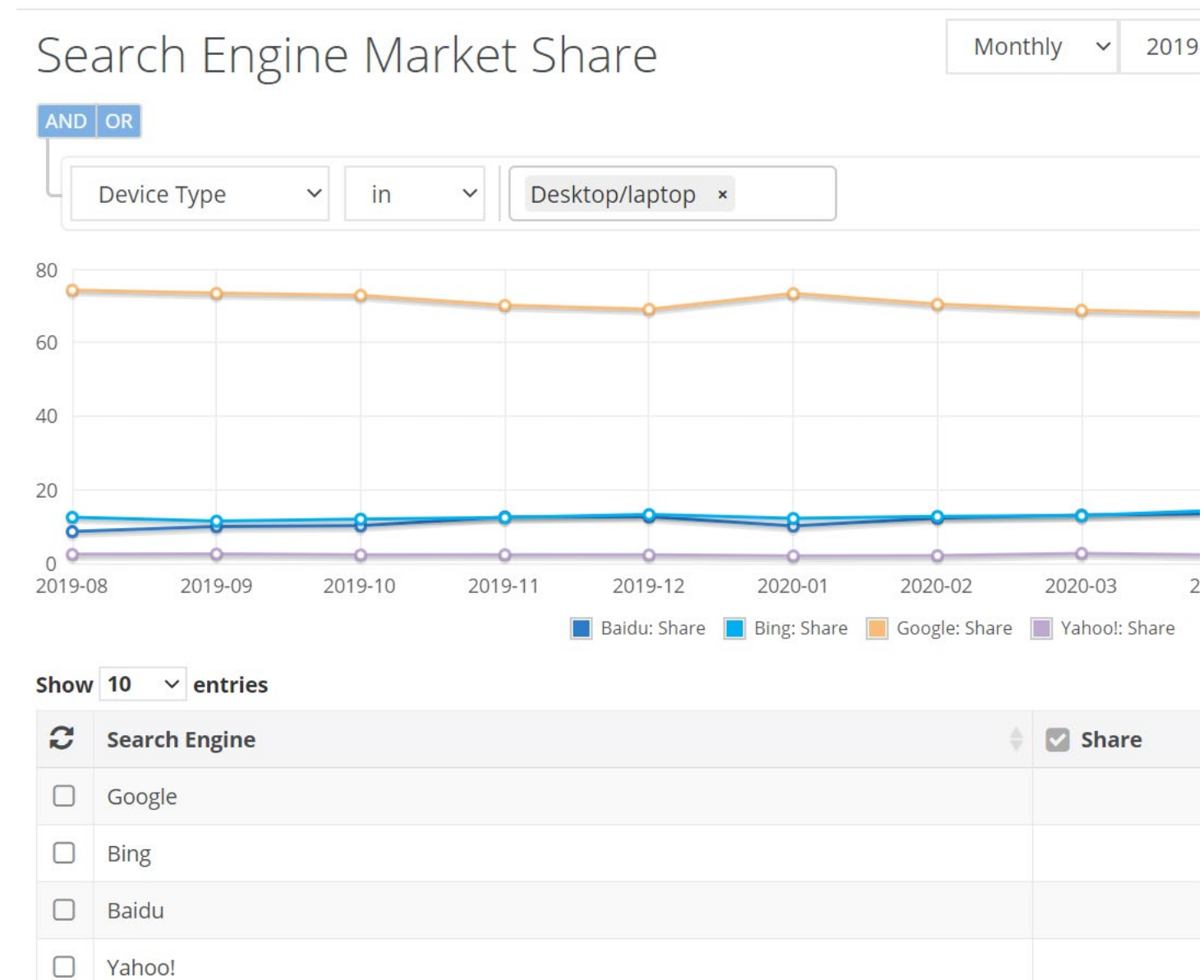
Teknisk SEO

Hvad er teknisk SEO? Det tekniske fundament på din hjemmeside skal være i orden:

Google skal problemfrit og uhindret kunne finde, crawle, forstå og indeksere dit content, gælder tekster, videoer, billeder, pdf'er eller lignende.



Populære søgemaskiner



Søgemaskinkomponenter

Søgemaskiner bruger følgende komponenter:

- Robot eller "spider"
- Database

Robot eller "spider"



https://www.youtube.com/watch?v=BNHR6IQJGZs&feature=emb_logo

Robot/ spider

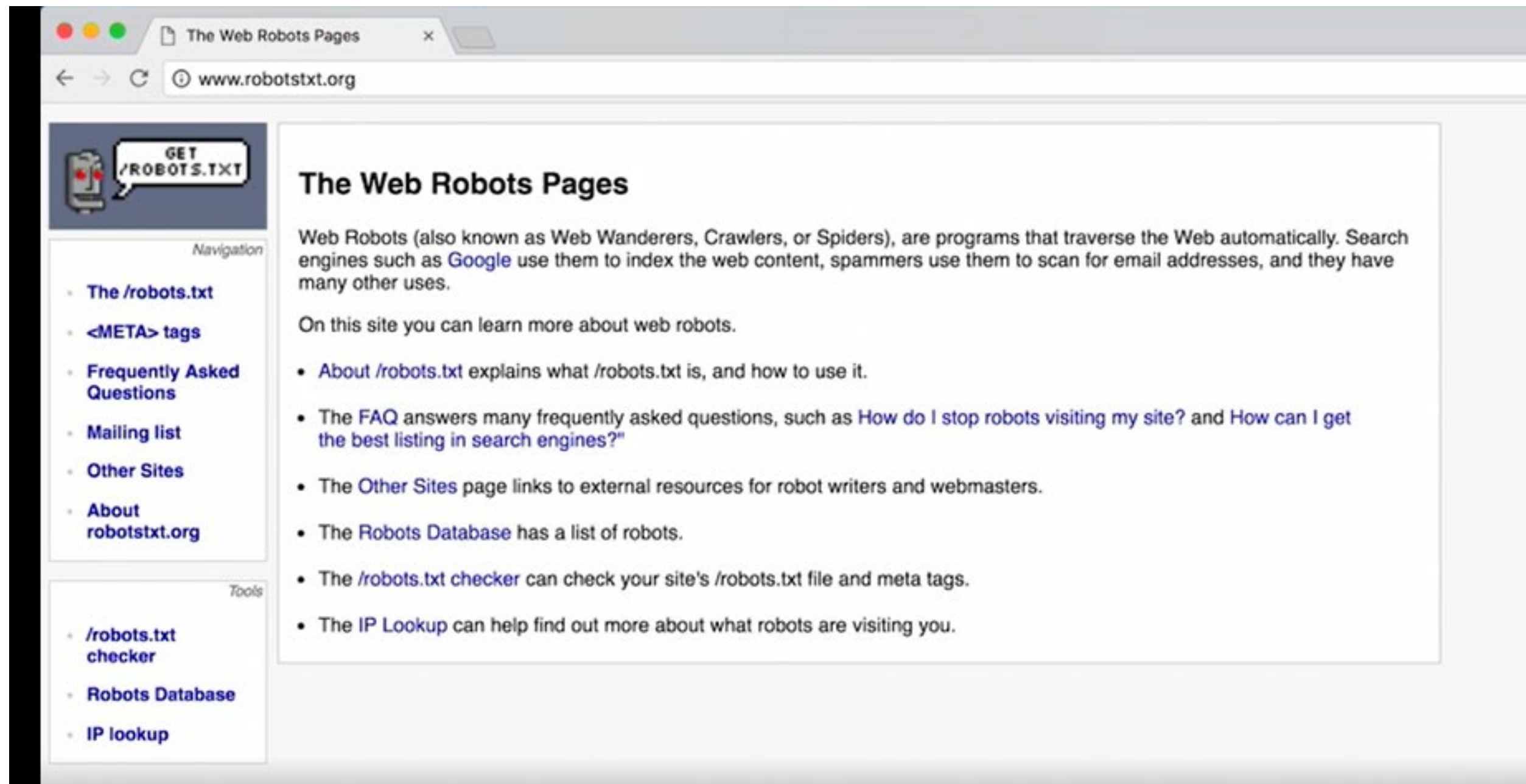
Få adgang til følgende komponenter på websider:

- title
- meta tag keywords & meta tag tekst
- tekst i headings
- tekst på siden
- hyperlinks

Se <http://www.robotstxt.org>

Grundlæggende Teknik-Indeksering Robot.txt

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



Grundlæggende Teknik- HTTPS HTTP

https://support.google.com/webmasters/answer/6073543?hl=en&ref_topic=9460495#



Grundlæggende Teknik- søgeord

Brug lidt tid på brainstorming om
termer og sætninger, som folk
måtte bruge
når du søger på dit websted.

Meta Tag

Metatag -

```
<meta name="description" content="value">
```

Eksempel: Meta Tag med søgeord

Example: "Acme Design"

```
<meta name="description" content="Acme Design, a  
premier web consulting group that specializes in  
E-commerce, website design, website development,  
and website re-design.">
```

Grundlæggende Teknik- Hastighed

Der kan være mange årsager til at hastigheden er langsom på hjemmeside
langsom eller overfyldt server

Mange billeder eller billeder som ikke er komprimerede

Mange videoer, plugins eller andre elementer



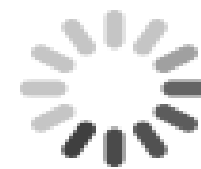
Loadhastighed



53% of visits are abandoned if a mobile site takes more than three seconds to load⁵



1 out of 2 people expect a page to load in less than 2 seconds⁶



Loading...



Grundlæggende Teknik- Server hastighed

Der kan være mange årsager til at hastigheden er langsom

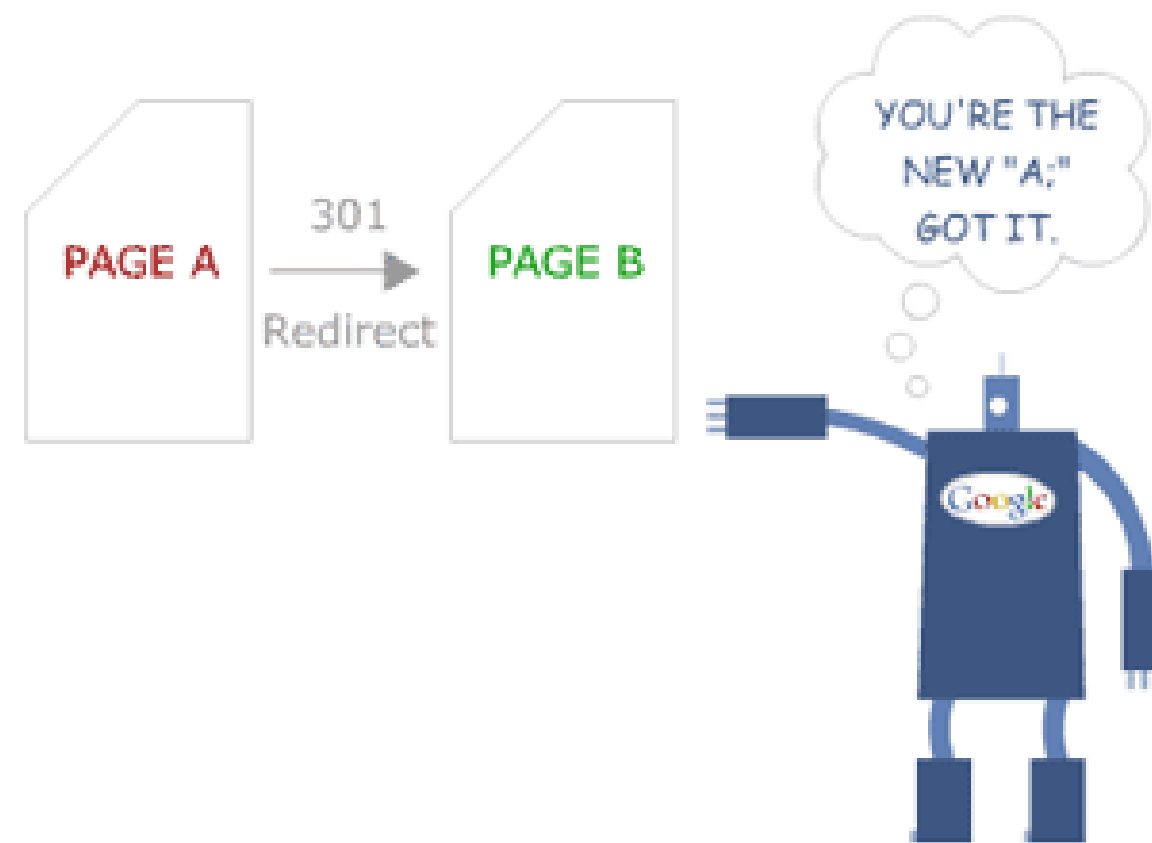
- Langsom eller overfyldt server eller server lokation
- Mange CMS plugins

Mobiloptimeret - Responsiv

Værktøjer til at teste Loadhastigheder og mobiloptimeret side kan findes på "testmysite.withgoogle.com"

3 Onsite Optimering (Content) Opbygning af URL

URL er noget af det først Google læser, der er vigtigt at have **søge ord** med i din URL





Optimering (Content) Opbygning af URL

<http://explorecalifornia.org/tours/backpacking-tours-in-california.html>

Onsite Optimering -Interne links

Du skal ikke linke til andre sider ved at skrive klik her, i sted skal du selve skive søgeordene

Hvad er en ankertekst?



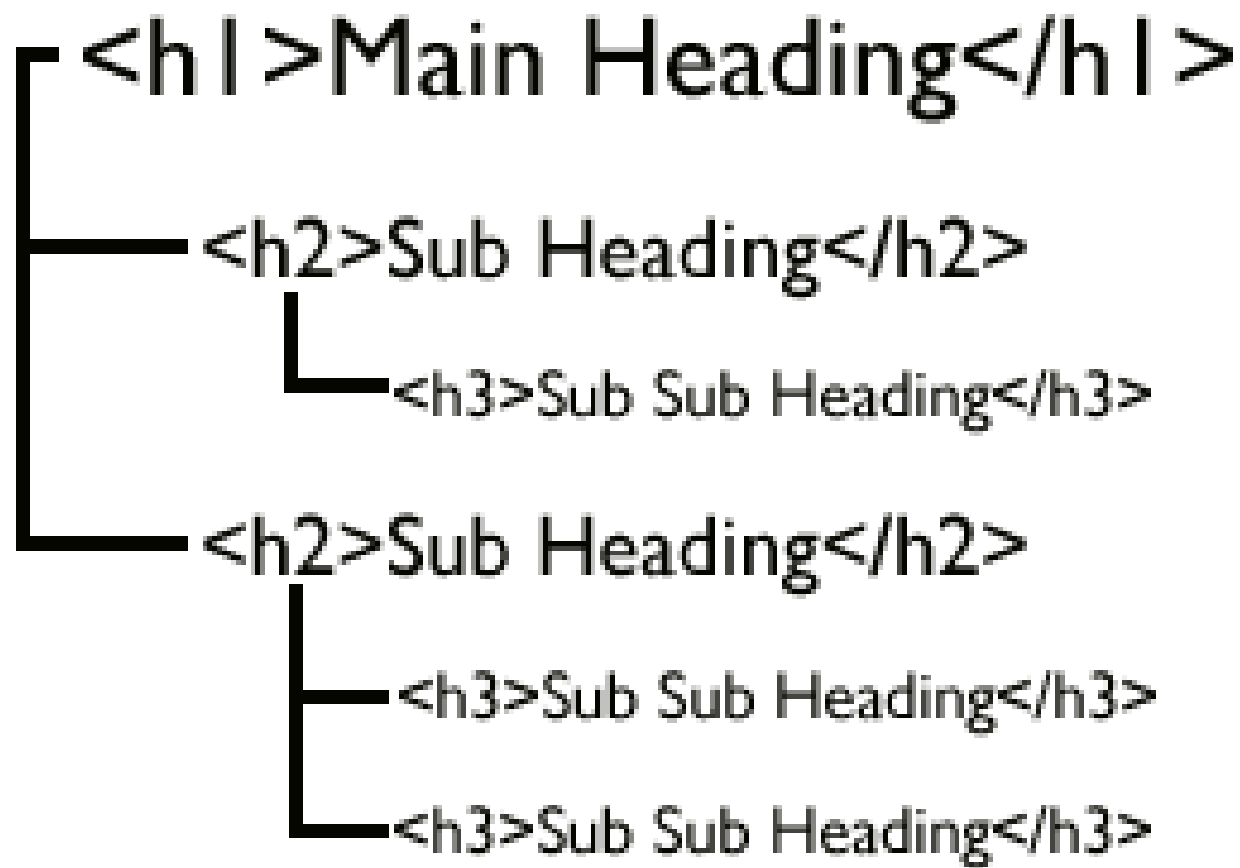
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse quis lorem eu sapien varius pharetra porta eget sem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. `Klik her`, eu malesuada mi.

Aliquam erat volutpat. Sed rutrum turpis porttitor elit commodo facilisis eu eget ex. Integer nec ex ligula.



Onsite optimering-Tekst

Overskrifter – H1 tag



Onsite optimering-Tekst

Titles og metadeskriptioner

Google search results for "how to write a title tag". The search bar shows the query and the number of results is 144,000,000. Red arrows point from the text "Title Tags" to several search results:

- [t the Title Tag for Search Engine Optimization](#)
- [Write a compelling title tag accordingly. ...](#)
- [Rankings.com/allabouttitles - Cached - Similar](#)
- [Title - Make a title tag that search engines will like](#)
- [Write title tags that are not relevant to the content on the page. Search engines](#)
- [Text in the title tag against actual textual content on ...](#)
- [Cities.com/frakill/seo-title-tag.html - Cached - Similar](#)
- [g guidelines - search engine optimization](#)
- [Guidelines which can assist in optimizing your site for search engines and ... How](#)
- [Winning web development or marketing proposal. ...](#)
- [Ingthebeast.net/articles/titletag.htm - Cached - Similar](#)
- [Tip: Using ALT And TITLE Attributes](#)
- [To do this is to use ALT and TITLE attributes wherever you can. ... Note that in each](#)
- [We used either the ALT or TITLE attribute to provide ...](#)
- [Mechanic.com/news/vol6/html_no1.htm - Cached - Similar](#)
- [Title Tags for Search Engine Optimization & Web Usability ...](#)
- [004 ... "Do I need to put a different title tag on every page of my site?" ... In HTML](#)

Title Tags

HOW TO CHOOSE THE RIGHT KEYWORDS FOR SEO

Google search results for "seo meta description tags". The search bar shows the query and the number of results is 23,900,000. Red arrows point from the text "Meta Description Tags" to several search results:

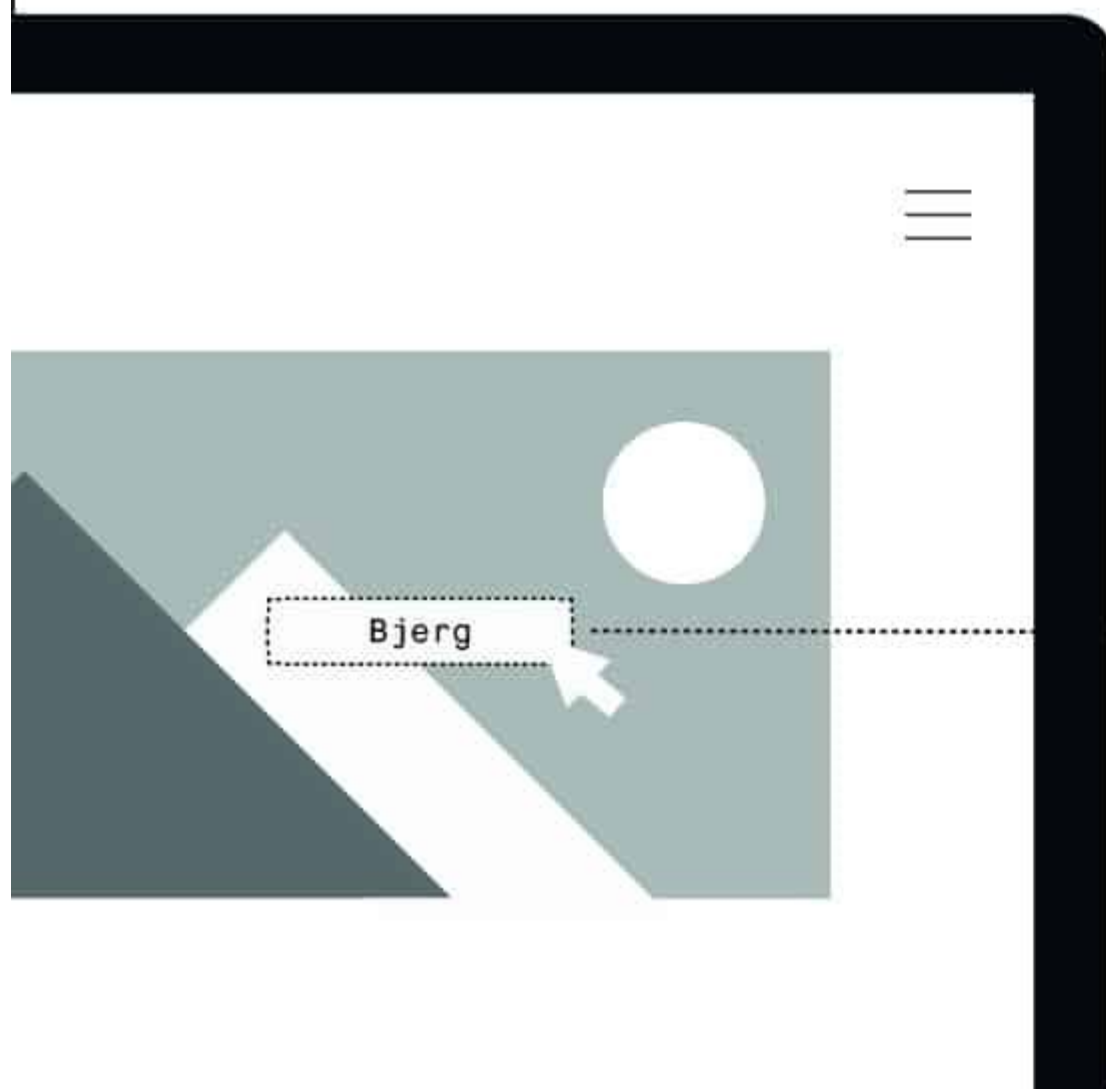
- [Meta Description Tag - Learn SEO - Moz](#)
- [https://moz.com/learn/seo/meta-description](#)
- [Recommended Length. Meta descriptions can be any length, but search engines generally truncate snippets longer than 160 characters. It is best to keep meta descriptions between 150 and 160 characters.](#)
- [Meta Tags - How Google Meta Tags Impact SEO | WordStream](#)
- [www.wordstream.com/meta-tags](#)
- [Meta tags can have a larger impact on SEO and your website than you may think; find out more ...](#)
- [Meta Description Attribute - A brief description of the page.](#)
- [Meta Description Magic: Think Less about SEO & More about Click ...](#)
- [https://blog.kissmetrics.com/meta-description-magic/](#)
- [Meta Description Magic: Think Less about SEO & More about Click-Throughs. The meta description tag in HTML is the 160 character snippet used to summarize a web page's content. Search engines sometimes use these snippets in search results to let visitors know what a page is about before they click on it.](#)

Meta Description Tags

HOW GOOGLE META TAGS IMPACT SEO

Onsite optimering- Alt Tekst

ALT-tekst: Forklarer billedets motiv



ALT-teksten beskriver, hvad der vises på billedet.

Det hjælper blandt andet søgemaskinerne med at vise de rigtige billeder på en relevant billedsøgning.



Opgave

Fortæl om 5 Grundlæggende ting
(teknisk SEO) du mener er
medvirkende til, at din projekt siden
ligger øverst på din søgning.

Semantisk søgning



Semantisk opmærkning med Json-LD

```
<!doctype html>
<html lang="da">
  <head>
    <meta charset="utf-8" />
    <title>Opskrift på Pizza Margherita</title>
    <meta name="description" content="En meget, meget simpel c
      der forklarer, hvordan du laver Pizza Margherita" />
    <script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Recipe",
  "name": "Pizza Margherita",
  "about": "Pizza Margherita",
  "recipeCategory": "Hovedret",
  "description": "En simpel opskrift, der forklarer, hvordan d
Margherita",
  "image": "https://upload.wikimedia.org/wikipedia/commons/a/a3
pizza-margherita_sep2005_sml.jpg",
  "recipeIngredient": [
    "Pizzadej",
    "Tomatpure",
    "Tomater",
    "Ost"
```

```
],
  "recipeInstructions": ["Køb en færdig pizzadej.",
    "Fordel tomatpure, tomater og ost på dejen.",
    "Bag pizzaen i ovnen i 15-20 minutter."]
}
</script>
</head>
  <body>
    <article>
      <h1>Pizza Margherita</h1>

<!-- Her kommer så resten af opskriften i almindelig HTML -->
</article>
  </body>
</html>
```



```
<script type="application/ld+json">
```

```
{
```

```
....
```

```
}
```

```
</script>
```

Google Testværktøj til strukturerede data

Google Testværktøj til strukturerede data

Recipe

BE EKSEMPEL 0 FEJL 5 ADVARSLER

@type	Recipe
description	En meget, meget simpel opskrift, der forklarer, hvordan du laver Pizza Margherita
name	Pizza Margherita
recipeCategory	Hovedret
image	https://upload.wikimedia.org/wikipedia/commons/a/a3/Eq_it-na_pizza-margherita_sep2005_small.jpg
recipeIngredient	Pizzadej
recipeIngredient	Tomatpure
recipeIngredient	Tomater
recipeIngredient	Ost
recipeInstructions	Køb en færdig pizzadej Fordel tomatpure, tomater og ost på dejen Bag pizzaen i ovnen i 15-20 minutter
about	
@type	Thing
name	Pizza Margherita
aggregateRating	Det anbefales at udfylde feltet aggregateRating. Angiv en værdi, hvis feltet er tilgængeligt.
author	Det anbefales at udfylde feltet author. Angiv en værdi, hvis feltet er tilgængeligt.
cookTime	Det anbefales at udfylde feltet cookTime. Angiv en værdi, hvis feltet er tilgængeligt.
nutrition	Det anbefales at udfylde feltet nutrition. Angiv en værdi, hvis feltet er tilgængeligt.
prepTime	Det anbefales at udfylde feltet prepTime. Angiv en værdi, hvis feltet er tilgængeligt.

<https://schema.org/Person>

Example 1

Without Markup Microdata RDFa **JSON-LD**

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Person",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Seattle",
    "addressRegion": "WA",
    "postalCode": "98052",
    "streetAddress": "20341 Whitworth Institute 405 N. Whitworth"
  },
  "colleague": [
    "http://www.xyz.edu/students/alicejones.html",
    "http://www.xyz.edu/students/bobsmith.html"
  ],
  "email": "mailto:jane-doe@xyz.edu",
  "image": "janedoe.jpg",
  "jobTitle": "Professor",
  "name": "Jane Doe",
  "telephone": "(425) 123-4567",
  "url": "http://www.janedoe.com"
}
</script>
```



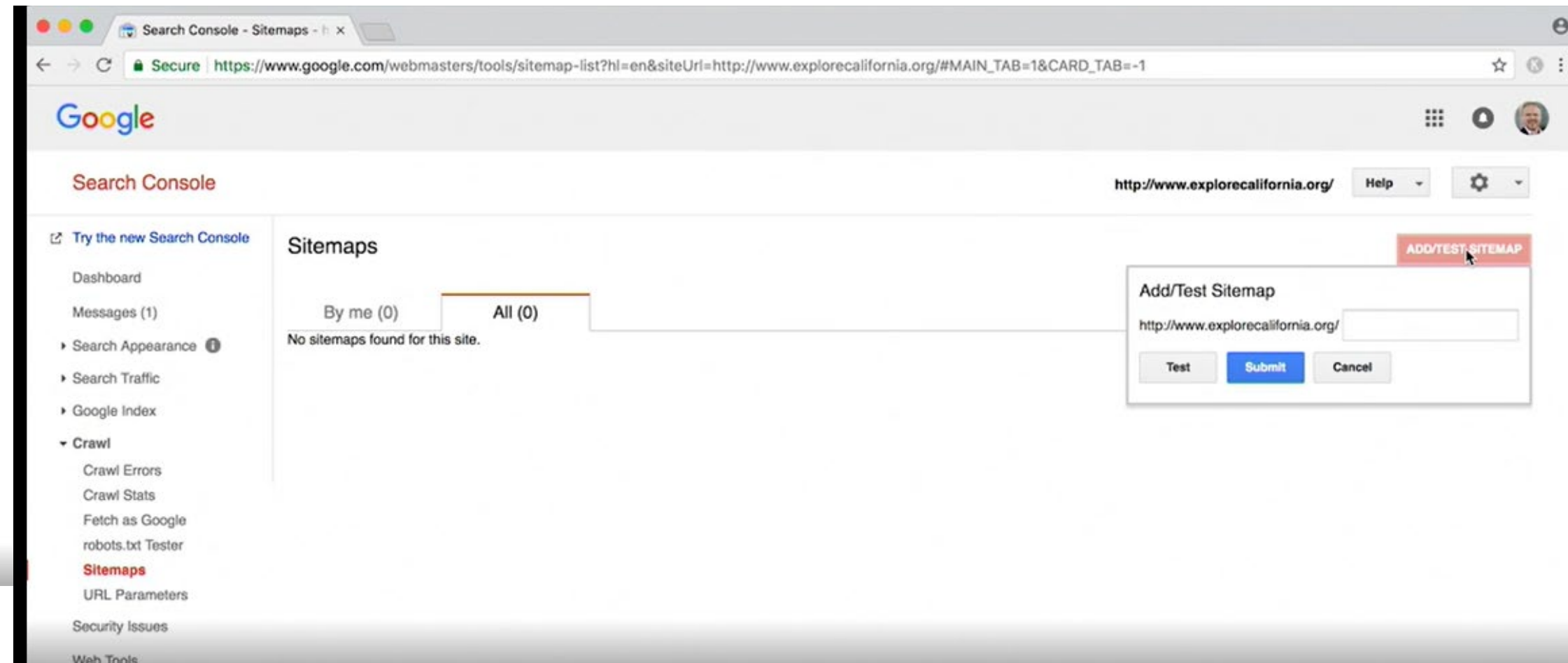
Listing Indsend et websted til søgemaskine

- Vent, indtil dit websted er færdigt
- Indsend ikke websteder under konstruktion!
- Find siden "Tilføj U R L" (add URL) eller "Indsend dit websted" (Submit site) for en søgemaskine
- Følg instruktionerne
- En robot fra søgemaskinen besøger dit websted og indekserer det
- Tillad flere uger, og test søgemaskinen for at se, om dit websted er vist (listed)

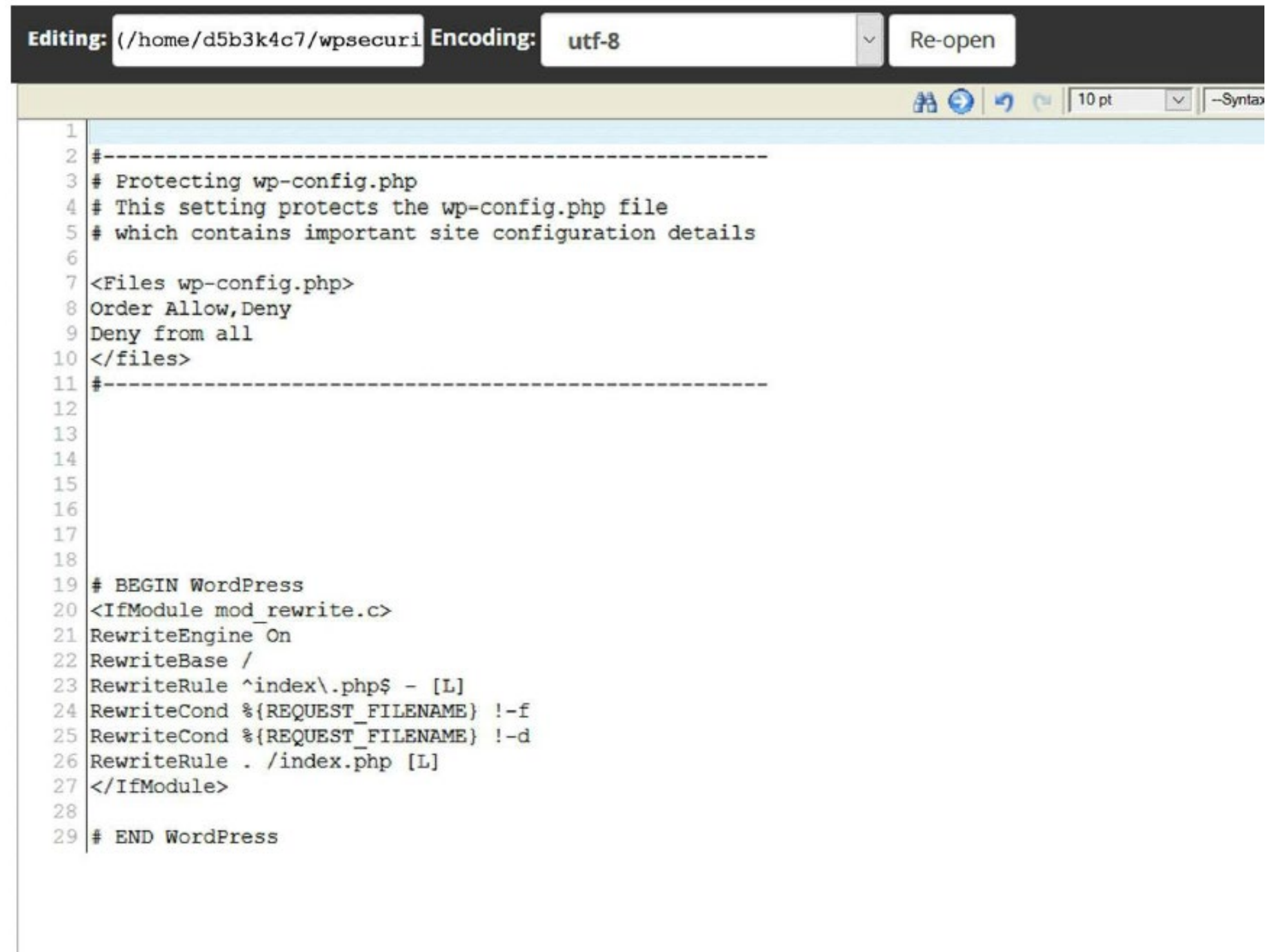
XML -Site Map-Submit Website to Google

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.lynda.com/playlistcenter</loc>
    <lastmod>2014-09-26T09:48:29.8716423-07:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.7</priority>
  </url>
  <url>
    <loc>http://www.lynda.com/articles</loc>
    <lastmod>2014-09-26T09:48:29.8716423-07:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.7</priority>
  </url>
  <url>
    <loc>http://www.lynda.com</loc>
    <lastmod>2014-09-26T09:48:29.8716423-07:00</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.7</priority>
  </url>
  <url>
    <loc>http://www.lynda.com/sitemap</loc>
    <lastmod>2014-09-26T09:48:29.8716423-07:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
    <loc>http://www.lynda.com/newreleases.aspx</loc>
    <lastmod>2014-09-26T09:48:29.8716423-07:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.6</priority>
  </url>
  <url>
    <loc>http://www.lynda.com/allcourses</loc>
    <lastmod>2014-09-26T09:48:29.8716423-07:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.6</priority>
  </url>
</urlset>
```

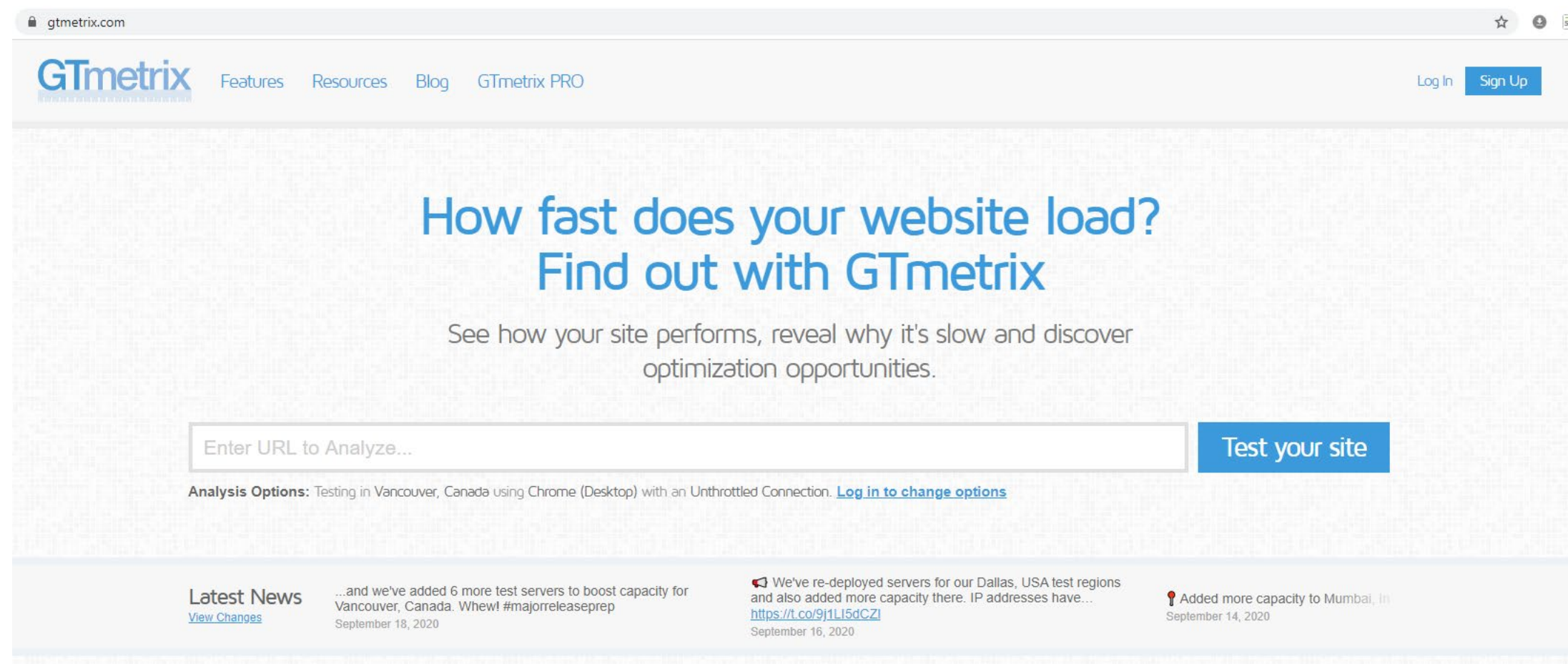


.htaccess Protecting



```
Editing: (/home/d5b3k4c7/wpsecuri Encoding: utf-8 Re-open
1
2 #-----
3 # Protecting wp-config.php
4 # This setting protects the wp-config.php file
5 # which contains important site configuration details
6
7 <Files wp-config.php>
8 Order Allow,Deny
9 Deny from all
10 </files>
11 #-----
12
13
14
15
16
17
18
19 # BEGIN WordPress
20 <IfModule mod_rewrite.c>
21 RewriteEngine On
22 RewriteBase /
23 RewriteRule ^index\.php$ - [L]
24 RewriteCond %{REQUEST_FILENAME} !-f
25 RewriteCond %{REQUEST_FILENAME} !-d
26 RewriteRule . /index.php [L]
27 </IfModule>
28
29 # END WordPress
```


Test din projekt i <https://gtmetrix.com/>



The screenshot shows the GTmetrix website homepage. At the top, there's a navigation bar with the GTmetrix logo, links for Features, Resources, Blog, and GTmetrix PRO, and buttons for Log In and Sign Up. The main heading asks 'How fast does your website load? Find out with GTmetrix'. Below this, a subheading says 'See how your site performs, reveal why it's slow and discover optimization opportunities.' A large input field prompts 'Enter URL to Analyze...' with a 'Test your site' button to its right. Below the input field, 'Analysis Options' are listed: 'Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection.' and a link to 'Log in to change options'. The footer contains a 'Latest News' section with three items: a link to 'View Changes', a news item about adding 6 test servers in Vancouver, Canada on September 18, 2020, and a news item about re-deploying servers in Dallas, USA on September 16, 2020, and adding capacity in Mumbai on September 14, 2020.

gtmetrix.com

GTmetrix Features Resources Blog GTmetrix PRO Log In Sign Up

How fast does your website load? Find out with GTmetrix

See how your site performs, reveal why it's slow and discover optimization opportunities.

Enter URL to Analyze... Test your site

Analysis Options: Testing in Vancouver, Canada using Chrome (Desktop) with an Unthrottled Connection. [Log in to change options](#)

Latest News
[View Changes](#)

...and we've added 6 more test servers to boost capacity for Vancouver, Canada. Whew! #majorreleaseprep
September 18, 2020

🔧 We've re-deployed servers for our Dallas, USA test regions and also added more capacity there. IP addresses have...
<https://t.co/9j1L5dCZl>
September 16, 2020

🔧 Added more capacity to Mumbai, IN
September 14, 2020