# THE 300+ SEO TIPS & TRICKS

## 2021 EDITION

We bring you **300+** SEO tips & tricks from various online sources, SEO agencies and experts in this industry who understand the search engine ecosystems.

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### #41

Heard about the rumors going around that 50% of the searches by 2020 will be through voice search? Do not believe it.

### #42

If you want to get a good ranking on Google, you must have other websites to link to your webpages. If you think of SEO as a one-off optimization, you are likely not to succeed in ranking your website. SEO is more than just technical optimization. Technical optimization only gives you a base to build on, and not a total solution.

### #43

Modifying page content using JavaScript with Google Tag Manager should be the absolute final resort as it will take a long time for Google to index.

### #44

Don't think too much about linking to other sites that are useful and relevant to the users. It is absolutely fine because that is how the web works!

### #45

You can estimate how much your organic traffic worth by knowing how much it will cost you to buy that search traffic via paid search. The CPC or cost-per-click of the specific keyword is set according to demand.

### #46

It can be a useful to examine your raw server log files. You can know how Googlebot interacts with your website and see if it's stuck or has an error response.

### #47

Do not just look at the details on algorithm updates. The algorithm updates mainly represent the overcoming of technical challenges which at the end of the day, it's still heading towards the same end goal.

### #48

What is cannibalization? It is when you have many URLs (more than one) that are targeting the same key phrase or intent. It causes technically optimized websites that have adequate content to have poor ranking. It is one of its core problems.

### #49

If you want to discontinue a popular product or model from your e-commerce website, do not delete the page. You can update it by explaining that you are removing the product and then link it to the related or nearest alternative products. Why? Because it is more convenient for the user, and it will prevent organic traffic loss at the same time.

### #50

A canonical tag is not an instruction. Make sure to avoid using it on webpages that are not related because Google will simply ignore it.

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### #51

When you are migrating your site, also migrate the URLs that is not within your site's internet link structure too. This is usually overlooked, and can result in a decrease in ranking after migration.

### #52

Use an img tag within the HTML if you want your images to be indexed.

### #53

Want to have a better probability that your videos will appear in the search results? Create video sitemaps as it gives more details to search engines about the videos that are hosted on your webpages, help them in the ranking.

### #54

Register a Google My Business (GMB) account for free. It will help you begin ranking in the local map pack.

### #55

"Google Trends" is beneficial for you to observe the weekly, monthly and yearly searches trends. Know whether is a particular trend going up or down? How greatly do they differ?

### #56

The UX engagement metrics are not used directly by Google as part of their algorithm (such as dwell time, CTR, etc.) They have mentioned this for years consistently, and such theories are referred to as "made up crap" according to Gary Illyes from Google. It may also go the same for direct "social engagement metrics".

### #57

In Google Analytics, look at the last 12 months to see if you have content pages that have no traffic. It could be the best time to consider redoing, removing, or consolidating those pages.

### #58

Make use of schema; this is crucial.

### #59

It is against the guidelines of Google under the 'link schemes' if you send someone a free product review and then acquire a link. There is a penalty for doing so.

### #60

Domain age play a part in ranking. It is almost impossible to rank a brand-new site for any competitive word.

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## #61

If you are using a Screaming Frog tool and experiencing 403 errors while trying to crawl your website, it may be due to Web Application Firewalls or other similar services, like Cloudflare, which will by default will block the crawlers.

## #62

Preferably, you only want to have one h1 on a webpage, which should be descriptive of the page content. Preferably, your h1 and page title should be somehow similar.

## #63

If you attempt to stop the content from being indexed, it must not be in robots.txt because the crawler won't reach the page to discover your noindex tag.

## #64

If you want the website content to rank well for months/years, design your website to link it in your site hierarchy from 'high up'. Generally, it is unwise to post evergreen content in a sequential blog. It will disappear deeper into your website. If you always create relevant and evergreen content, it must continuously be prominent.

## #65

Don't waste your time on particular 'keyword density' because it is not a thing. Text analysis goes far beyond it, as well as tf-idf, it means you are not writing for your humans but robots, and you are missing a point here. The algorithm is always working to define what's most helpful for humans.

## #66

The usability of your website, including all the crucial pages, must be accessible without the use of JavaScript. Turn off JavaScript, navigate and click around your website. If you notice part missing or broken things, it can cause huge problems for Googlebot.

## #67

The factors that affect the ranking in local map pack is different from the 'normal' Google search ranking.

## #68

Stuck with creating quality content ideas? Use a broad subject and put it on AnswerThePublic to know the types of questions people are searching for in Google.

## #69

As the last hope, when the development queue is hindered and you are sinking into technical debt, you can modify the canonical tags or page titles via JavaScript with Google Tag Manager (GTM). It can take a while to be indexed, but it works.

## #70

The Pagespeed Insights tool of Google will provide you a "Field data" if you have sufficient traffic to your website. Here's the Pagepeed Insights tool of Google:
https://developers.google.com/speed/pagespeed/insights/

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## #71

1 out of 5 searches that occur in Google are unique and have never occurred before. The large majority of searches are words that have lesser than 10 searches each month. If you are simply choosing the key phrases according to the volume from the "keyword research," you are missing a lot of traffic share, plus you are making things hard for yourself since many others are also doing the same thing.

## #72

The key phrases on Google My Business reviews can help your company to rank well for those words.

## #73

It is always helpful to do sub-folders than separate TLDs or sub-domains if you serve many countries on a single website. This means: yourdomain.com/sg/, yourdomain.com/my/ is always better to use than sg.yourdomain.com and my.yourdomain.com.

## #74

Use Google Alerts for basic brand monitoring, free. It is a chance for you to do 'link reclamation' - wherein there are sites that mention your website or brand and are not providing you that link. Start a pleasant conversation, give them more details, value, insight, and then have that request in for you to acquire the link.

## #75

The tool Screaming Frog has a free but limited version that can help you crawl your webpages quickly to uncover issues like duplicate page titles and 404s.

## #76

Make use of YouTube as part of your SEO plan. SEO is not only about Google search.

## #77

Google previously had a bug, and it has de-indexed millions of web pages at random - at times, even home pages of big companies. But the said bug has been fixed. You don't need to panic if it has affected your websites because these URLs must automatically resolve. Speed up re-indexing if you are in a rush. You can submit the de-indexed URL through your Google Search Console account.

## #78

Google Trends can trend YouTube searches but has been commonly-overlooked.

## #79

SEO GOLDEN RULE: There is definitely no 'SEO CHANGE' you must do on your website which can cause poor user experience. No, period.

## #80

If you want to see a quick view of your site's content structure and discover its problems, create a visual crawl map. You can use a tool called Sitebulb. It has a trial version that you can check out.