

# 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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## #1

The words or phrases you used as internal links are crucially significant. Link to internal site pages with the words you want to rank for as it is more valuable than the page's content itself.

## #2

The Meta description does not improve how well your page ranks in Google directly. However, it can influence the number of people drawn to click on your result, thus increase traffic to your website.

## #3

Use search operators to obtain more information about your website. E.g. search: site:yourdomain.com and Google will tell you the # of pages it has indexed for your domain. They will make a rough list according to the order of importance. Through this, you can see which page Google prefers on your site.

## #4

**NEVER** use the Remove URLs tool found in GSC on your old website if you want to move your full or partial website. Your website will not move faster. It only has an impact on what's noticeable in Search, and it could hurt your site in the short-term.

## #5

If your SEO strategy is producing two blog posts of 500 words every week, I guarantee you are wasting your money and resources.

## #6

No one can tell you the specific keyword a searcher has searched for on Google and landed on your website from organic search, regardless of what some tools are claiming to be able to do.

## #7

Tools like "Majestic's Clique Hunter" can help you find easy link possibilities. Name a few of your competitor website and you will receive a list of the links that your competitors have and you don't. It can help in closing the gap on the areas where your competitors are talked about, and you're not.

## #8

If the URLs of your web page work both without and with a trailing slash (/), Google search engines will likely assume that you have two identical copies of your website online. Choose if you want to have it or not and then set up 301 redirects permanently. Without the 301 redirect, it will result in having 'two' pages competing with each other in the search ranking.

## #9

Are you curious on where you rank? Even if you do it incognito mode, you will not see a fair ranking representation. You get average rankings through GSC, but only be for the words they choose. You can use SEMRush as it's affordable, and it can give you a lot of keyword ranking info for your website, specific words you want to trace, and your competition.

## #10

The chrome plugin "Ayima Redirect Path" lets you live view what redirects (such as JS/301/302 etc.) are occurring.

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## #11

Chrome plugin "Keywords Everywhere" is a free extension to acquire search value, search volumes and suggestions covered with each search you perform. Keep it on all the time and you will be able to build a good 'feel' on how other users search and for search competitiveness.

## #12

Remember, page speed results will vary every time you run it. It depends on many various factors. If you plan to use the page speed tools, run various tests on many pages, and gather a few averages.

## #13

PDF documents can be indexed by Google just fine and render them as HTML. It means that the PDF document links count as normal web links - plus, PDFs are easy to share as well.

## #14

Google has always denied and that there is no good proof or whatsoever that the posts on social media platforms like Facebook and their associated engagements like "likes" or "share" have a direct impact on your rankings. If someone keep insisting on this, you could be dealing with a non-savvy SEO agency.

## #15

First words in your website are extremely important. If you want to place the brand name in the page title, it should come after then page description.

## #16

Posting longer content does not guarantee a better ranking. Some studies show this, but when you check the source data, it's just that content is way better (plus, there is a higher chance that more effort has invested in longer content). The Internet is not short of content quantity - it's short of content quality. Therefore, quality surpass quantity.

## #17

Content doesn't just involve text. As the saying goes, a picture speaks a thousand words. Likewise, for video. Google learn the type of content that best fits the queries, and you can gather clues as to the kind of content you can make by looking at the current ranking. Example: "How to cook rice" and you'll see all videos are ranking at the top.

## #18

Don't believe anyone who say Googlebot can process JavaScript as it crawls. JavaScript rendering happens later, and sometimes it takes weeks, and can cause problems for client-side rendered sites.

## #19

MYTH: Writing new content equates to "fresh" content. It does not universally apply. Some searches need freshness, while others don't. Do not add or write new content for the sake of being fresh.

## #20

Even if your website is not collecting information or e-commerce, all of your websites must be https and not http. Why? Because it is best to protect all users' privacy, and Google sees it as a positive ranking signal.

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## #21

Google ignores Meta keyword tags and has been doing it for years. Therefore, do not waste your time and energy listing down keywords in your CMS.

## #22

Free extension like "User-agent Switcher" can help you identify yourself as a Googlebot to the sites that you visit. It is interesting to know that some websites gives you a different experience, especially when they see you as Google. It can also help uncover the reasons if you ever get warning message like "This site may be hacked."

## #23

Are your competitors copying your website content? You can file a DMCA warning directly to Google. It can help remove content from the search results of your competitor.

Click here to do so: <https://www.google.com/webmasters/tools/dmca-notice?pli=1>

## #24

Older domain is definitely better. Because the longer a domain is live and getting links for, the better it is since boosting up a reputation has an impact on how well the pages on it can rank.

## #25

An agency can say that website is slow, when in fact, it isn't. Test the site speed (and others) using various online audit tools like GTmetrix, pingdom, LightHouse

## #26

If you have paginated (page 1, 2, etc.) content, you can use the special "Prev" and "Next" markup to aid search engines to get a better understanding of what is happening. Find out more over here:

<https://webmasters.googleblog.com/2011/09/pagination-with-relnext-and-relprev.html>

## #27

You can use "Visual Ping" service to monitor any website changes. This is good if you want to have the latest updates from Google Webmaster Guidelines page. You will receive an email when Google update the page.

## #28

Don't use Disavow Tool under GSC as more harm might probably happen than good. The tool is for disavowing links if you get a manual penalty or if you're aware that paid or blackhat links occurred, and you wish to remove them proactively. In most cases, about 99% that those 'spammy' links should be left if Google think that they are spammy, they will ignore it. So focus on building positive things instead.

## #29

Adding pages to robots.txt doesn't prevent them from getting indexed. You should use the noindex tag if you want a page stopped from getting indexed. If you need more details about noindex, click here:

<https://support.google.com/webmasters/answer/93710?hl=en>

## #30

You can outrank the others for seasonal terms like "best cny hamper deal 2021" by keeping it on the same URL each year (eg. /best-cny-hamper-deal), and just change the year in the content. However if you wish to retain the old content, move the whole page to a new URL (eg. /best-cny-hamper-deal-2021).

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## #31

Any unique URL counts as another page to a search engine. For example: If both the non-www and www versions can be accessed, Google sees these as separate pages. Now in some cases where the content is alike and available through various URLs, use 301 redirects to avoid duplicate content.

## #32

Google claim to treat sub-folders and subdomains the same when it comes to search ranking. However, some SEO experts have examples whereby subfolders have out-performed subdomain when it comes to ranking. So, before you create a sub-domain for your website, ask yourself do you really need one and the benefits of having one?

## #33

Go back to the basics. Create a free Google Search Console (GSC) account if you don't have one yet. It can give you much diagnostic information from Google on your website, notify you of problems, hacks, penalties, and show your average website rankings, including keywords that your website is ranking for.

## #34

Do not do your redirects at "database level" - like in your CMS backend. If you will do the redirects "higher up," your website is going to be faster, like the one in the htaccess file. If your website performs faster, it will be beneficial for the users, and it will rank better at the same time.

## #35

Use the canonical tag if you want to test various webpage designs on live URLs in order to avoid confusing search engines having duplicate content while having the website live.

## #36

Generally, the use of a VPN is a good idea. It is helpful for SEO. VPN allows you to change the countries and see the different search results looks like.

## #37

COMMON MISTAKE: Using robots.txt to block the entry to the theme files/CSS of your website. Google should have access to these so that they can understand the content better, and they can render your website accurately.

## #38

Google "mobile-first" index means that they are looking at your website like they are using a smartphone. It means that if your website has a "mobile version" with lesser content compared to the desktop version, it is unlikely to be discovered by Google.

## #39

Generally, interstitials and pop-ups annoy users. Since Jan 2017, Google specifically said that sites with obscure content are likely not rank as well.

## #40

For all of your webpages, add a self-referential canonical tag. Doing so will make it clear to Google which version to give credits to if someone intend scrape your content and repost it on elsewhere.