

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.

You are now going to read more advice than a book for FREE.

#121

Hreflang tag can be used cross-domain. If you have .com.sg or even other language websites, you can help Google to recognize the relationship and have them rank better in SERPs.

#122

The homepage of your website has the same capability in ranking just like any other page. It is not 'special' and does not have more power to rank well compared to other pages. It just tends to pick up the majority of the links, which is why it ranks easily, nothing more.

#123

The intent outshines content length. You have to take note that the length of content is not one of the ranking factors. There are some correlations, largely due to the fact that longer content usually has more effort put into it, more links are earned, and you have more opportunities to make long-tail queries. However, do not make it longer just for the sake of it.

#124

You can update page contents like page title with JavaScript. It may take several weeks before the JavaScript version can be processed and indexed though.

#125

Do not set a timeframe or arbitrary deadline if you plan on performing a website migration. Check your Analytics data first, and then make a plan so that you can launch in your quietest time. It will help in minimizing possible traffic losses.

#126

Nofollow links can give a constant boost in ranking, particularly in local packs. Google might use nofollow as ranking hints, so do not avoid nofollow links.

#127

If you want to know the amount of traffic you are getting from Google Images, go to Google Search Console, choose Performance, click on Search Results, and change the 'Search Type' to Images.

#128

Providing Google with rich snippet results does not have an impact on your standard 1-10 rankings.

#129

When auditing a site, you must crawl the website with and without JavaScript, and with various user-agents and compare the differences.

#130

If you are a beginner in SEO, it is best to spend more time researching and learning how search engines operate and the goals they want to achieve than particular tactics in SEO. If you know the foundations, you will gain a solid framework for making better decisive decisions.

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.

You are now going to read more advice than a book for FREE.

#131

It is almost ever beneficial to search engines and users to have a "view all" page in product sites. The consolidated lag is greater when clicking into many pages than one single page, giving your users a slower overall site experience.

#132

Did a competitor duplicate your content wherein Google is ranking it and not your original content? You can simply notify Google using the DMCA form.

#133

The internal rel="nofollow" links have been confirmed by Google that they will always be interpreted as nofollow, referring to their update where they mentioned rel="nofollow" may be interpreted as a hint. It means in some situations, they can still be useful in managing something like internal faceted navigation.

#134

Google now support different attributes to identify the types of links. For example, "sponsored" for paid links and "ugc" for user generated content links.

#135

To give you a kick start, get a domain that has a good quality backlink history.

#136

Search Engine Results Pages have a featured snippet. Use SEMrush tool to keep tabs on the different SERP feature types that is showing in your niche.

#137

For a quick keyword cannibalization check, search in Google using this: site:yourdomain.com intitle:"key phrase to rank for". It will return the webpage where you have the key phrase you want to rank for. If you see multiple pages, you might confuse the search engine as to what pages you desire to rank for this key phrase. Consider redirecting and canonicalizing to the correct page.

#138

If you know you have backlinks that break the Google's Webmaster Guidelines or if you have received a manual penalty, you can submit a disavow file, listing down the domains and links you would like Google to ignore.

#139

If a company offers Gold, Silver, and Bronze package deals to SEO, it's possibly rubbish. Does it mean with a Bronze package, your website will rank slower as compared to having a Gold package?

#140

If a company guarantees their recommended changes will put you at the first spot in SERPs, better find someone else. The best way to measure success is not by monitoring the keywords individually. No one can estimate the algorithm changes in the future or what measures your competitors will do once you start climbing to the top. Just like a lot of things in life and business, if it seems like it's too good to be true, it probably is.

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.

You are now going to read more advice than a book for FREE.

#141

Google disregards anything after a hash (#) in URLs. You must not use # in your URLs when loading new content, unless you use it to skip to anchor points.

#142

Ensure redirects go to the canonical version of a webpage. A common mistake is redirects going to a page, which then has a canonical tag telling Google that another page is the canonical version.

#143

A blog page is a terrible spot if you thought of hosting 'evergreen' content like the how-to-guides. If the news/blogs section of your site is chronological, the content will sink the hierarchy of your website. It will be harder for users to find the site, it will be more clicks away, and will later be considered by search engines as less valuable.

#144

Do not give up on your outreach even if you are not getting any response in trying to link from newspapers. Most of the newspapers have many journalists that are reporting related topics, so try finding another contact.

#145

SSR or Server-Side Rendering is crucial, and you should not be leaving it to Google to try and process critical Javascript.

#146

Do not use the noindex tag if you want to run A/B tests, instead use the rel=canonical tag.

#147

Pages that are blocked by robots.txt cannot be crawled by Googlebot. However, if the disallowed webpage contains links that are leading to it, Google may determine it to be worth indexing even though they cannot crawl the page.

#148

Keep in mind to noindex your website's when in staging and dev environments so they won't be revealed yet, possibly of ruining your live website rankings in the future. Remember to make it indexable when it goes live!

#149

When it comes to categorization in Google My Business and Local SEO, less is MORE. You will get better results with fewer but more specific business categorizations rather than covering everything.

#150

UX components like no popups, mobile-friendliness, site speed, etc., are factors which affects Google ranking.

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.

You are now going to read more advice than a book for FREE.

#151

A research tool called "AnswerThePublic" can show you common questions that people are searching for about a certain topic in Google. It is an awesome way for you to begin creating topics for your plan in creating quality content.

#152

Google can sometimes ignore your meta description and use any on-page content it can find, believing it is more relevant for the searcher. This is usually a good thing as a dynamic meta descriptions can give better CTR.

#153

Google now allows you to manage your site snippets displayed on search. You can find all the details over here: <https://webmasters.googleblog.com/2019/09/more-controls-on-search.html>

#154

If you want to see a better view of your profile, use a selection of tools when performing a backlink analysis, like Majestic, SEMrush, Ahrefs, Moz and even the free Google Search Console.

#155

Generally, on your internal search pages, you should utilize the NoIndex tag. It's a poor UX for a site visitor to go from a search page to another search page.

#156

You do not need an HTML sitemap if you have a website made of well-thought internal links and navigation wherein search engines can easily access them.

#157

Use the site: operator in Google to know all the webpages that have been indexed.

#158

Google does not dominate everywhere. If you want to target countries like Russian-speaking places, you must rank in Yandex. Likewise, if you want to target China market, you must rank in Baidu. which can be different from Google ranking.

#159

SEO audit is likely to have almost no measurable value for your small businesses unless: (1) You have the means to implement recommended changes. (2) You will spend on continued SEO effort. Generally, a technical audit will only have an immediate effect if the website is already well established to begin with (i.e. the website has an existing adequate backlink profile). For small businesses that almost do not have links, creating technical adjustments will have a little impact. It's like you are tuning an engine without any fuel.

#160

The links listed in a disavow file are only disavowed while listed. You can update and resubmit the file if you think you made a mistake.