

# 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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### #81

Google operator (site:) can help you discover major indexing issues. For example, you have a 5,000-page website but only 20 of them are indexed. However, it will not provide an accurate count of the number of pages included in the index.

### #82

If you are performing site migration, try to change as little things as possible. For example, if you can move from HTTP to HTTPS, then do that first. It will be easier to diagnose and troubleshoot any issues.

### #83

To avoid a typical error in targeting multiple languages/countries, use the 'x-default hreflang' found on the region/language selector page.

### #84

Bounce rate is not one of the ranking factors. In some cases, a high bounce rate can also be beneficial for your website. It needs to be taken in context with the searcher intent.

### #85

Before JS renders, your webpage's cache is based on the First Meaningful Paint. It means that pages that have loading elements/screens that last for too long may be caching, and Googlebot will not understand what is on your web page.

### #86

You don't need to worry about TF-IDS if you focus on thinking about your audience, their intent, and having an idea on the subject when writing your content.

### #87

There are 2 types of competitors: "Business Competitors" - who you are already aware of, and "Search Competitors" - those that rank on top of your website for keywords or terms you want. These are the one you will be competing in SEO.

### #88

URLs are case sensitive. Search engines will consider yourwebsite.com/PageOne and yourwebsite.com/pageone as separate pages. For your main, indexable, and navigable URLs, stick to lowercase as much as possible to make ranking and sharing easier.

### #89

Penalty and algorithm update are not the same. If you lose a huge amount of traffic as well as rankings due to an algorithm update, this is not a penalty, and you may not be able to "fix" it.

### #90

SEO considerations should start the moment you are building a new website. What schema will you utilize? How can you manage the migration? Do you know which content is chronological and which ones are evergreen? Do you know how to avoid cannibalization? Don't be too confident in thinking that you can simply implement SEO once your website is built.

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## #91

“Duplicate content penalty” does not exist. Not unless your website is absolute spam, there is no harm if somebody will copy your page or you have a few copied content. The content may be filtered out of the search results, but it will not get your website penalized.

## #92

If you need someone to write content for you, do not hire generalist copywriters. Google and users are looking for natural experts and insight and not a reworked piece from reading other articles that already exist because competition in the internet world is fierce.

## #93

You can get penalized if you add keywords in the name of your Google My Business.

## #94

If you are getting "not part of property" errors or notice like data is missing when in your Google Search Console report, be aware as Google sees www, non-www, http and https of your website as separate properties. You should add all of them in your Search Console and redirect to the one that you prefer.

## #95

It is crucial to correctly categorize your business or brand in Google My Business to appear for searches that are generic map-based.

## #96

Do not use fragmented snippets if you are using schema. You can bind them together with @id. For example, this blog belongs to this Website, written by Author from this Organization, which owns the Website!

## #97

Excellent advice from an SEO and content marketing specialist, Stacey MacNaught: Contents comes first before format. You do not need an infographic and a video. Think of a content idea, then choose how you frame it.

## #98

It is not possible to optimize for Rankbrain. Rankbrain is the name of one component of Google search that deals particularly with queries that Google has not seen before through AI to examine and interpret the intent.

## #99

It is worth spending time to look at the previous 12 months of analytics data and discover those web pages that does not get any traffic. It is good to know the weak spots of your content, what needs improvement or revising, or at times just removing it.

## #100

Keyword cannibalization means that you have more than one webpage ranking for the same keywords and how it can have a radical effect on the ranking of your website. Here's a free tool that you can use to check your site for cannibalization. <https://strategiq.co/how-to-identify-keyword-cannibalisation/>

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## #101

You can obtain historical URLs of a website by substituting 'example.sg' in this URL with your domain (<https://web.archive.org/cdx/search/cdx?url=example.sg&matchType=domain&fl=original&collapse=urlkey&limit=500000>)

## #102

If you want to calculate organic traffic after you have completed site migration, keep in mind to only calculate the unbranded traffic. It is highly improbable for you to lose branded traffic after migration.

## #103

The Google 'diversity' update limits the number of organic results that a website can have, normally to 2, does not constitute 'special' results like Google news, rich snippets, etc. It means you should consider other angles that you can utilize to dominate the SERP real estate.

## #104

It is a great idea to have an all-secure website (HTTPS) through SSL/TLS as it is one of the ranking factors. Secure websites actually rank better.

## #105

To dominate Google, get your website content published in multiple places and not just in your own websites.

## #106

Perform broken link reclamation by checking the server logs or using tools, like Majestic, to know the websites that link to malformed URLs. To reclaim the links and gain additional traffic, you should set up 301 redirects.

## #107

The 'build your own site' platforms like Wix and SquareSpace are not optimal or ideal for Search Engine Optimization. Even Shopify and other bigger platforms do not let you edit the robots.txt file. However, they can be great for starters.

## #108

Just choose between non-www or www, and setup 301 redirect on to the other URL. Google counts URLs with and without www as duplicate pages.

## #109

It is almost impossible to get rank your website in the competitive sector if you do not have a strategy to get people to link to your website.

## #110

Google has announced both Search and Assistant support for FAQ as well as the How-to structured data.

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## #111

It is easy to noindex pages in robots.txt by utilizing Noindex: /page-dont-want-indexed/. Google does not officially support using this, but currently it works.

## #112

It is inexpensive to have a 360 photo taken just for your Google My Business. It can help in attracting more visits to your physical store.

## #113

If you have a 'voucher code' box and you set it as the final step of your checkout, it can harm your conversion rate as you will send people off on a wild chase to get one.

## #114

SEO rarely has 'quick wins,' but if you focus on your content that rank in positions 3 to 10, it will provide you the fastest way to gain traffic onto your website.

## #115

At times, instinctively following the advice of Google is not in your best interest, at least in the short term.

## #116

Name, Address, Phone (NAP) citations are crucial for your local SEO and ranking in the Google map-pack.

## #117

Paying for Google Ads (or pay-per-clicks) will not boost your organic ranking on Google.

## #118

If you audit a website using the Lighthouse Chrome extension, do it on incognito tab as other extensions can affect the results.

## #119

Links to your website from your posts on social media platforms like Facebook and LinkedIn do not directly help with boosting your ranking in Google.

## #120

Do not underestimate Google Images ranking. Make sure that your image assets are well-optimized and marked up.