THE 300+ SEO TIPS & TRICKS

2021 EDITION

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#161

Generally, it has been accepted that sub-folders of your site perform better compared to sub-domain that are sharing in the equity of the main domain. If you are instructed to "you need" to place a part of your website on a subdomain, you can show it to the user as a subfolder by utilizing a reverse-proxy.

#162

One way to help users find the information that they need quickly is to use anchor jump points in your content. However, you can also get more links within the SERPs to help with the CTR.

#163

If you are using desktop tool like Screaming Frog on a large website, you don't need to crawl every page to find the main technical issues. The problems usually exist over templates. You can audit a sample to give you an insight as to what you need to fix quickly.

#164

Don't let a 'zero' monthly search volume put you off producing content. Over 90% of the key phrases in ahrefs database have <20 searches per month, this is what the longtail is. The important bit is this though: You're only getting volume for that exact phrase. If you write the content well, there's a few hundred variations on most phrases that suddenly make it a lot more appealing - none of which will initially look appealing through volume data.

#165

It's a test for you when you produce content to acquire links and coverage. When you have the data, story, headline - ask yourself: "So what?" Why would others care? If you have an answer, move on to the next phase.

#166

In the 'Coverage' of Google Search Console, make sure that you remove the 'crawl anomalies' report. While GSC is quick to relay 404 and 5xx glitches, the crawl anomalies usually are overlooked, but this can expose serious problems like many timeouts that can stop ranking and indexing.

#167

If you're trying to measure organic performance, especially at this time of year, you need to look at Year on Year (YoY) figures. If you're running an e-commerce site and you've seen an organic uplift in clicks/impressions over the last 30-90 days compared to the previous 30-90 days, this should not come as a surprise - it's coming to Black Friday, Cyber Monday and Christmas shopping season! If you really need to do this type of analysis, use Google Trends data to normalise your traffic to see if there is uplift after adjustment.

#168

Search intent shifts sometimes occur during a certain of the year where the intent of a person's query changes. For example, 'Halloween,' changes from informational to a commercial term when it's near to Halloween. If this happens, Google will switch a site's ranking drastically to conform to the intent. If you will notice a fluctuation in your website's ranking in events happening during the year, nothing wrong could be happening in your site, it could be the intent is not the best during that time.

#169

In making decisive SEO decisions, consider if the ranking factors are non-query or query dependent. For instance, the PageRank ranking factor is query-dependent, and it applies likewise to all websites. Another query-dependent factor is content freshness because there are searches that deserve freshness. It means that internal linking is crucial to all websites, but content freshness may not be.

#170

There are still many companies that offer 'SEO ad platforms,' which are primarily advertorials or adverts that 'pass SEO benefit.' Your website will be at substantial risk of being penalized.

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#171

If you don't know where to start link building, get the names of your top competitors (ranks 1) and place their site in the Majestic link tool, then click 'backlinks.' You will see a list of their best links and also know the strategies they use to get them.

#172

Collation and curation can help in getting more mileage and links from your website content. If you are utilizing tools to answer questions regarding products or product categories, you could check and combine all the details into a guide or single page that you can use for outreach efforts - it is easier to build resources in acquiring links from.

#173

If you want pages to rank well for higher volume terms, you should link them 'high up' within the hierarchy of your website, like the homepage or main menu.

#174

When setting up keyword tracking, it is useful to use multiple tags on keywords. This allows you to view how well you rank for a specific topic, product or service. This information can help form your SEO strategy, determining what you need to do around specific topics to get rankings. For instance, if Google 'likes' your site for a specific topic, just building new content means you'll likely rank for it off the bat. If you're struggling on a topic, you'll need to gain more authority, which a lot of the time comes down to getting links.

#175

Your targeted keywords can, at times, be close to impenetrable. Try considering other phrases with the same intent but lower in search volume, than wasting resource on making it to the top but does not give you any guarantee. You can compare the data on search volumes, Google Trends, and cost per click.

#176

Canonical tags must be place in the header, and putting them in the body means they will be ignored.

#177

Link's quality is much more important than quantity. It does not work well if you set targets on volumes of links, and it can be an outdated SEO approach.

#178

There are many reasons why a person may get several search results, but the impact of personalization is, generally, exaggerated. Personalization is very little, while things such as device and geography can change search results. The personalization of search results usually occurs in groups like when Google completes your related queries in a row. Aside from that, in the organic results, only very little is 'personal' to you.

#179

Prioritize technical SEO audit procedures. One of the most crucial factors you need to consider is the cost and difficulty of executing change. It will be a complete waste of time to push for changes that have negligible impact, even if it means battling vital technical debt to obtain it. There are some other things you can look at and focus.

#180

Search Engine Optimization is not only about Google. Bing also has great traffic when it comes to B2B queries, particularly with organizations where their IT is locked down, and they have no other choice but to use older browsers defaulting to Bing.

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#181

It is worth more having two links from two separate domains than two links from the same domain.

#182

Did you know that a redirect chain can cause issues? There is no reason to redirect the internal links of your website. If you notice a redirecting internal link, update the link and make sure it lands at the end location.

#183

There is a Google algorithm update called 'BERT', and there is nothing you can do to 'optimize' for it, the same way that you can't 'optimize' for RankBrain. Focus on producing better content for your site visitors and concentrate on how you can satisfy the intent and maximize user experience at the same time.

#184

If you are doing a crawl on your website, and you are getting things such as HTTP 504: Timeout error, then the website might be timing out for Google as well, and this is bad. There is no reason that most sites should not be run via a service like Cloudflare.

#185

For the broken pages (404), make sure that it returns a 404: Not Found header instead of a "200 OK" header. This is identified as 'soft 404.' It is a bad practice to return a success code than the 404/410 not found. A success code lets the search engines know that a real page at that specific URL exists. Doing so may result in a page listed in the search results wherein they will continue to crawl that URL that does not exist instead of the real pages.

#186

You can use Natural Language API of Google and help you see how Google understands the topics and entities. It is a good way to get a comparison and highlight the opportunities you have missed.

#187

You can try a new keyword research tool called AlsoAsked.com. It can mine Google simultaneously for "people also ask" queries and help you group them into topics.

#188

An SEO agency on-going focus should be on actions that drive results. There is no such thing as a 'monthly audit.' Audits can a good place to start because it can help you identify gaps, opportunities, issues, define strategies, and roadmaps, but within a reasonable timeframe they are finite. On-going website monitoring, particularly on big websites, is crucial, but you can automate it. Reporting and benchmarking is important too, but you can mostly automate them. If someone tries to offer a 'monthly audit,' there is a good chance it will not represent good value.

#189

If the JavaScript is being used to render the DOM, you will not see what is happening on the webpage if you click on 'view source.' 'View rendered source' is an awesome Chrome extension that can help you compare the non-rendered and rendered source. It is handy to make quick progression on your technical SEO audits.

#190

Google disregards crawl-delay stipulated in robots.txt, but you can make changes in the Google Search Console.

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#191

Here's a little technical tip that not a lot of people know. If you have an e-commerce website and you want rich results but are not able to get the schema on your website, you can accomplish it by submitting a product data feed in Google Merchant Centre. You don't need to spend money on ads. The structured data you provide is what Google can use to boost your search result.

#192

It's that time of year when you'll be doing sales, so make sure if you've got products or categories in special /sale/ URLs that you have canonical tags set up to the original pages and you 301 redirect them once the sale is over instead of killing the pages - sales attract links!

#193

It is best to set up cloud monitoring of the website if you are dealing with a lot of input from different teams because it can help a lot in spotting the problem and preventing any errors.

#194

There is no specific tool that can tell you organic key phrases that a person searched and clicked on. Google only has that kind of data, and they do not give that out.

#195

Don't hesitate to link to other good sites, especially if it's helpful. However, linking out does not help in boosting your rank directly.

#196

During a website migration, it is best not to alter the page titles as much as possible to get a good picture of any site issues.

#197

If you really want to show users something and not search engines, it's worth keeping in mind that Google ignores everything after a '#' in a URL... Has some "interesting" uses :-)

#198

For spot-checking, it's good to use cloud than desktop-based tools. It will be easy for you to check your website for accidental updates, broken links to robots.txt using a cloud-based tool. It's very common during the initial audit of a website to find a lot of broken links. Remember, if the users are unhappy, so are the bots.

#199

It's not a bad idea to have the http to https 301 redirects before the HSTS to ensure that everything is working.

#200

As of now, only the US search results are affected by Google BERT algorithm. Here is an intriguing side note: Bing has been using BERT (Transformer) for many years.