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.

#201

The benefit of having 302 (temporary) redirects is they can maintain a redirected URL in Google's index. It will be easier on your end if you are going make changes regularly and to avoid having to setup multiple redirects.

#202

The URL Removal Tool doesn't do what it's says in the Google Search Console. It just temporarily hides the URL from the search results of Google. It means if you want to have a result removed from Google permanently, you need to mark that webpage as noindex.

#203

Automated SEO audit is 'free' because it offers little value.

#204

Google decided to end the data-vocabulary support last April 6th, 2020. Before that time, you must have already switched to schema dot org, or else you have lost rich snippets.

#205

If you do use an automated audit, be aware they don't account for the size of your site, which will often dictate the magnitude of the problem. As an analogy, if you have a leaky tap in your bathroom, this isn't a huge problem - but if your house has 500,000 bathrooms and there is a leaky tap in every one of them, it's a big problem!

#206

Do you plan on discontinuing products permanently on your e-commerce website? Consider redirecting the links to and alternative products. Otherwise, remove the page with a HTTP 410 status code.

#207

If you get a Status Code '0' while running Screaming Frog, it means the bot of Screaming Frog is timing out before the page responds (not the server or website). The Screaming Frog default is 20 seconds before it time out.

#208

You'd save yourself from wasting too much time if you know which SEO pieces of advice are myths and which ones are misconceptions.

#209

The Chrome User Experience Report (CrUX) is some of the best data you can get. This is real-world user data sent by user's browsers on how long your site is taking to load. If you have enough visitors, you can get this report in your Google Search Console.

#210

If you mark your items as 'out of stock' or disable checkout while putting your business on pause, make sure to update all related schema. You might trigger a schema penalty in Google if the schema doesn't harmonize with the details on-page, which could make Google to ignore everything.

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.

#211

Google is going to focus heavily on mobile-first indexing this coming May. It's a good time to check that your content and UX on mobile is matching up to your desktop.

#212

Google is now treating "rel=nofollow" as hints, which means it can disregard nofollows on external websites.

#213

Webpages that have links and are marked 'noindex' will be treated as 'no follow' links eventually.

#214

SHOPIFY HACK: Shopify platform will not let make changes to the robots.txt file. However, you can create a 301 redirect from a /robots.txt to a file that you control elsewhere. Google will still pick this up and it will function as a robots.txt.

#215

There is a removals tool in the Google Search Console. There are three things that this tool can do: 1st: let you hide the URLS from displaying in Google search temporarily. 2nd: tell which content is "outdated content" because it is not in Google. 3rd: tell you which of the URLs you have were filtered by the Google SafeSearch adult filter.

#216

An SEO audit report that's automated and made by a tool found online has almost no value except if it's put in perspective to your brand or business by a person that can understand both it and Search Engine Optimization. Such tools seldom provide a good action plan and would usually provide false positives.

#217

Some websites will serve a diversified content or experience, depends on the user agent. There is a Chrome extension that will let you switch to any user agent, including Googlebot. It is a helpful diagnostic tool when you need to deal with websites that need things like server-side rendering.

#218

You can utilize the cache: command when performing a search if you want to get an idea of how Google presently views the content of another website. Try this: cache:domain.com/your-page-url/, and you will see how Google process the website. If you notice navigation or a lot of content missing, they might have an issue.

#219

When you're getting an SEO site audit, generally the larger the site is, the more value technical fixes will hold - and the smaller the site is, generally content suggestions will carry more value. Here is a beautiful graph to demonstrate this.

#220

Image optimization has usually been overlooked for e-commerce websites. Many people start their purchase journey through Google Images and not on the main search page. It is also because of the fact the product schema is visible on some of the Google Images, which is an opportunity for a lot of retailers.

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.

#221

You can use a Chrome extension that can highlight nofollow links automatically on any page you will visit. It is very helpful to see how others are utilizing it and see that you do not miss anything when auditing websites.

#222

Getting an overview of how your competitors are ranking and what they are doing can be invaluable

#223

Do not just take down or disable your website if you need to pause your business online during this pandemic. If you remove the pages, Google may drop them, and you be struggling in ranking when you come back.

#224

Keyword research should account for the terms that your customers are using, whether or not they are 'technically correct'. A related example I found today: We are hearing the word 'unprecedented' being used a lot in relation to Coronavirus. Google Trends suggests that there has been a significant amount of people that for whatever reason, have had to Google the meaning of the word. Definitely worth thinking about in a wider marketing and comms sense too!

#225

If you want to redirect old URLs that have links, for example, from a site migration, you must put the redirects in place and refrain from deleting them unless you can update the source link.

#226

It is very much possible to break the webmaster guidelines of Google and trick it into ranking your website site better than it actually deserves. But, ALL blackhat SEO is not permanent. You are doing things in its gap within the algorithm, and this gap is constantly shrinking, and you will get caught eventually.

#227

A simple SEO test for you that a lot of businesses can't do: Choose a key phrase you wish to rank for and then ask yourself: which page do I want to send the users to when they search for this key phrase, and does the page reflect that query or intent? "Homepage" is normally not the answer and if "it could be this page or this one" then you have some problems to solve!

#228

Google utilizes DMCA actions in ranking algorithm. Another reason to report competitors that are scraping and copying your content.

#229

Google does not "favour" long content. Here is a more specific detail: There is a greater possibility for a long content as better content and would rank better at the same time, with no regard for the actual word count. It means that 'this should be a 1,000-word article" or "this webpage should be 500 words" are completely meaningless. Logically, there is no reason for a word count to be one of the ranking factors, and Google said this multiple occasions.

#230

The 'SEO audit' score of Lighthouse means almost nothing. You may be getting a 100 score but may also have massive website technical problems. The Lighthouse tool will check only that individual page, and it does so by no context to your business or to what you rank for.

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.

#231

One of the keys to creating good content is answering people's inquiries. Length is not crucial but usually connected with having better content. It means one should understand the intent and approach it from a topic than the keyword point of view.

#232

Google is doing its best to comprehend "what" things (i.e. people, companies, brands) and identifying these entities are connected to their knowledge graph.

#233

Links are important and you can get easy links by using a tool like Majestic to find broken incoming links. That means, sites that link to you that currently go to broken pages. You can either get them to update the link (to where it is meant to go) or simply set up a 301 redirect your end. To do this, login to Majestic, enter your domain then go to Pages > Crawl Status > 404 and you'll get a full list of broken incoming links! Easy!

#234

If your Screaming Frog crawls as Googlebot are being blocked (server doing reverse IP check), you can usually get around this by setting a custom HTTP Header X-Forwarded-For with a known Google IP.

#235

Always use multiple tools to confirm the results when doing SEO audits. You may soon realize that these tools are giving you different results.

#236

If your e-commerce site has a faceted navigation/filter that gets you to a product sub-category that has search volume, it is good to practice to make sure this page is accessible by standard links (i.e. not checkboxes) and has its own URL so it can rank.

#237

Google has started displaying PDF thumbnails in search. If you have many PDF contents, it is crucial to begin tracking interactions because click-through rates will most probably improve.

#238

Many recommends having an external XML sitemap because it can give an easy audible list of canonical/indexable URLs. It will be easier to know when the rogue URLs could be either be present or linked to.

#239

There are going to be many changes in the behavior of individuals moving on to online and e-commerce. If competitors are slowing down, you might want to consider "double-down" on your SEO. Websites will always want content, more and more people will spend time on the Internet, wherein the opportunity has become bigger than ever.

#240

As people are staying more online, the intent and search demand are shifting quickly, and there's much more things you need to consider than before when doing digital marketing.