

THE 300+ SEO TIPS & TRICKS

2021 EDITION

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#241

LCP or Largest Contentful Paint is the new metric in Lighthouse performance report. It marks the point when the "largest" or primary content loads up and becomes visible to the user. The Largest Contentful Paint or LCP is a crucial complement to FCP or First Contentful Paint which only capture the very start of the loading experience. LCP gives a signal to the developers how quick it is for a user to see the page content. Aim for a LCP score that is below 2.5 seconds.

#242

Descriptive anchor text within your website is helpful for users as well as search engines to figure out how to rank webpages. Review the key pages on your website and take note that internal links are equating roughly to what you desire to rank for. For a start, remove those "learn more" and "click here" anchor texts and replace it with something descriptive.

#243

E-A-T or Expertise, Authority, Trust - you will hear many SEO individuals talk about it. It is not a ranking factor to make things clear. It is an idea of combining various factors and metrics to estimate these things. For example, old-fashioned links that are incoming to your site can add to E-A-T. It is a helpful concept but there is nothing unusually new.

#244

As the cache: operator provides a helpful hint on what Googlebot has observed, it is not really reliable, and there are Google's tools that you can use for this task. It is recommended to use a URL inspection tool or a Mobile-Friendly Test that can be found in the Search Console.

#245

Use the 'noindex' tag via X-Robots if you want to prevent resources from getting indexed wherein you cannot update the HTML of a PDF, for example. Remember not to use nofollows or robots.txt to stop things getting indexed.

#246

You can use Screaming Frog to validate structured data you've added by Javascript by enabling JS rendering (Config > Spider > Rendering) and then checking 'Google Validation' in the Spider Configuration

#247

The impact of a "ranking factor" can change massively by industry or niche, even with time of year. Don't take it for granted that things working well for others will necessarily translate into success for your website.

#248

The default Googlebot timeout is 180 seconds.

#249

Google will score the webpages on both 'query dependent' and 'query independent' signals. Examples of the query dependent signals: synonyms, keyword hits, and proximity. Example of query independent signals: language, PageRank, and mobile-friendly.

#250

Although the EMD or Exact Match Domain may not be as powerful as it used to be, it can prompt Google to think that a search phrase is a "navigational" query (example: searcher looking for that specific site). With this, exact match domains yet manage to punch beyond their weight with regards to ranking.

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#251

While it's nice to have one H1 on a page to be clear about the subject, having multiple H1s in a template isn't going to cause you any SEO issues. It is highly likely there will be other things that are more valuable to spend your time on.

#252

The 'correct' title tag length is not based on a number of characters. It's the length required to uniquely and succinctly describe your page content.

#253

Not redirecting non-canonical URLs is one of the common mistakes seen when dealing with website migrations and it can cause a loss in search traffic. The non-canonical URL, like the ones that have tracking parameters in, also requires redirecting, especially if they are receiving traffic or links.

#254

If your website has an internal search bar, you can determine if there is a need to make more pages or modify your keyword targeting. Look at what people are searching for. Also, double-check that you have pages that have been optimized for this intent.

#255

The svg format is supported in schema for things such as LocalBusiness Image.

#256

SEO and PPC work together in a lot of ways. You can use the data from your PPC for your SEO works. It can be very beneficial to buy traffic for keywords because it lets you "scout them out" and check whether they convert or not for you before putting a lot of effort into ranking them.

#257

You can speed up a webpage's deindexing process by utilizing a 410 and not a 404. The difference between these two status codes is that 410 means "Gone," while 404 stands for "Not Found." The "Gone" 410 signal is much stronger for search engines, showing that the URL is removed on purpose, which will be deindexed faster.

#258

Featured snippets are awesome, however, they are not that stable compared to 'traditional' rankings because they can change and rotate instantly. Google is now testing featured snippets that are not in the #1 rank.

#259

It is sometimes hard to predict the impact of technical SEO changes on large websites. Therefore, it would be best to do SEO A/B testing.

#260

Using the site: query can find out the pages that are not in the index of Google.

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#261

Real-time monitoring of what your competitors you are ranking for can be useful so they don't get a lead on you with good ideas. You can use a tool like Ahrefs to get an alert when a competitor site starts ranking for a new keyword. If you use Ahrefs you can find it in Alerts > New keywords > Add alert > Enter competitor's domain > set report frequency > Add

#262

Shopify is not SEO-friendly "out of the box". It will generate multiple Collection URLs for a single product (and a URL without the collection). They will try to handle this through canonicalization, however, most of the internal link structure still points to non-canonical links, which is bad. You can fix this by editing the collection-template.liquid and removing the collection reference from the where hrefs are being generated. Easy.

#263

When you hear others discuss "Google's Algorithm," it is not only one huge algorithm. It is made up of many various algorithms, some are core while others are not, and some are used back at Google's end, while some others are used right at the moment of search.

#264

Google is not using data from Google Analytics as a basis to rank or index your website. They do not use "bounce rate" as one of the ranking factors.

#265

If you want to get an overview of your website's index coverage, the most reliable way is to utilize Google Search Console, view Coverage -> Valid. The site: command can return changing results and return pages that are not in Google's index.

#266

Generally, many noindex the "tag" page because nobody likes to land on a tag page from search, making them to do another search action to get to what they want. "Tag" pages are usually in "thin/low quality" that do not provide a good user experience.

#267

Ensure that all your important pages are easily accessible by clickable, normal links. It may sound silly, but when you rely on functionality, like the dropdown boxes, it will make it improbable for search engines to discover them.

#268

Just because a page is crawled and discovered by Google does not mean it will be indexed and appear in search.

#269

When declaring hreflang tags for pages in different languages, they must be reciprocal. It means that if the English version of the website says "the Chinese page version is here", this Chinese page version must have the tag referring back to the English page version. If it's not reciprocal, the hreflang tag will be ignored.

#270

Google places many SERP verticals (images, news etc) based on their understanding of searcher intent. In my experience, how high up Google shows "People Also Asked" results will give you a good indication to the breadth of intent in a query. For queries where the "People Also Asked" questions are at the top, it means Google is trying to clarify the intent. If you're trying to rank for these terms, this should be reflected in your content.

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#271

If you want Google to index an updated page quickly, use the Google Search Console function > URL Inspection -> Enter the URL -> Request Indexing.

#272

In 2021, the 'web vitals' metric will now be ranking signals aside from being crucial for users. The three web vitals - Largest Contentful Paint, First Input Delay, and Cumulative Layout Shift - can be visible on any webpage that you land on. Right click to inspect the page -> lighthouse -> Generate report

#273

Your site's CSS can affect how much PageRank passes through a link.

#274

Try linking to the "canonical" version of a webpage if you link internally. Google can ignore your canonical tag and rank the 'wrong' webpage if you begin to link to non-canonical variants.

#275

Do not just delete content that is not getting links or driving traffic. There is a process you can go through: (1) make sure that in the first place, it is intent/keyword targeted. (2) Check if the page is cannibalized by other content on the website. (3) Conclude if the information can be merged somewhere with different articles, especially if cannibalization issues are present. (4) Can you build, expand, or improve the content? (5) Can you have the content displayed in a different format or write it with more impact?

#276

If you have a website that's HSTS enabled, it means that browsers will not try and access the non-https version, and you will only view a "307" redirect (not a real server redirect). This can be tricky if you are diagnosing issues. Use the Screaming Frog and disable the "Respect HSTS" policy to examine what's going on behind the 307 redirects. Go to Configuration > Spider > Advanced.

#277

How long should you leave redirect in place? The official answer of Google for this is "as long as possible," or at least a year. Probably, permanently.

#278

If Googlebot encounters noindex, it skips rendering and JavaScript execution. This means any Javascript on a noindex page will never be rendered.

#279

There are two ways to know how much is SEO worth for your business. #1 Based on PPC data, you can know the cost per click for a particular key phrase. It can give you an idea of the market cost if you intend to buy these quantity and quality of traffic. #2 How important is the web traffic for you? For example, if you are able to get X number of visitors for a particular key phrase, how many % can you turn into a desired commercial action and how much that action worth? If #2 is way lower than #1, it means your competitors with another revenue model or revenue efficiency can acquire more value from the web traffic. It also means that they can outbid you if you choose to do PPC or even out-invest you if you do SEO.

#280

At times, it can be hard to get an overview of where a particular is linking to when you are trying to find and remove web pages problems. Use Screaming Frog and configure it to see the link on a single page. Go to Configuration -> Spider -> Limits, and then you set the crawl depth to "1". Then put the precise URL in the top bar that you want to check, and you will receive a clear list of the resources and links on that one page.