

THE 300+ SEO TIPS & TRICKS

2021 EDITION

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#281

Every time we use a website, the page moves around as it loads. There is one statistic that Google has picked to measure how much this movement affects your user experience called "Cumulative Layout Shift" (CLS). CLS measures how much of an impact on rankings you will get if your site does not follow best practices and negatively impacts its visitors' experiences by constantly moving while loading new content.

#282

If you are working on a huge site, attempting to optimize Meta descriptions and titles manually for all pages will be ineffective and will give you a low return for the efforts. You can begin with an 'optimized' template that can be generated automatically, at the very least. You can also concentrate on optimizing those critical pages or proceed to do task with higher priority.

#283

Every part of a web address can influence ranking. Protocol: Google favors https over http domain. Sub-Domain: Sub-folder rank better than sub-domain. Domain name: Exact Match Domain (EMD) can prompt Google to think that a generic query phrase holds navigation intent. Top-level domain: Country-code TDLs can make your site easier to rank in a specific geographic location.

#284

Shopify is guilty of linking to non-canonical URLs, and canonical tags only act as a hint. Sitebulb provides an objective way to assess the problems with this by tracking traffic on "wrong" domains while connected to Google Analytics data.

#285

As long as your code functions, it does not need to be W3C compliant - this is not a "ranking factor" as you see on some audits. To quote Google: "As long as it can be rendered and SD extracted: validation pretty much doesn't matter."

#286

Big site? You'll get more pages indexed with lots of small sitemaps, rather than 50k URL sitemaps.

#287

Did the user reformulate or modify their question? It is something that Bing particularly listed as one of the ranking factors. Changing a question or query can give a strong signal that the results do not suit the searcher's intent. With this, it is good to have a first-mover advantage, especially on "broader" search phrases. You can look at the "people also asked" and "people also searched" data to see if there are ways to develop your content and get the formulations, wherein most likely, in the long term, original query ranking will likely change.

#288

Domains that already have links and have been in there for a long time are very valuable.

#289

If a newspaper is trying to sell you online advertorial links "with SEO value" then they are potentially putting you at risk.

#290

Don't disavow links just because they have low Domain Authority (DA) or Trust Flow (TF)

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#291

Google still uses "non-supported" schema types to understand page content better. So if you're adding schema to your page it is best to do a "full" job, rather than just using the list of schema where Google can generate a special result.

#292

Have an SEO specialist work with you at the beginning if you are planning on building a new website. You'll get more value in preventing potential issues from happening and identifying more opportunities like schema or other details that you did not include in keyword research. SEO is a continual process and not something that you implement and forget.

#293

Whether a link is 'counted' by Google is a decision made in context to the rest of your link profile. Google has stated if you have "on the fence" links that they can't classify, a good link profile may mean you get the benefit of the doubt on those links, a bad link profile may mean all those links are discounted too. Much like if someone you trust and someone you don't trust both tell you a hard to believe story, you are more likely to give the trust-worthy person the benefit of the doubt!

#294

In any specific TLD you buy, there's no more or less "trust." For instance, Google does not trust a .SG domain over a .TK domain. Some domains are indeed being utilized more for spam (and there could be a perception issue), but you begin algorithmically on equal footing. We are pointing to the concept of trust, disregarding the truth that ccTLDs, for example, may influence the gTLDs for geographic purposes.

#295

You can use Google's Indexing API to "directly notify Google when pages are added or removed. This allows Google to schedule pages for a fresh crawl, which can lead to higher quality user traffic." Google says only to use it on Job Ads / Streaming pages, but it actually works on any page.

#296

You can improve your CLS score on infinite load pages by removing any footer with content in it that continues to get pushed down. If you think about it, users won't be able to access it anyway, so it's likely just frustrating them.

#297

If you are having to merge or change URLs including pages that rank or show things like featured snippets, it is always a good idea to verbatim copy over the paragraphs that are ranking when you setup the redirect to try and maintain those positions. I have just moved over a page that was ranking no1 with a featured snippet to another URL and maintained the snippet.

#298

If you're stuck in a rut for content ideas, using a tool like BuzzSumo can quickly show you which content is popular and being shared around a topic. It's a great way to kickstart your ideation process

#299

Many automated SEO audit tools will return "duplicate content" issues for URLs that correctly use hreflang tags. If, for instance, you have almost identical pages for an English (UK) and English (AU) page that correctly use hreflang tags, you don't need to worry about "duplicate content". One of many examples where automated tools can give false positives

#300

When SEOs talk about "Crawl budget", it is an idea referring to the number of pages on your website that Google may crawl. It's usually just a thing that websites having many pages must worry about - but if you have a website with hundreds of thousands of pages, it is usually helpful to consider optimizing where you want to send the robots.

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#301

If you're running multiple locales over sub-folders, it's really helpful to setup separate properties within Google Search Console. This gives you a super quick way to get insights into that locale, without having to worry about filtering data - huge time saver.

#302

Do not be bothered if you notice various rankings on the same search word that are on two separate computers. Even on the same IP, computer, location, signed out (or in), you may still notice similar website ranking in two separate positions. The infrastructure of Google in serving results is shifting, huge, and no single occurrence of "the index" - it is only a norm that all is harmonizing towards.

#303

Guest posting, even the paid ones, will get the websites to rank. However, this is not a recommended long-term strategy as there are better things that you can invest in because that's what SEO is all about - it's long-term. There are affiliate sites that are ranking from nothing but through paid posts. However, the difference is that if an affiliate website drops in ranking or gets a penalty, it's pretty easy to get the money and then move on, which is not the same with brands and most businesses that have equity.

#304

Google My Business has a "Posts" feature that lets you post COVID-19 updates/support, updates, offers, and events, straight to the SERP. It's an easy way to control the search result, expand the real estate you are taking up and control the message you want to deliver at that moment.

#305

If you're using on-page hreflang tags, you can audit them with Screaming Frog by selecting 'Crawl' and 'Store' Hreflang under 'Config > Spider > Crawl'. This will help you quickly identify where you have issues.

#306

Google will index and rank content that is hidden, such as in tabs. The only difference is that content that is immediately hidden when a page load won't be shown in snippets by Google.

#307

Google Search Console now supports Regular expression or Regex. It means you can acquire more specific and quicker data pulled on things like non-brand versus brand search queries.

#308

Keep in mind: You cannot go back to the previous position you were in if you get a manual action for links and remove the penalty. It's because the links considered manipulative will both be discounted or removed. It means that popularity, trust, link equity, etc. - must be replaced. It is why manipulative link building is not to be considered an "investment" like many SEO is.

#309

Using an estimated global "click-through rate" is not that helpful because depending on the search intention, and therefore SERP layout, the CTR for position no1 in Google will vary between 13.7% and 46.9%

#310

It's important to accept that all "link building" carries some kind of risk. The only way you can guarantee links is if you place or pay for them, which carries a risk for breaking Google's guidelines - or - at the other end of the scale, you create content and do outreach, which is not guaranteed to get you links, so you risk wasting time and effort, there are no guarantees in marketing

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#311

Google Web Stories are an AMP format which is another avenue to explore to get more search traffic. If you're running a WordPress site, Google recently released an official plugin to help you make them.

#312

The 'News' filter in Google Search Console will only tell you the clicks occurring in Google Search "News" tab. It will not tell you about the news clicks that appear in the (Top Stories) "All" results.

#313

From this year onwards, page speed has become a huge ranking factor. Page speed is super important for loads of other reasons. However, you're not going to directly lose rankings because a page takes 5s instead of 3s to load.

#314

When you're pushing a new site live, do a quick scan to make sure that your noindex tags and robots.txt are allowing both crawling and indexing, otherwise, it's not going to be a great start to a site launch

#315

The W3C is not one of the ranking factors. It's a red flag if you are told to check the W3C validation for SEO. The 13C validation helps avoid errors. But if your HTML is broken badly, it can cause problems, but stern validation itself will not affect the rankings.

#316

It is normal to experience ranking fluctuations. You will notice a rise and fall in the positions daily or weekly, even if you are not changing anything on your website. There are thousands of algorithm adjustments in a year, many moving parts, alterations in the link graph that can power up websites, and competitors altering things. Do not assign actions or inactions quickly to such small changes. Drastic trends of changes can see more than months are the things that you should act upon.

#317

It's possible to serve different web experiences based on user-agents, meaning if your site has specific issues with bots, you can serve a "bot-friendly" version to Google, Facebook and the like.

#318

KD or Keyword Difficulty - a proprietary metric that can be calculated differently by various tool vendors, so be very cautious if you want to base your decisions using this metric.

#319

The "Auto-redirect to Base URL" choice in Magento will redirect users automatically to your base URL (example: from www to non-www). However, the default redirect established was a temporary 302 redirect, so make sure that you change to a permanent 301 redirect.

#320

Use a 301 redirect if you have the same content that is on two different URLs, and the other URL is not serving its end (it is not a parameter that filters or sorts, for instance). And do not combine them using a canonical tag. For illustration, if you have the non-www and www versions of your website, choose one and utilize the permanent 301 redirect with it.