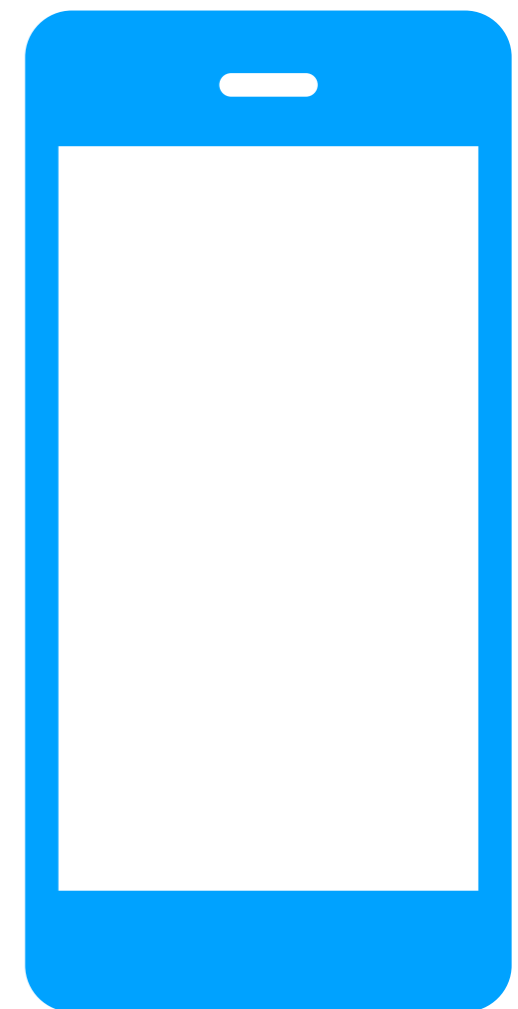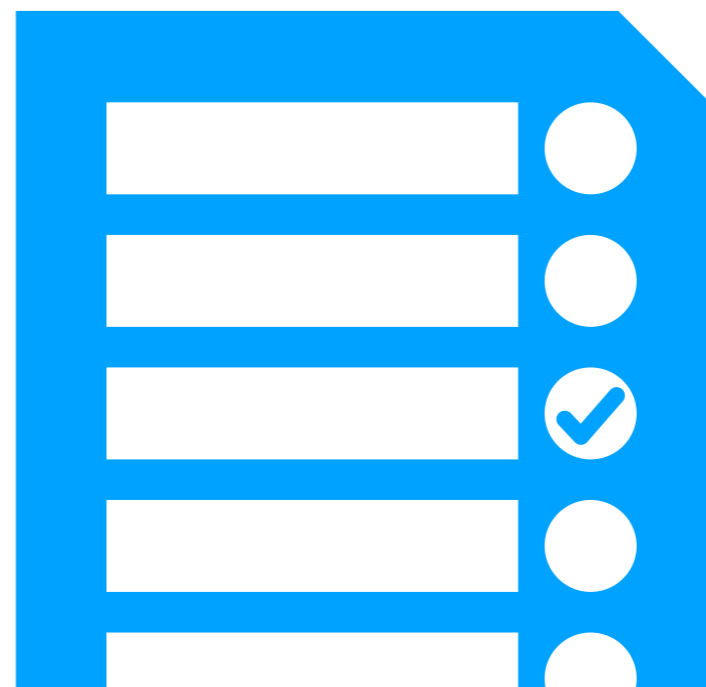# 3 themes for 2018 and onward

John Mueller, Google
Annotated by Nik Ranger, Webfirm 30th May 2018

- The basics

- The complicated

- Mobile first indexing

- The Q&A

4

KEY THEMES

The basics

- Good URLs are critical

- No # URLs

- Canonicalise and HTTPS

- Sitemaps

- Use <a> with href

- Internal linking

1st
KEY
THEME

- **Meta data matters**

- Pages titles

- Descriptions

- (don't fuss about length)

- **Images FTW**

- Use alt-text

- Add captions

- Lazyload w/noscript

- **Content, of course**

- Write clearly

- Reasonable ad-useage

- Careful with interstitials

- **Need for speed**

- Use some testing tools

- Avoid single metrics

- Focus on the user

- **Structured Data**

- Check new types

- Use what's reasonable

- Check validity

The Complicated

- Javascript sites

- Google's rendering

- Deferred rendering

- Dynamic rending

- Test rendering

2nd KEY THEME

- **Javascript sites** - more and more developers are using SEO needs to understand a little bit of how this works

- Take the time to delve into this information, particularly for larger sites

- **Google's rendering**

- Chrome 41 (no ES6) 2-3 years old

- No storage APIs

- Fast pages render better

- **Deferred rendering**

- Static HTML fast

- Rel=canonical in static

- Takes days to render

- Follows links is slower

- **Dynamic rendering**

- JS-site for users

- Pre-rendered for crawlers, social media

- Not always needed

- (image on phone)

- **Test rendering**

- Fetch as google

- Mobile friendly test

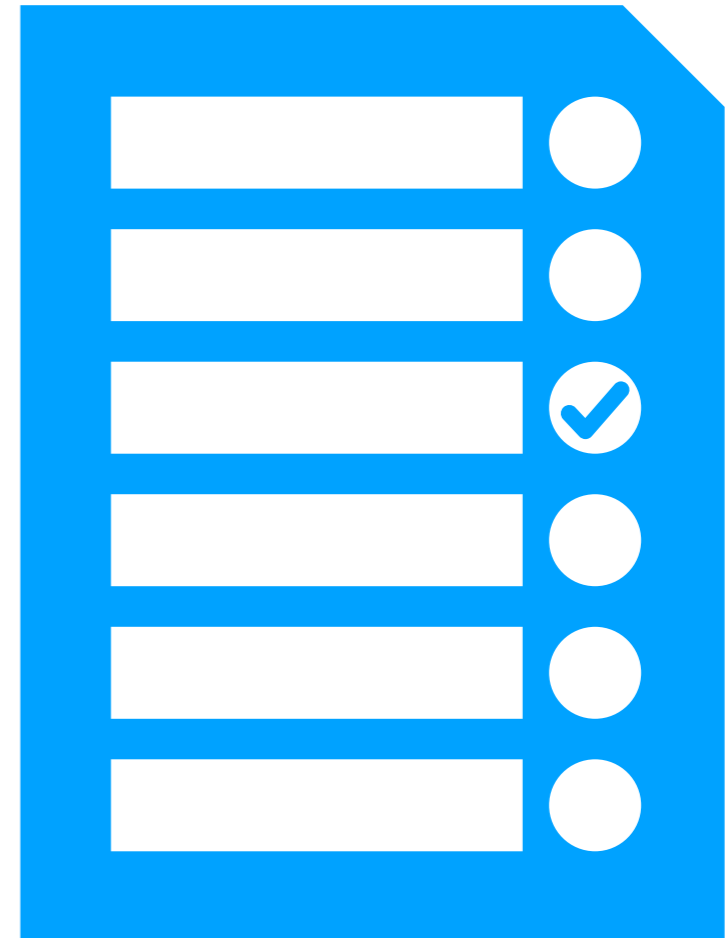- Rich results test - Desktop version

The Mobile First Indexing

- It's happening

- Lots of sites moved

- More sites coming

- Not just for mobile-friendly

3rd
KEY
THEME

- **Readiness criteria (checklist)**

- Content

- Metadata structured data

- Internal links

- images, videos

- Crawl-rate

Q & A Highlights

- Responsive, is that enough? Same HTML, different CSS

- **Doesn't use desktop site** (they use only the mobile version) !!

- Hamburger menus and fold out menus are fine loaded at the html (maybe could test UX)

- Algorithmic switch

Should we invest in PWA or Mobile Site?

- They're both a javascript build site

- PWAs are a lot harder to set up for search

- If yes, set up some test sites rather than your main clients as there's a lot of difficulty around this

Why isn't there a fundamentals exam for SEO like there is for adwords?

- SEO is really tricky to find out if someone knows what they're talking about

- When someone is qualified, by a test, whether or not there's an ongoing quality / accountability

Migrating High Profile Websites into one website?

- **What are the key things to watch out for to not affect SEO ranking?**

- Change of address for 1-1 not for 9-1

- Make sure you have the expectation with client that things will settle down after a while… (several months)

- **Google understands what's happening?**

- We won't know ahead of time what the overall ranking will be, it can be different from their original sites

- **What are the key markers for dynamic content optimisation**

- Foundation of your site must be visible at all times

- When it comes to indexing and ranking, you always have your primary content available

- **Duplicate content**

- Duplicate content is mostly a technical thing and will look at which URL we want to keep

Search Console BETA

- They don't want to copy and paste old to new

- Error pages will become more useful for the site owner, compared to blanket lists with no further information

- Slow transition

- Shift the default version to the new version

- Improve verification because the feedback is that http and https verification is annoying. Possible subdomain information will be shown in the one account

Ranking factors: Content, links and rank brain

- The tricky part is that it depends on the site and the queries

- They look at the 200 signals and try and figure out what makes sense

- Time, personalisation, context

- Rank brain helps with new queries

- 15% everyday are new queries in Google

Alternative .coms

- No influence from an SEO point of view

- One thing to keep in mind: set your geographic targeted

- .app John hasn't been following the discussion thread

Interstitial Use & Ads

- Google doesn't like it on mobile, are they rolling out penalties on desktop? (not manual actions, more affecting SEO ranking)

- Nothing special for the desktop side, more problematic on the mobile side so there's more focus there

- Desktop content has to be above the fold (top heavy) doesn't want to be covered with ads

- Crawl will turn an ad blocker on those pages if it doesn't comply with ad standards (however they will warn before they do that and give roughly a month's notice before penalty)

External links report in search console

- Best practice with disavow?

- They're in the report because they show all the links, not necessarily because they look at all links

- Disavow **only** if there's significant issues to your site

- Wouldn't go to the link report and disavow everything.