



# WHAT'S TECHNICALLY WRONG

*with your website?*

MARKET  
MINDSHIFT

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# A Little About Me

- ➔ President & Founder of Market MindShift
- ➔ Marketing Professor
- ➔ Digital Marketing Trainer
- ➔ Published Author
- ➔ PhD Student



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**So what if you have great content?**

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**So what if you have great links?**



*What you think your  
website looks like.*

A photograph of a rusted car interior, showing a steering wheel with a black and white checkered pattern, a dashboard with three toggle switches, and a window with a view of trees. A semi-transparent dark circle is overlaid on the left side of the image, containing the text.

*What the search engines think your website looks like.*

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# **MOST COMMON TECHNICAL ISSUES**



# Lighthouse

Version: 2.9.0.280

Performance 34

Progressive Web App 55

Accessibility 83

Best Practices 75

SEO 90

Results for: <https://www.amazon.com/>

Feb 14, 2018, 4:11 PM MST • ▶ Runtime settings



## 1 Failed Audits

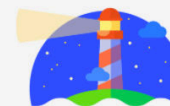
- ▶ Document doesn't use legible font sizes  
87.41% of text is too small.



## ▼ 9 Passed Audits

- ▶ Has a `<meta name="viewport">` tag with width or initial-scale ✓
- ▶ Document has a `<title>` element ✓
- ▶ Document has a meta description ✓
- ▶ Page has successful HTTP status code ✓
- ▶ Links have descriptive text ✓
- ▶ Page isn't blocked from indexing ✓
- ▶ Document has a valid hreflang ✓
- ▶ Document has a valid rel=canonical ✓
- ▶ Document avoids plugins ✓

- ▶ Additional items to manually check



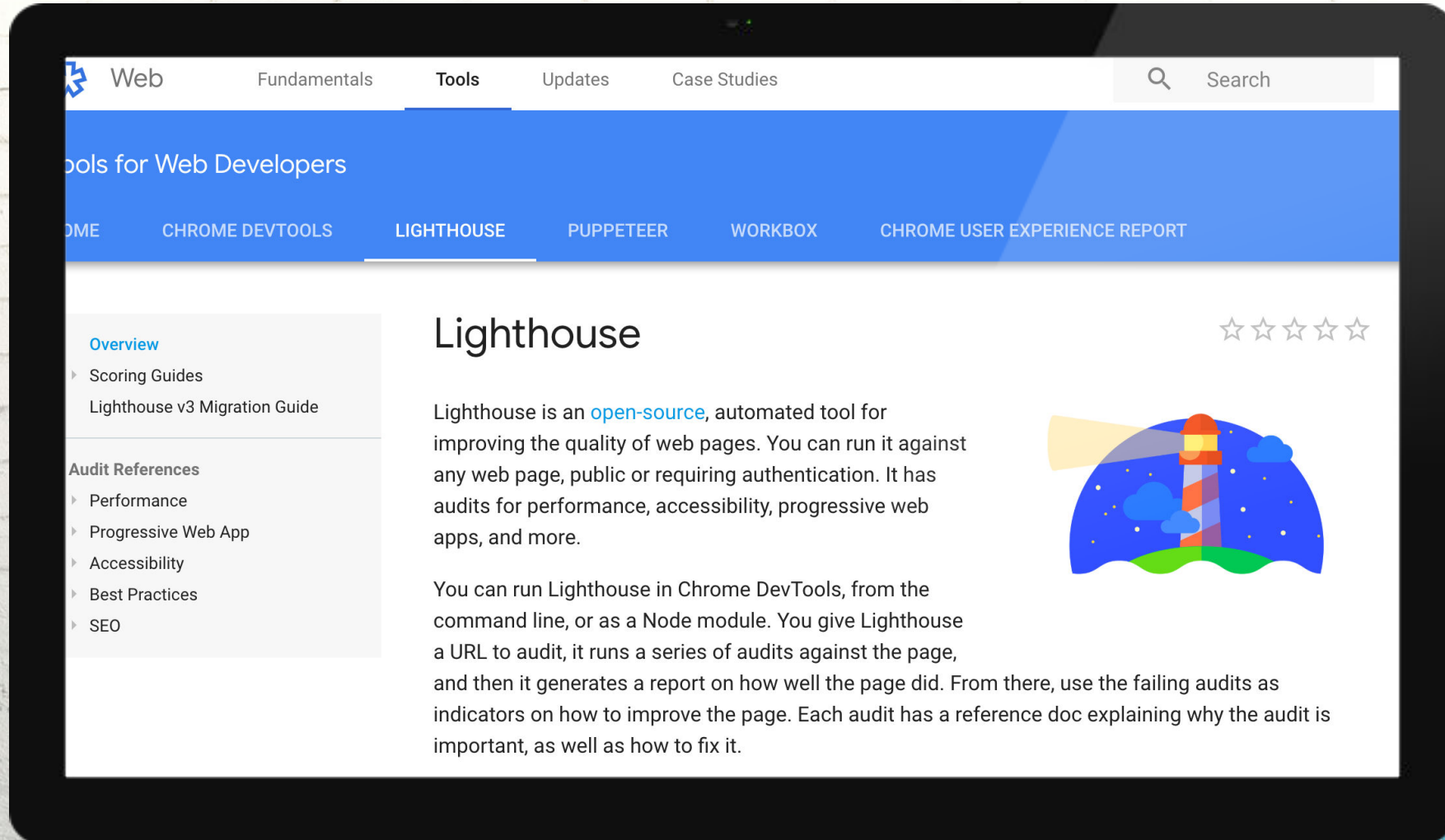
Lighthouse

<https://www.amazon.com>

Options

Generate report

# Google Lighthouse



[developers.google.com/web/tools/lighthouse](https://developers.google.com/web/tools/lighthouse)

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# Troubleshoot: Technical SEO

## Robots.txt File

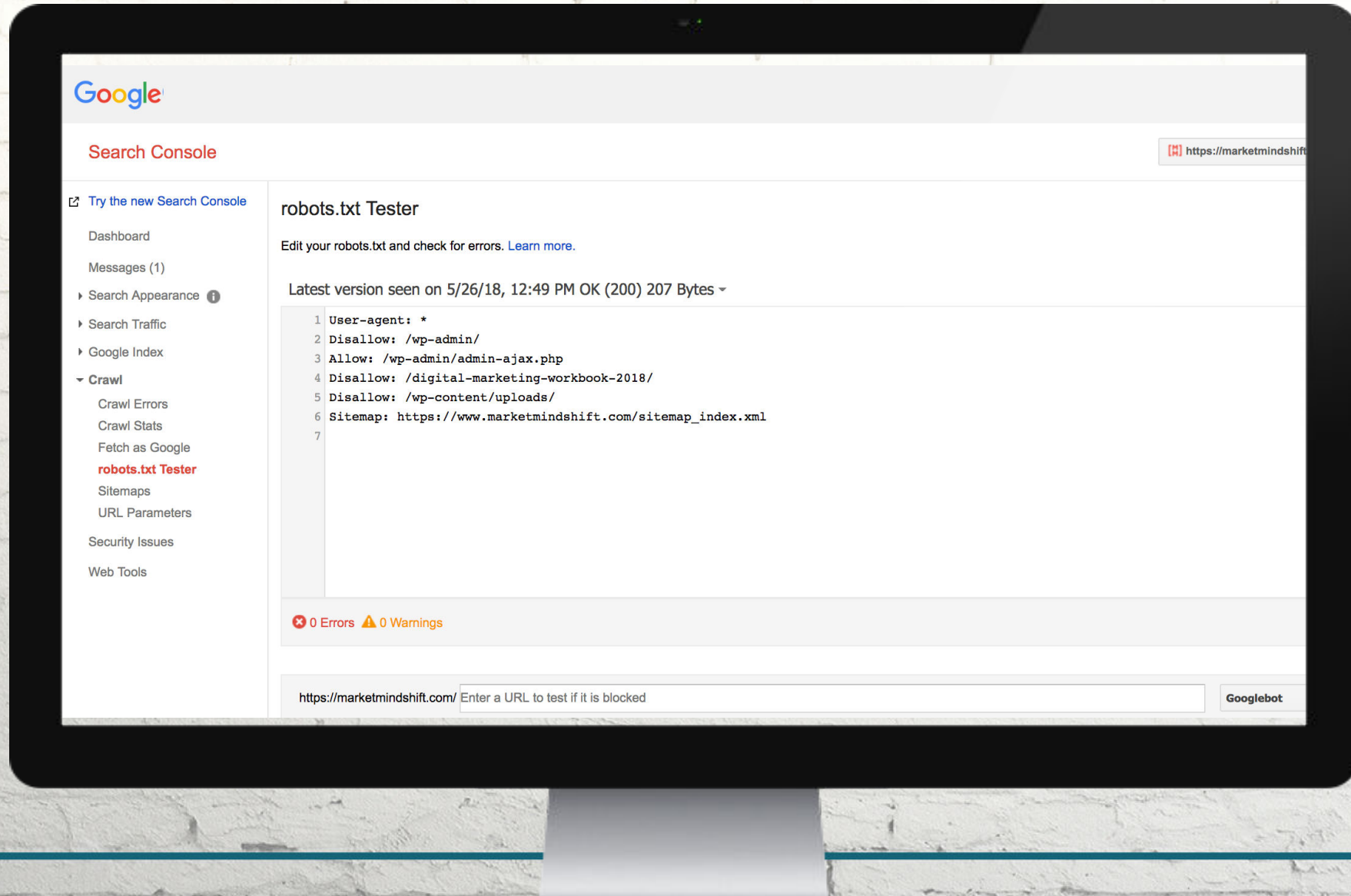
- ➡ Every website needs one in the root directory
- ➡ Don't block files or directories you want indexed
- ➡ Include XML sitemap

**Careful when you redesign!**

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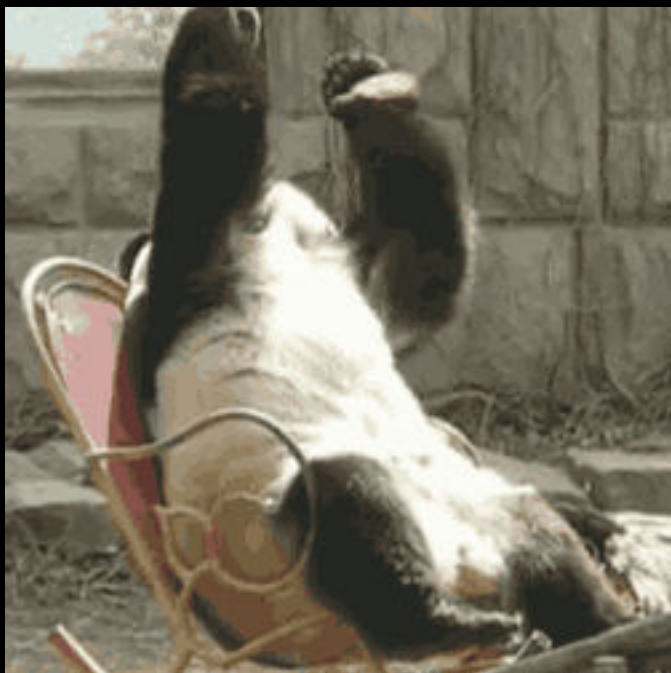
**How do you check your robots. txt file?**

# Google Search Console



FAILED





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# Troubleshoot: Technical SEO

## Canonical Link Element

- ➔ Should reference a URL that does not redirect and is indexed
- ➔ Contains the full path (absolute) URL
- ➔ Self canonical

```
<link rel="canonical"  
href="http://www.example.com/product.php?item=foo123"/>
```



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# How do you check canonicals?

# Screaming Frog

The screenshot displays the Screaming Frog SEO Spider tool interface. The main window shows a list of URLs with columns for 'Occurrences' and 'Meta Robots'. The sidebar on the right provides a summary of site statistics and directives.

URL	Occurrences	Meta Robots
ps://www.amazon.com/	1	
ps://advertising.amazon.com/?ref=ext_amzn_ftr	1	
ps://www.amazon.com/STRING-subnav_primephotos_amazonrive/b/ref=us_f...	1	
ps://www.amazon.com/AmazonFresh/b/ref=footer_aff_fresh?ie=UTF8&node=...	1	
ps://www.amazon.com/ref=footer_logo	1	
ps://www.amazon.com/Low-Price-With-Free-Shipping/bbp?category=/home-d...	2	index, follow
ps://www.amazon.com/compare-credit-card-offers/b/ref=footer_ccmp?ie=UT...	1	
ps://www.amazon.com/gp/product/B06XXVV1DB/ref=s9_acss_bw_cg_ADNPN...	1	
ps://www.amazon.com/play-Baby-Boys-Flap-Protection/dp/B077GFSZ93?pd_r...	1	
ps://www.amazon.com/Nintendo-Switch-Gray-Joy/dp/B01LTHP2ZK?pd_rd_wg...	1	
ps://www.amazon.com/gp/product/B001L1KRNC/ref=rzgc6506977011_fmww...	1	
ps://www.amazon.com/s/ref=Fr_Gr_Sft_Nv_sports/140-6597276-2683744?ie...	1	
ps://www.amazon.com/b/ref=s9_acss_bw_cg_UASNAVE_1c1_w?node=13234...	1	
ps://advertising.amazon.com/ad-specs/en/?ref=top-nav-menu	1	
ps://www.amazon.com/Enther-Containers-Compartment-Stackable-Dishwashe...	1	
ps://www.amazon.com/s/ref=Fr_Gr_Sft_Nv_nuts/140-6597276-2683744?ie=...	1	
ps://advertising.amazon.com/lp/sign-in	1	
ps://www.amazon.com/b/ref=nav_shopall_ods_tab_gno_fam?encoding=UTF8...	1	
ps://www.amazon.com/gp/most-wished-for/videogames?pd_rd_wg=sUx3g&p...	1	
ps://www.amazon.com/Super-Mario-Odyssey-Nintendo-Switch/dp/B01MY7GH...	1	
ps://www.amazon.com/dp/B01J24C0TI/ref=nav_shopall_ods_gno_ha_kt_eg_q...	1	
ps://advertising.amazon.com/lp/books?ref=A20M_footer	1	
ps://www.amazon.com/L-L-Surprise-Confetti-Collectible/dp/B0792NKT7Y?pd...	1	
ps://www.amazon.com/gp/dp/B077THGZTS/ref=dvm_us_pv_cs_bb_pr_18dstr...	1	
ps://advertising.amazon.com/case/study/?ref=top-nav-menu	1	
ps://www.amazon.com/dp/B06XCM9LJ4/ref=nav_shopall_ods_gno_ha_rr_eg_q...	1	
ps://www.amazon.com/RXRAR-Whole-Protein-Chocolate-1-83oz/dp/B0143N...	1	

Filter Total: 254

**Site Statistics:**

- Multiple (0) (0.00%)
- H1
  - All (284) (100.00%)
  - Missing (77) (27.11%)
  - Duplicate (111) (39.08%)
  - Over 70 Characters (34) (11.97%)
  - Multiple (63) (22.18%)
- H2
  - All (284) (100.00%)
  - Missing (65) (22.89%)
  - Duplicate (182) (64.08%)
  - Over 70 Characters (8) (2.82%)
  - Multiple (203) (71.48%)
- Images
  - All (6) (100.00%)
  - Over 100 kb (0) (0.00%)
  - Missing Alt Text (6) (100.00%)
  - Alt Text Over 100 Characters (0) (0.00%)
- Directives
  - All (290) (100.00%)
  - Canonical (254) (89.44%)
  - Canonicalised (246) (86.62%)
  - No Canonical (30) (10.56%)
  - Next/Prev (63) (22.18%)
  - Index (4) (1.38%)
  - Noindex (2) (0.69%)
  - Follow (4) (1.38%)

**Directives Bar Chart:**

Directive	Count	Percentage
Canonical	254	89.44%
Canonicalised	246	86.62%
No Canonical	30	10.56%
Next/Prev	63	22.18%
Index	4	1.38%
Noindex	2	0.69%
Follow	4	1.38%

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# Troubleshoot: Technical SEO

## Redirects

- ➔ Communicate to search engines that a web page has permanently moved to a new location
- ➔ 301 not 302
- ➔ Minimize the number of redirects

**No redirect chains**



**STOP**



**CONFUSING GOOGLE**



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# How do you check redirects?

# Redirect-checker. org

## *Check Your Redirects and Statuscode*

*301 vs 302, meta refresh & javascript redirects*

please add http:// or https://

**analyse**

add http:// or https:// on your URL.

### **Redirect Checker Options:**

You what to check your redirect with a specific user-agent. Just select the browser user-agent to test your redirect.

Set User-Agent:

Check your URL redirect for accuracy. Do you use search engine friendly redirections like to many redirects or do you loose link juice for seo by redirects using HTTP Statuscode 301 vs. 302. Check now!

Please insert URL to check redirection.

# Screaming Frog

The screenshot displays the Screaming Frog SEO Spider tool interface. The main window shows a list of redirections with columns for Address, Content, and Status Code. The filter is set to 'Redirection (3xx)' and the view is 'List'. The summary panel on the right shows the following data:

Category	Count	Percentage
All	462	100.00%
HTTP	9	1.95%
HTTPS	453	98.05%
Response Codes		
All	499	100.00%
Blocked by Robots.txt	14	2.81%
No Response	0	0.00%
Success (2xx)	413	82.77%
Redirection (3xx)	70	14.03%
Client Error (4xx)	2	0.40%
Server Error (5xx)	0	0.00%
URI		
All	354	100.00%
Non ASCII Characters	0	0.00%
Underscores	302	85.31%
Uppercase	263	74.29%
Duplicate	0	0.00%
Parameters	268	75.71%
Over 115 Characters	199	56.21%
Page Titles		
All	284	100.00%
Missing	0	0.00%
Duplicate	123	43.31%
Over 65 Characters	79	27.82%
Below 30 Characters	65	22.89%
Over 487 Pixels	115	40.49%

The bottom of the interface shows a 'Response Codes' section with a green circular progress indicator.

[screamingfrog.co.uk/redirect-checker](https://screamingfrog.co.uk/redirect-checker)

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# Troubleshoot: Technical SEO

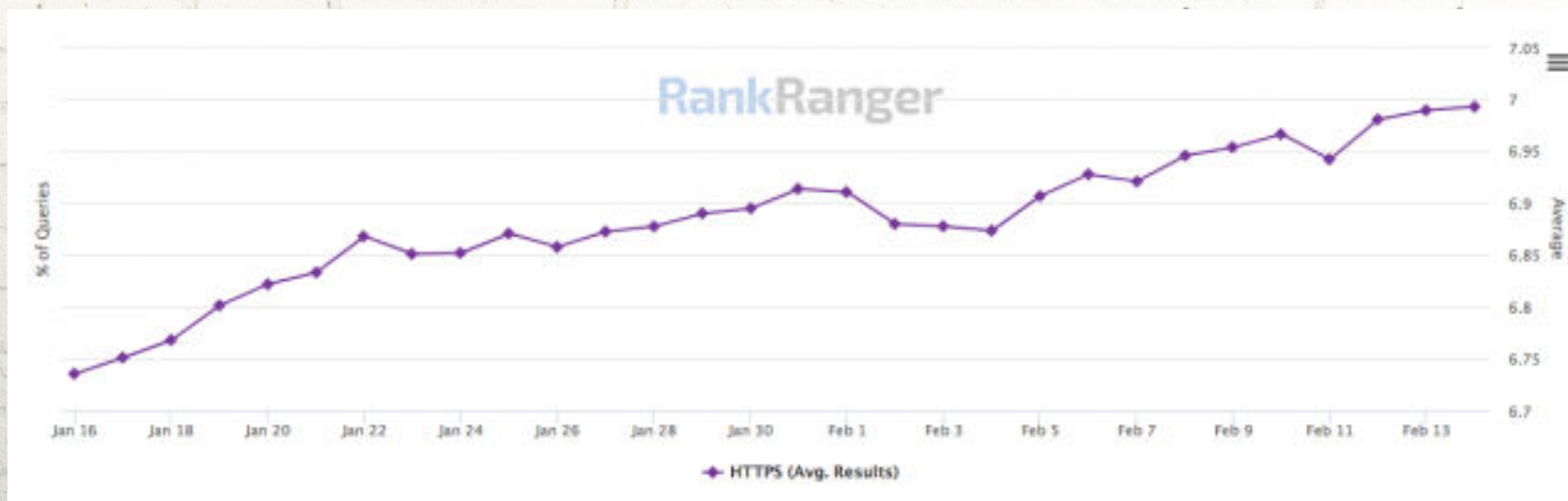
## Duplicate Content

- ➡ Address the cause, not just the symptoms:
  - ✓ HTTP vs. HTTPS, WWW vs. non-WWW
  - ✓ Page found under multiple URLs
  - ✓ Boilerplate text

**Read: [goo.gl/9HsEP5](https://goo.gl/9HsEP5)**

# Troubleshoot: Technical SEO

Note: 70% Of Google's Page One Search Results Are HTTPS



Source: <https://www.rankranger.com/google-serp-features>

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# How do you check duplicate content?

# Siteliner

# Siteliner

Explore your site.

Go

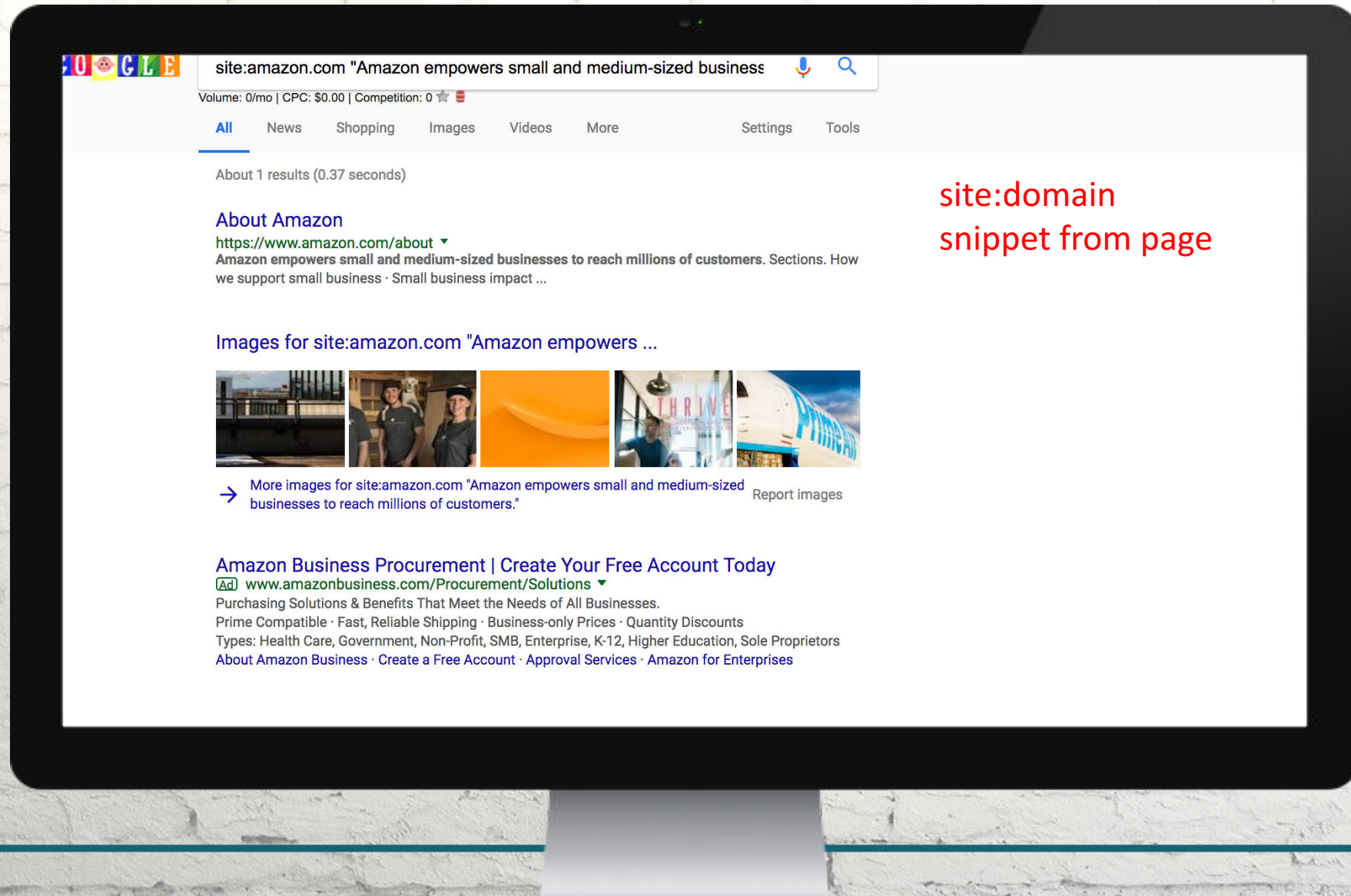
Find duplicate content, broken links, and more...

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MARKET  
MINDSHIFT

# Google Search



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# Troubleshoot: Technical SEO

## HTTP to HTTPS Checklist

- ➔ Ensure all internal links point to HTTPS.
- ➔ Make sure all references to images, JavaScript, CSS URLs are pointing to HTTPS.
- ➔ Update any plugins/modules/add-ons – Don't forget to update the internal search and forms.
- ➔ Update canonical tags.
- ➔ Redirect HTTP to HTTPS—always use 301 permanent redirect.

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# Troubleshoot: Page Construction

## Poor Performing Content



Audit your content

- ✓ Gather your pages using a crawler (i.e. Screaming Frog)
- ✓ Get page metrics
- ✓ Sort the sheet
- ✓ Make changes

**Read: [bit.ly/2HrUeRy](https://bit.ly/2HrUeRy)**

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# How do you audit content?

# URL Profiler

[illegible]

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# Troubleshoot: Page Construction

## Page Speed

- ➔ Large, slow-to-load pages run the risk of being crawled only partially or skipped completely
- ➔ Google recommends above the fold content load no slower than 1 second

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# Troubleshoot: Page Construction

## Page Speed



Compress images

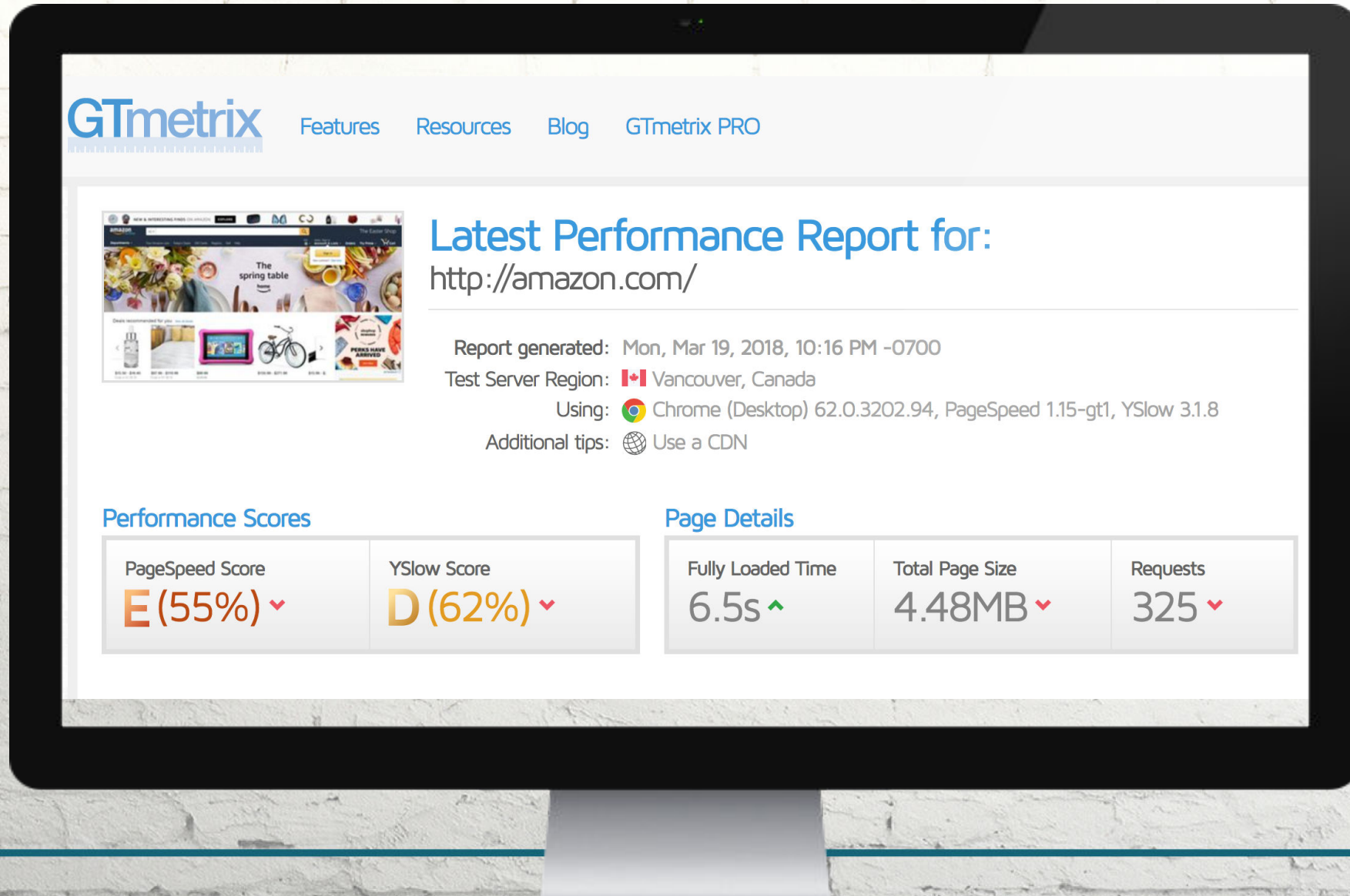
- Compressor.io
- Tinypng.com



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# How do you check page speed?

# GT Metrix



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# Troubleshoot: Site Construction

## Internal Link Structure

- ➔ Important because search engines follow the links and crawl the site more efficiently
- ➔ What matters:
  - ✓ Themes
  - ✓ Global navigation
  - ✓ Breadcrumbs



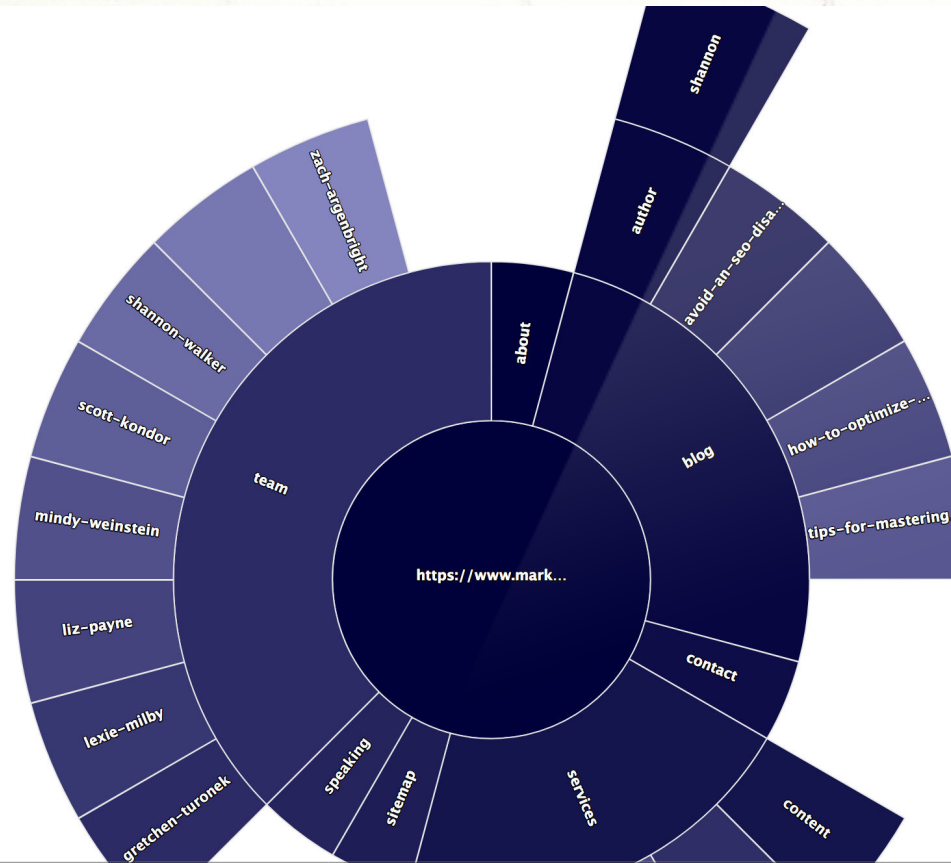
**This is pitiful.**

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# How do you check site structure?

# MetaForensics. io

- Most linked to pages
- Least linked to pages
- Most popular anchor text
- Keywords in Anchor text
- Keyword Pairs in Anchor text
- URL Length metrics
- Pages with most unique links on
- Pages with most unique links on, excluding page anchors
- Pages with least unique links on
- Pages with least unique links on, excluding page anchors
- Link type <relative>
- Link type <absolute>
- Canonical <link>
- Canonical <link> Mismatches
- Pages without parameters



# Screaming Frog

The screenshot displays the Screaming Frog SEO Spider tool interface. The browser address bar shows 'marketmindshift.com'. The 'Start' button is highlighted, and the progress bar indicates 100% completion. The 'Internal' tab is selected in the top navigation bar. The main table lists the crawled paths and addresses, with columns for Path, Address, and a status indicator (text/). The right sidebar shows the 'Overview' tab, displaying a summary of the crawl results and a breakdown of SEO elements.

Path	Address	Status
services/	https://www.marketmindshift.com/services/	text/
website-development/	https://www.marketmindshift.com/services/website-development/	text/
content/	https://www.marketmindshift.com/services/content/	text/
seo/	https://www.marketmindshift.com/services/seo/	text/
social-media/	https://www.marketmindshift.com/services/social-media/	text/
blog/	https://www.marketmindshift.com/blog/	text/
how-to-optimize-a-small-web...	https://www.marketmindshift.com/blog/how-to-optimize-a-small-website-for-big...	text/
category/		
content/	https://www.marketmindshift.com/blog/category/content/	text/
online-advertising/	https://www.marketmindshift.com/blog/category/online-advertising/	text/
seo/	https://www.marketmindshift.com/blog/category/seo/	text/
email-marketing/	https://www.marketmindshift.com/blog/category/email-marketing/	text/
social-media/	https://www.marketmindshift.com/blog/category/social-media/	text/
uncategorized/	https://www.marketmindshift.com/blog/category/uncategorized/	text/
avoid-an-seo-disaster-during-...	https://www.marketmindshift.com/blog/avoid-an-seo-disaster-during-a-website-...	text/
tips-for-mastering-pay-per-cli...	https://www.marketmindshift.com/blog/tips-for-mastering-pay-per-click-marketi...	text/
author/		
shannon/	https://www.marketmindshift.com/blog/author/shannon/	text/
mindy/	https://www.marketmindshift.com/blog/author/mindy/	text/
how-to-make-your-content-st...	https://www.marketmindshift.com/blog/how-to-make-your-content-stand-out/	text/
tips-for-your-social-media-str...	https://www.marketmindshift.com/blog/tips-for-your-social-media-strategy/	text/
new-way-connect-social-media/	https://www.marketmindshift.com/blog/new-way-connect-social-media/	text/

**Summary**

- Total URI Encountered: 158
- Total Internal Blocked by robots.txt: 52
- Total External Blocked by robots.txt: 1
- Total URI Crawled: 105
- Total Internal URI: 116
- Total External URI: 41

**SEO Elements**

**Internal**

- All (116) (100.00%)
- HTML (51) (43.97%)
- JavaScript (2) (1.72%)
- CSS (1) (0.86%)
- Images (10) (8.62%)
- PDF (0) (0.00%)
- Flash (0) (0.00%)
- Other (52) (44.83%)

**External**

- All (41) (100.00%)
- HTML (36) (87.80%)
- JavaScript (2) (4.88%)
- CSS (1) (2.44%)
- Images (1) (2.44%)
- PDF (0) (0.00%)
- Flash (0) (0.00%)
- Other (1) (2.44%)

Internal

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# Troubleshoot: Ranking & Traffic

- ➔ Check Google updates
- ➔ Use on-page elements
- ➔ Compare your pages to competitors (top 5-10 ranked pages)
- ➔ Review topical density

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Screemingfrog



**SEMRUSH**



**SpyFu**



**MAJESTIC**

**Google**

**GTmetrix**

 **Bing**

**MARKET  
MINDSHIFT**

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# DOWNLOAD MY SLIDES



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