



BECOME AN



SEO

ROCK ⚡ STAR

ACTIONABLE STRATEGIES, TACTICS & TOOLS





BECOME AN



SEO

ROCK STAR

ACTIONABLE *STRATEGIES, TACTICS &* TOOLS



AGENDA:

WHAT'S HAPPENING IN SEARCH

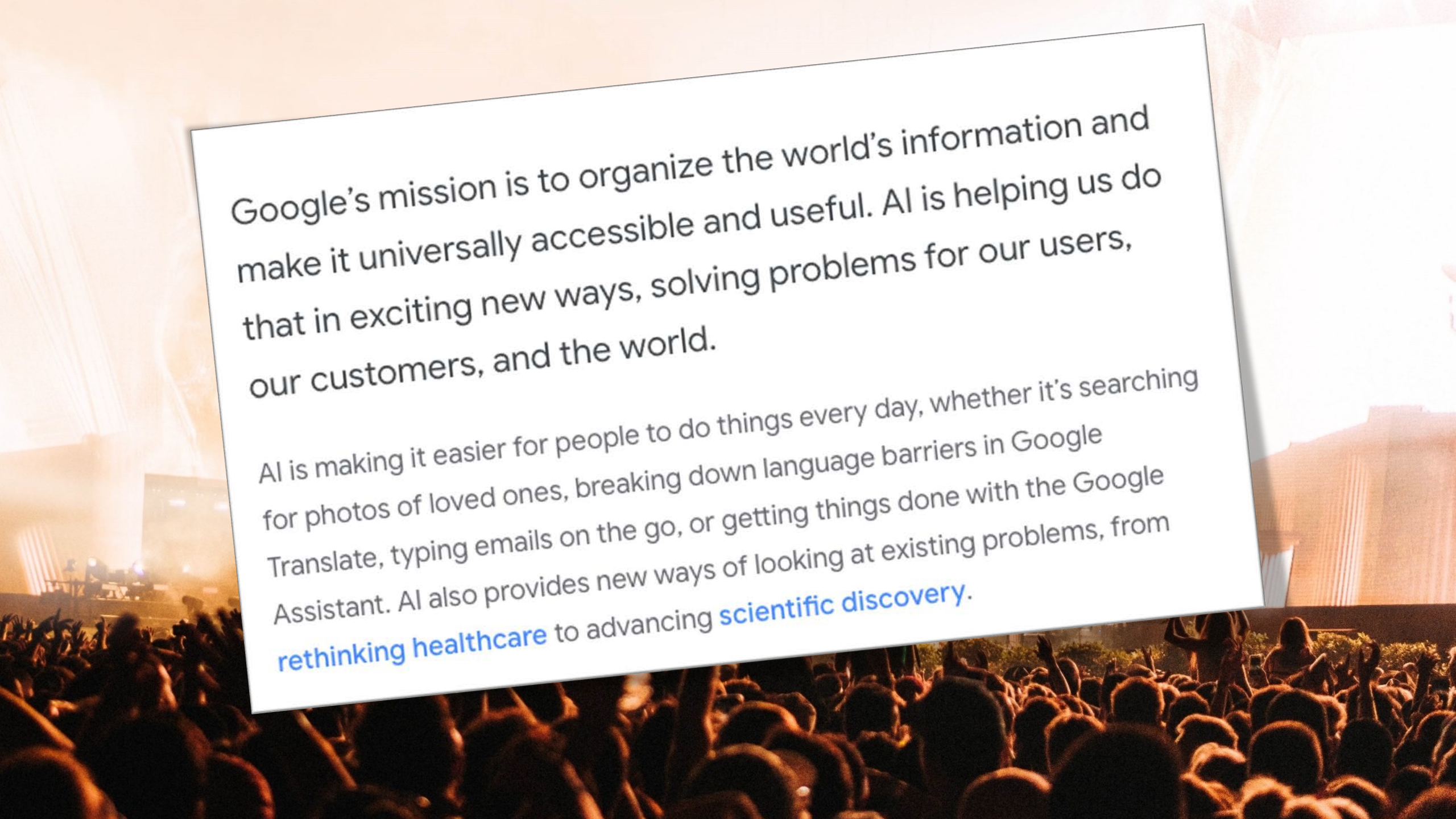
YOUR SEARCHERS

YOUR WEBSITE

YOUR ONLINE AUTHORITY

SEARCH TODAY



A large crowd of people is gathered at night, with their heads and shoulders visible in the foreground. In the background, city lights and structures are visible under a dark sky. A white rectangular box with a black border is overlaid on the image, containing text.

Google's mission is to organize the world's information and make it universally accessible and useful. AI is helping us do that in exciting new ways, solving problems for our users, our customers, and the world.

AI is making it easier for people to do things every day, whether it's searching for photos of loved ones, breaking down language barriers in Google Translate, typing emails on the go, or getting things done with the Google Assistant. AI also provides new ways of looking at existing problems, from **rethinking healthcare** to advancing **scientific discovery**.

Kiss / Events

Dortmund, Germany
Wed, Jun 1
6:00 PMAntwerp, Belgium
Antwerps Sportpaleis
Mon, Jun 6Hamburg, Germany
Barclaycard Arena
Mon, Jun 13
8:00 PMHelsinki, Finland
Hartwall Arena
Mon, Jun 20Frankfurt, Germany
Festhalle Messe Frankfurt
Fri, Jun 24Santa Coloma de Cervelló, Spain
Palau de GelŁódź, Poland
Atlas Arena
Fri, Jun 3
9:00 PMParis, France
AccorHotels Arena
Tue, Jun 7
8:00 PMJohanneshov, Sweden
Tele2 Arena
Sat, Jun 18Gothenburg, Sweden
Scandinavium
Wed, Jun 22
7:30 PMVienna, Austria
Wiener Stadthalle
Sun, Jun 26Zürich, Switzerland
Hallenstadion

Feedback

<https://www.kissonline.com>**KISS Online :: The Final Tour Ever - Kiss End Of The Road ...**

KISS Online: The Official KISS Website.

[Tour Dates](#) · [Kiss](#) · [KISS Army](#) · [Join The Kiss Mailing List](#)<https://www.kissonline.com> · [tour](#)**Tour Dates | Upcoming KISS Tour and ... - KISS Online**Mark G Etes Arena at Hard Rock Hotel & Casino. Atlantic City, NJ. Tickets · VIP · RSVP. Aug22.
Xfinity Center. Hartford, CT. Tickets · VIP · RSVP. Aug25 ...

Wed, Aug 18 Xfinity Center

Thu, Aug 19 Darling's Waterfront Pavilion

Sat, Aug 21 Mark G Etes Arena at Hard ...

<https://www.ticketmaster.com> · [Concert Tickets](#) · [Rock](#)**KISS Tickets, 2021 Concert Tour Dates | Ticketmaster**

Buy KISS tickets from the official Ticketmaster.com site. Find KISS tour schedule, concert details, reviews and photos.

Wed, Aug 18 KISS: End of the Road World ...

Thu, Aug 19 KISS: End of the Road World ...

Sat, Aug 21 An Evening With: KISS

**Kiss**

Rock band

[kissonline.com](https://www.kissonline.com)

Available on

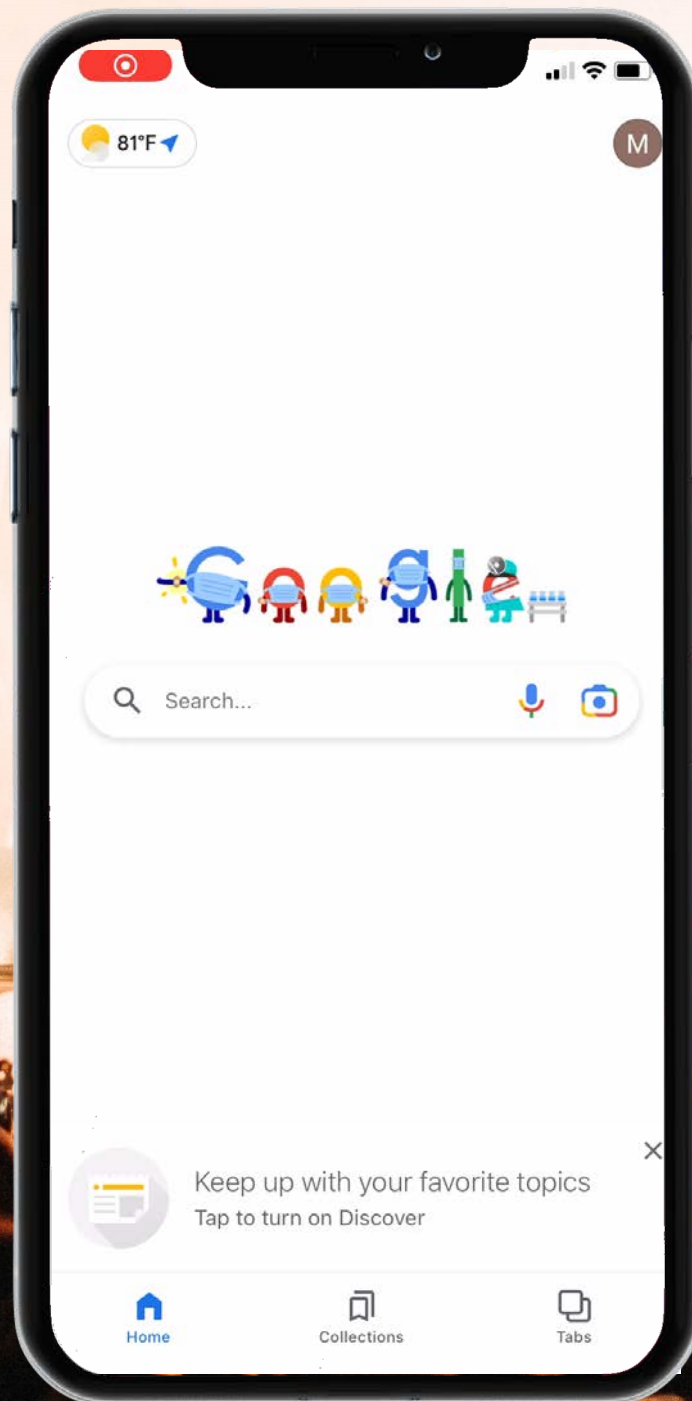
YouTube

Spotify

YouTube Music

More music services

<https://www.songkick.com> · [artists](#) · [337267-kiss](#)**Kiss Tickets, Tour Dates & Concerts 2022 & 2021 – Songkick**



YOUR ⚡ SEARCHERS



**SEO IS ABOUT UNDERSTANDING THE AUDIENCE AND BUILDING
A SEARCH MARKETING CAMPAIGN AROUND THAT INFORMATION.**



**WHEN SEO IS CENTERED AROUND THE RIGHT AUDIENCE,
TARGETED TRAFFIC INCREASES,
WHICH LEADS TO MORE CONVERSIONS.**



ANALYZE YOUR AUDIENCE



A vibrant, high-energy concert scene at night. A large crowd of people is in the foreground, many with their hands raised in the air. In the background, a stage is lit up with bright, warm lights, and two performers are visible on stage. The overall atmosphere is festive and energetic.

DEVELOP SEO PERSONAS

YOUR SEARCHERS

Personas matter to SEO

- Words they use ← (keywords)
- Questions they ask ← ("people also ask")
- Websites they frequent ← (links)

YOUR SEARCHERS

Understand & analyze your audience

- Analyze competing brands
- Gather data from social platforms

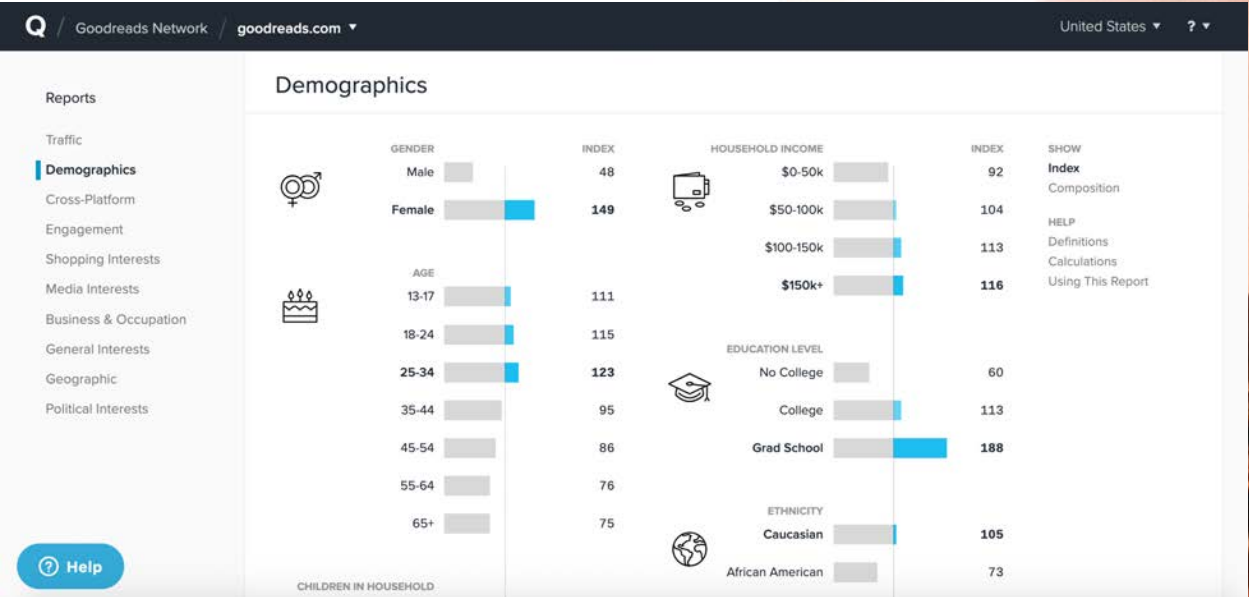
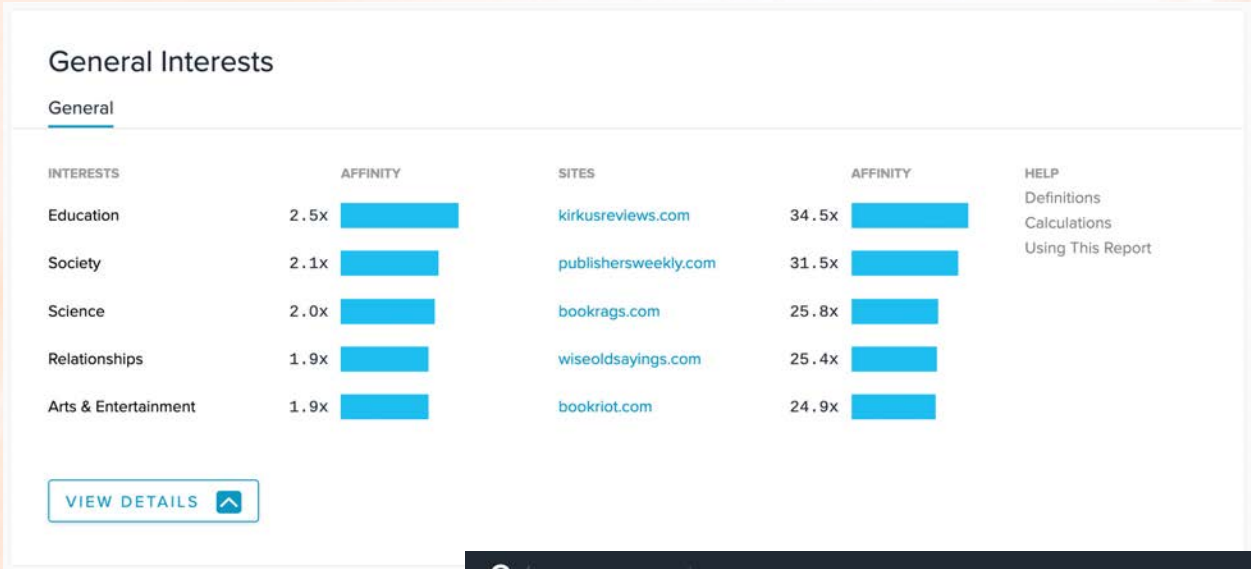
YOUR SEARCHERS

Analyze competing brands

- Get insight into a brand's audience, which will help you identify content topics and target geographic areas
- In addition, you might come up with great link building ideas based on the interests

YOUR SEARCHERS

Quantcast



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YOUR SEARCHERS

Alexa

Menu

Dashboard

Workspace

Site Audits

SEO Tools

Competitor Keyword Matrix

Competitor Backlink Checker

Keyword Difficulty Tool

Keyword Share of Voice

On-Page SEO Checker

Audience Analysis

Audience Overlap Tool

Audience Interest Tool (New)

@Alexa

An amazon.com company

Search for a site

Take Tour

Blog

Support

My Account

Quick Start

goodreads.com

Explore Interests

The audience of goodreads.com is interested in sites in these 61 categories.

Sorted by: Interest score - high to low

Download

Arts and Entertainment/
Literature

Interest

Likelihood to visit

% of audience

Sites

See details

Preview

3.9x

43%

2

Education/
Colleges and Universities

Interest

Likelihood to visit

% of audience

Sites

See details

Preview

1.7x

77%

3

YOUR SEARCHERS

Gather data from social platforms

- There is a lot of consumer data available from social platforms, which can be used to develop personas and/or identify content topics.

YOUR SEARCHERS

Audiense

Full audience ▾

Compared to: Global - Any ▾

9588 members

Actions ▾

Demographics

Socioeconomics

Influencers & brands

Interests

Media affinity

Content

Personality

Buying mindset

Online habits

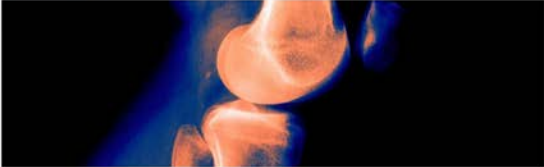
Hot content

Hot posts

Popular posts, hashtags, keywords and formats

Last update: 16 days ago

Publications



Wired

[New Algorithms Could Reduce Racial Disparities in Health Care](#)

Researchers trying to improve health care with artificial intelligence usually subject their algorithms to a form of machine med school. Software learns from doctors by digesting thousands or millions of x-rays or other data labeled by expert humans until it can accurately flag suspect moles or lungs showing sig...

Tradingster

[COT Report: SILVER with COT Chart \(Futures Only\) - Tradingster](#)

Below is the Commitments of Traders (COT) report for SILVER - COMMODITY EXCHANGE INC. (futures only) with COT charts. This COT report for SILVER is as of 2021-02-09. COT reports are released each Friday (except for U.S. holidays) by the CFTC. Each COT report release includes data from the...

Popular hashtags

#twittermarketing

#tuesdayvibe

#sustainablebusiness

#socialmediamarketing

#socialmedia

#news

#mufc

#leadgeneration

#irish

#influencers

Popular keywords

content

time

strategies

richardfergie

tijd

social

thewaryseo

robinlord

Most relevant media formats

64.62%
Links

6.92%
Videos

4.62%
Photos

YOUR SEARCHERS

Ways to collect data

- **Interviews:** Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.

YOUR SEARCHERS

Ways to collect data

- **Internal Departments:** Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.

YOUR SEARCHERS

Ways to collect data

- **Surveys:** If you have an existing customer base, you can send out a survey asking questions to help you understand them better.



Make My Persona

A Buyer Persona Generator from HubSpot

Copyright © 2018 HubSpot, Inc.

PERSONAS FOR SEO

Learn as much as you can about your target audience, as it will help your SEO efforts. It will be easier once you know a little about your ideal website visitors to choose the right keywords, optimize your content and even get links. For example, when you know someone's main concerns, you can get a better feel for what they might search. When you know your interests, you can determine what other websites they might frequent, which could turn into great link targets for you.

Most people think of personas for content and social media only. However, a great SEO campaign also defines personas in advance, which are representations of your ideal customers based on market research and actual data about your existing customer base.

TOOLS & TECHNIQUES TO USE

There are a variety of ways that you can gather information about your ideal website visitors, which will be used to define the personas.

- **Interviews:** Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.
- **Internal Departments:** Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.

GET DEEP IN KEYWORD RESEARCH



YOUR SEARCHERS

Keyword research steps

1. Step One: Brainstorm your list (i.e. pad of paper or spreadsheet)
2. Step Two: Expand your list
3. Step Three: Validate search volume
4. Step Four: Identify search intent

YOUR SEARCHERS

Expand your list

- Look for related words and phrases
- Identify synonyms
- Consider semantic relationship of words

YOUR SEARCHERS

Keywords Everywhere

Keywords Everywhere

A browser addon that will get you FREE search volume, CPC & competition data for almost all the keyword research tools out there!

 Install For Chrome

 Install For Firefox

We add search volume, CPC & competition data to all your favourite websites

YOUR SEARCHERS

SEMRush

Keyword Analytics > Keyword Magic Tool

[Send feedback](#)

Keyword Magic Tool ^{NEW}

An easy-to-use keyword research tool that provides all the keywords you need to build your most profitable SEO or PPC campaign

 US ▼

Search

Keyword examples: [loans](#) [movies](#) [buy books](#)

YOUR SEARCHERS

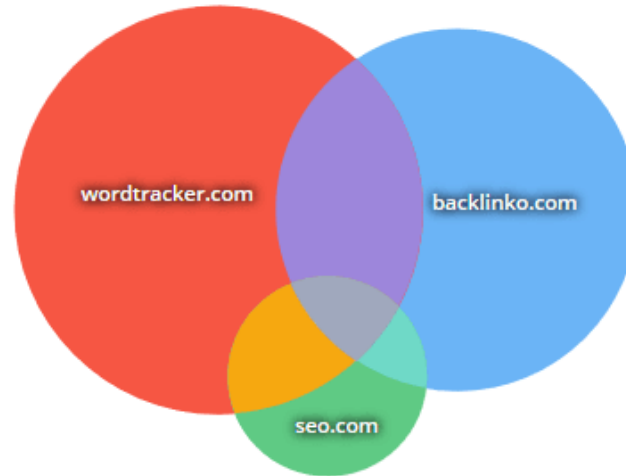
SpyFu

Shared Organic Keyword (Kombat)

[VIEW PAID KOMBAT >](#)[EXPORT](#)

vs

vs

[FIGHT](#)

Overall Market Research

KEYWORD UNIVERSE (8,469)
Keywords any domain ranks for

CORE STARTING KEYWORDS (13)
Keywords all three rank for

Recommendations for backlinko.com

WEAKNESS (17)
Keywords both competitors rank for, but not backlinko.com

EXCLUSIVE KEYWORDS (2,724)
Competitors don't yet rank, but backlinko.com does

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Validate search volume

- Make sure people are using that word or phrase
- Don't focus on search volume alone
- Relevancy is the most critical aspect
- Know if it is a conversion word

YOUR SEARCHERS

Tools



SpyFu



SEMRUSH



Keywords Everywhere

MOZ



Keyword Tool



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Identify search intent

- Intent falls into two categories: Know and Buy
- Page architecture and “other words” matter with intent

YOUR SEARCHERS

Google

A screenshot of a Google search results page for the query "organic coffee". The page shows several search results. Two horizontal lines with circular markers are drawn across the page to indicate search intent. The first line, in green, is labeled "BUY" INTENT and points to the first result, "Jim's Organic Coffee". The second line, in purple, is labeled "KNOW" INTENT and points to the second result, "Organic vs. Conventional Coffee | Equal Exchange".

Google organic coffee

All Shopping Maps News Images More Search tools

About 99,500,000 results (0.73 seconds)

Jim's Organic Coffee
<https://www.jimsorganiccoffee.com/> ▼
Jim's Organic Coffee is a coffee roaster dedicated to providing the very finest certified organic coffees available. Learn more now.
[Shop](#) · [Contact Us](#) · [Light / Medium Roast](#) · [Dark Roast](#)

Organic vs. Conventional Coffee | Equal Exchange
equalexchange.coop/blog/organic-vs-conventional-coffee ▼
Apr 25, 2014 - The benefit of organic coffee. ... It's the difference between conventional and organic coffee. Even if you already choose organic in the produce ...

Organic Coffee Company | Best Organic Coffee and Coffee Beans
www.organiccoffeecompany.com/ ▼
Fair trade, blended, flavored, and single origin products. Includes company news and tips for storage and brewing.
[Testimonials](#) · [Free Recipe Book](#) · [7 Fun Ways To Up Your Coffee](#) ... · [News](#)

Best Organic coffee in Phoenix, AZ - Yelp
https://www.yelp.com/search?find_desc=organic+coffee&find_loc=Phoenix%2C... ▼
Reviews on Organic coffee in Phoenix, AZ - A T Oasis Coffee & Tea Shop, Lux Central, Mama's Cold Brew, WhereUBean Coffee, Fair Trade Cafe, Urban Beans ...

Organic coffee - Wikipedia
https://en.wikipedia.org/wiki/Organic_coffee ▼
Organic coffee is coffee produced without the aid of artificial chemical substances, such as certain additives or some pesticides and herbicides.

Organic Coffee: Grounds for Change Organic Certified Coffee
www.groundsforchange.com/learn/organic.php ▼
Certified Organic Coffee means that the organic coffee is produced by farmers who emphasize the use of renewable resources and the conservation of soil and ...

A Guide to Locally Roasted Coffee Beans in Metro Phoenix | Phoenix ...
www.phoenixnewtimes.com/.../a-guide-to-locally-roasted-coffee-beans-in-metro-pho... ▼
Jun 3, 2014 - Highland Coffee Roaster Although you can't go to the Highland Cafe (because it doesn't exist), buying single origin, fair trade, organic, and ...



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YOUR SEARCHERS

Google

The image shows a Google search interface for the query "safe weed removal". The search results page displays approximately 5,100,000 results in 0.40 seconds. Several search results are visible, each with a title, URL, and a brief description. Purple lines and circles are drawn over the search results to highlight specific information, with a label "KNOW" INTENT pointing to the first result.

Google safe weed removal

All Shopping Videos News Images More Search tools

About 5,100,000 results (0.40 seconds)

6 Homemade herbicides: Kill the weeds without killing the Earth ...
www.treehugger.com/lawn.../homemade-herbicide-kill-weeds-without-killing-earth.ht...
Jul 15, 2014 - The most environmentally friendly way to get rid of weeds is to pull them up, dig out the roots, let them dry in the sun, and then add them to a ...
9 edible garden weeds · 6 Edible ground cover plants ...

9 Homemade Organic Weed Killers - How to Kill Weeds Naturally
www.goodhousekeeping.com/home/gardening/advice/g777/homemade-weed-killers/
Mar 23, 2016 - Tackle these pesky garden invaders without harsh chemicals. These homemade organic weed killers are non toxic, natural, cheap and ...

How To Make Eco-Friendly Weed Killer | Home Guides | SF Gate
homeguides.sfgate.com › Garden › Pest Control
Eco-friendly weed killer is often more cost-effective than chemical sprays. Organic ... This weakens the plant and makes it vulnerable to the vinegar weed killer.

Vinegar Weed Killer: Grandma's Recipe For Fast Weed Control
www.garden-counselor-lawn-care.com/vinegar-weed-killer.html
Vinegar can kill weeds. How & where can you use it? Many recipes are questionable. See the results of a vinegar weed killer trial, with smart tips for safe use.

Hands Down the Best Way to Kill Weeds and It's Not Roundup
www.everydaycheapskate.com/.../hands-down-the-best-way-to-kill-weeds-and-its-not...
Jul 16, 2015 - In no time, the company gave its miracle weed killer the brand name is safe as water, I still wouldn't shell out the high price for the stuff. I kill ...
Got a Problem? Grab the WD-40 · Cheapskate Gardening Tips ...

How to Eliminate Weeds From Your Grass | The Family Handyman
www.familyhandyman.com › Outdoors › Landscaping
Kill any weeds with a nonselective herbicide (re-treat survivors after 10 days). The herbicide will break down within two weeks and the ground will be safe for ...

Organic Weed Control – How to Kill Weeds Without Harmful ...
northcoastgardening.com/2009/03/organic-weed-control-how-to-kill-weeds/
Mar 28, 2009 - Spraying organic herbicides for natural weed control So people could think that Roundup is safe because glyphosate is reasonably safe, but ...

"KNOW" INTENT



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ADVANCED KEYWORD RESEARCH

Keyword research is much more involved than simply generating a list of words and phrases and validating the search volume. In terms of keyword research, not only should you know the volume of searches for each word, but also you should know the search intent behind those keywords.

Follow this roadmap for deeper, more meaningful, keyword research.

EXERCISE

1. Start the seed list

This first step is basic and likely not news to you. Begin the process with good old-fashioned brainstorming. No tools, just you, a notepad and a pen. Refer back to your persona research to incorporate the phrases used by your target audience. Use the following table to initiate your brainstorming. There are two columns: Keyword and Category. The Category section keeps your keywords organized, as your keyword targets should match the categories or themes of your website.

IDENTIFY THE JOURNEY



YOUR SEARCHERS

The buyer's journey & SEO

- The idea of the buyer's journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process.
- All potential customers go on a journey—whether you know that journey or not as a marketer.

YOUR SEARCHERS

Map keywords to the journey

- Make sure your website is optimized for keywords throughout the buyer's journey.
- Content should capture these moments.

YOUR SEARCHERS

Awareness

Consideration

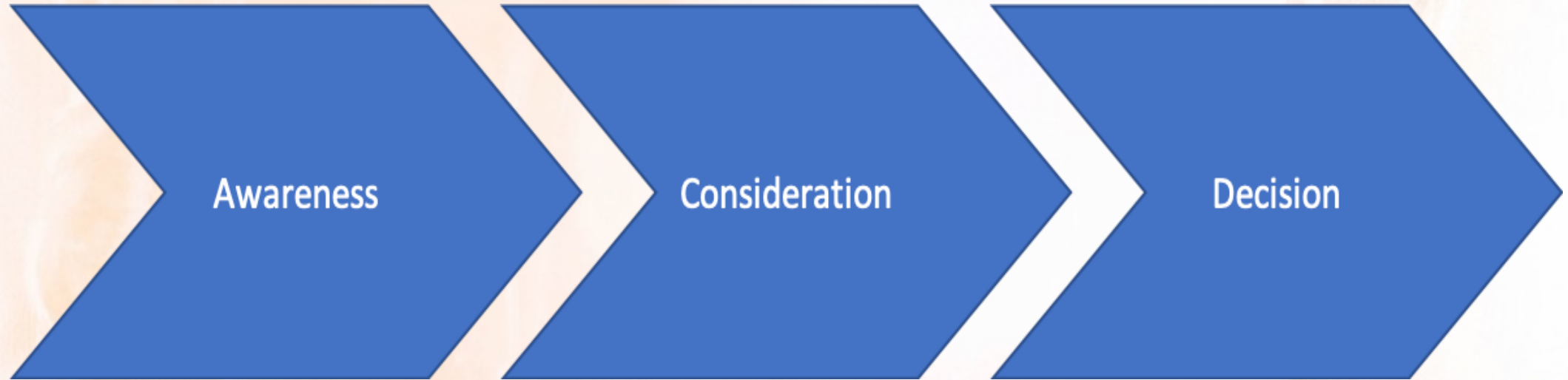
Decision



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“what to do after a car accident injury”

“benefits of hiring a personal injury lawyer”

“personal injury lawyer near me”



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YOUR SEARCHERS

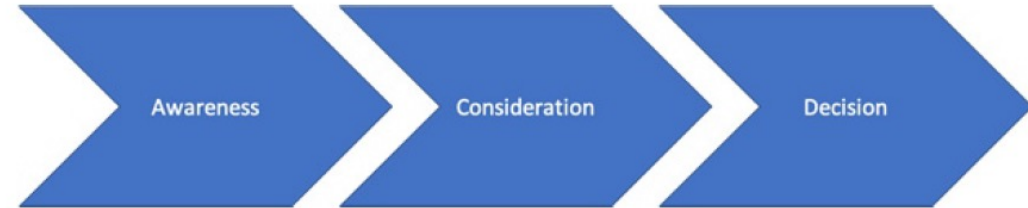
PAGE

31

BUYER'S JOURNEY FOR SEO

"The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service." (HubSpot.com).

The idea of the buyer journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process. All potential customers go on a journey—whether you know that journey or not as a marketer. Below are the basic stages of the journey. Checkout this article for more in-depth information: <https://blog.hubspot.com/sales/what-is-the-buyers-journey>.



your ⚡ website

★ ★ ★

YOUR WEBSITE

searchenginejournal.com/core-web-vitals/



FIX WHAT'S BROKEN



YOUR WEBSITE

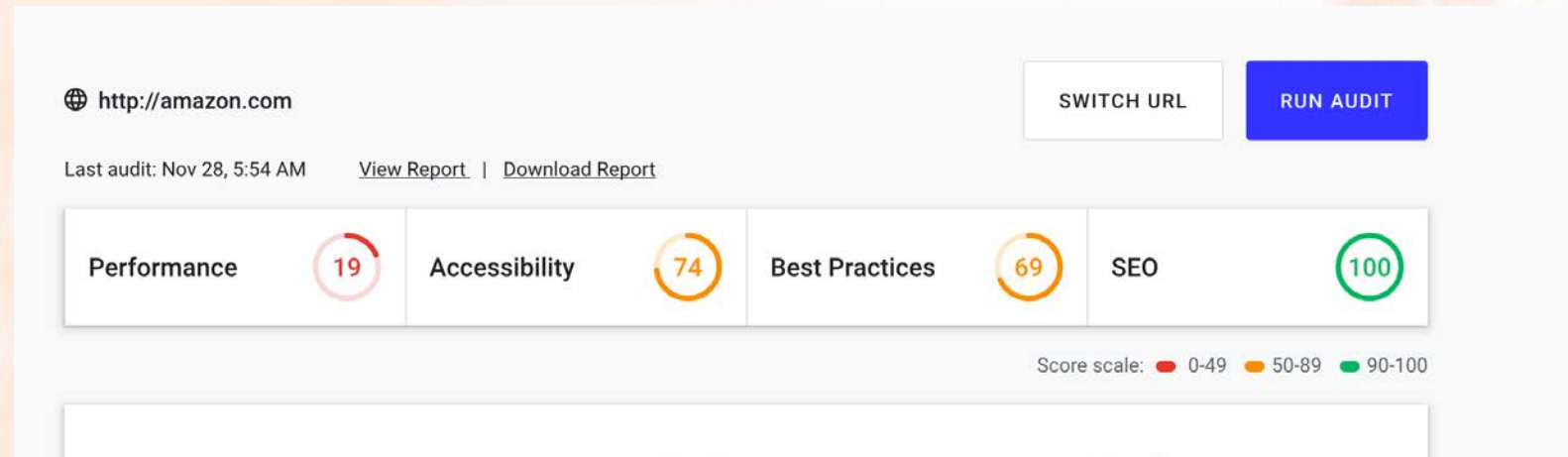
Do you have great content?

YOUR WEBSITE

Do you have great links?

YOUR WEBSITE

Web.dev



IMPACT ▼	CATEGORY	AUDIT	GUIDE
High	Performance	Properly size images	Serve responsive images
High	Performance	Defer offscreen images	Use lazysizes to lazyload images
High	Performance	Efficiently encode images	Use Imagemin to compress images
High	Performance	Serve images in next-gen formats	Use WebP images
High	Performance	Avoid multiple page redirects	Avoid multiple page redirects ↗

YOUR WEBSITE

Robots.txt

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

Careful when you redesign!

YOUR WEBSITE

How do you check your robots.txt file?

YOUR WEBSITE

Google Search Console

Search Console

Use new Search Console

<https://www.marketmindshift.com/>

Help

robots.txt Tester

Edit your robots.txt and check for errors. [Learn more.](#)

Latest version seen on 7/23/21, 11:46 PM OK (200) 289 Bytes

[See live robots.txt](#)

```
1 User-agent: *
2 Disallow: /wp-admin/
3 Allow: /wp-admin/admin-ajax.php
4 Disallow: /digital-marketing-workbook-2018/
5 Disallow: /wp-content/uploads/
6 Disallow: /wp-content/uploads/2019/09/Mindy-Weinstein-Kijiji-Autos-Dealer-Talk.pdf
7 Sitemap: https://www.marketmindshift.com/sitemap_index.xml
```

✖ 0 Errors ⚠ 0 Warnings

Submit



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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"/>

YOUR WEBSITE

How do you check canonicals?



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Meta Keywords
H1
H2
Images
Directives
AJAX
Custom
Analytics
Search Console

Filter:

View:

Address	Occurrences	Meta Robots 1
1 https://www.amazon.com/	1	
2 https://advertising.amazon.com/?ref=ext_amzn_ftr	1	
3 https://www.amazon.com/STRING-subnav_primephotos_amazondrive/b/ref=us_f...	1	
4 https://www.amazon.com/AmazonFresh/b/ref=footer_aff_fresh?ie=UTF8&node=...	1	
5 https://www.amazon.com/ref=footer_logo	1	
6 https://www.amazon.com/Low-Price-With-Free-Shipping/bbp?category=/home-d...	2	index,follow
7 https://www.amazon.com/compare-credit-card-offers/b/ref=footer_ccmp?ie=UT...	1	
8 https://www.amazon.com/gp/product/B06XXV1DB/ref=s9_acss_bw_cg_ADNPN...	1	
9 https://www.amazon.com/play-Baby-Boys-Flap-Protection/dp/B077GFSZ93?pd_r...	1	
10 https://www.amazon.com/Nintendo-Switch-Gray-Joy/dp/B01LTHP2ZK?pd_rd_wg...	1	
11 https://www.amazon.com/gp/product/B001LKRNCR/ref=rzgc6506977011_fmww_...	1	
12 https://www.amazon.com/s/ref=Fr_Gr_Sft_Nv_sports/140-6597276-2683744?ie...	1	
13 https://www.amazon.com/b/ref=s9_acss_bw_cg_UASNAVB_E1c1_w?node=13234...	1	
14 https://advertising.amazon.com/ad-specs/en/?ref=top-nav-menu	1	
15 https://www.amazon.com/Enther-Containers-Compartment-Stackable-Dishwashe...	1	
16 https://www.amazon.com/s/ref=Fr_Gr_Sft_Nv_nuts/140-6597276-2683744?ie=...	1	
17 https://advertising.amazon.com/lp/sign-in	1	
18 https://www.amazon.com/b/ref=nav_shopall_ods_tab_gno_fam?encoding=UTF8...	1	
19 https://www.amazon.com/gp/most-wished-for/videogames?pd_rd_wg=sUx3g&p...	1	
20 https://www.amazon.com/Super-Mario-Odyssey-Nintendo-Switch/dp/B01MY7CH...	1	
21 https://www.amazon.com/dp/B01J24COTI/ref=nav_shopall_ods_gno_ha_kt_eg_q...	1	
22 https://advertising.amazon.com/lp/books?ref=A2OM_footer	1	
23 https://www.amazon.com/L-L-Surprise-Confetti-Collectible/dp/B0792NKT7Y?pd...	1	
24 https://www.amazon.com/gp/dp/B077THGZTS/ref=dvm_us_pv_cs_bb_pr_18dstre...	1	
25 https://advertising.amazon.com/case/study/?ref=top-nav-menu	1	
26 https://www.amazon.com/dp/B06XCM9IJ4/ref=nav_shopall_ods_gno_ha_rr_eg_q...	1	
27 https://www.amazon.com/RXRAR-Whole-Protein-Chocolate-1-83oz/dn/B0143N...	1	

Filter Total: 254

YOUR WEBSITE

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



YOUR WEBSITE

How do you check redirects?

YOUR WEBSITE

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

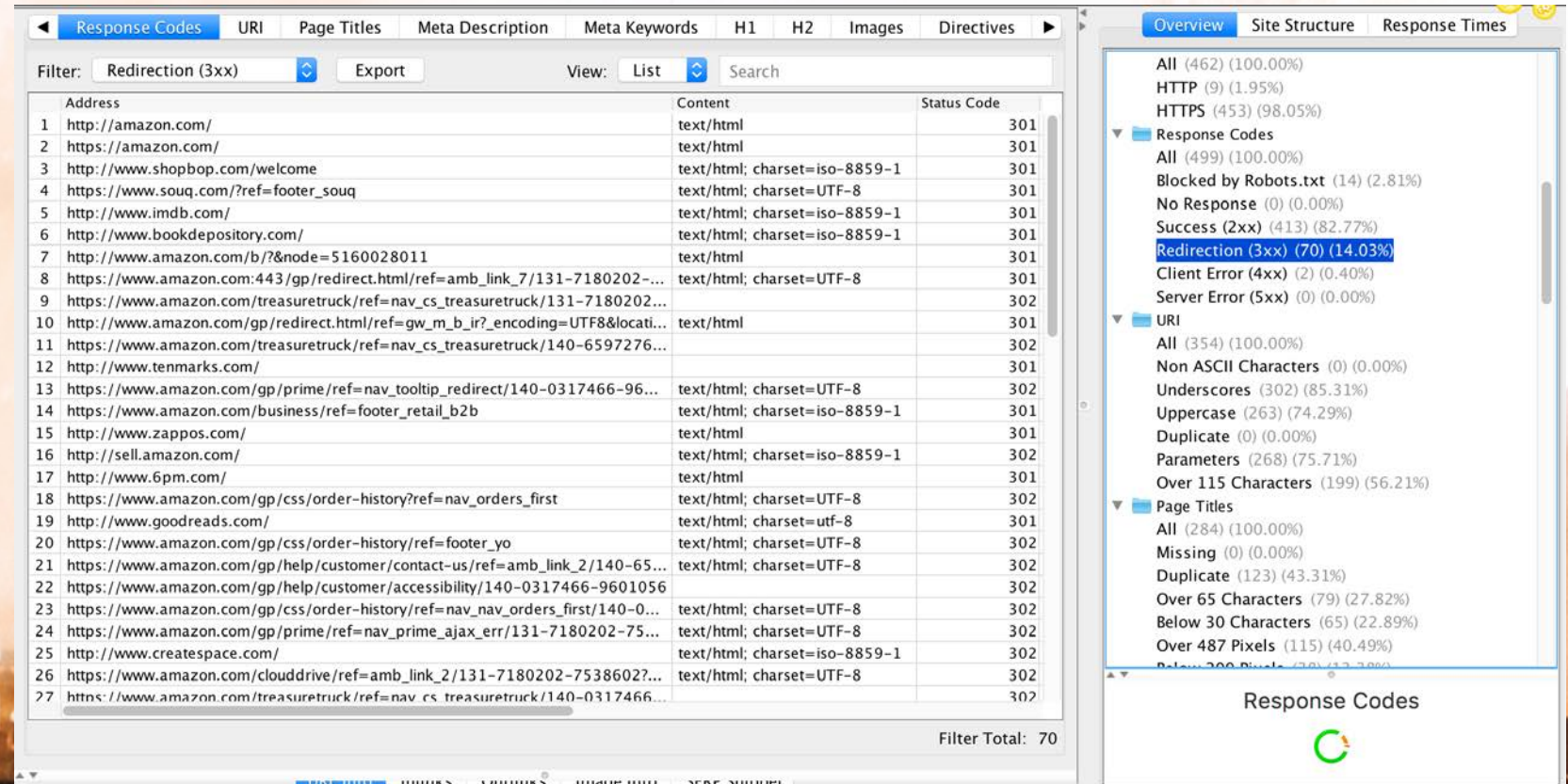
Set User-Agent:

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

Please insert URL to check redirection.

YOUR WEBSITE

Screaming Frog



The screenshot displays the Screaming Frog SEO Spider tool interface. The main window shows a list of 27 URLs, all of which are redirected (3xx). The 'Response Codes' tab is selected, and the filter is set to 'Redirection (3xx)'. The table columns are Address, Content, and Status Code. The right-hand pane shows the 'Overview' tab, which provides a summary of the site's response codes. The summary indicates that 70 out of 462 URLs (14.03%) are redirected (3xx). The 'Response Codes' section is expanded, showing a breakdown of the response codes.

Address	Content	Status Code
1 http://amazon.com/	text/html	301
2 https://amazon.com/	text/html	301
3 http://www.shopbop.com/welcome	text/html; charset=iso-8859-1	301
4 https://www.souq.com/?ref=footer_souq	text/html; charset=UTF-8	301
5 http://www.imdb.com/	text/html; charset=iso-8859-1	301
6 http://www.bookdepository.com/	text/html; charset=iso-8859-1	301
7 http://www.amazon.com/b/?node=5160028011	text/html	301
8 https://www.amazon.com:443/gp/redirect.html/ref=amb_link_7/131-7180202-...	text/html; charset=UTF-8	301
9 https://www.amazon.com/treasuretruck/ref=nav_cs_treasuretruck/131-7180202...		302
10 http://www.amazon.com/gp/redirect.html/ref=gw_m_b_ir?encoding=UTF8&locati...	text/html	301
11 https://www.amazon.com/treasuretruck/ref=nav_cs_treasuretruck/140-6597276...		302
12 http://www.tenmarks.com/		301
13 https://www.amazon.com/gp/prime/ref=nav_tooltip_redirect/140-0317466-96...	text/html; charset=UTF-8	302
14 https://www.amazon.com/business/ref=footer_retail_b2b	text/html; charset=iso-8859-1	301
15 http://www.zappos.com/	text/html	301
16 http://sell.amazon.com/	text/html; charset=iso-8859-1	302
17 http://www.6pm.com/	text/html	301
18 https://www.amazon.com/gp/css/order-history?ref=nav_orders_first	text/html; charset=UTF-8	302
19 http://www.goodreads.com/	text/html; charset=utf-8	301
20 https://www.amazon.com/gp/css/order-history/ref=footer_yo	text/html; charset=UTF-8	302
21 https://www.amazon.com/gp/help/customer/contact-us/ref=amb_link_2/140-65...	text/html; charset=UTF-8	302
22 https://www.amazon.com/gp/help/customer/accessibility/140-0317466-9601056		302
23 https://www.amazon.com/gp/css/order-history/ref=nav_nav_orders_first/140-0...	text/html; charset=UTF-8	302
24 https://www.amazon.com/gp/prime/ref=nav_prime_ajax_err/131-7180202-75...	text/html; charset=UTF-8	302
25 http://www.createspace.com/	text/html; charset=iso-8859-1	302
26 https://www.amazon.com/cloudrive/ref=amb_link_2/131-7180202-75386027...	text/html; charset=UTF-8	302
27 https://www.amazon.com/treasuretruck/ref=nav_cs_treasuretruck/140-0317466...		302

Filter Total: 70

Response Codes Summary:

- 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%)
 - Below 300 Pixels (70) (24.78%)

YOUR WEBSITE

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

YOUR WEBSITE

How do you check duplicate content?

YOUR WEBSITE

Siteliner

Siteliner ▶

Explore your site.

Go

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

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YOUR WEBSITE

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

YOUR WEBSITE

How do you audit your content?



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[illegible]

YOUR WEBSITE

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.

YOUR WEBSITE

Page speed

- Compress images
 - ✓ Compressor.io
 - ✓ Tinypng.com

YOUR WEBSITE

How do you check page speed?

YOUR WEBSITE

GT Metrix

GTmetrix

Features

Pricing

Resources

Blog



Latest Performance Report for: <https://www.ticketmaster.com/>

Report generated: Tue, Aug 3, 2021 5:18 PM -0700

Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0

GTmetrix Grade ?

C	Performance ? 66%	Structure ? 84%
----------	-----------------------------	---------------------------

Web Vitals ?

LCP ? 1.2s	TBT ? 1.1s	CLS ? 0.01
----------------------	----------------------	----------------------

Summary

Performance

Structure

Waterfall

Video

History

Speed Visualization ?

3.4s

6.7s

10.1s

13.5s

16.8s

20.2s

23.6s

26.9s

30.3s

33.6s

YOUR WEBSITE

What about mobile first
indexing?

YOUR WEBSITE

Mobile first

- Mobile experience matters the most
- Rankings are impacted even on desktop
- Number of mobile users doesn't matter



John ☆.o(≧▽≦)o.☆ @JohnMu · Feb 26

I'll go out on a limb and say that if you think none of your customers use mobile devices, your website is probably terrible to use on mobile & people just don't try more than ca π times before going elsewhere.



3



3



9



John ☆.o(≧▽≦)o.☆ @JohnMu · Feb 26

Regardless, for mobile first indexing, we use the site as it's visible on smartphones. If it's "desktop-friendly," it's usually still a site that could be viewed w/zooming & panning (ancient FrontPage sites often work fine with MFI, for example).



1



2

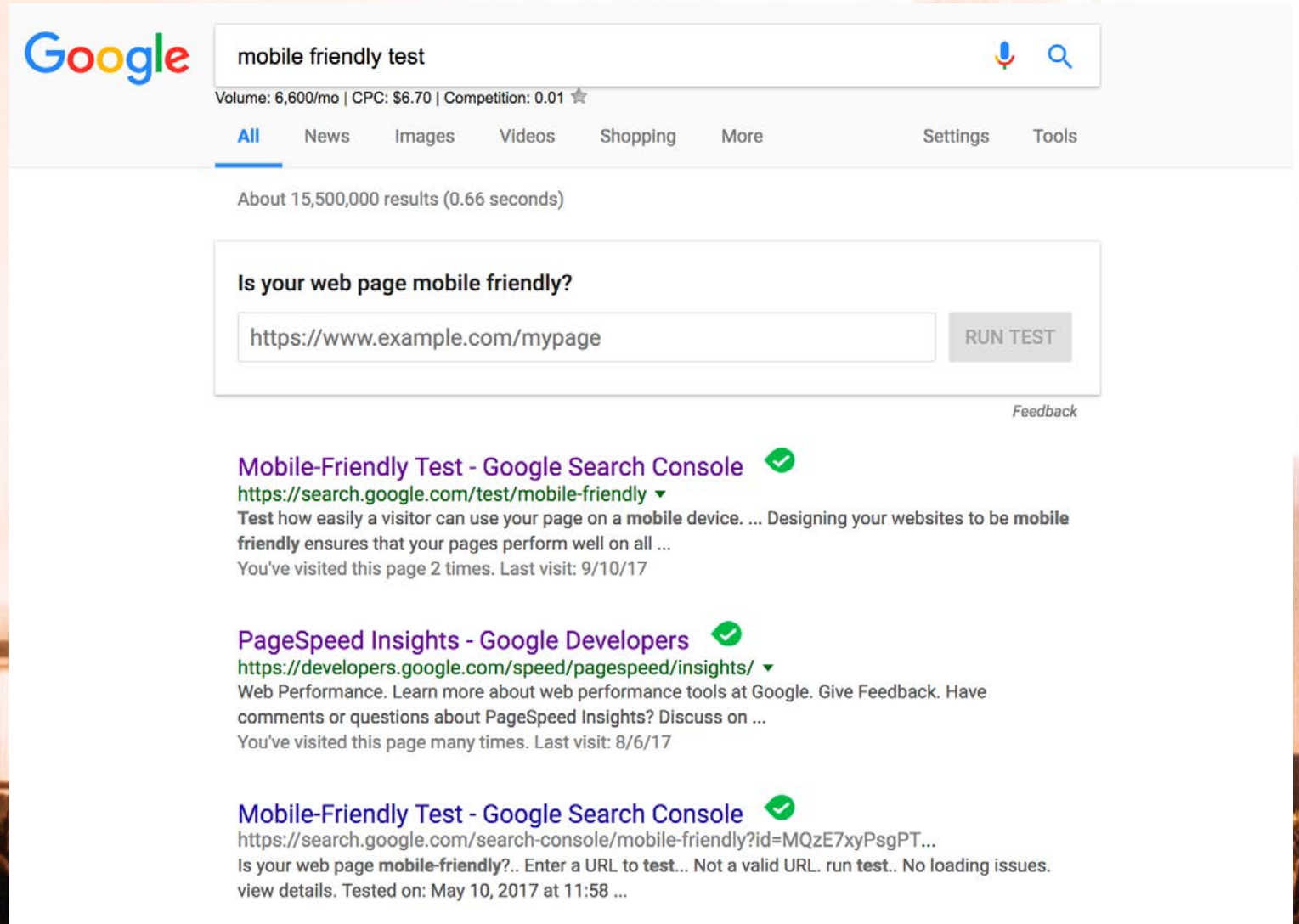


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YOUR WEBSITE

Google Mobile Friendly Test



Google

mobile friendly test

Volume: 6,600/mo | CPC: \$6.70 | Competition: 0.01 ★

All News Images Videos Shopping More Settings Tools

About 15,500,000 results (0.66 seconds)

Is your web page mobile friendly?

RUN TEST

Feedback

Mobile-Friendly Test - Google Search Console ✓
<https://search.google.com/test/mobile-friendly> ▼
Test how easily a visitor can use your page on a **mobile** device. ... Designing your websites to be **mobile friendly** ensures that your pages perform well on all ...
You've visited this page 2 times. Last visit: 9/10/17

PageSpeed Insights - Google Developers ✓
<https://developers.google.com/speed/pagespeed/insights/> ▼
Web Performance. Learn more about web performance tools at Google. Give Feedback. Have comments or questions about PageSpeed Insights? Discuss on ...
You've visited this page many times. Last visit: 8/6/17

Mobile-Friendly Test - Google Search Console ✓
<https://search.google.com/search-console/mobile-friendly?id=MQzE7xyPsgPT...>
Is your web page **mobile-friendly**?.. Enter a URL to **test**... Not a valid URL. run **test**.. No loading issues.
view details. Tested on: May 10, 2017 at 11:58 ...

YOUR WEBSITE

Think With Google

think with Google

Test your
mobile speed.

Most sites lose half their visitors while loading.

Enter URL to test your speed.



Powered by [WebPageTest.org](https://www.webpagetest.org) | Experienced developer? [Go here](#)



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bit.ly/3rVuGoS



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Google's Mobile-First Indexing: Everything We Know (So Far)

Have questions about mobile-first indexing? This article consolidates everything we know about Google's mobile-first index.



Mindy Weinstein / August 2, 2021 / 12 min read

961 19K

SHARES READS



YOUR WEBSITE

Screeningfrog



SEMRUSH



MAJESTIC



SpyFu

Google

Bing

GTmetrix



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bit.ly/2SjCkX2



A Technical SEO Checklist for the Non-Technical Marketer

By [Mindy Weinstein](#) / September 10, 2018

1.1K 9.3K
SHARES READS



YOUR WEBSITE

PAGE

34

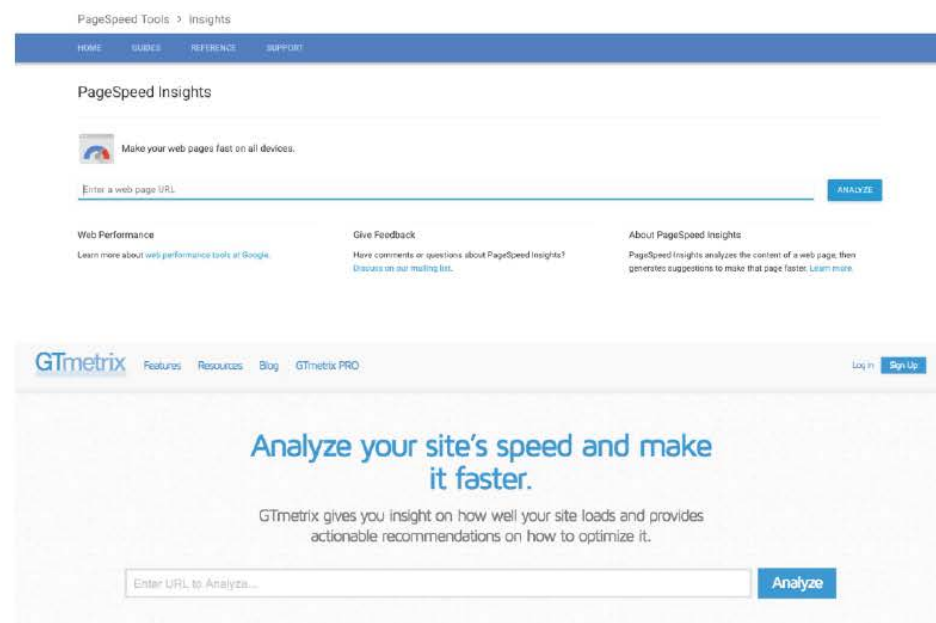
COMMON SEO ISSUES TO FIX

Good SEO depends on a solid website foundation, meaning you must address technical and on-page issues. Some of the most common problems encountered have to do with speed, un-optimized pages, broken links, and mobile friendliness. Below are instructions on how to check these items.

Page Speed

Speed is a factor in Google's ranking algorithm, which means the longer it takes your web pages to load, the more you are hurting yourself.

1. Use Google PageSpeed Insights (<https://developers.google.com/speed/pagespeed/insights/>) and/or GTMetrix.com (<https://gtmetrix.com/>)



ORGANIZE YOUR WEBSITE



YOUR WEBSITE

Organize into categories

- Think of your website as “My Documents” on your computer.
- Organize pages based on themes.
- Organization shows depth of content and subject matter expertise.

YOUR WEBSITE

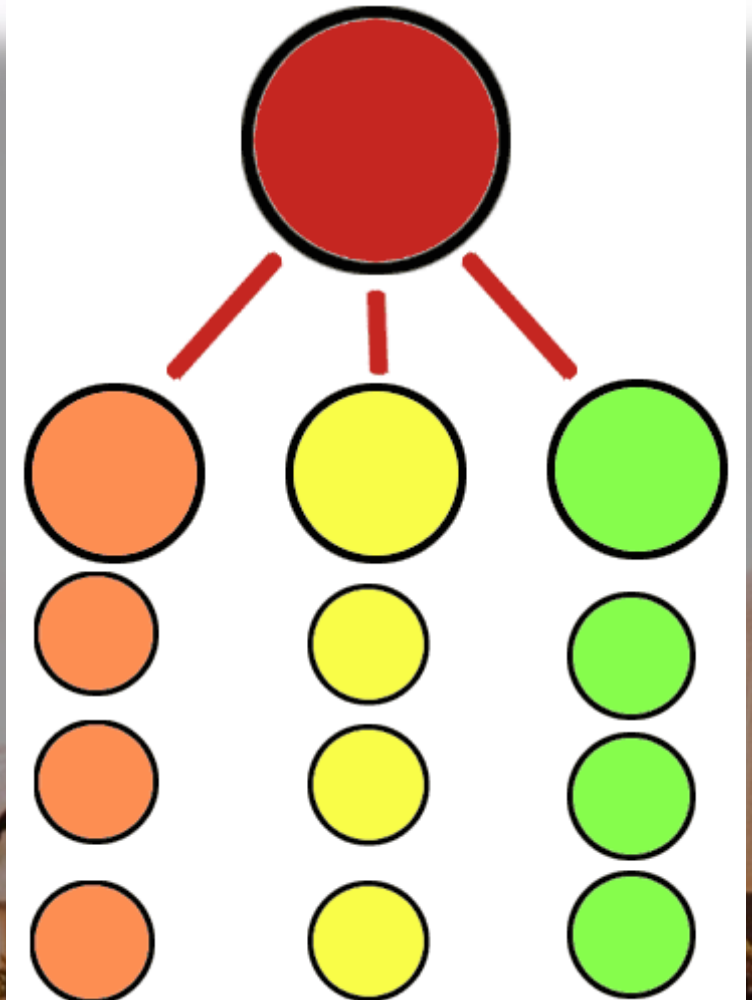
Nodes & edges



Bill Slawski 
@bill_slawski

In web crawling, a node is a page, and an edge is a link between pages; in data crawling, a node is an entity, and an edge is a relationship between entities. It's an evolution in thinking about the web.

6:58 AM - 10 Feb 2019 from Carlsbad, CA



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Source: <https://www.searchenginejournal.com/site-structure-seo/292803/>

@MINDYWEINSTEIN

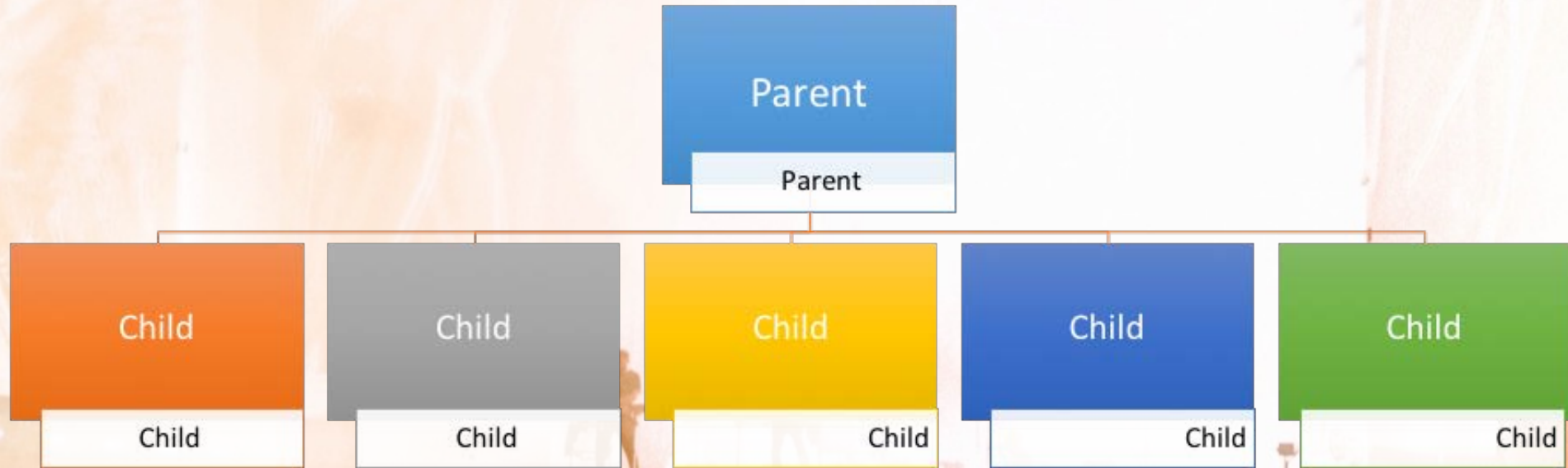
YOUR WEBSITE

Physical structure

A physical hierarchy or taxonomy with parent/child relationship for each category and subcategory. It helps ensure pages are well connected, linked to, and enables them to be found by search engines, and visitors alike.

YOUR WEBSITE

Physical structure



[DOCKS](#)[LIFTS](#)[ACCESSORIES](#)[PRODUCT FINDER](#)[ABOUT SHOREMASTER](#)

AT LEAST

2019 CUR

For every \$2,500 s
advantage for the
and 90 degree cur

LEARN MORE ABOUT

EXPLORE OUR CURV

Dock Models
Infinity RS4
Infinity RS7
Infinity TS9
Floating FTS9

Decking Options

Ramps & Gangways

Sectional Docks

Wheel-in Docks

Floating Docks

Curve Dock



2019 BOAT SHOWS

If you are in the market for a new dock and lift system be sure to visit your local ShoreMaster dealer at one of the many upcoming shows.

NEW PRODUCTS

ShoreMaster is excited to announce the release of three new dock accessories: the Grace Air premium seating, Dockside Firetable and Dockside Basketball Hoop.

INFINITYTRACK

InfinityTrack dock accessories are the easiest way to customize your dock system! Attach and reattach dock accessories anywhere around the dock's edge with just a simple t-handle equipped bracket.

YOUR WEBSITE

Virtual structure

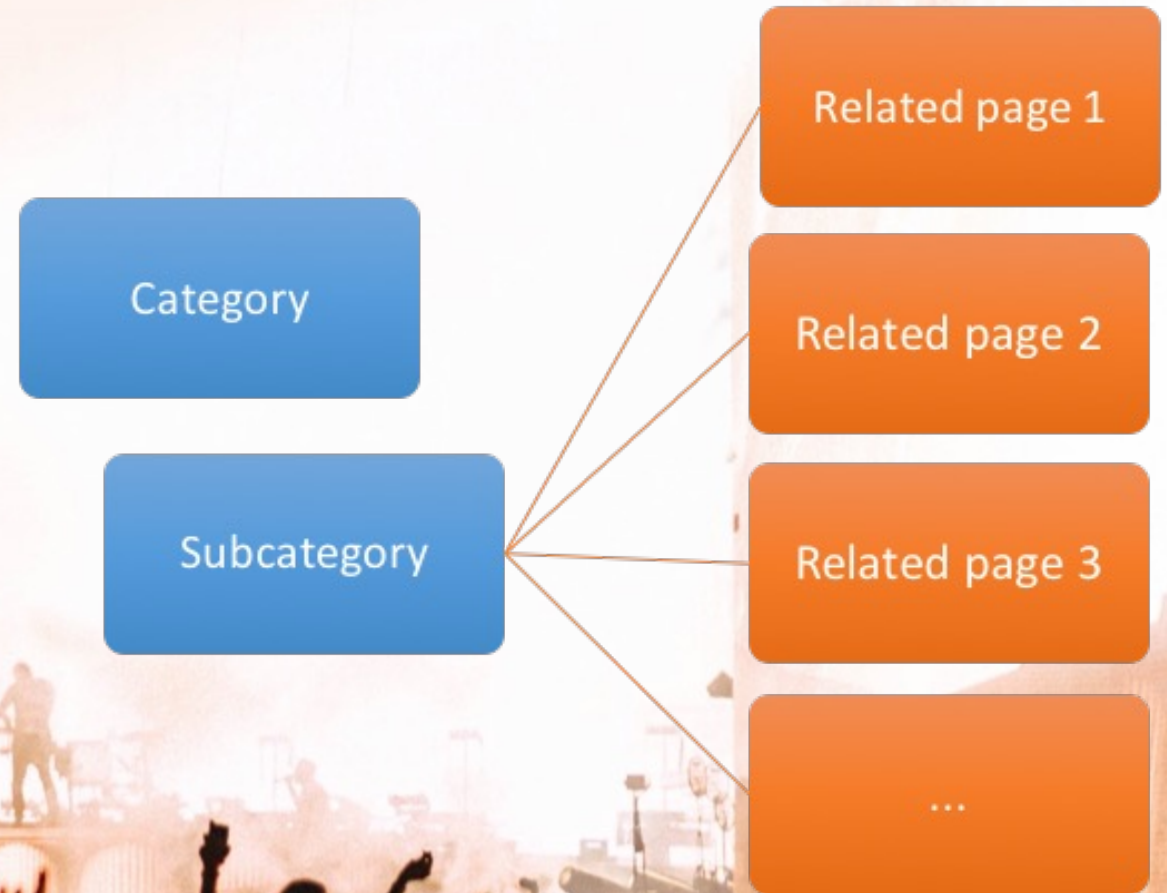
Created through internal crosslinking among related content utilizing keyword rich anchor text. This internal “promotion” helps increase SEO performance for any new category/ subcategory page.

“If you tell search engines pretty clearly and directly, well this is my primary page, and from there you link to different categories and the categories link to different products, then it’s a lot easier for us to understand that if someone is looking for this category of product, this is that page that we should be showing in the search results.”
- John Mueller

Source: <https://www.searchenginejournal.com/google-cautions-against-using-too-many-internal-links/412553/>

YOUR WEBSITE

Virtual structure



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YOUR WEBSITE

Virtual structure

How do we add the links to the page?

- Content on page with anchor text links
- Dynamic widget to display links

YOUR WEBSITE

Create content categories

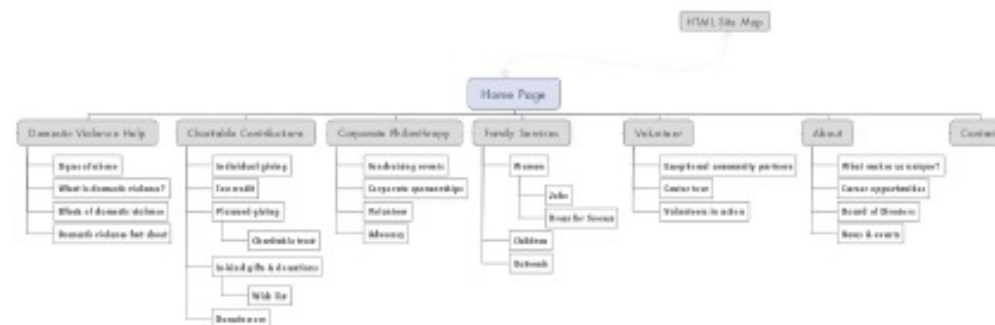
- Know your keywords
- Crawl your website
- Select your landing page
- Organize your pages
- Decide on physical or virtual structure

WEBSITE STRUCTURE

One of the best ways to generate more traffic and show Google that your website contains helpful information is through themes. However, there has to be a strategy when creating these themes, which leads to website structure. You need to think of your website like a book filled with chapters. Each of the categories represents a chapter and your job is to fill that chapter with relevant information. The content also has to be linked together, just like you would segment a book based on chapters and sub sections. This will show your potential customers and the search engines what your website is about and will build your topical density.



The ideal website structure would look similar to the following, which was created for a domestic violence center:



A vibrant, high-energy concert scene at night. A large crowd of people is in the foreground, many with their hands raised in the air. In the background, a stage is lit up with bright, warm lights, and two performers are visible on stage. The overall atmosphere is festive and energetic.

OPTIMIZE YOUR WEBSITE

YOUR WEBSITE

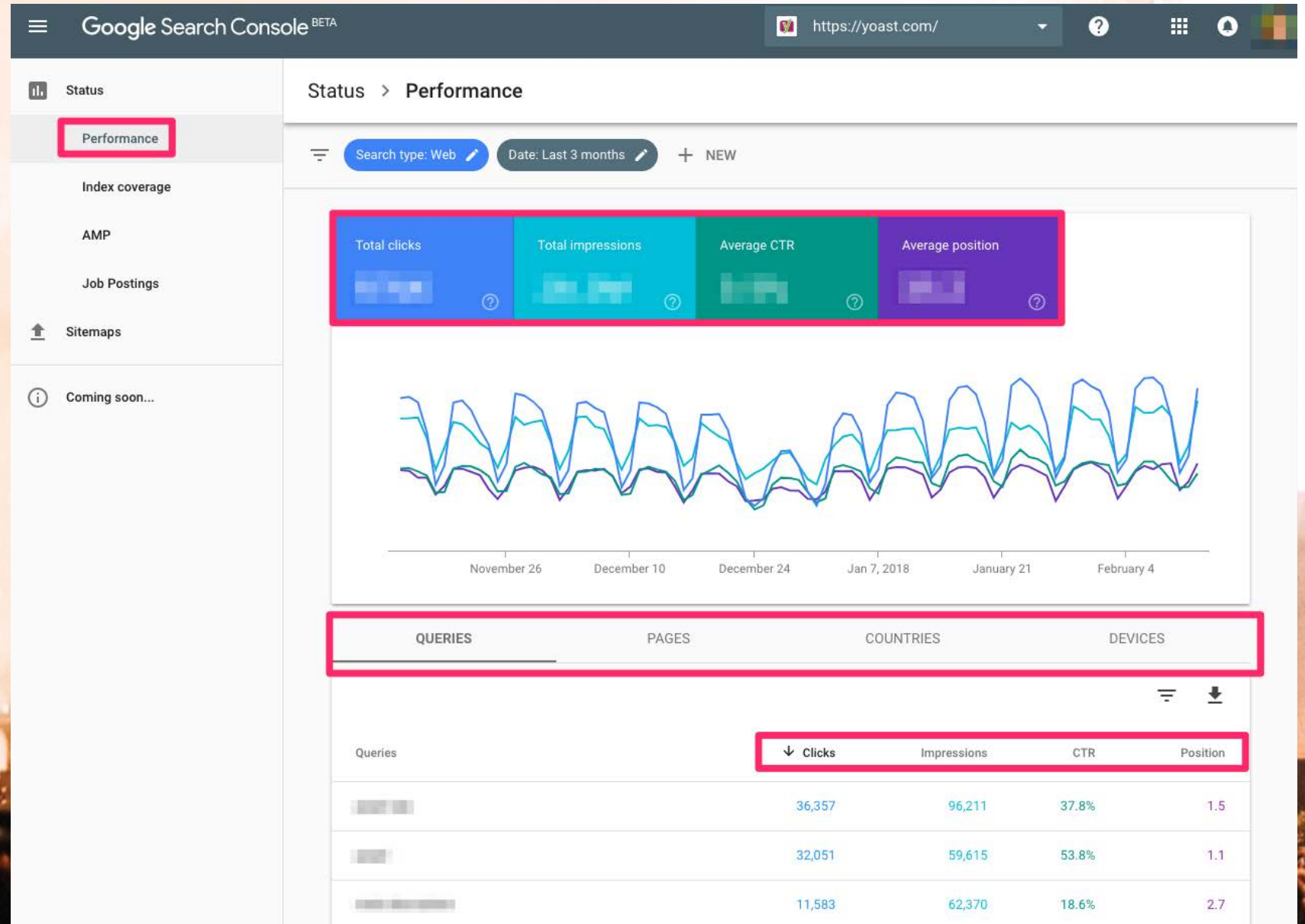
On-Page SEO Guide

Download: Searchenginejournal.com/on-page-seo/



YOUR WEBSITE

Google Search Console



YOUR WEBSITE

Create a blueprint

- Each keyword is different
- What is the intent?
- Know what the search engines are rewarding
- Review the top ranked pages
- Determine the normal behavior of the population
- Title, description, body content—how many words should you use?