

The Definitive Guide to SEO in 2018



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The year of 2017 was relatively calm for SEOs. But no matter how peaceful the current SEO landscape looks, it doesn't mean you can lean back in your chair and relax!

Voice search, artificial intelligence, and machine learning are among the top buzzwords of the past twelve months. While AI is more likely to affect PPC and advertising management, voice search is something that's going to disturb the SEO community in the nearest future. Google's communication became even more disappointing in 2017. The search giant has returned to its 'black box' policy: webmasters detect major algorithm updates and the search engine is reluctant to comment or provide any details. E.g. here's what we've got from Gary Illyes about Fred:

"From now on every update, unless otherwise stated, shall be called Fred".

SEOs detected about 5 Google algorithm updates in 2017 and all we know about them are various sorts of rumors and speculations. So, to help you get to grips with the uncertainty, I've prepared a list of recommendations SEOs should focus on right now.

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CHAPTER 1: Be findable

The rule is simple — search engines won't rank your site unless they can find it. So, just like before, it is extremely important to make sure search engines are able to discover your site's content — and that they can do that quickly and easily. And here's how.

1. Keep a logical site structure

Good practice	Bad practice
<ul style="list-style-type: none"> The important pages are reachable from the homepage. Site pages are arranged in a logical tree-like structure. The names of your URLs (pages, categories, etc.) reflect your site's structure. Internal links point to relevant pages. You use breadcrumbs to facilitate navigation. There's a search box on your site to help visitors discover useful content. You use rel=next and rel=prev to convert pages with infinite scrolling into paginated series. 	<ul style="list-style-type: none"> Certain important pages can't be reached via navigational or ordinary links. You cram a huge number of pages into one navigation block — an endless drop-down menu or something like this. You try to link to each & every inner page of your site from your homepage. It is difficult for users to go back and forth between site pages without resorting to Back and Forward browser buttons.

An example of a logical site structure:



An example of a clean URL structure:

www.mywebsite.com/product-category-1/product-1
 www.mywebsite.com/product-category-2/product-3

SEO PowerSuite tip: Check site structure with WebSite Auditor

In [WebSite Auditor](#), go to the Pages dashboard, and look through the Links to Page column to identify any pages that have no internal links pointing to them.

Projects: www.seopowersuite.es

Site Structure

Site Audit

Pages

All Resources

Content Analysis

Domain Strength

Reports

All pages

On-page

Open graph & structured data

Links & technical factors

Social media

Traffic coming to pages

Rebuild Project

Update Factors

Sitemap

Robots.txt

Custom Search

Quick Filter: contains

#	Page	Internal Links	Links To Page	Title	HTTP Status Co...	Click depth	Link
1	/screenshots.html	74	4	SEO Software - imágenes ...	200 Successful	1	
2	/linkassistant/screenshots.html	39	4	Capturas de pantalla del ...	200 Successful	2	
3	/rank-tracker/screenshots.html	39	4	Capturas de pantalla de ...	200 Successful	2	
4	/seo-spyglass/screenshots.html	39	4	Recorrido SEO SpyGlass	200 Successful	2	
5	/website-auditor/screenshots.html	39	4	Recorrido rápido de capt...	200 Successful	2	
6	/website-auditor/buy.html	36	18	Compre WebSite Auditor - r...	200 Successful	2	
7	/seo-spyglass/buy.html	35	19	Compre SEO SpyGlass - r...	200 Successful	2	
8	/linkassistant/buy.html	34	18	LinkAssistant - programa ...	200 Successful	2	
9	/rank-tracker/buy.html	34	18	Compre Rank Tracker - c...	200 Successful	2	
10	/seo-spyglass/	33	54	SEO SpyGlass Comproba...	200 Successful	1	

Links to page

Links from page

Images

All resources

56 total links

0 broken links

35 dofollow links

All resources

#	Linked URL	HTTP Status Code	Anchor / Alt Text	Nofollow / Dofoll...
1	http://www.link-assistant.com/	200 Successful	eng	Nofollow
2	http://www.link-assistant.com/installation.html	200 Successful	Guía de Instalación	Nofollow
3	http://www.link-assistant.com/partners/affiliat...	200 Successful	Programa de Afiliados	Nofollow
4	http://www.link-assistant.com/search-engines...	200 Successful	Buscadores soportados	Nofollow
5	http://www.link-assistant.com/seo-lesson-1-t...	200 Successful	Guía de construcción de enlaces	Nofollow
6	http://www.link-assistant.com/seo-software/c...	200 Successful	Revisiones Software SEO	Nofollow
7	http://www.link-assistant.com/support/	200 Successful	Contactar Soporte	Nofollow

Head to Site Audit and check the URLs section. Make sure the website doesn't have any overly long URLs or URLs with dynamic characters (these are not search engine-friendly).

Projects: seoinpractice.com

Site Structure

Site Audit

Pages

All Resources

Content Analysis

Domain Strength

Reports

Error: 21

Warning: 41

Info: 187

Rebuild Project

Update Factors

Factor status: **Correct**

No dynamic URLs were found on your website. It means that all your website URLs are easy to read for users and search engines.

To make sure all your website URLs are clean coded and search engine friendly, check your website for Too long URLs as well.

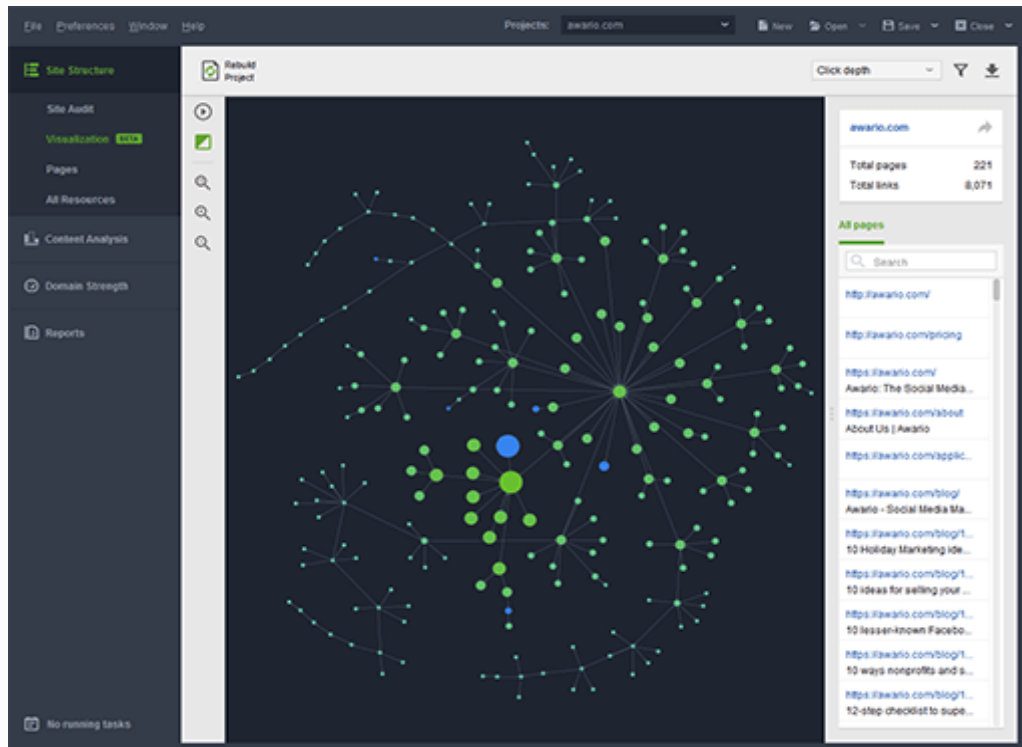
About this SEO factor:

URLs that contain dynamic characters like "?" and "&" and parameters are not user-friendly, while they are not descriptive and are harder to memorize. To increase your pages' chances to rank, it's best to setup dynamic URLs so that they would be descriptive and include keywords, not numbers in parameters.

As Google Webmaster Guidelines state, "URLs should be clean coded for best practice, and not contain dynamic characters."

Factor	Count
Pages with long redirect chains	0
Pages with meta refresh	0
Pages with rel="canonical"	0
Encoding and technical factors	
Pages with multiple canonical URLs	0
Mobile friendly	N/A
Pages with Frames	0
Pages with W3C HTML errors and warnings	87
Pages with W3C CSS errors and warnings	87
Too big pages	0
URLs	
Dynamic URLs	0
Too long URLs	0
Links	
Broken links	0
Pages with excessive number of links	0
Dofollow external links	0
Images	
Broken images	0
Empty alt text	0
On-page	
Empty title tags	11
Duplicate titles	2

You can further explore the website's structure using new Visualization tool. In Website Auditor, click on Site Structure > Visualization. The software will then build a graphical map of your website. You can further use it to detect internal linking issues, find orphan pages, evaluate and improve internal Page Rank.



2. Make use of an XML sitemap & RSS feeds

The XML sitemap helps search bots discover and index content on your site. This is similar to how a tourist would discover more places in an unfamiliar city if they had a map.

RSS/Atom feeds are a great way to notify search engines about any fresh content you add to the site. In addition, RSS feeds are often used by journalists, content curators and other people interested in getting updates from particular sources.

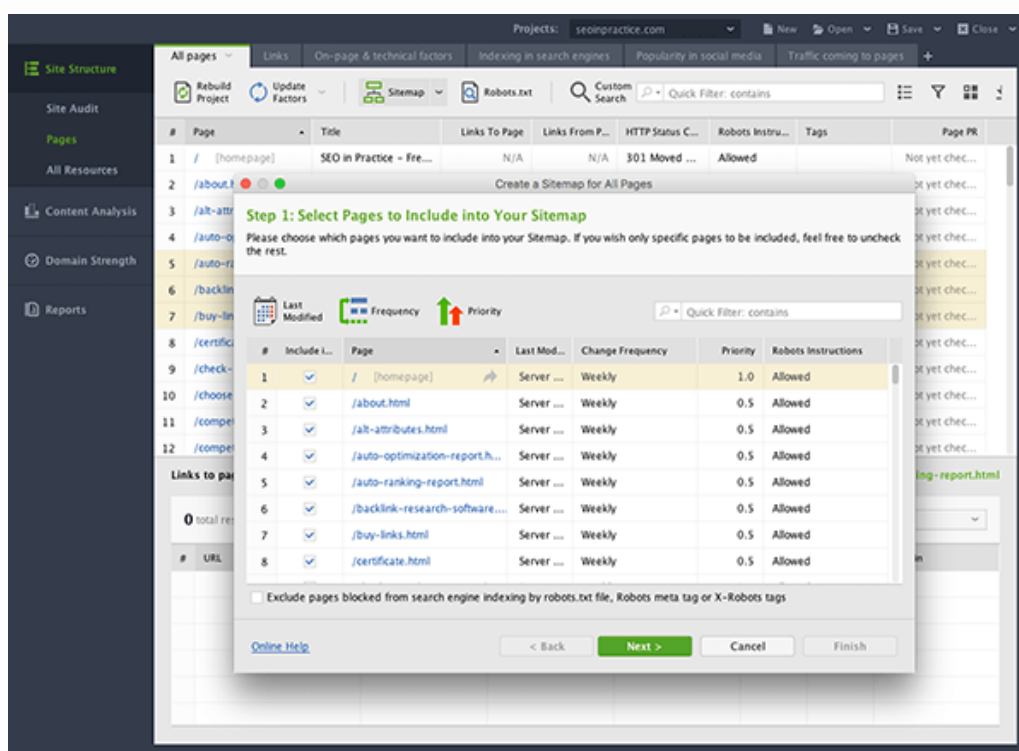
Google says:

"For optimal crawling, we recommend using both XML sitemaps and RSS/Atom feeds. XML sitemaps will give Google information about all of the pages on your site. RSS/Atom feeds will provide all updates on your site, helping Google to keep your content fresher in its index."

Good practice	Bad practice
<ul style="list-style-type: none"> • Your sitemap/feed includes only canonical versions of URLs. • While updating your sitemap, you update a page's modification time only if substantial changes have been made to it. • If you use multiple sitemaps, you decide to add one more sitemap only if your current sitemaps have already reached the limit of URLs (up to 50 thousand per each sitemap). • Your RSS/Atom feed includes only recently updated items, making it easier for search engines and visitors to find your fresh content. 	<ul style="list-style-type: none"> • Your XML sitemap or feed includes the URLs search engines' robots are not allowed to index, which is specified either in your robots.txt or the robots meta tag. • Non-canonical URL duplicates are included into your sitemap or feed. • In your sitemap, modification time is missing or is updated just to "persuade" search engines that your pages have been brought up to date, while in fact they haven't.

SEO PowerSuite tip: Use XML sitemap builder in WebSite Auditor

[WebSite Auditor](#) has a built-in XML Sitemap Creator that lets you upload the freshest version of your sitemap to the server right from the software. Go to Pages and click Sitemap at the top. Choose the pages to include, set the frequency and the priority for your pages, and either save the sitemap to your hard drive or upload it straight to your site.



3. Befriend Schema markup

Schema markup is used to tag entities (people, products, events, etc.) in your pages' content. Although it does not affect your rankings, it helps search engines better interpret your content.

To put it simple, a Schema template is similar to a doorplate — if it says 'CEO Larry Page', you know whom to expect behind the door.

If you are looking for some extra help with the Schema markup, check out the detailed [Structured Data Implementation Guide](#) from our team.

Good practice	Bad practice
<ul style="list-style-type: none"> Review the list of available Schemas and pick the Schemas to apply to your site's content. If it is difficult for you to edit the code on your own, you can use Google's Structured Data Markup Helper. Test the markup using Google's Structured Data Testing Tool. 	<ul style="list-style-type: none"> You use Schemas to trick search engines into believing your page contains the type of info it doesn't (for example, that it's a review, while it isn't) — such behavior can cause a penalty.

4. Leverage featured snippets

A featured snippet (also called a position 0 result) is a search result that contains a brief answer to the search query. The significance of position 0 is growing fast. The thing is that voice assistants will normally use featured snippets (if available) to respond to users' queries, and then cite the address of the website where the information is published. Featured snippets will pave your way to the answers provided by Amazon Echo or Google Assistant.

Any website has a chance to be selected for this sweet spot. Here are a few things you may do to increase your chances of getting there:

- 1) Identify simple questions you might answer on your website;
- 2) Provide a clear direct answer;
- 3) Provide additional supporting information (like videos, images, charts, etc.).

CHAPTER 2: Master Panda survival basics

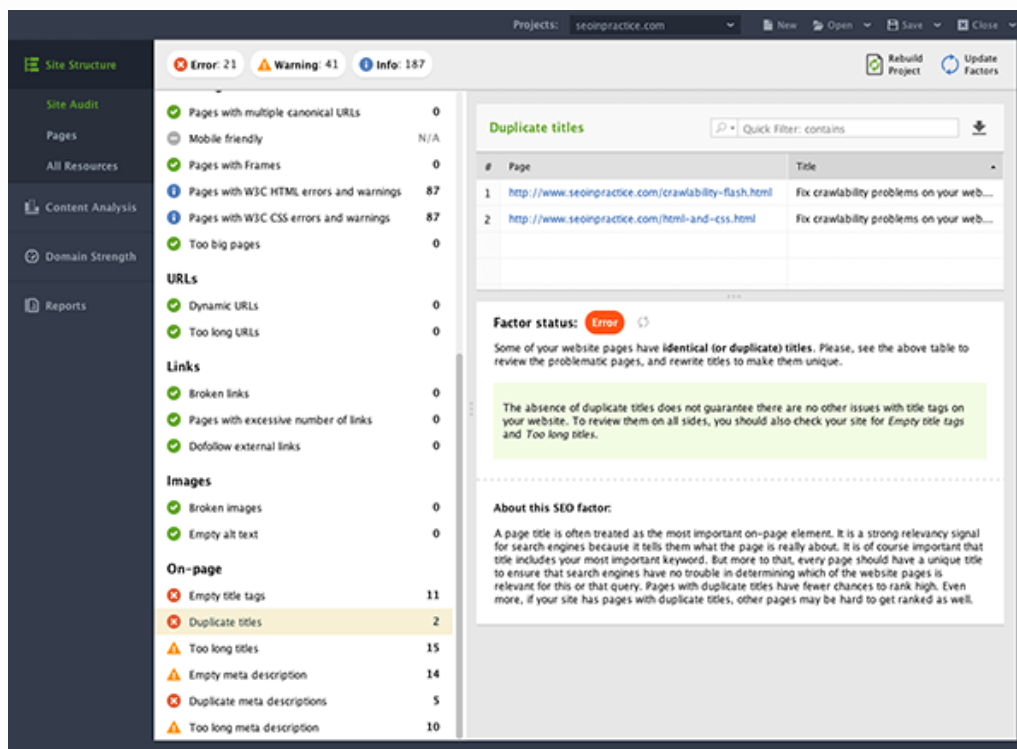
Panda is a filter in Google's ranking algorithm that aims to sift out pages with thin, non-authentic, low-quality content. Early in 2016, Gary Illyes announced that Panda had become a part of Google's core ranking algorithm. The bad news is that now you can't tell for sure if your rankings changed due to Panda or other issues.

1. Improve content quality

Good practice	Bad practice
<ul style="list-style-type: none"> • You need to create really useful, expert-level content and present it in the most engaging form possible. • It's not obligatory that all pages of your website are like Wikipedia articles. Use your common sense and make sure that the overall image of your website is decent. • There is no recommended text content length. A page should include as many words as it's necessary to cover the topic or answer the question of a user. • If you have user-generated content on your website, make sure It's useful and free from spam. • You block non-unique or unimportant pages (e.g. various policies) from indexing. 	<ul style="list-style-type: none"> • Your website relies on "scraped" content (content copied from other sites with no extra value added to it). This puts you at risk of getting hit by Panda. • You simply "spin" somebody else's content and repost it to your site. • Many of your site's pages have duplicate or very similar content. • You base your SEO strategy around a network of "cookie-cutter" websites (websites built quickly with a widely used template).

SEO PowerSuite tip: Use [WebSite Auditor](#) to check your pages for duplicate content

In [WebSite Auditor](#), go to Site Audit -> On-page and see if you have any duplicate titles or meta descriptions on the site.



2. Make sure you get canonicalization right

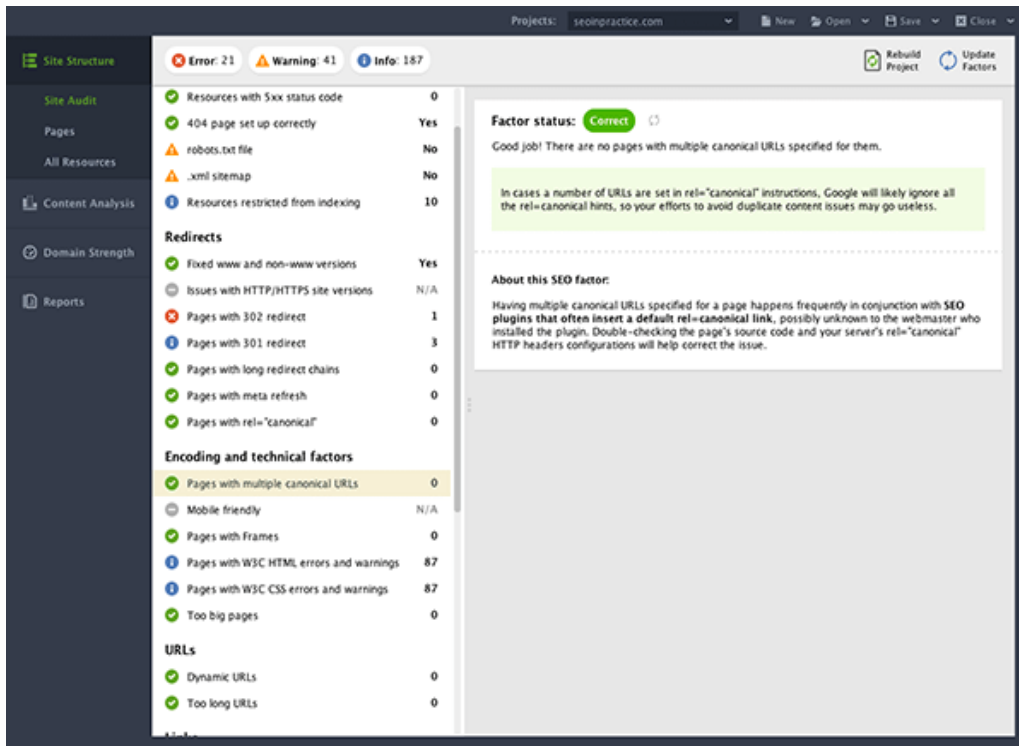
Canonicalization is a way of telling search engines which page should be treated as the "standardized" version when several URLs return virtually the same content.

The main purpose of this is to avoid internal content duplication on your site. Although not a huge offense, this makes your site look messy — like a wild forest in comparison to a neatly trimmed garden.

Good practice	Bad practice
<ul style="list-style-type: none"> You mark canonical pages using the <code>rel="canonical"</code> attribute. Your <code>rel="canonical"</code> is inserted in either the <code><head></code> section or the HTTP header. The canonical page is live (doesn't return a 404 status code). The canonical page is not restricted from indexing in robots.txt or by other means. 	<ul style="list-style-type: none"> You've got multiple canonical URLs specified for one page. You've got <code>rel="canonical"</code> inserted into the <code><body></code> section of the page. Your pages are in an infinite loop of canonical URLs (Page A points to page B, page B points to page A). In this case, search engines will be confused with your canonicalization.

SEO PowerSuite tip: Use WebSite Auditor to check your pages for multiple canonical URLs

To check your site for canonicalization issues, go to Pages with multiple canonical URLs under Encoding and technical factors.



The screenshot shows the WebSite Auditor interface for the project 'seoinpractice.com'. The left sidebar contains navigation options: Site Structure, Site Audit, Pages, All Resources, Content Analysis, Domain Strength, and Reports. The main panel displays a list of audit factors with their counts. The 'Encoding and technical factors' section is expanded, showing 'Pages with multiple canonical URLs' with a count of 0. The right panel provides a detailed view of this factor, indicating a 'Correct' status and explaining that no pages have multiple canonical URLs specified.

Factor	Count
Resources with 5xx status code	0
404 page set up correctly	Yes
robots.txt file	No
.xml sitemap	No
Resources restricted from indexing	10
Redirects	
Fixed www and non-www versions	Yes
Issues with HTTP/HTTPS site versions	N/A
Pages with 302 redirect	1
Pages with 301 redirect	3
Pages with long redirect chains	0
Pages with meta refresh	0
Pages with rel="canonical"	0
Encoding and technical factors	
Pages with multiple canonical URLs	0
Mobile friendly	N/A
Pages with Frames	0
Pages with W3C HTML errors and warnings	87
Pages with W3C CSS errors and warnings	87
Too big pages	0
URLs	
Dynamic URLs	0
Too long URLs	0

Factor status: Correct

Good job! There are no pages with multiple canonical URLs specified for them.

In cases a number of URLs are set in rel="canonical" instructions, Google will likely ignore all the rel="canonical" hints, so your efforts to avoid duplicate content issues may go useless.

About this SEO factor:

Having multiple canonical URLs specified for a page happens frequently in conjunction with **SEO plugins that often insert a default rel=canonical link**, possibly unknown to the webmaster who installed the plugin. Double-checking the page's source code and your server's rel="canonical" HTTP headers configurations will help correct the issue.

CHAPTER 3: Learn to combat Penguin

Google's Penguin filter aims at detecting artificial backlink patterns and penalizing sites that violate its quality guidelines in regards to backlinks. Penguin has become a part of the core Google algorithm. In its early days, Penguin would hit an entire website. Currently, it's more granular and it demotes particular pages that have "bad" links. Keeping your backlink profile natural is another key point to focus on in 2018.

Good practice	Bad practice
<ul style="list-style-type: none"> • Your website mostly has editorial backlinks, earned due to others quoting, referring to or sharing your content. • Backlink anchor texts are as diverse as reasonably possible. • Backlinks are being acquired at a moderate pace. • Spam, low quality backlinks are either removed or disavowed. 	<ul style="list-style-type: none"> • Participating in link networks. • Having lots of backlinks from irrelevant pages. • Insignificant variation in link anchor texts.

SEO PowerSuite tip: Check backlinks' relevancy with SEO SpyGlass

Among other things, [SEO SpyGlass](#) can tell you whether your backlink pages are relevant to particular keywords. To see this, go to the Backlinks tab, click on the Filter icon and then hit the plus (+) button to add a respective filtering condition:

Customize columns for Link penalty risk

Show results matching

all

of the following conditions

Clear all

Backlink Page

contains

SEO

+ Add filter

OK

Cancel

SEO PowerSuite tip: Detect spammy links in your profile

Visit the Link Penalty Risk tab in [SEO SpyGlass](#) and see the penalty score associated with each link in your profile. Click on the information (i) button to see the explanation why a particular link is considered dangerous.

#	Backlink Page	Penalty Risk	Title	Anchor Text	Links Back	Linked Page
1	http://seo-forum.link-assistant.com/feat...	70%	Feature Request: Best Ranking P...	SEO Book	Yes	http://www...
2	http://seo-forum.link-assistant.com/wha...	70%	What is link building? • SEO Soft...	SEO Book	Yes	http://www...
3	http://seo-forum.link-assistant.com/aus...	70%	Login • SEO Software Talk	SEO Book	Yes	http://www...
4	http://seo-forum.link-assistant.com/ran...	70%	Rank Tracker Discussion - Page...	SEO Book	Yes	http://www...
5	http://seo-forum.link-assistant.com/pag...	70%	Page Authority & Domain Author...	SEO Book	Yes	http://www...
6	http://seo-forum.link-assistant.com/pati...	70%	Login • SEO Software Talk	SEO Book	Yes	http://www...
7	http://seo-forum.link-assistant.com/fo...	70%	No Google Rank results for com...	SEO Book	Yes	http://www...
8	http://seo-forum.link-assistant.com/wh...					
9	http://seo-forum.link-assistant.com/fo...					
10	http://seo-forum.link-assistant.com/fo...					
11	http://seo-forum.link-assistant.com/fo...					
12	http://seo-forum.link-assistant.com/fo...					
13	http://seo-forum.link-assistant.com/fo...					
14	http://seo-forum.link-assistant.com/fo...					
15	http://seo-forum.link-assistant.com/fo...					
16	http://seo-forum.link-assistant.com/fo...					
17	http://mediajunkies.com.au/blog/	55%	blog mediajunkies	SEO book	Yes	http://www...
18	http://mediajunkies.com.au/author/sonj...	55%	Sonja Media Junkies	SEO book	Yes	http://www...
19	http://mediajunkies.com.au/category/jun...	55%	N/A	SEO book	Yes	http://www...
20	http://mediajunkies.com.au/tag/seo/	55%	SEO Media Junkies	SEO book	Yes	http://www...
21	http://mediajunkies.com.au/2014/08/n...	55%	New Google Update: Pigeon M...	SEO book	Yes	http://www...
22	http://mediajunkies.com.au/category/e...	55%	Email Marketing Media Junkies	SEO book	Yes	http://www...

Detected Penalty Risk factors:

1. The link is sitewide. Being popular in the past, today sitewide links bring more trouble than reward. Please inspect sitewide links and avoid cross-linking between your websites.
2. There are several links coming from the same IP address. Such links can indicate a link network so please review them to avoid penalty.
3. Several links have the same C-Class block. Such links can indicate a link network so please review them to avoid penalty.
4. More than 5% of your backlinks have the same anchor text. Try to diversify your anchors to make sure that your backlink profile doesn't look over-optimized in the eyes of search engines.
5. The same keyword appears in more than 10% of your backlink anchor texts. Try to diversify them by mixing non-exact-match and keyword-free anchors.

CHAPTER 4: Improve user experience

Quite a few UX-related metrics have made their way into Google's ranking algorithm over the past years (site speed, mobile-friendliness, the HTTPs protocol). Hence, striving to improve user experience can be a good way to up your search engine rankings.

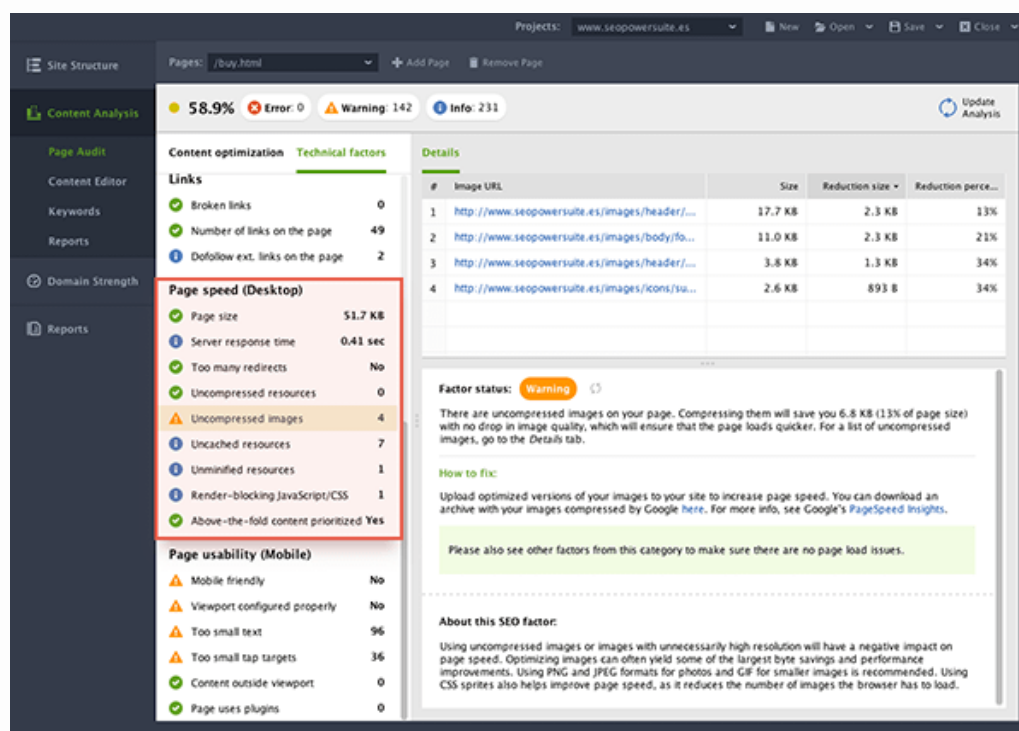
1. Increase site speed

There are quite a few factors that can affect page loading speed. Statistically, the biggest mistakes site owners make that increase page load time are: using huge images, using large-volume multimedia or other heavy design elements that make the site as slow as a snail.

Use Google's [PageSpeed Insights](#) to test your site speed and get recommendations on particular issues to fix.

SEO PowerSuite tip: Optimize your pages' loading time with **WebSite Auditor**

Google PageSpeed Insights are integrated into SEO PowerSuite's [WebSite Auditor](#) app to let you easily check if your pages pass Google's speed and usability tests and see the exact issues you need to tackle. To check your pages' loading time, simply go to WebSite Auditor's Page Audit dashboard and click on Technical factors.



Page speed (Desktop)

- Page size: 51.7 KB
- Server response time: 0.41 sec
- Too many redirects: No
- Uncompressed resources: 4
- Uncached resources: 7
- Unminified resources: 1
- Render-blocking JavaScript/CSS: 1
- Above-the-fold content prioritized: Yes

Page usability (Mobile)

- Mobile friendly: No
- Viewport configured properly: No
- Too small text: 96
- Too small tap targets: 36
- Content outside viewport: 0
- Page uses plugins: 0

Details

#	Image URL	Size	Reduction size	Reduction perc...
1	http://www.seopowersuite.es/images/header/...	17.7 KB	2.3 KB	13%
2	http://www.seopowersuite.es/images/body/fo...	11.0 KB	2.3 KB	21%
3	http://www.seopowersuite.es/images/header/...	3.8 KB	1.3 KB	34%
4	http://www.seopowersuite.es/images/cons/su...	2.6 KB	893 B	34%

Factor status: Warning

There are uncompressed images on your page. Compressing them will save you 6.8 KB (13% of page size) with no drop in image quality, which will ensure that the page loads quicker. For a list of uncompressed images, go to the Details tab.

How to fix:

Upload optimized versions of your images to your site to increase page speed. You can download an archive with your images compressed by Google [here](#). For more info, see Google's [PageSpeed Insights](#).

Please also see other factors from this category to make sure there are no page load issues.

About this SEO factor:

Using uncompressed images or images with unnecessarily high resolution will have a negative impact on page speed. Optimizing images can often yield some of the largest byte savings and performance improvements. Using PNG and JPEG formats for photos and GIF for smaller images is recommended. Using CSS sprites also helps improve page speed, as it reduces the number of images the browser has to load.

2. Improve engagement & click-through rates

The Bing and Yahoo! alliance, as well as Yandex, have officially confirmed they consider click-through rates and user behavior in their ranking algorithms. If you are optimizing for any of these search engines, it's worth trying to improve these aspects.

While Google is mostly silent on the subject, striving for greater engagement and higher click-through rates tends to bring [better rankings](#) as well as indirect SEO results in the form of attracted links, shares, mentions, etc.

3. Consider taking your site HTTPs

In August 2014, Google announced that HTTPs usage is treated as a [positive ranking signal](#).

Currently there is not much evidence that HTTPs-enabled sites outrank non-secure ones. The transition to HTTPS is somewhat controversial, because

- a) Most pages on the Web do not involve the transfer of sensitive information;
- b) If performed incorrectly, the transition from HTTP to HTTPS may harm your rankings;
- c) Most of your site's visitors do not know what HTTP is, so transferring to HTTPS is unlikely to give any conversion boost.

4. Get prepared for HTTP/2

[HTTP/2](#) is a new network protocol that should replace the outdated HTTP/1.1. HTTP/2 is substantially faster than its predecessor. In terms of SEO, you would probably be able to gain some ranking boost due to the improved website speed.

On December 19, 2016 Google gave the green light to HTTP/2 usage, with [Google Webmasters tweeting](#):

"Setting up HTTP/2? Go for it! Googlebot won't hold you back."

There were no further details. However, the tweet assumes that Googlebot should support HTTP/2 from now on. It's worth reading through the later [discussion](#) (dated May 2, 2017) about HTTP/2 between John Mueller and Bartosz Góralewicz, from which you can find out that "Googlebot can access sites that use HTTP/2", and it's too early to drop the support of HTTP/1.1 yet.

At the time of writing, about 83.18% of web browsers can handle HTTP/2. You can keep track of HTTP/2 adoption by browsers on "[Can I Use](#)". In fact, if your website runs on HTTPS with [ALPN](#) extension, you can already switch to HTTP/2 because most browsers already support it through these protocols.

CHAPTER 5: Be mobile-friendly

The number of mobile searches has finally exceeded the number of desktop searches. The inevitable has happened; Google has begun experiments with [mobile-first](#) index. It means that their algorithms will primarily use the mobile version of a site's content to rank pages from that site, understand structured data, and show snippets from those pages in the results. It doesn't mean that your website will drop out of the index if it has no mobile version — Google will fall back on the desktop version to rank the site. However, if you stick to mobile-unfriendly design, user experience and rankings may suffer. After almost a year from the announcement of mobile-first index, it seems it is still in a sandbox and it's not likely to be rolled out soon

Good practice	Bad practice
<ul style="list-style-type: none"> • Your website utilizes responsive design. • Your page's content can be read on a mobile device without zooming. • You've got easy-to-tap navigation and links on your website. • Your mobile website has high-quality content. • Structured data is available both on the mobile and desktop version of the website. • Metadata is present on both versions of the website. 	<ul style="list-style-type: none"> • You are using non-mobile-friendly technologies like Flash on your webpages. • The mobile version of the website lacks metadata, schema markup, quality content, and in general is inferior to the desktop version.

SEO PowerSuite tip: Use the mobile-friendly test in WebSite Auditor

The mobile-friendly test in [WebSite Auditor](#) lets you quickly check if your site (or individual landing pages) passes Google's mobile friendliness test, and gives you specific tips on going mobile if it doesn't.

Site Structure

Content Analysis

Page Audit

Content Editor

Keywords

Reports

Domain Strength

Reports

Projects: www.seopowersuite.es

New

Open

Save

Close

Pages: /buy.html

+ Add Page

Remove Page

58.9%

Error: 0

Warning: 142

Info: 231

Update Analysis

Content optimization

Technical factors

Links

Broken links

0

Number of links on the page

49

Dofollow ext. links on the page

2

Page speed (Desktop)

Page size

51.7 KB

Server response time

0.41 sec

Too many redirects

No

Uncompressed resources

0

Uncompressed images

4

Uncached resources

7

Unminified resources

1

Render-blocking JavaScript/CSS

1

Above-the-fold content prioritized

Yes

Page usability (Mobile)

Mobile friendly

No

Viewport configured properly

No

Too small text

96

Too small tap targets

36

Content outside viewport

0

Page uses plugins

0

Factor status: **Warning**

There is no viewport meta tag on this page, which means the page may not be user-friendly on mobile devices. Mobile browsers will shrink your page's width to the size of the screen, which can result in difficulties reading and navigating the page for users.

How to fix:

Make sure your page's <head> block contains the viewport tag with the following contents: <meta name=viewport content=width=device-width, initial-scale=1>. This will ensure that the page adapts well to screen size and resolution. You may also need to adjust some of your page's content for smaller screens to make sure it fits in the specified viewport. See Google's [PageSpeed Insights](#) for more details.

Please also see other factors from this category to make sure the page's mobile version is free from usability issues.

About this SEO factor:

A viewport controls how a webpage is displayed on mobile devices. Without a viewport, mobile browsers will render the page at a typical desktop screen width, scaled to fit the device's screen size. This will likely lead to readability and navigation issues on mobile devices.

On pages optimized for mobile devices, the block contains the viewport tag with the following contents: <meta name=viewport content=width=device-width, initial-scale=1>

CHAPTER 6: Consider implementing AMP

[Accelerated Mobile Pages project](#) (AMP for short) is a new Google initiative to build a better, more user friendly mobile Web by introducing a new "standard" for building web content for mobile devices. Basically, this new standard is a set of rules that form a simple, lighter version of HTML. And pages built in compliance with AMP are sure to load super-quick on all mobile devices.

According to Google's VP of Engineering David Besbris:

- AMP pages are 4x faster, and use 10x less data compared to non-AMP pages;
- On average AMP pages load in less than one second;
- 90 percent of AMP publishers experience higher CTRs;
- 80 percent of AMP publishers experience higher ad viewability rates.

It seems that publishers are not happy with the over-minimalistic AMP specs. 2017 saw gradual [improvements](#) to the functionality and looks of AMP pages, and even more is to come soon (check out the roadmap in the linked blog post).

The official AMP Project [help pages](#) are the best starting point for those who want to try the new technology out.

AMP is a strictly validated format, and if some elements on your page do not meet the requirements, Google will most likely not serve this page to users. So after building your AMP page, check if it passes the [validation](#).

SEO PowerSuite tip: Manage all AMP pages in WebSite Auditor

If you're using [WebSite Auditor](#) for on-page SEO, here's how you can conveniently manage your AMP content with the help of this software.

After creating a project for your website and letting the tool crawl all your pages, switch to the Pages dashboard in the Site Structure module and click the "+" button in the upper right corner of your working area to create a new workspace:

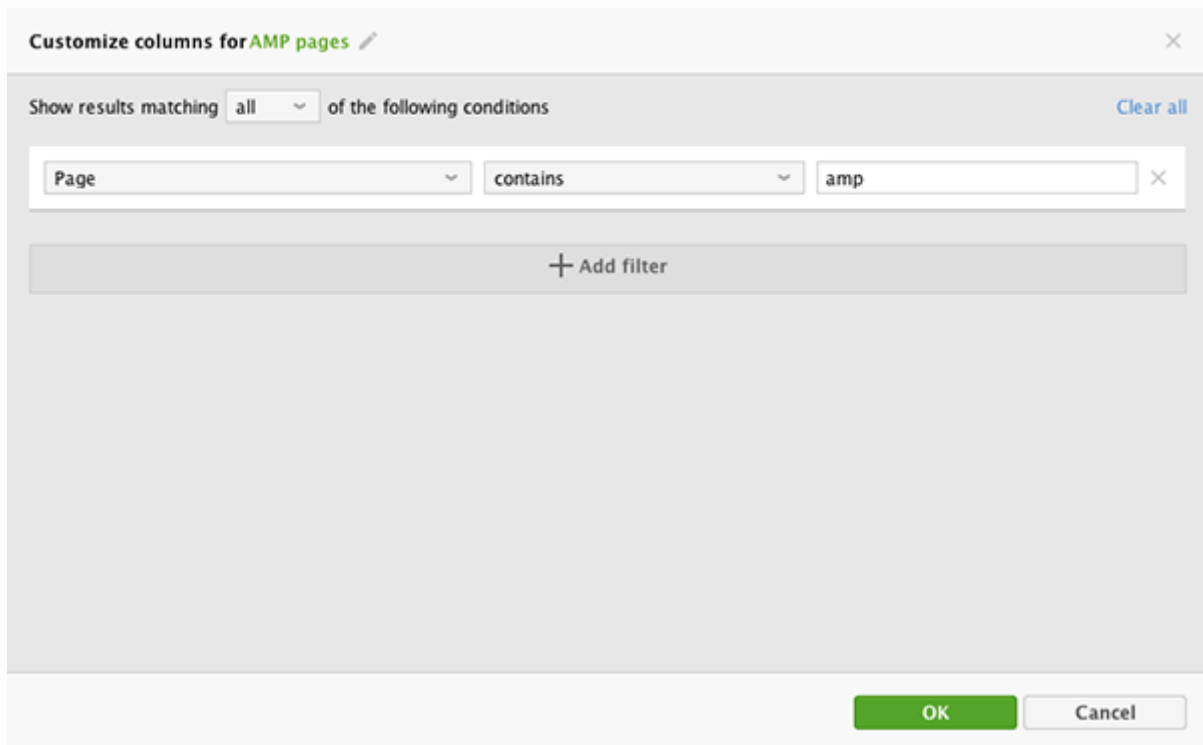
The screenshot shows the Link Assistant interface with the 'Pages' tab selected. A table lists 11 pages with columns for #, Page, Title, Page PR, Links To Page, Links From Page, HTTP Status Code, and Robots Instructions. The 'Links to page' section is expanded, showing 0 total links, 0 dofollow links, and 0 link(s) in other HTML tag(s). Below this is a table with columns for #, Linking Page, Found in, Anchor / Alt Text, and Nofollow / Dofollow.

#	Page	Title	Page PR	Links To Page	Links From Page	HTTP Status C...	Robots Instruc...
1	/ [homepage]	Breaking News, U...	Not yet chec...	N/A	N/A	301 Moved t...	Allowed
2	/2013/09/01/world/gallery/iconic-imag...	25 of the most ko...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
3	/2013/11/05/world/gallery/scenes-from-t	Scenes from the fle...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
4	/2014/01/09/world/gallery/people-we-los	People we lost in 2...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
5	/2014/02/28/showbiz/philip-seymour-hof	Coroner: Philip Sey...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
6	/2014/06/12/us/hms-bounty-tall-ship-sin	Coast Guard blam...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
7	/2014/08/04/health/experimental-ebola-s	Experimental drug...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
8	/2014/08/06/us/executions-dead-man-wi	"Dead Man Walking...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
9	/2014/10/06/showbiz/tv/teresa-gludice-p	Teresa Gludice: Sh...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
10	/2014/10/08/health/genius-sperm-ba...	A sperm bank just...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed
11	/2014/10/08/health/thomas-eric-duncan-	Thomas Eric Dunc...	Not yet chec...	N/A	N/A	302 Moved t...	Allowed

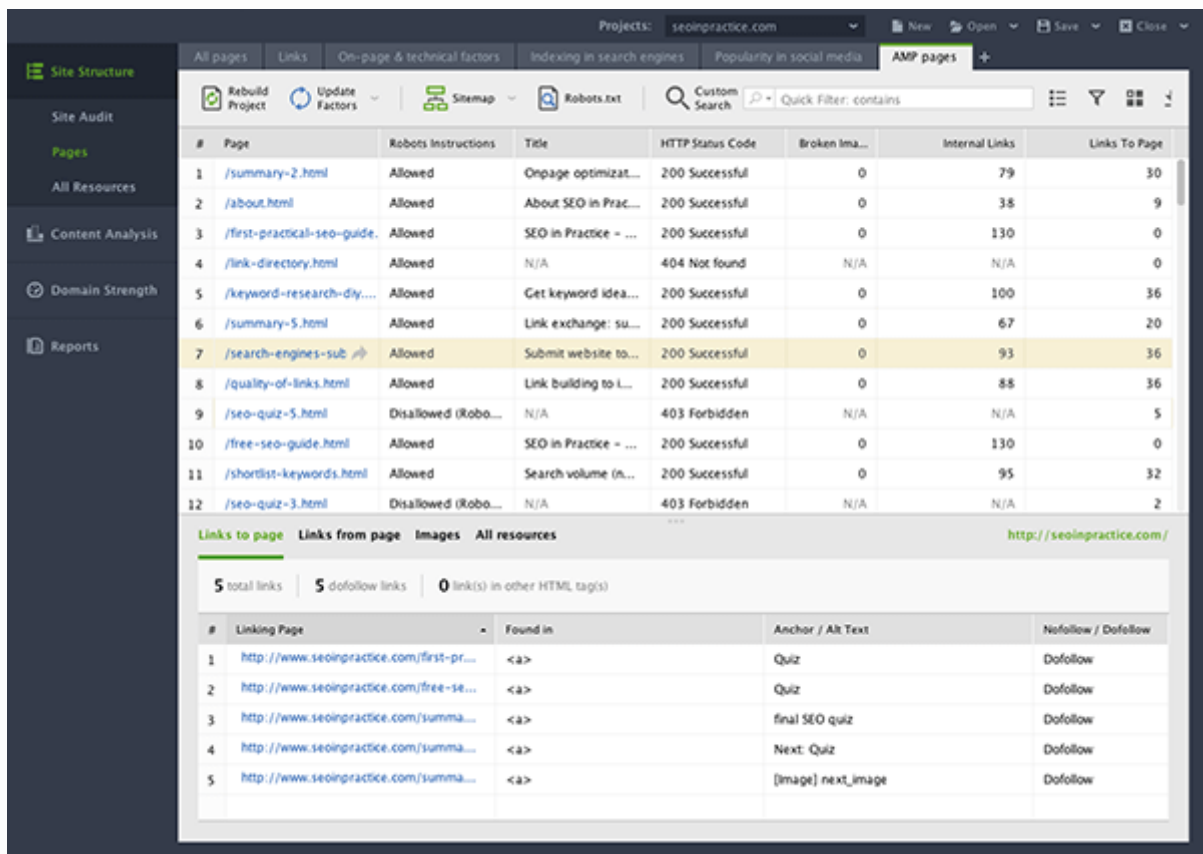
Select the columns with the necessary data.

The 'Customize columns for AMP pages' dialog box is shown. It has a search bar and a 'Select all' button. A list of columns is on the left, and a list of selected columns is on the right. The selected columns are: Page, Robots Instructions, HTTP Status Code, Title, Broken Images, Structured Data Markup, and Canonical URL. There is also a 'Shrink columns to fit screen' checkbox and 'OK' and 'Cancel' buttons at the bottom.

Then click the Filter icon and apply a filter to only include pages that contain AMP in their URL.



And now you can instantly access all your AMP pages' SEO data, like canonical URLs, status codes, robots instructions, broken resources and so on.



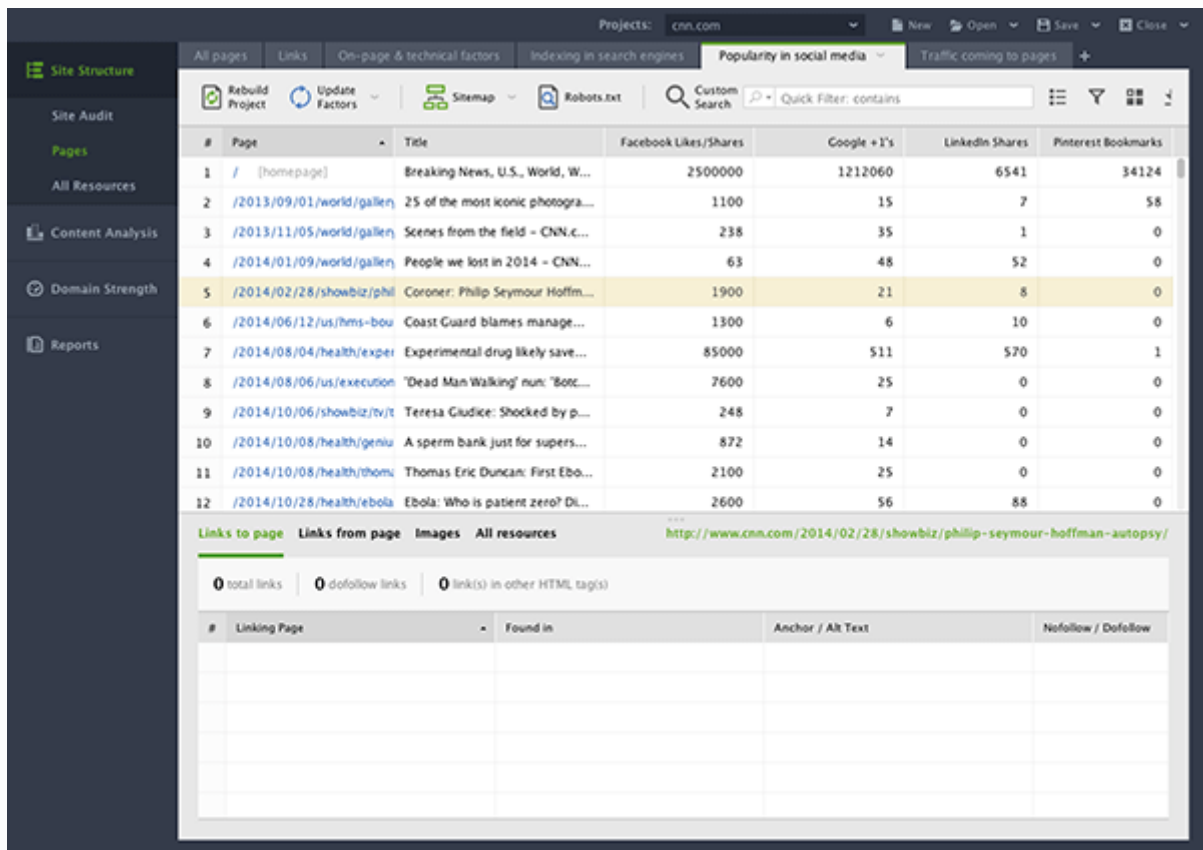
CHAPTER 7: Earn social signals — the right way

Search engines favor websites with a strong social presence. Your Google+ posts or Tweets can make it to Google organic search results, which is a great opportunity to drive extra traffic. Although the likely effect of Twitter or Facebook links on SEO hasn't been confirmed, Google said it treats social posts (that are open for indexing) just like any other webpages, so the hint here is clear.

Good practice	Bad practice
<ul style="list-style-type: none"> You attract social links and shares with viral content. You make it easy to share your content: make sure your pages have social buttons, check which image/message is automatically assigned to the post people share. 	<ul style="list-style-type: none"> You are wasting your time and money on purchasing 'Likes', 'Shares' and other sorts of social signals. Both social networks and search engines are able to detect accounts and account networks created for trading social signals.

SEO PowerSuite tip: See your site's social signals in SEO PowerSuite

SEO PowerSuite incorporates signals from social media on many levels, but the easiest way to see the social media popularity of particular pages is by going to [WebSite Auditor](#) and heading to Pages -> Popularity in social media.



The screenshot shows the 'Popularity in social media' tab in the WebSite Auditor interface. The main table lists pages with their social media metrics:

#	Page	Title	Facebook Likes/Shares	Google +1's	LinkedIn Shares	Pinterest Bookmarks
1	/ [homepage]	Breaking News, U.S., World, W...	2500000	1212060	6541	34124
2	/2013/09/01/world/gallery	25 of the most iconic photogra...	1100	15	7	58
3	/2013/11/05/world/gallery	Scenes from the field - CNN.c...	238	35	1	0
4	/2014/01/09/world/gallery	People we lost in 2014 - CNN...	63	48	52	0
5	/2014/02/28/showbiz/phil	Coroner: Philip Seymour Hoffm...	1900	21	8	0
6	/2014/06/12/us/hms-bou	Coast Guard blames manage...	1300	6	10	0
7	/2014/08/04/health/exper	Experimental drug likely save...	85000	511	570	1
8	/2014/08/06/us/execution	'Dead Man Walking' nun: 'Botc...	7600	25	0	0
9	/2014/10/06/showbiz/tv/t	Teresa Giudice: Shocked by p...	248	7	0	0
10	/2014/10/08/health/geniu	A sperm bank just for supers...	872	14	0	0
11	/2014/10/08/health/thom	Thomas Eric Duncan: First Ebo...	2100	25	0	0
12	/2014/10/28/health/ebola	Ebola: 'Who is patient zero?' Di...	2600	56	88	0

Below the table, there is a section for 'Links to page' for the selected URL: <http://www.cnn.com/2014/02/28/showbiz/philip-seymour-hoffman-autopsy/>. It shows 0 total links, 0 dofollow links, and 0 link(s) in other HTML tag(s).

#	Linking Page	Found in	Anchor / Alt Text	Nofollow / Dofollow

CHAPTER 8: Revise your local SEO plan

Local SEO has always been about reviews, consistent NAP, and basic SEO best practices. No much to add here. The [research](#) from 2017 by Local SEO Guide just proves my words. The research also mentions 'engagement' as an important ranking factor. I.e. Google expects you to interact with your customers. Among other things, remember to respond to your reviews and update your listing with fresh photos, opening hours, etc.

Good practice	Bad practice
<ul style="list-style-type: none"> • Make sure your website mentions your business name, address, phone (NAP) and that this information is consistent across all the listings. • Optimize your Google My Business listing: NAP, correct category, photos, reviews are the priority. • Create incentives to get more positive reviews and citations across the web. • Common SEO activities, such as on-page optimization and link-building. 	<ul style="list-style-type: none"> • You are using a false business address. • Your website is listed in a wrong Google My Business category. • There are reports of violations on your Google My Business location.

SEO PowerSuite tip: Check website authority in SEO PowerSuite

Besides a number of purely local ranking factors, when ranking search results in the local packs, Google also relies heavily on the sites' overall SEO authority (like its backlink profile and on-page metrics). And [SEO PowerSuite](#) allows you to quickly estimate the SEO authority of your domain.

To do that, go to Domain Strength in any SEO PowerSuite app and see the overall domain score along with the domain's key SEO metrics displayed in one convenient tab:

Backlink Profile

Domain Comparison


Domain Strength

Reports

Projects: sony.com

New Open Save Close

Update



sony.com

Sony USA - Electronics, PlayStation, Movies, Music, Product Support

8.95 domain strength

Jun 6, 2016

External domain characteristics

Alexa Rank	3,014
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Domain info



IP	72.52.6.10
Country	USA
Age	27y 5m

Indexing in search engines

Google	2,430,000 pages
Yahoo	1,360,000 pages

What's coming in SEO in 2018?

Here are the main SEO trends I predict for 2018:

	
<ul style="list-style-type: none"> • SEO remains part of multi-channel marketing Customers can find your business through social, paid search, offline ads, etc. Organic search is an integral part of a complex path to conversion. Just be aware of these other channels and get savvy in additional spheres, if necessary. • Enhancements in artificial intelligence Thanks to RankBrain (the algorithm based on artificial intelligence) Google has become smart. It now also looks at synonyms, your niche connections, location, understands entities, etc. to see if you fit the bill (=query). It looks like Google is actively moving in the direction of predictive and personalized search experience. • Voice search is gaining momentum According to Forrester, in 2018, there will be around 26.2 million households with smart speaker devices in the U.S. alone. If the trend keeps on in future, we will definitively evidence a big shift in the way people consume information and interact with the search engines. It's both a challenge and an opportunity for SEOs. 	<ul style="list-style-type: none"> • No quick results, no easy SEO With enhancements in artificial intelligence Google widened its net for spam - and became even better at detecting sites with low-quality content or unnatural link patterns. • Traffic stays on Google increasingly Google has definitely stepped up its effort to provide immediate answers to people's searches. And, with the increasing number of featured snippets, this tendency for stealing traffic from publishers will likely increase. More to that, it's featured snippets that are often cited by voice assistants in response to queries. • Paid search expansion A few years ago, Google changed Google Shopping's organic model to pay-per-click. In 2016 paid ads in Local Search came around. The trend will likely persist and we'll experience more native-like ad formats in the near future.



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