



DENVER

STARTUP WEEK

SEP 14-18, 2020

DenverStartupWeek.org

[#DENStartupWeek](https://twitter.com/DENStartupWeek)



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DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY

At Denver Startup Week we strive to make all of our sessions a space where attendees can connect, learn, and grow — regardless of gender identity, gender expression, race, ability, sexual orientation, and the combination of those identities.

As you leave today and throughout the week, introduce yourself to someone who doesn't look like you or who may identify differently than you.



User First SEO: A Non-contentious Guide to Building Pages Users Will Find and Love

Annie Wolff

Marlena Baker

09/17/2020

Marlena Baker

- Software Engineer at Quizlet since 2019
- Passionate about accessible, equitable, quality education
- Co-organizer of the Denver Vue.js meetup
- Member of Dvlp Dnvr's Education and Content team



Annie Wolff

- Senior Software Engineer @ Quizlet since June 2019
- A recent convert to the awesome nerdiness of technical SEO
- Middle School Chapter Leader with STEMBlazers
- Mentor and member of the mentor committee at Turing School



Identifying the Problem

Building Usable Pages

Choosing the Right Technologies

Delivering your Content Quickly

Making your Content Discoverable

Taking the Next Steps

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A series of teal lines of varying lengths and orientations, arranged in a semi-circular pattern above the main text.

You may have the **most amazing** content that is incredibly relevant to millions of searchers, but if Google can't find it or understand it, users won't be able to either.

As a developer, you can rely on your knowledge of user experience to improve SEO.



Identifying the Problem

Building Usable Pages

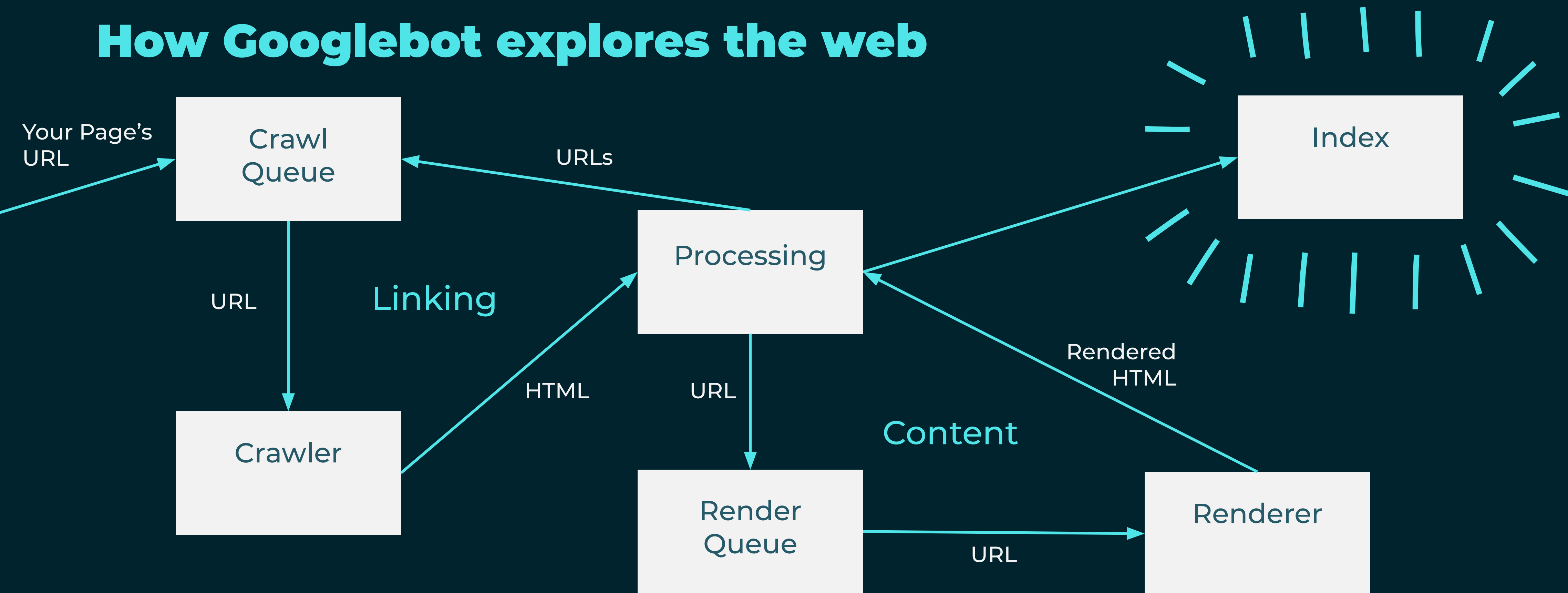
Choosing the Right Technologies

Delivering your Content Quickly

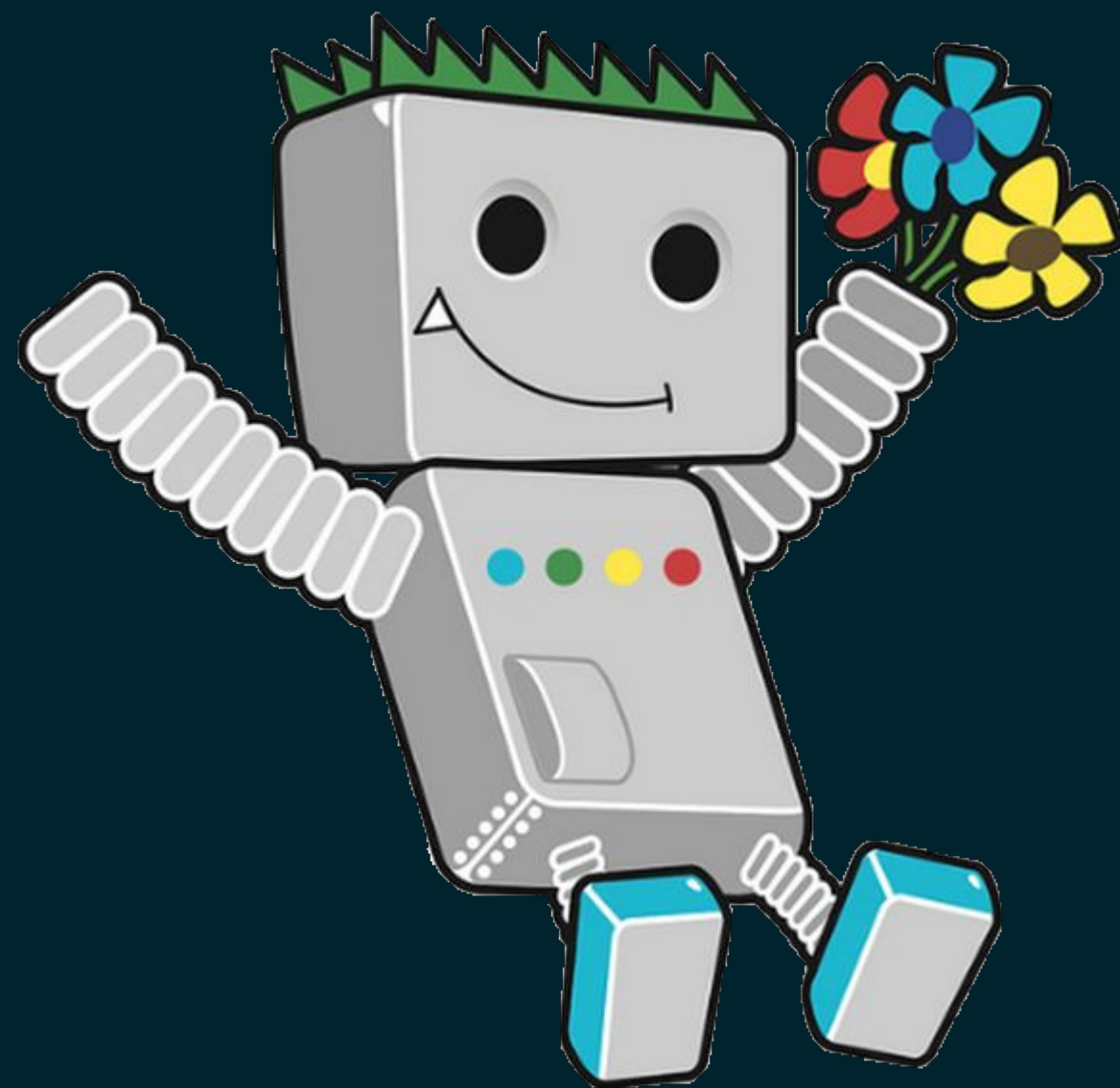
Making your Content Discoverable

Taking the Next Steps

How Googlebot explores the web



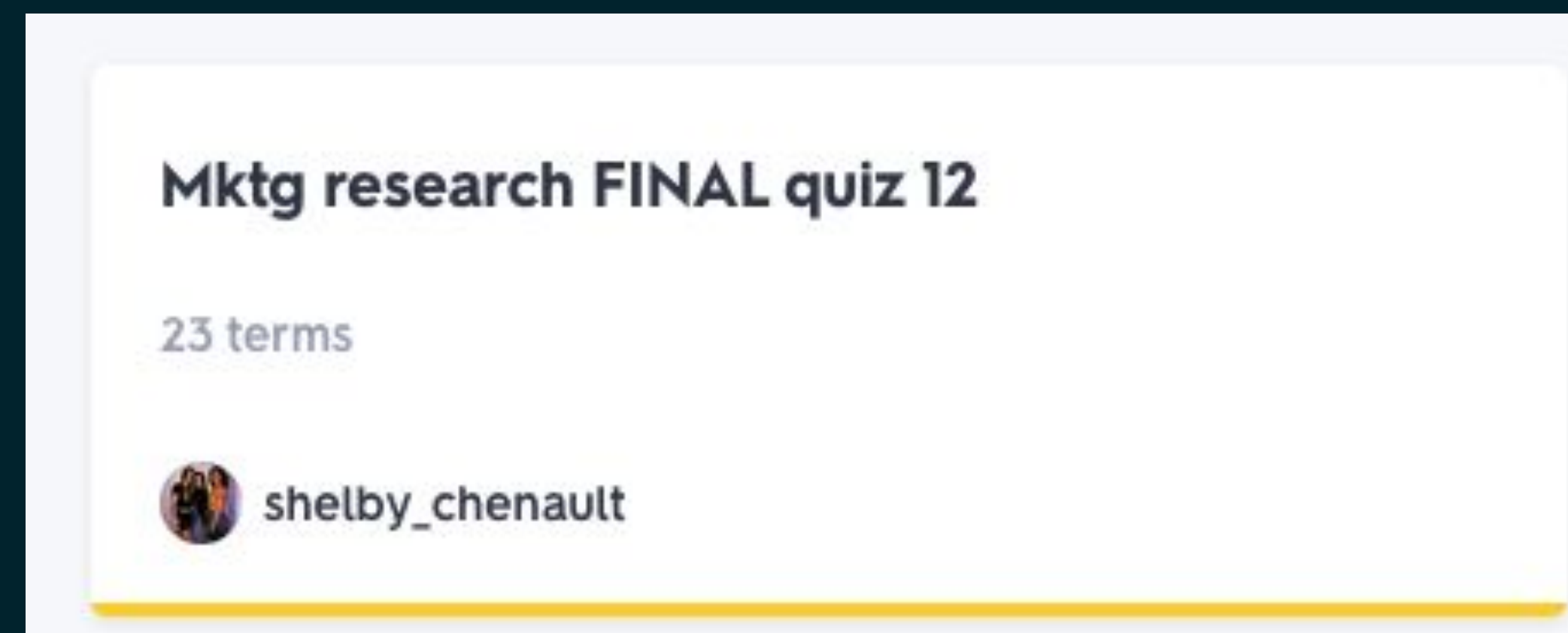
Helping Programs Read Your Page



Semantic HTML



Semantic HTML



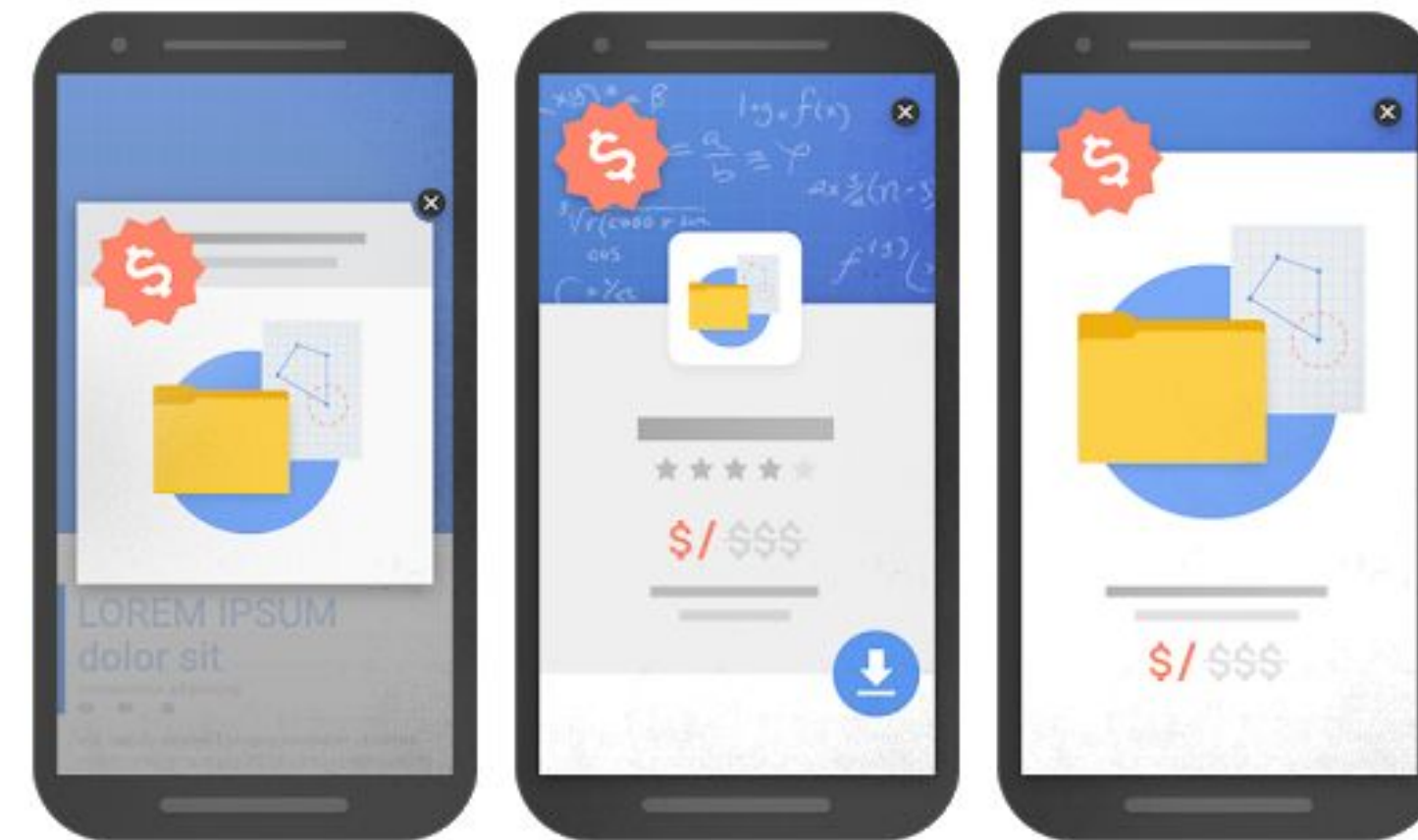
```
<a  
  aria-label="Quiz 12"  
  href="https://quizlet.com/292548967/quiz-12-flash-cards/"  
  title="Quiz 12"  
>  
  <h4>Mktg research FINAL quiz 12</h4>  
</a>
```

Easy Access to Main Content

Pop up advertisements

Interstitials

Examples of interstitials that make content less accessible



An example of an intrusive popup

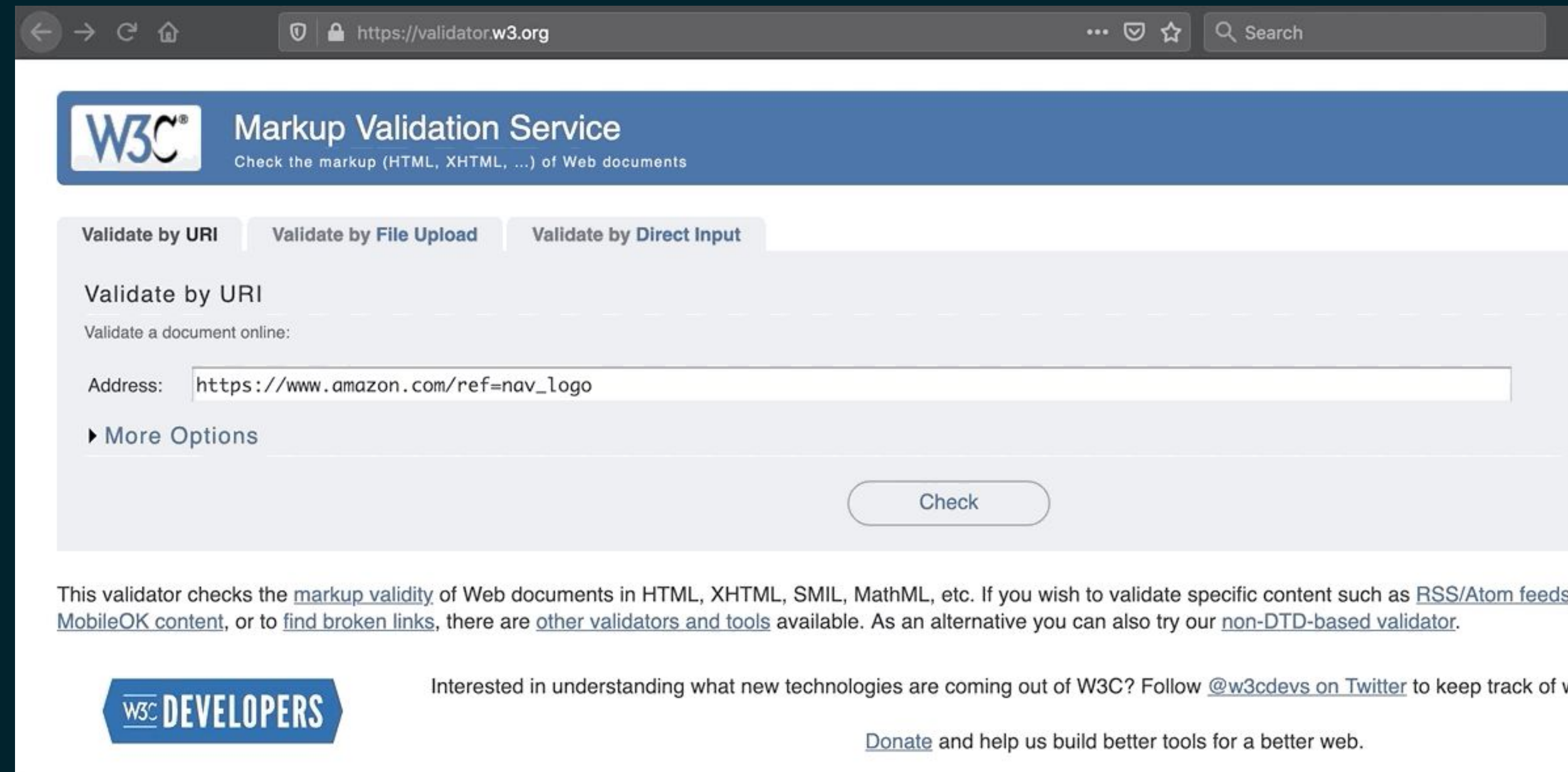
An example of an intrusive standalone interstitial

Another example of an intrusive standalone interstitial

Image source: <https://webmasters.googleblog.com/2016/08/helping-users-easily-access-content-on.html>

Validation

W3C Markup Validation Service



The screenshot shows the W3C Markup Validation Service interface. At the top, there's a navigation bar with the W3C logo and the text "Markup Validation Service" and "Check the markup (HTML, XHTML, ...) of Web documents". Below this, there are three tabs: "Validate by URI", "Validate by File Upload", and "Validate by Direct Input". The "Validate by URI" tab is active. Underneath, there's a section titled "Validate by URI" with the instruction "Validate a document online:". A text input field labeled "Address:" contains the URL "https://www.amazon.com/ref=nav_logo". Below the input field is a "More Options" link. A "Check" button is positioned at the bottom right of the input area. At the bottom of the page, there's a paragraph explaining the service: "This validator checks the [markup validity](#) of Web documents in HTML, XHTML, SMIL, MathML, etc. If you wish to validate specific content such as [RSS/Atom feeds](#), [MobileOK content](#), or to [find broken links](#), there are [other validators and tools](#) available. As an alternative you can also try our [non-DTD-based validator](#)." Below this paragraph is a "W3C DEVELOPERS" logo and a call to action: "Interested in understanding what new technologies are coming out of W3C? Follow [@w3cdevs on Twitter](#) to keep track of w...". At the very bottom, there's a link to "Donate and help us build better tools for a better web."

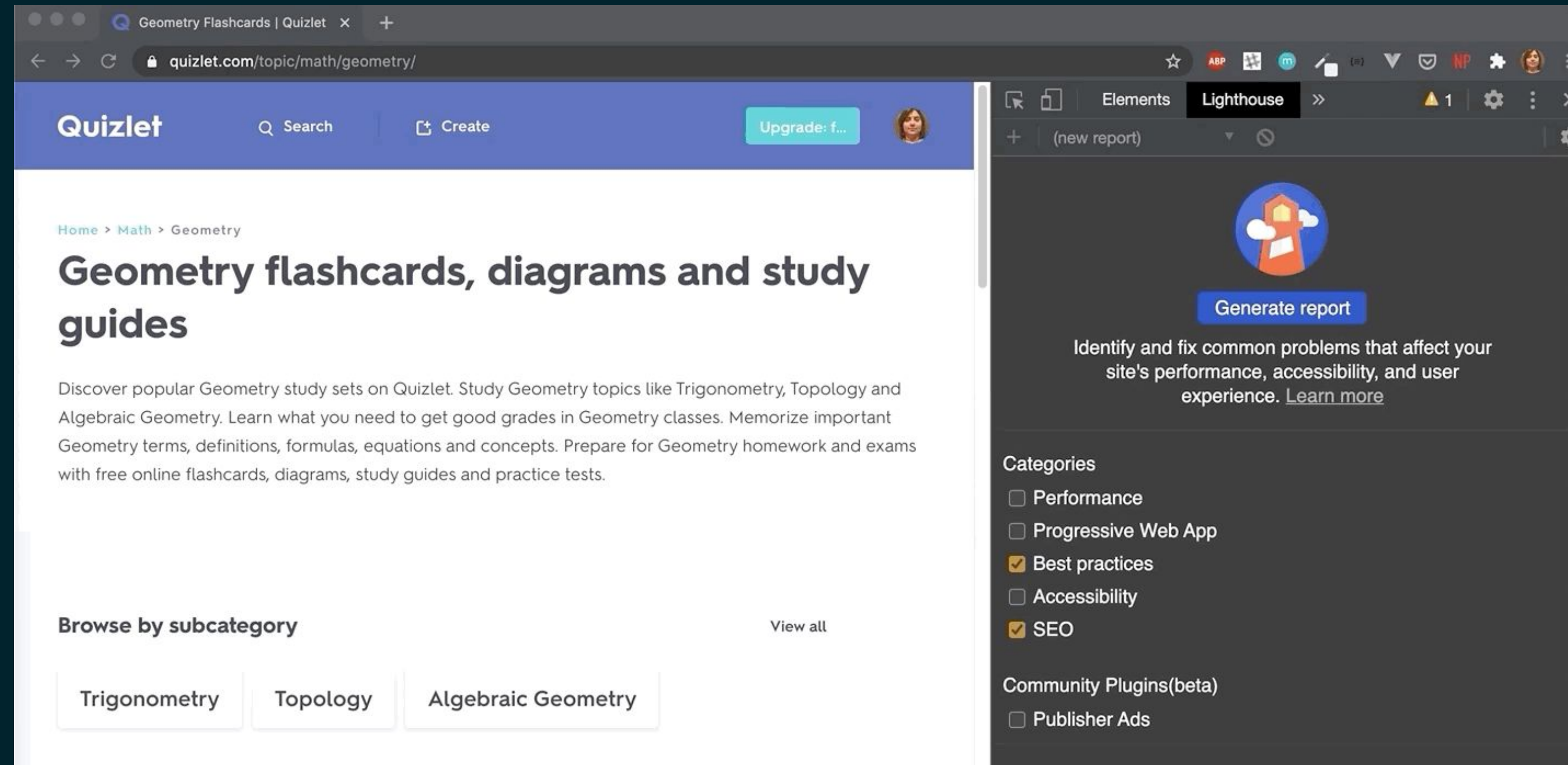
<https://validator.w3.org/>

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Lighthouse

Best Practices Audit

SEO Audit



<https://developers.google.com/web/tools/lighthouse>

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Identifying the Problem

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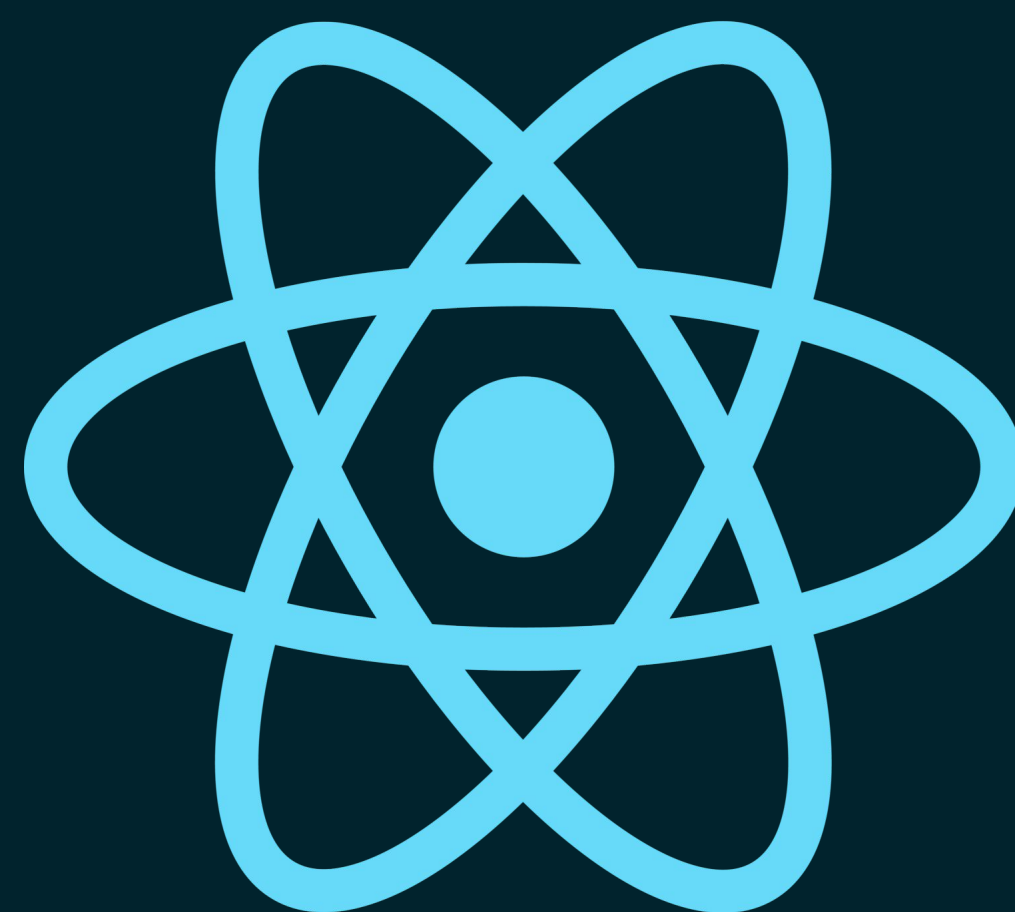
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The Big “JS” Question

Does the use of a JS framework like React or Vue negatively impact SEO?



But... Server Side Rendering is Still Safest

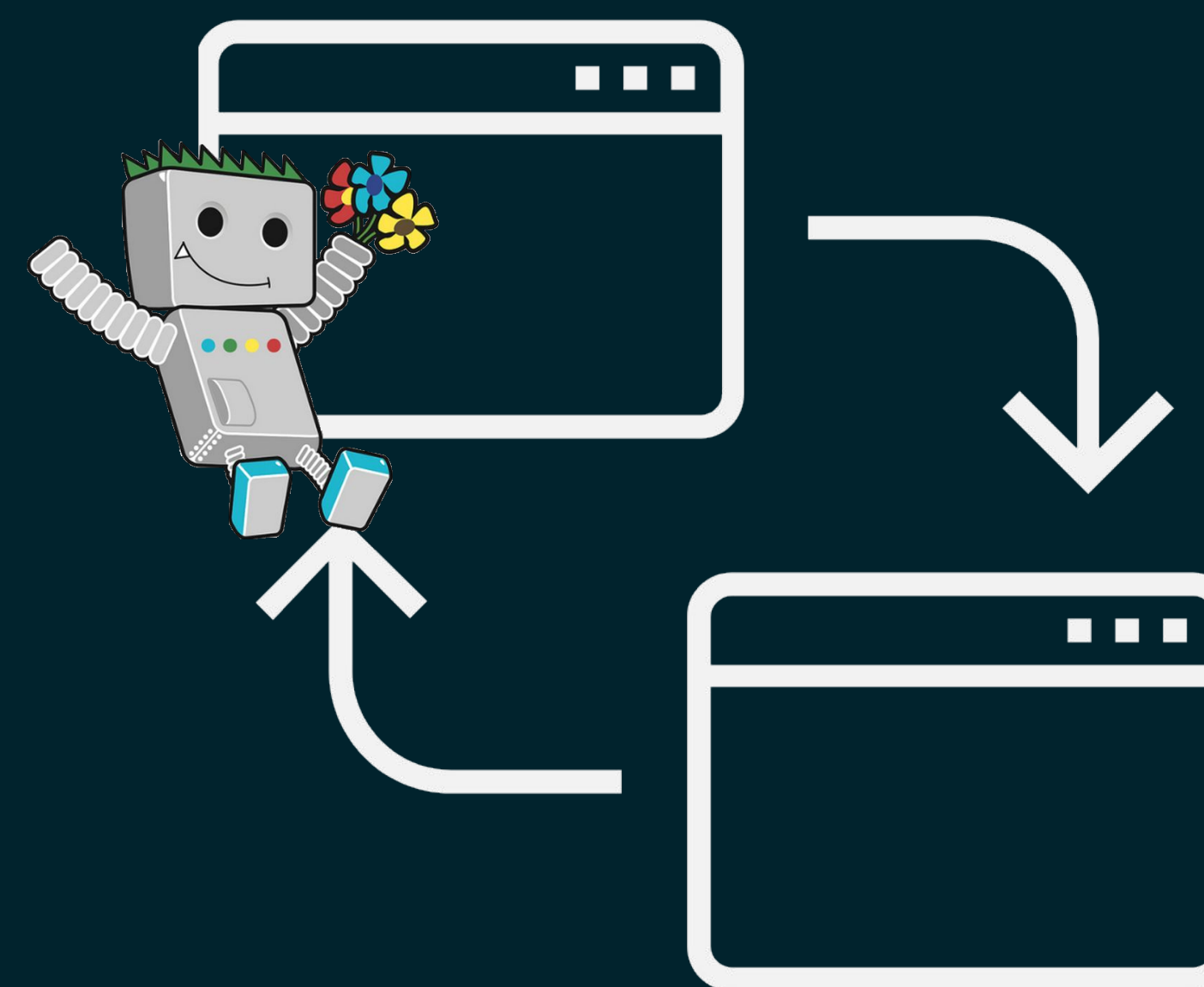
Whenever possible, it is better to return as much rendered HTML as possible on the first response from the server.



How Can you Know What your Page Looks Like to Crawlers?

Have you ever tested your product against different browsers and found that something wasn't working the way that you thought?

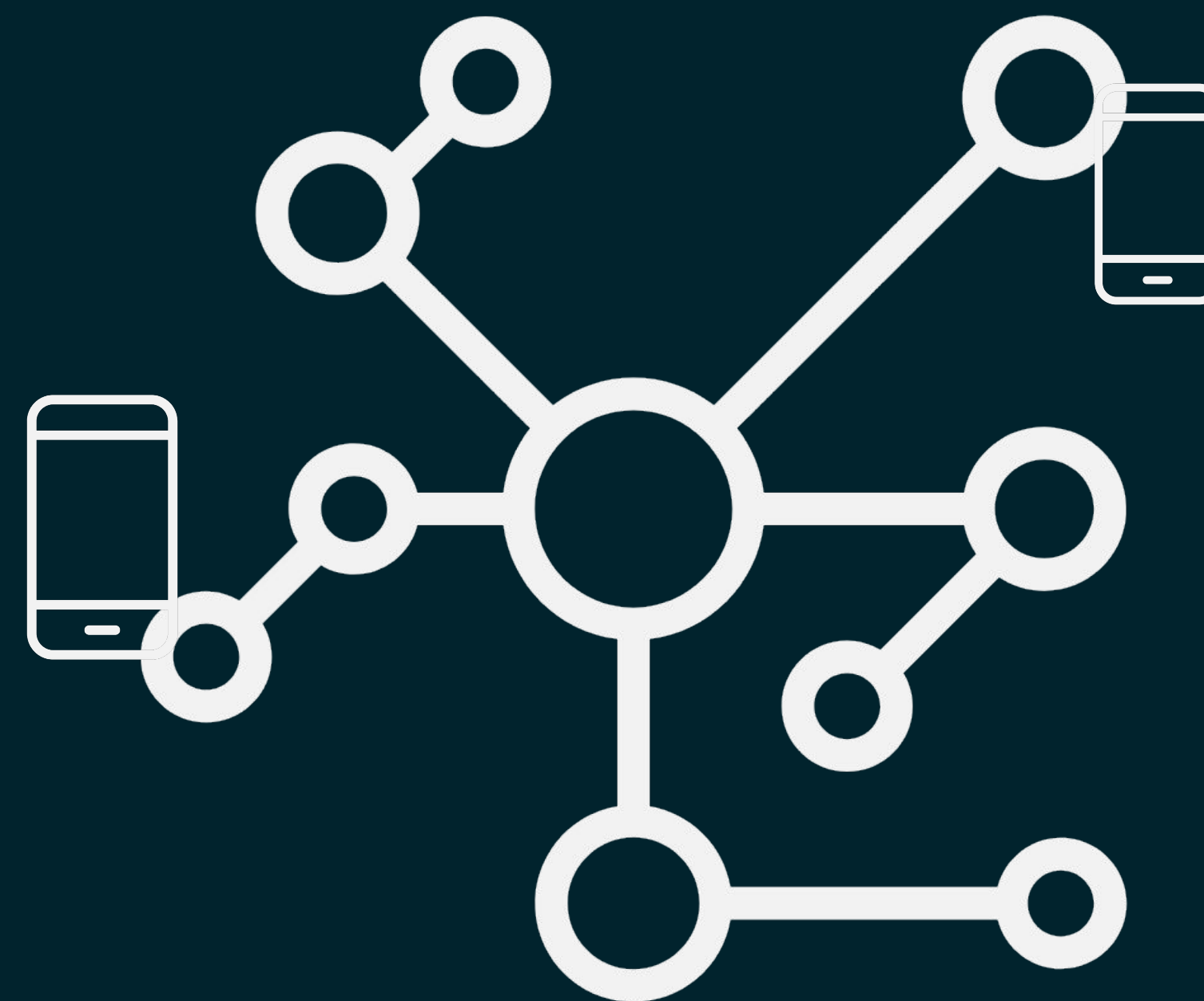
Testing for Googlebot is just same!



<https://developers.google.com/search/docs/guides/javascript-seo-basics>

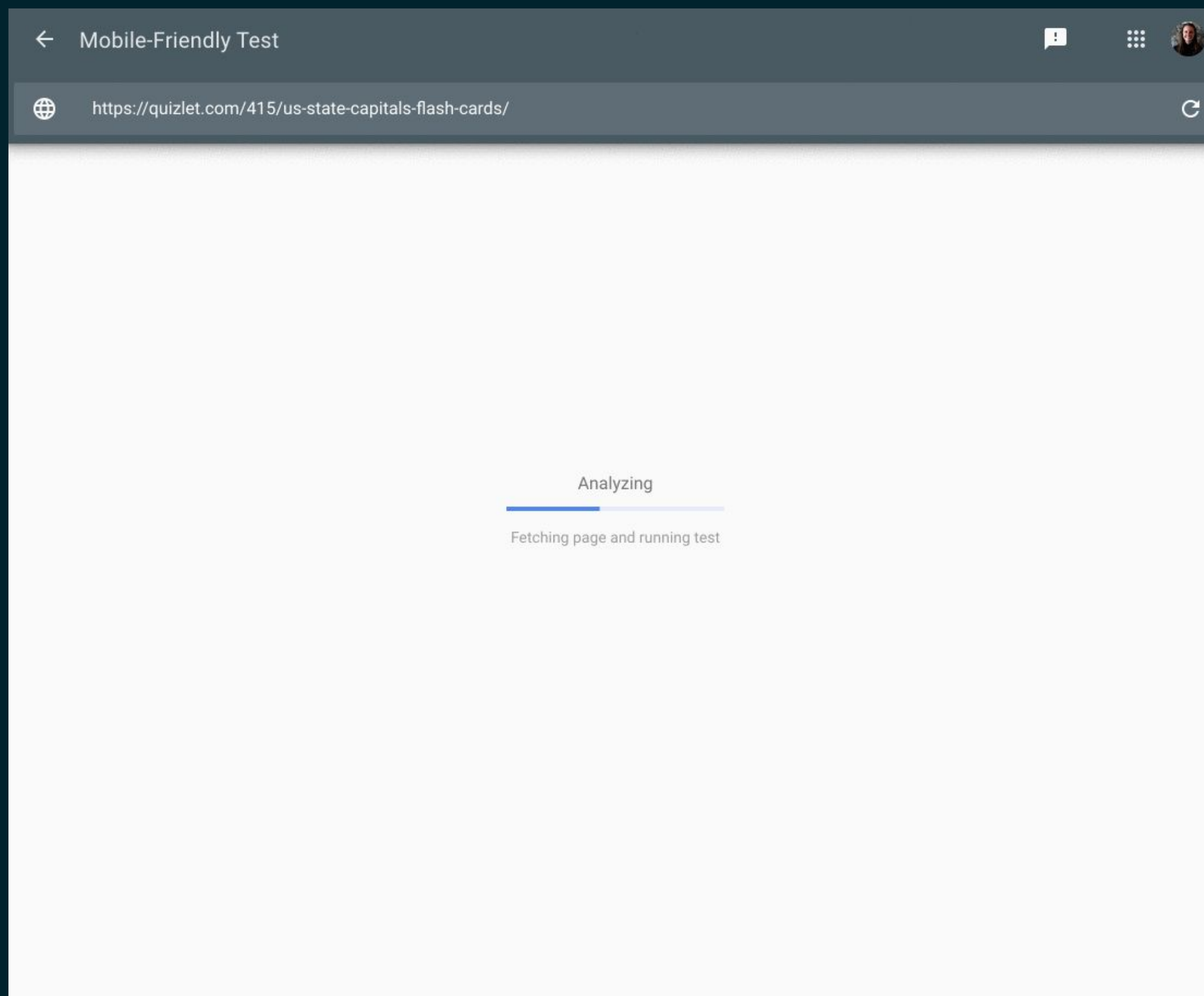
Mobile First Indexing

Because so much of today's web browsing happens on phones, Google has moved to primarily use the mobile version of sites for indexing and ranking.



<https://developers.google.com/search/mobile-sites/mobile-first-indexing>

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Tools to use

Mobile Friendliness Tool

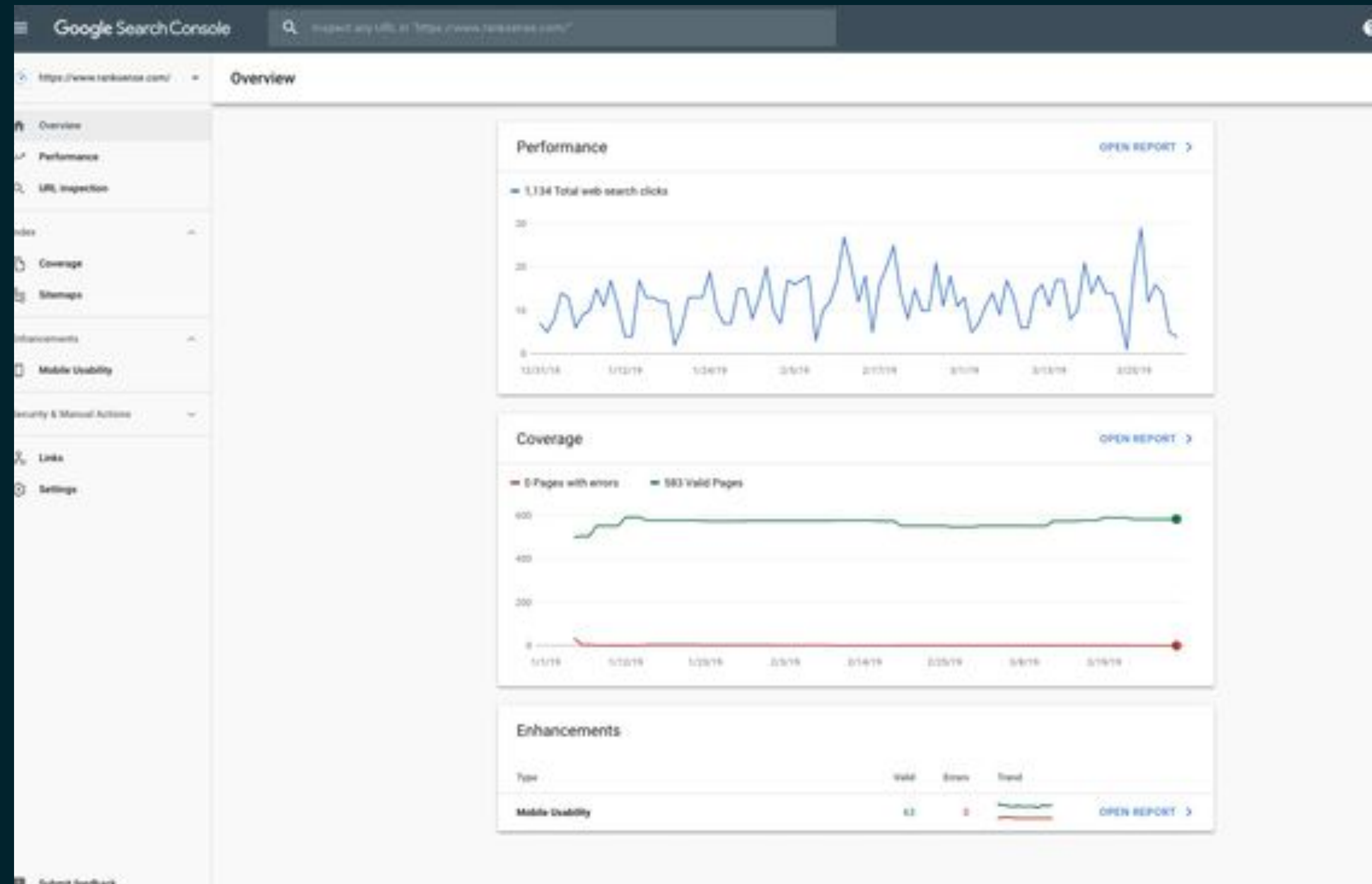
<https://search.google.com/test/mobile-friendly>

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Tools to use

Google Search Console

URL Inspection Tool



<https://www.searchenginejournal.com/automate-url-inspection-tool-python-javascript/301639/>

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Google cares about Performance

“Although speed has been used in ranking for some time, that signal was focused on desktop searches. Today we’re announcing that starting in July 2018, page speed will be a ranking factor for mobile searches.”

Source :<https://webmasters.googleblog.com/2018/01/using-page-speed-in-mobile-search.html>

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A decorative graphic at the bottom of the slide consisting of several overlapping, stylized mountain peaks in various shades of teal and light blue.

Core Web Vitals: Largest Contentful Paint

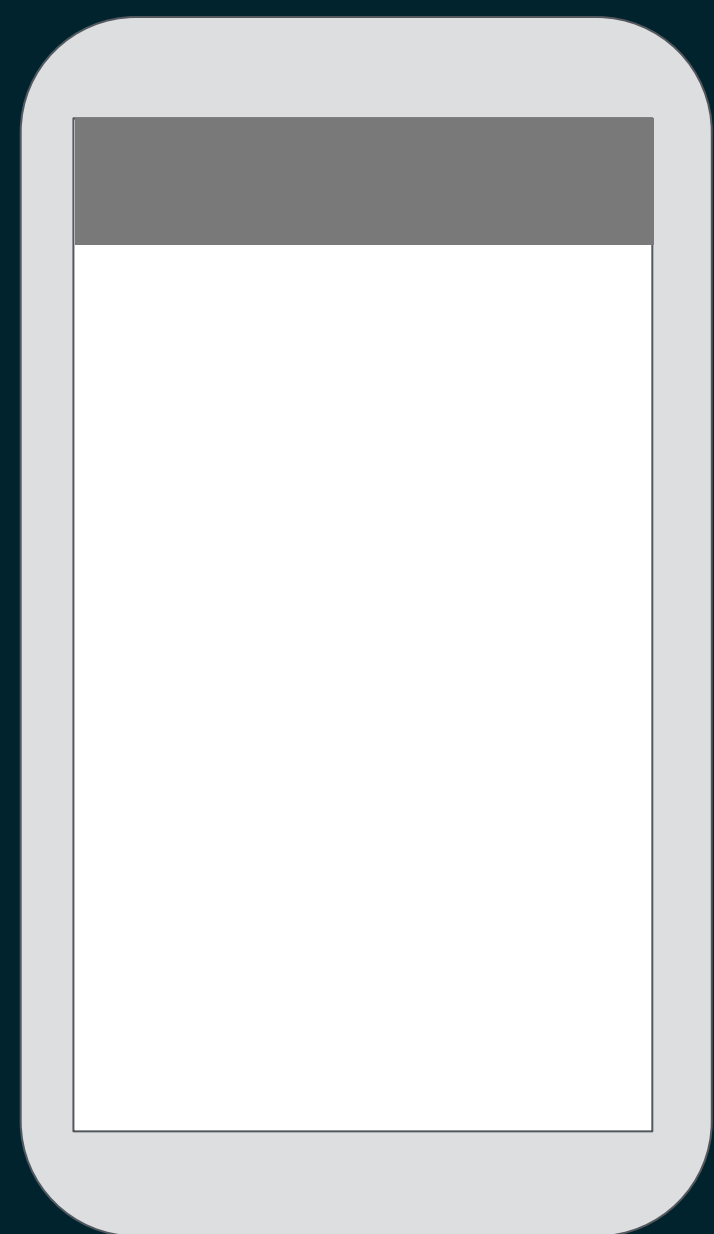


Image Sources: <https://web.dev/lcp/>

Core Web Vitals: First Input Delay



Image Sources: <https://web.dev/fid/>

Core Web Vitals: Cumulative Layout Shift

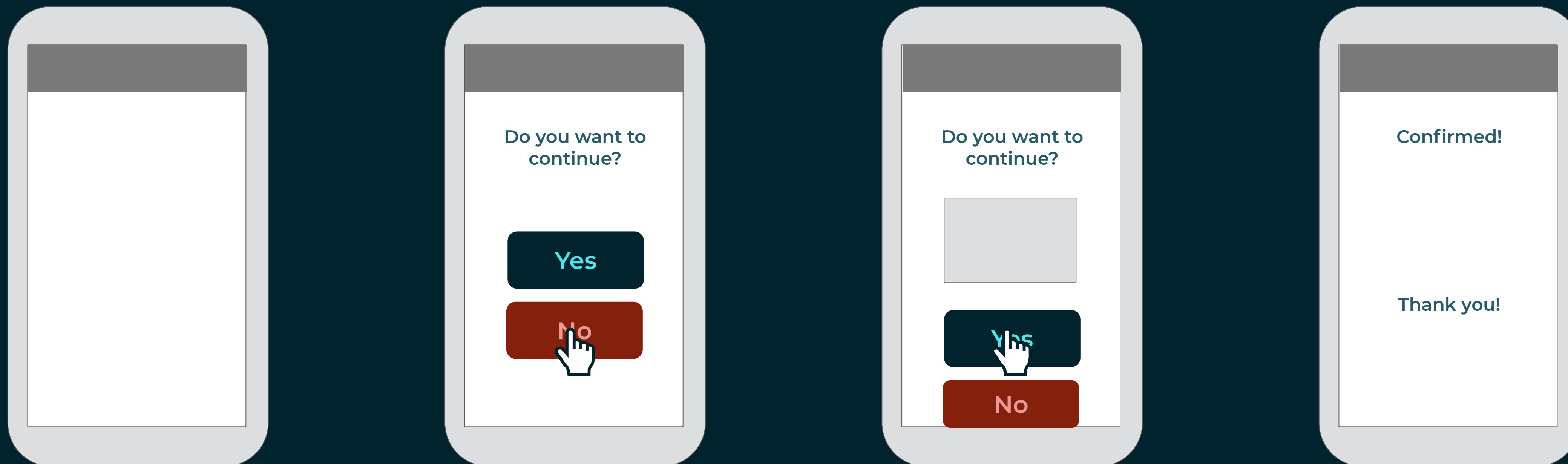


Image Sources: <https://web.dev/cls/>

Lighthouse

Performance Audit

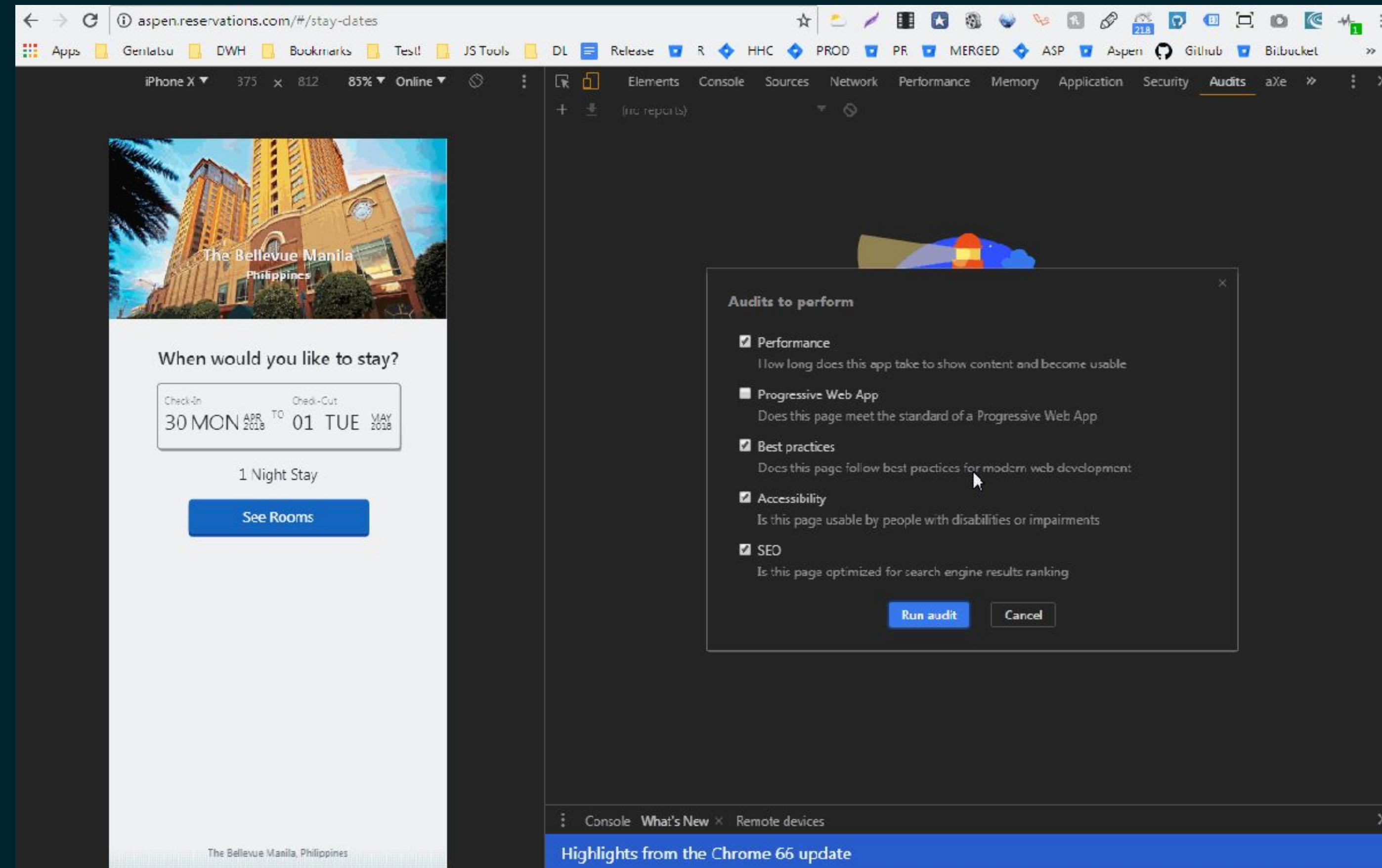


Image Sources: <https://onesoftwaretester.wordpress.com/2018/05/01/running-application-audits-with-lighthouse/>

PageSpeed

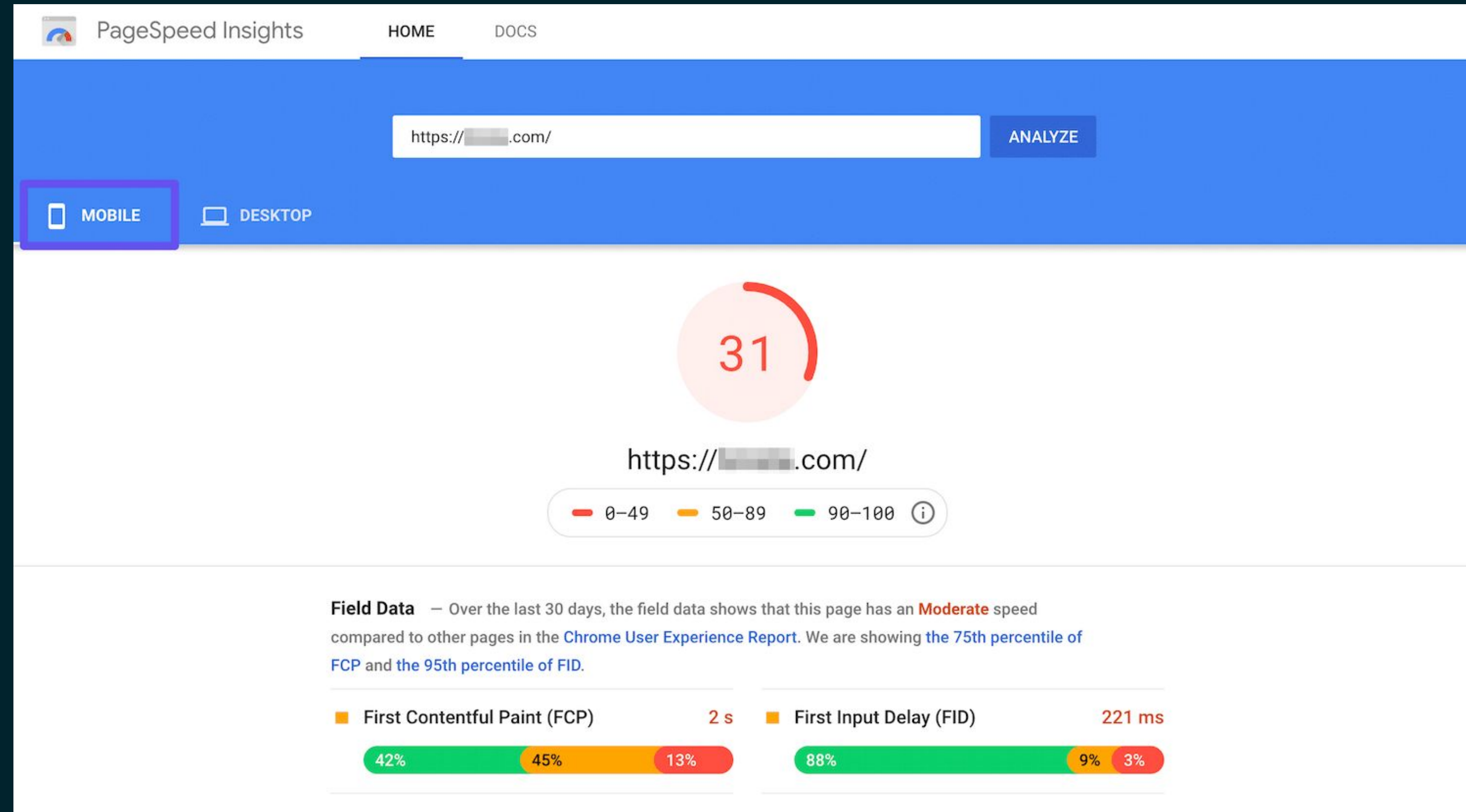


Image Sources: <https://kinsta.com/blog/google-pagespeed-insights/>

Real User Metrics

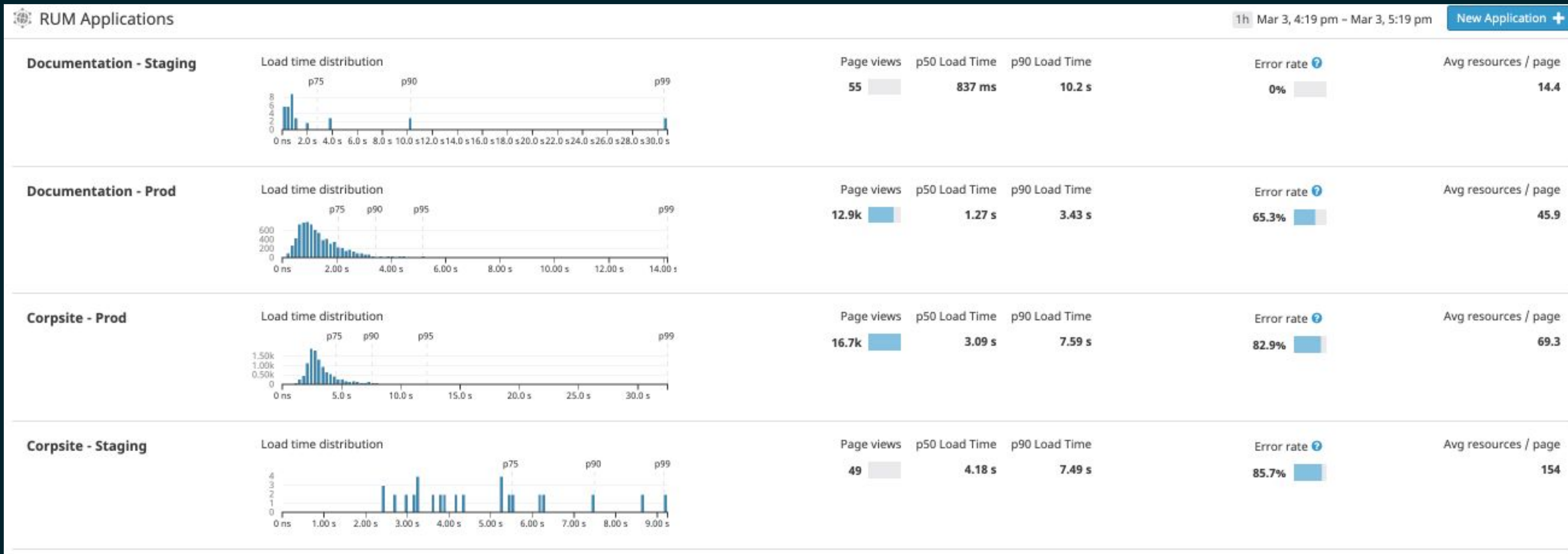


Image Sources: https://docs.datadoghq.com/real_user_monitoring/dashboards/

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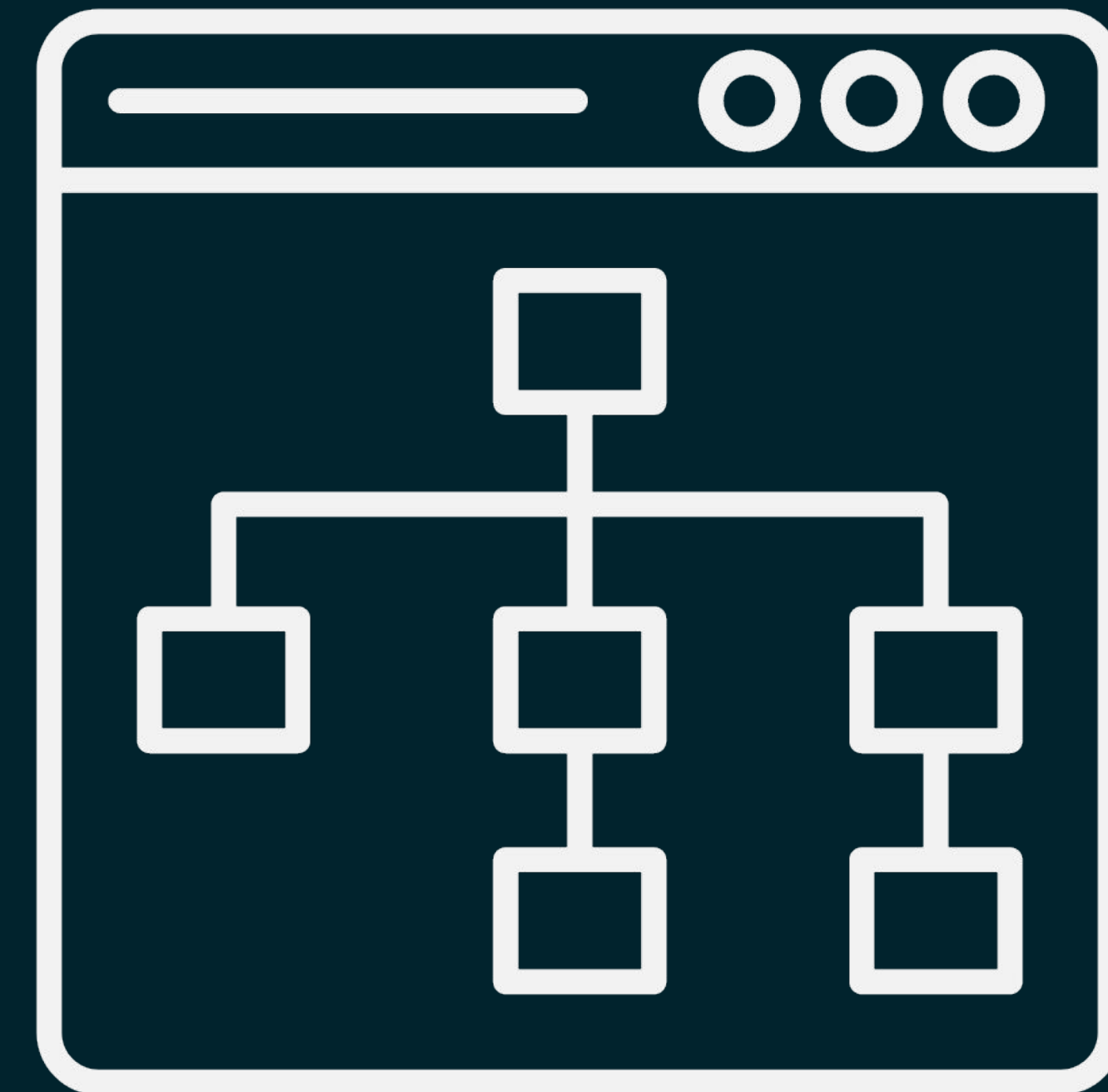
Delivering your Content Quickly

Making your Content Discoverable

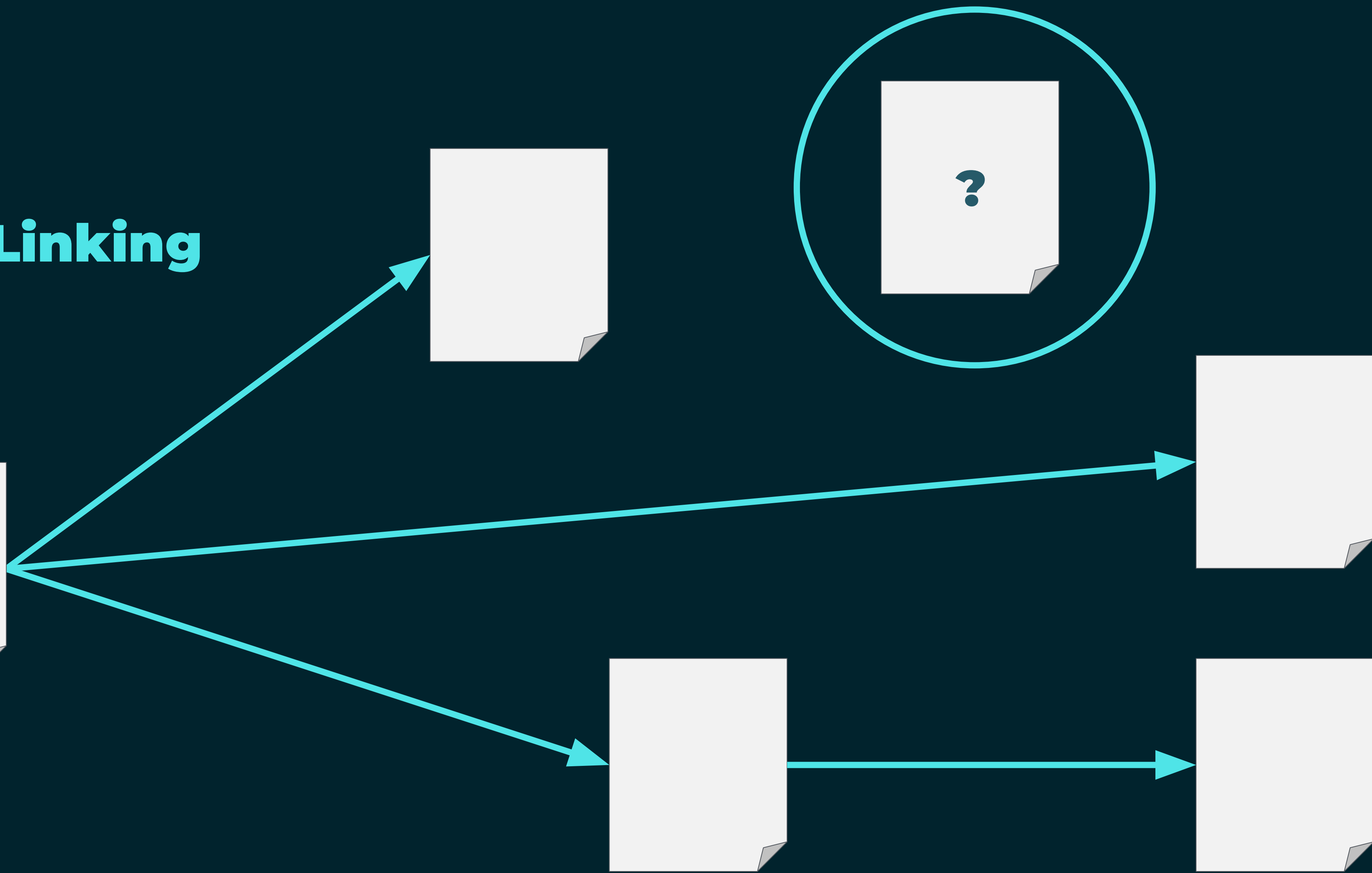
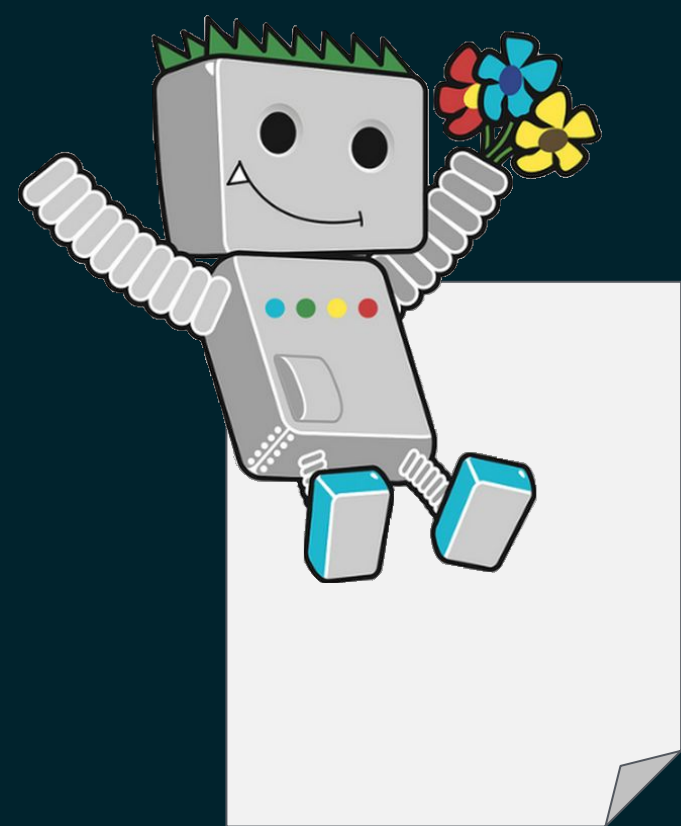
Taking the Next Steps

Stepping back to the site level

Now that we've got great pages, how can we make sure that they are found?

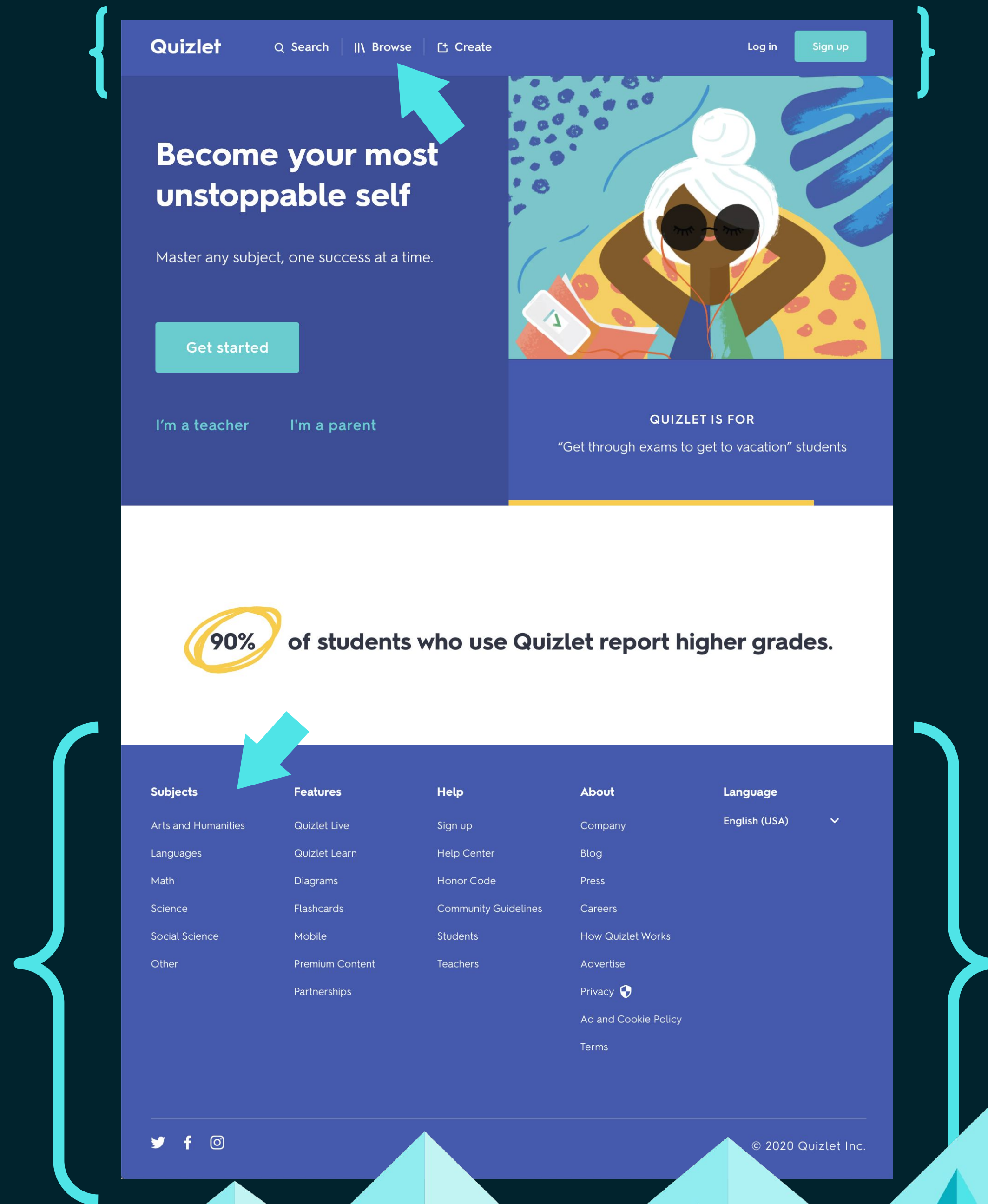


Internal Linking



Global Navigation

Google uses the frequency and prominence of links to understand their importance.

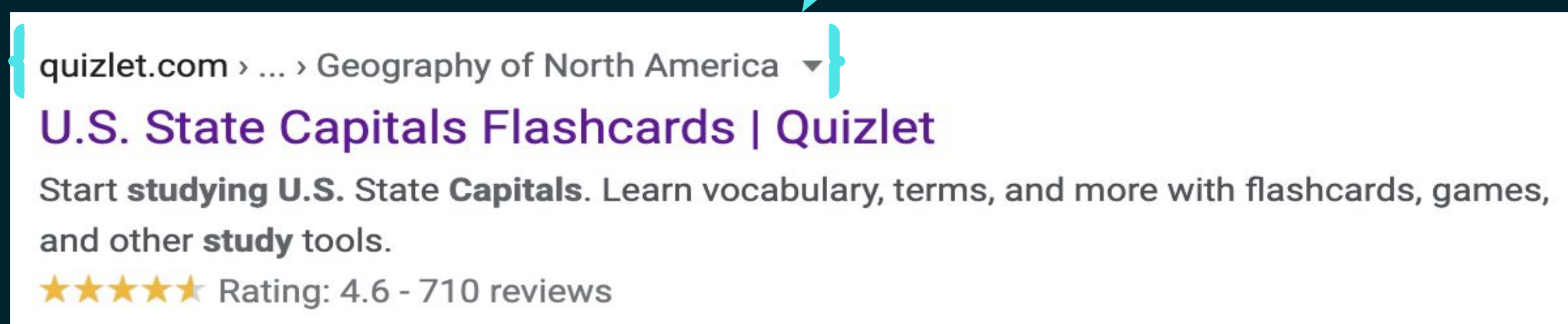
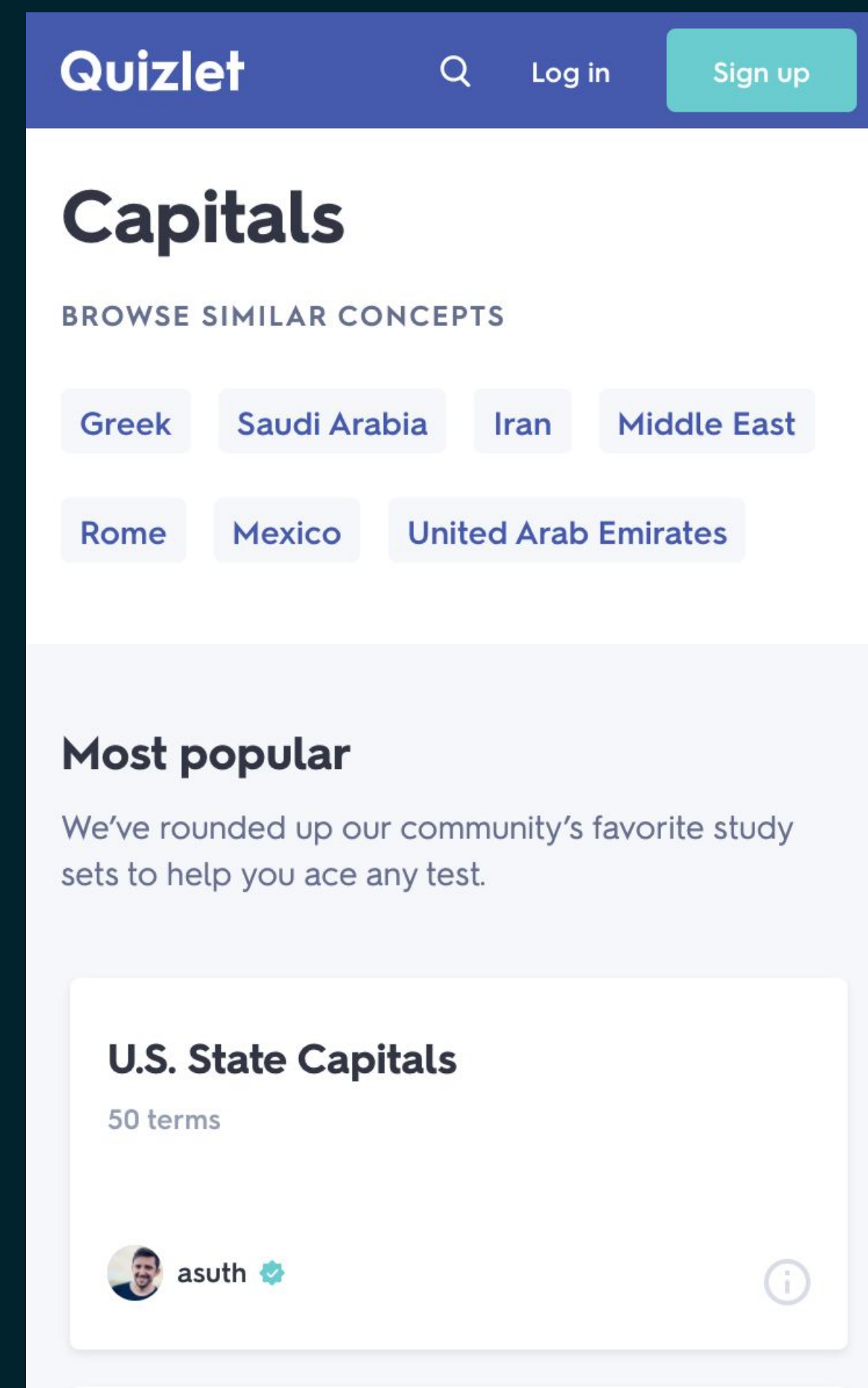
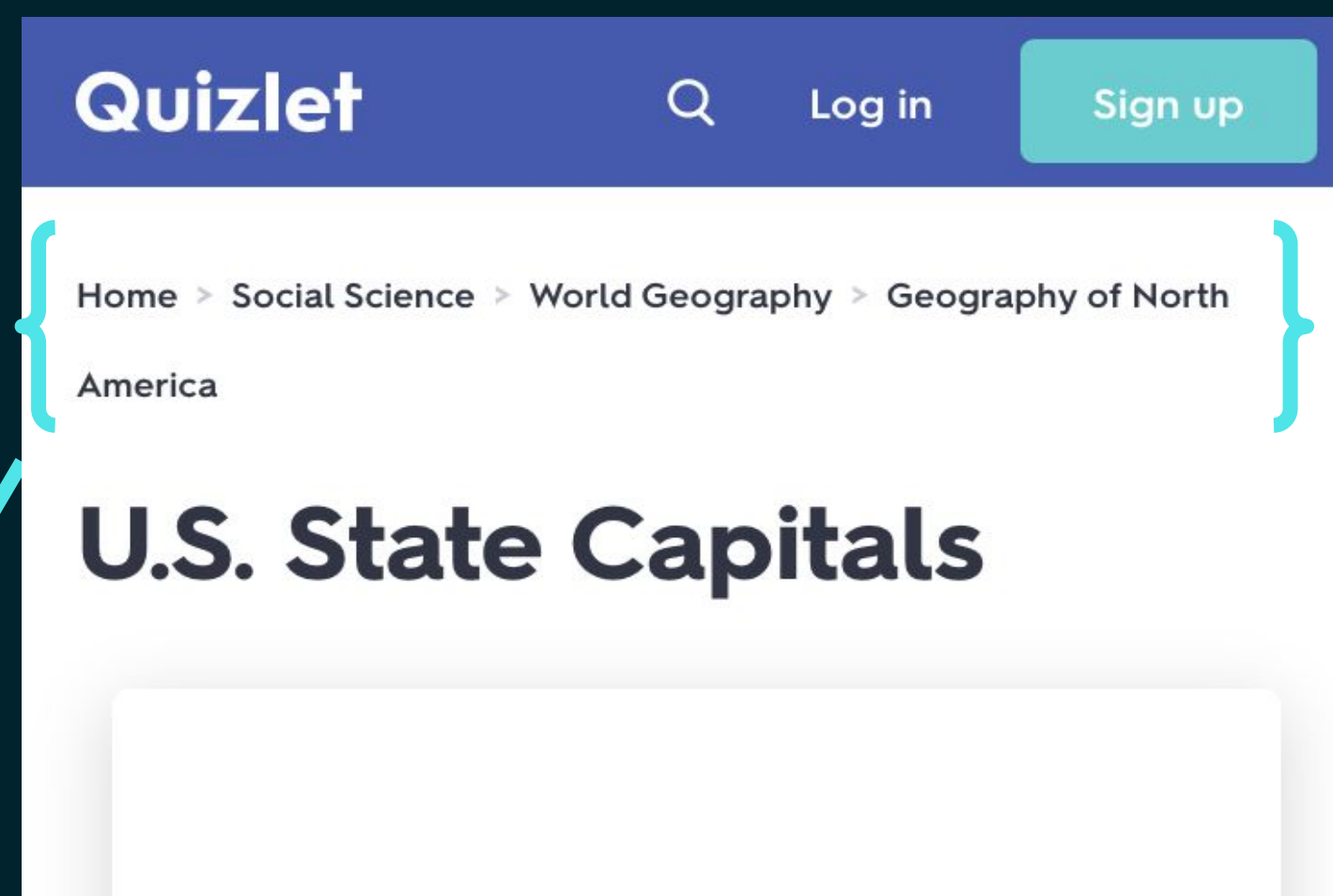


The screenshot shows the Quizlet homepage with several navigation elements highlighted:

- Global Navigation:** A horizontal bar at the top containing the Quizlet logo, a search bar, and links for "Browse" and "Create".
- Primary Call-to-Action:** A large "Get started" button is positioned below the main headline.
- Secondary Navigation:** Links for "I'm a teacher" and "I'm a parent" are located below the "Get started" button.
- Statistical Claim:** A white box with a yellow circle highlights the text "90% of students who use Quizlet report higher grades."
- Footer Navigation:** A grid of links is organized into five columns: "Subjects" (Arts and Humanities, Languages, Math, Science, Social Science, Other), "Features" (Quizlet Live, Quizlet Learn, Diagrams, Flashcards, Mobile, Premium Content, Partnerships), "Help" (Sign up, Help Center, Honor Code, Community Guidelines, Students, Teachers), "About" (Company, Blog, Press, Careers, How Quizlet Works, Advertise, Privacy, Ad and Cookie Policy, Terms), and "Language" (English (USA)).

Information Architecture

You can use breadcrumbs and subject pages to indicate the relationships between pages on your site.



XML Sitemaps

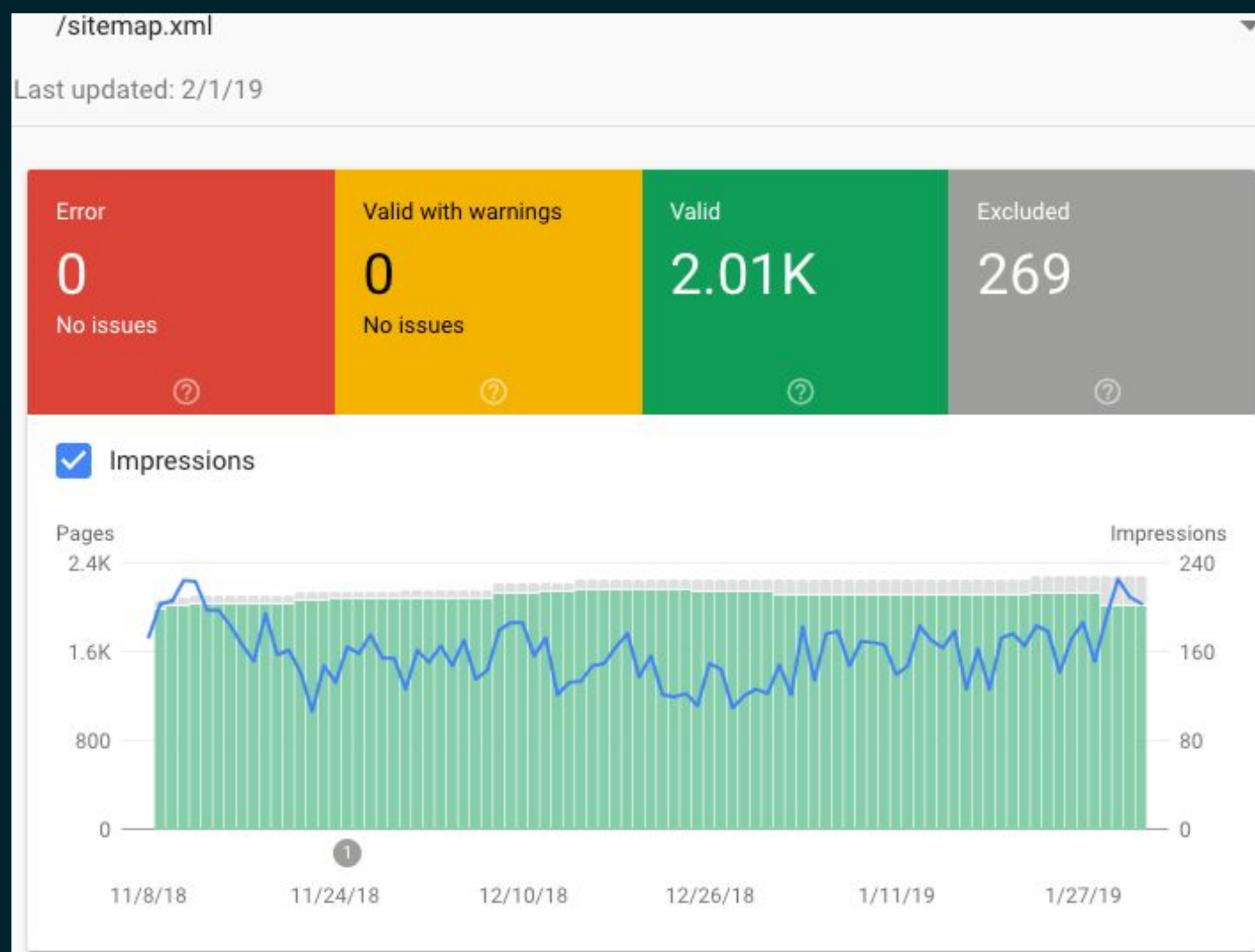
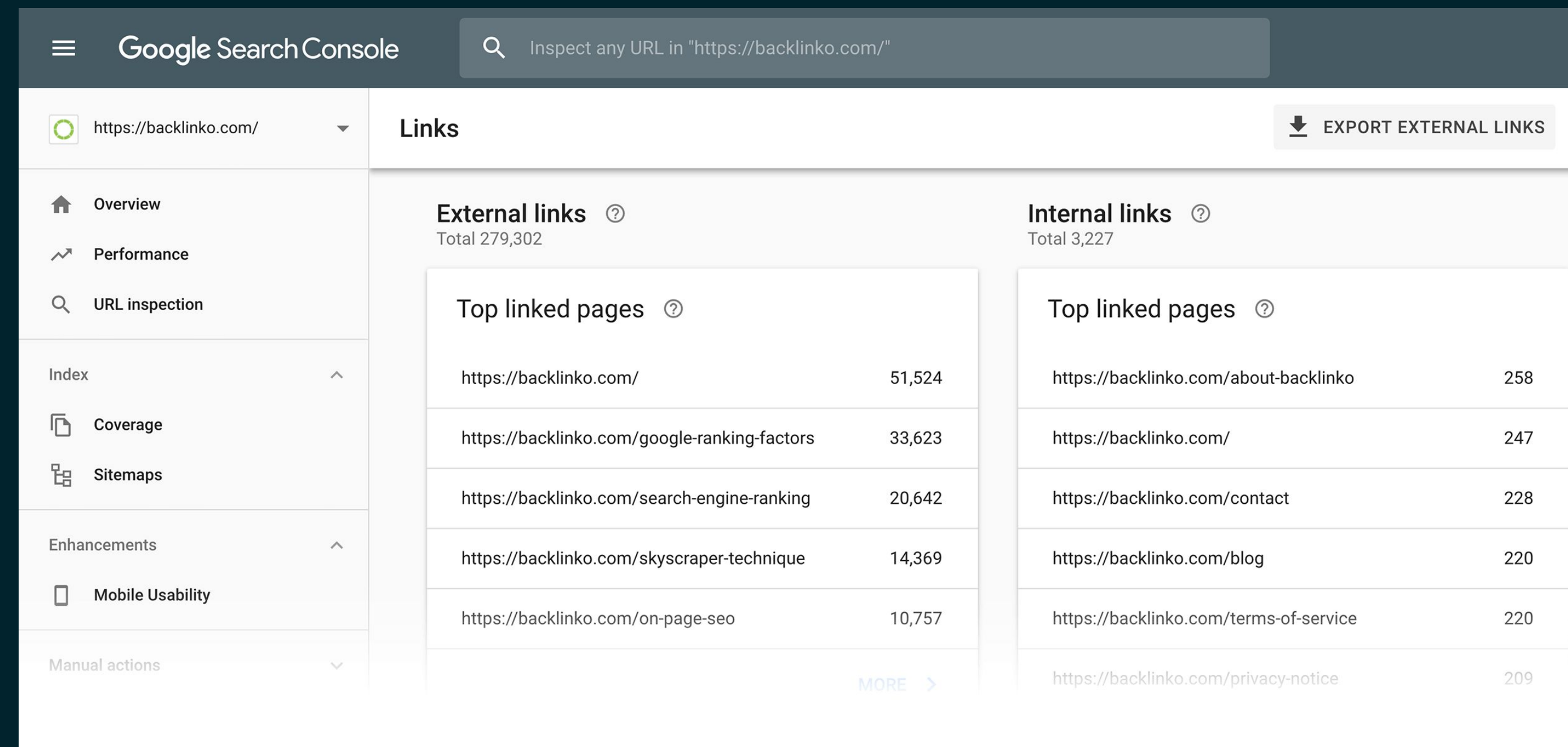


Image Source: <https://searchengineland.com/managing-sitemap-xml-with-google-search-console-311790>

Tools to understand your site's link structure

Google Search Console

Internal Linking Report



The screenshot shows the Google Search Console interface for the domain <https://backlinko.com/>. The main section is titled "Links" and contains two sub-sections: "External links" and "Internal links".

External links (Total 279,302):

Top linked pages	Count
https://backlinko.com/	51,524
https://backlinko.com/google-ranking-factors	33,623
https://backlinko.com/search-engine-ranking	20,642
https://backlinko.com/skyscraper-technique	14,369
https://backlinko.com/on-page-seo	10,757

Internal links (Total 3,227):

Top linked pages	Count
https://backlinko.com/about-backlinko	258
https://backlinko.com/	247
https://backlinko.com/contact	228
https://backlinko.com/blog	220
https://backlinko.com/terms-of-service	220
https://backlinko.com/privacy-notice	209

<https://searchengineland.com/managing-sitemap-xml-with-google-search-console-311790>

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Build with users in mind

Test your technologies



Deliver your site quickly

Expose the right content

References & Further Reading

- <https://developers.google.com/search/docs/guides/javascript-seo-basics>
- <https://web.dev/vitals/>
- <https://moz.com/learn/seo/internal-link>
- <https://web.dev/lighthouse-performance/>
- <https://web.dev/lighthouse-seo/>
- <https://developers.google.com/speed/pagespeed/insights/>
- <https://developer.mozilla.org/en-US/docs/Web/HTML/Element>
-

Q & A



Thank you!

Slides: <https://noti.st/marlenabaker/>

Quizlet set: <https://quizlet.com/520530164/user-first-seo-flash-cards/>



annie-wolff



marlenabaker