digitalsummit

CTR WORKSHOP WORKBOOK

PREPARING YOUR SEO AND PERFORMANCE FOR 2023 & BEYOND

Taylor Kurtz | Founder & President, Crush the Rankings

CRUSH THE RANKINGS
DIGITAL MARKETING LLC.

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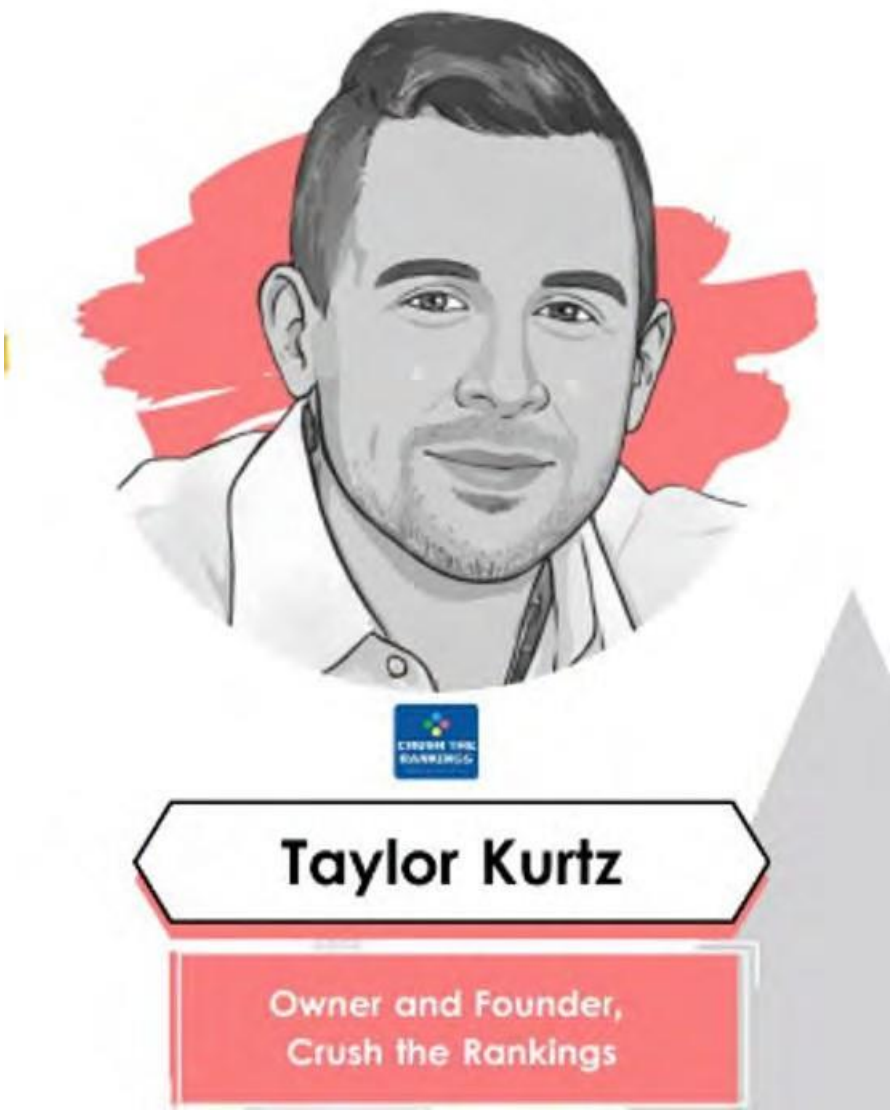
SECTION 1

Preparing Your SEO and Performance for 2023 and Beyond

ABOUT ME

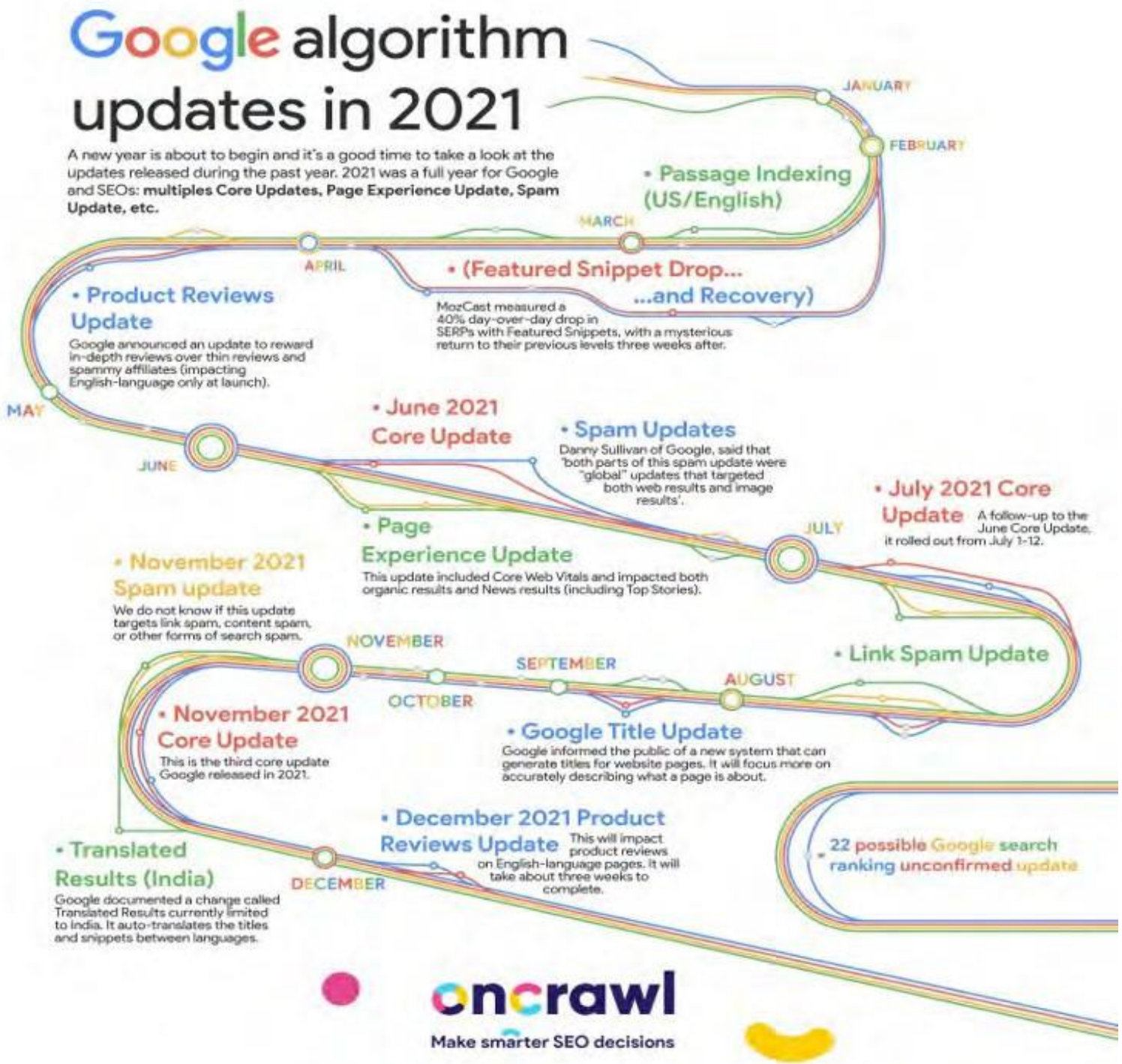


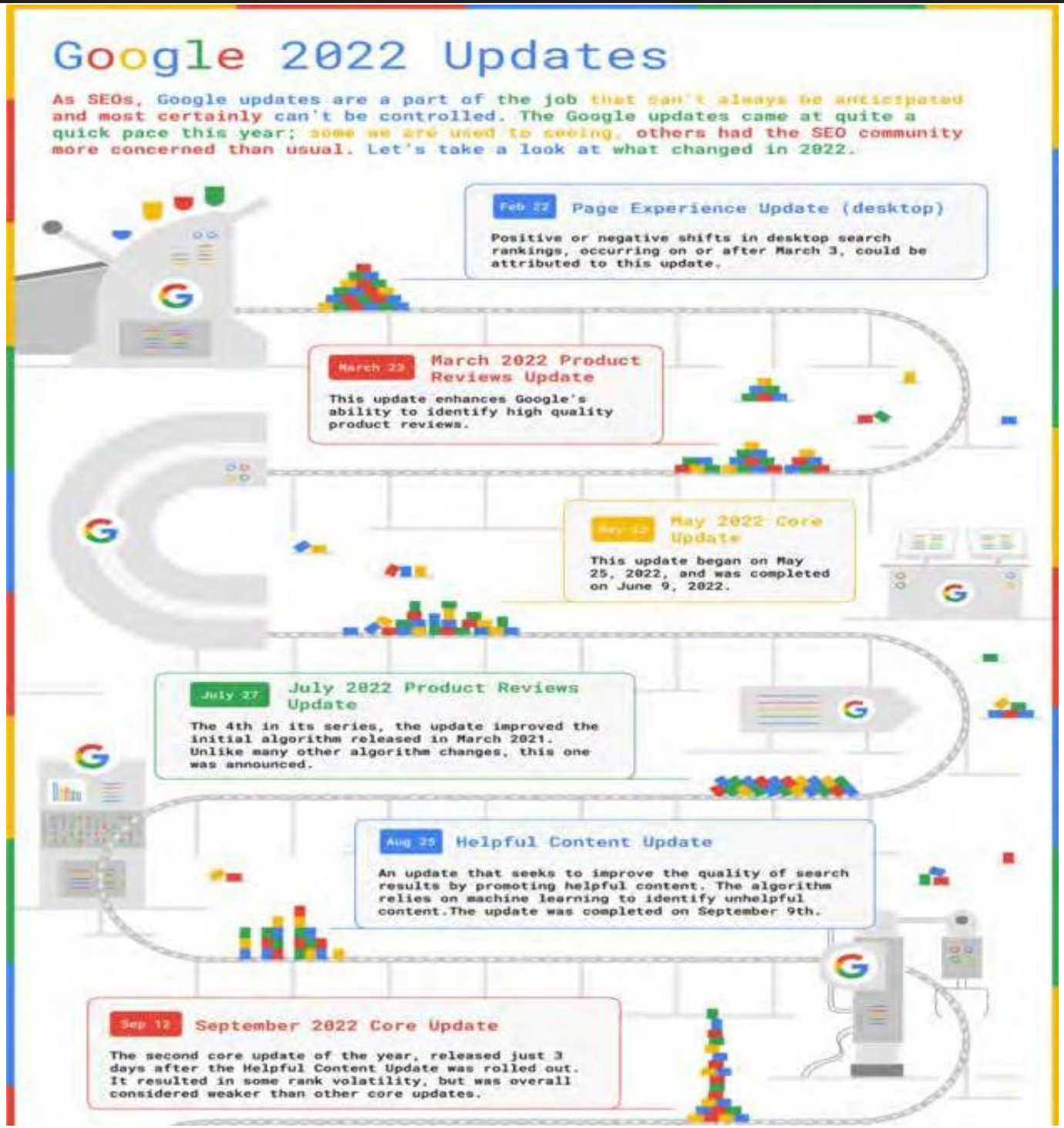
- President & Founder of Crush the Rankings
- Search Engine and Land Author
- SEO
- Algorithm Penalty Recovery
- FSU Alumni + MBA
- Professor at Front Range Community College

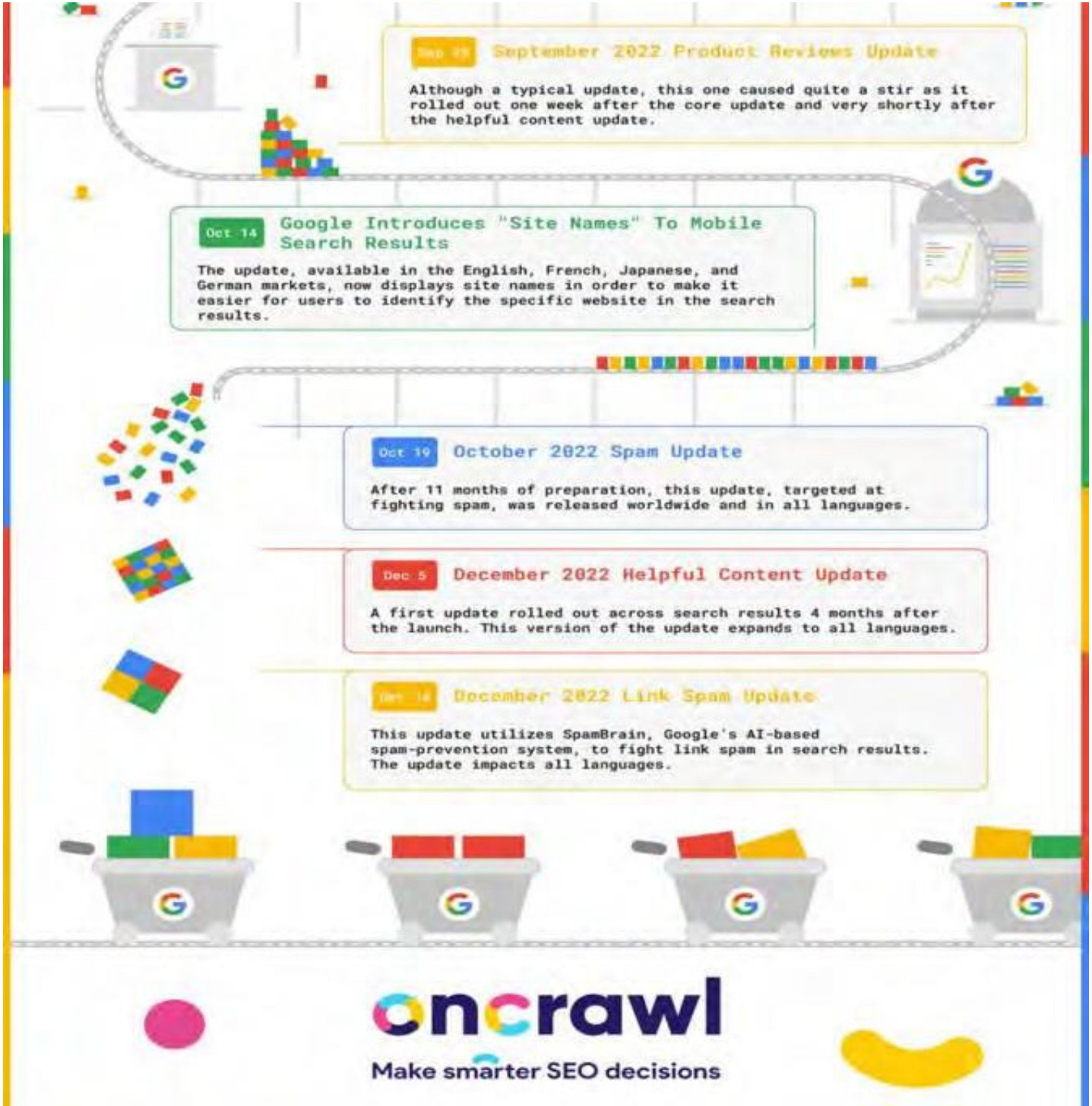
ABOUT THIS SESSION

During this module, you will learn recent changes from Google, what new benchmarks and metrics have been introduced, how to determine if your website is compliant, and if not, how to clean the website up to meet, or exceed, all known benchmarks. After this session, you will have a solid foundation and understanding on how to audit and analyze your website to get it to peak performance and ready for 2023 and beyond.

RECENT CHANGES BY GOOGLE

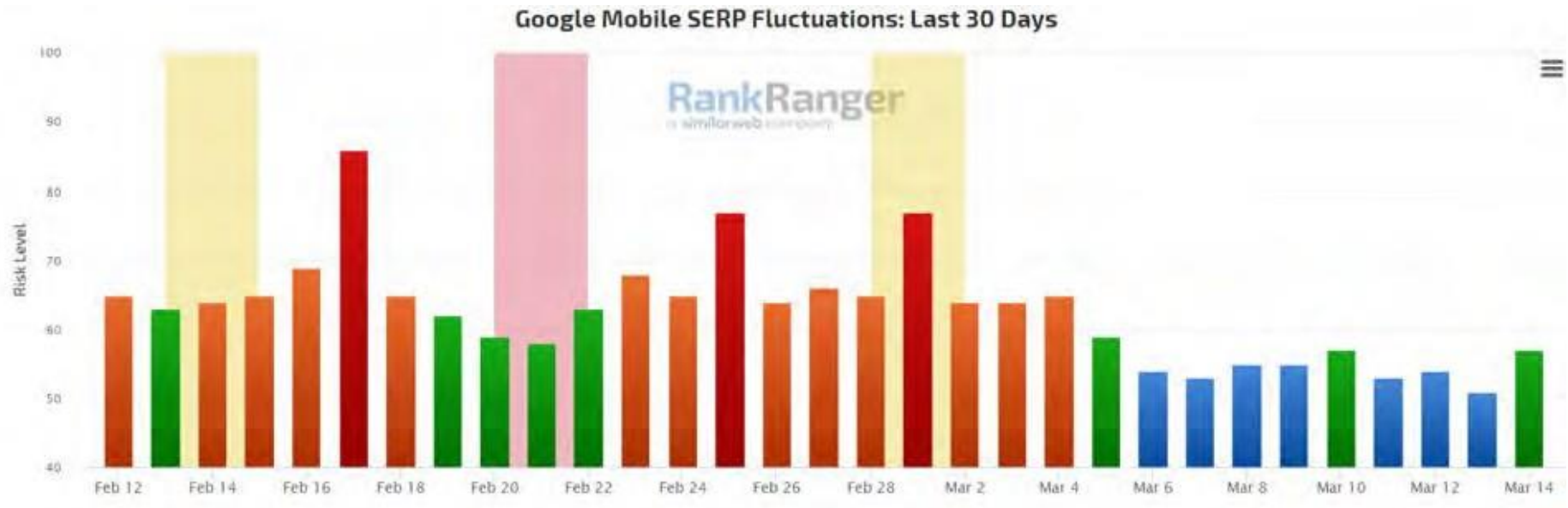

Google algorithm updates in 2021
A new year is about to begin and it's a good time to take a look at the updates released during the past year. 2021 was a full year for Google and SEOs: multiples Core Updates, Page Experience Update, Spam Update, etc.
JANUARY
FEBRUARY
• Passage Indexing (US/English)
MARCH
APRIL
• (Featured Snippet Drop...
...and Recovery)
MozCast measured a 40% day-over-day drop in SERPs with Featured Snippets, with a mysterious return to their previous levels three weeks after.
• Product Reviews Update
Google announced an update to reward in-depth reviews over thin reviews and spammy affiliates (impacting English-language only at launch).
MAY
JUNE
• June 2021 Core Update
• Spam Updates
Danny Sullivan of Google, said that "both parts of this spam update were "global" updates that targeted both web results and image results'.
• July 2021 Core Update
A follow-up to the June Core Update, it rolled out from July 1-12.
JULY
• Page Experience Update
This update included Core Web Vitals and impacted both organic results and News results (including Top Stories).
• November 2021 Spam update
We do not know if this update targets link spam, content spam, or other forms of search spam.
NOVEMBER
SEPTEMBER
AUGUST
OCTOBER
• Link Spam Update
• November 2021 Core Update
This is the third core update Google released in 2021.
• Google Title Update
Google informed the public of a new system that can generate titles for website pages. It will focus more on accurately describing what a page is about.
• December 2021 Product Reviews Update
This will impact product reviews on English-language pages. It will take about three weeks to complete.
DECEMBER
• Translated Results (India)
Google documented a change called Translated Results currently limited to India. It auto-translates the titles and snippets between languages.
22 possible Google search ranking unconfirmed update
oncrawl
Make smarter SEO decisions


Google 2022 Updates
As SEOs, Google updates are a part of the job that can't always be anticipated and most certainly can't be controlled. The Google updates came at quite a quick pace this year; some we are used to seeing, others had the SEO community more concerned than usual. Let's take a look at what changed in 2022.
Feb 22
Page Experience Update (desktop)
Positive or negative shifts in desktop search rankings, occurring on or after March 3, could be attributed to this update.
March 22
March 2022 Product Reviews Update
This update enhances Google's ability to identify high quality product reviews.
May 22
May 2022 Core Update
This update began on May 25, 2022, and was completed on June 9, 2022.
July 22
July 2022 Product Reviews Update
The 4th in its series, the update improved the initial algorithm released in March 2021. Unlike many other algorithm changes, this one was announced.
Aug 22
Helpful Content Update
An update that seeks to improve the quality of search results by promoting helpful content. The algorithm relies on machine learning to identify unhelpful content.The update was completed on September 9th.
Sep 22
September 2022 Core Update
The second core update of the year, released just 3 days after the Helpful Content Update was rolled out. It resulted in some rank volatility, but was overall considered weaker than other core updates.


Sep 23
September 2022 Product Reviews Update
Although a typical update, this one caused quite a stir as it rolled out one week after the core update and very shortly after the helpful content update.
Oct 14
Google Introduces "Site Names" To Mobile Search Results
The update, available in the English, French, Japanese, and German markets, now displays site names in order to make it easier for users to identify the specific website in the search results.
Oct 19
October 2022 Spam Update
After 11 months of preparation, this update, targeted at fighting spam, was released worldwide and in all languages.
Dec 5
December 2022 Helpful Content Update
A first update rolled out across search results 4 months after the launch. This version of the update expands to all languages.
December 2022 Link Spam Update
This update utilizes SpamBrain, Google's AI-based spam-prevention system, to fight link spam in search results. The update impacts all languages.
oncrawl
Make smarter SEO decisions

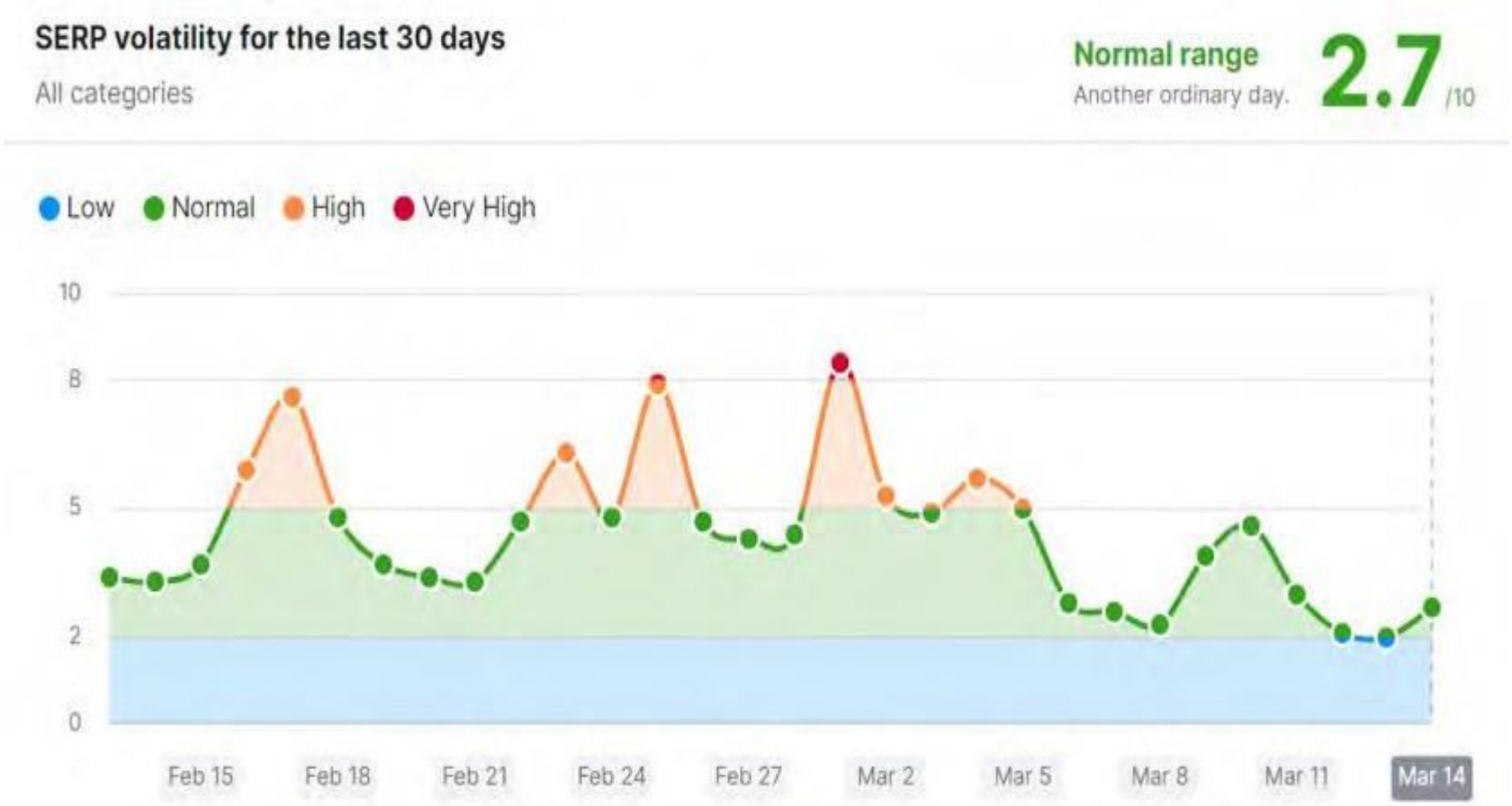
FREE TOOLS TO CHECK SERP VOLATILITY

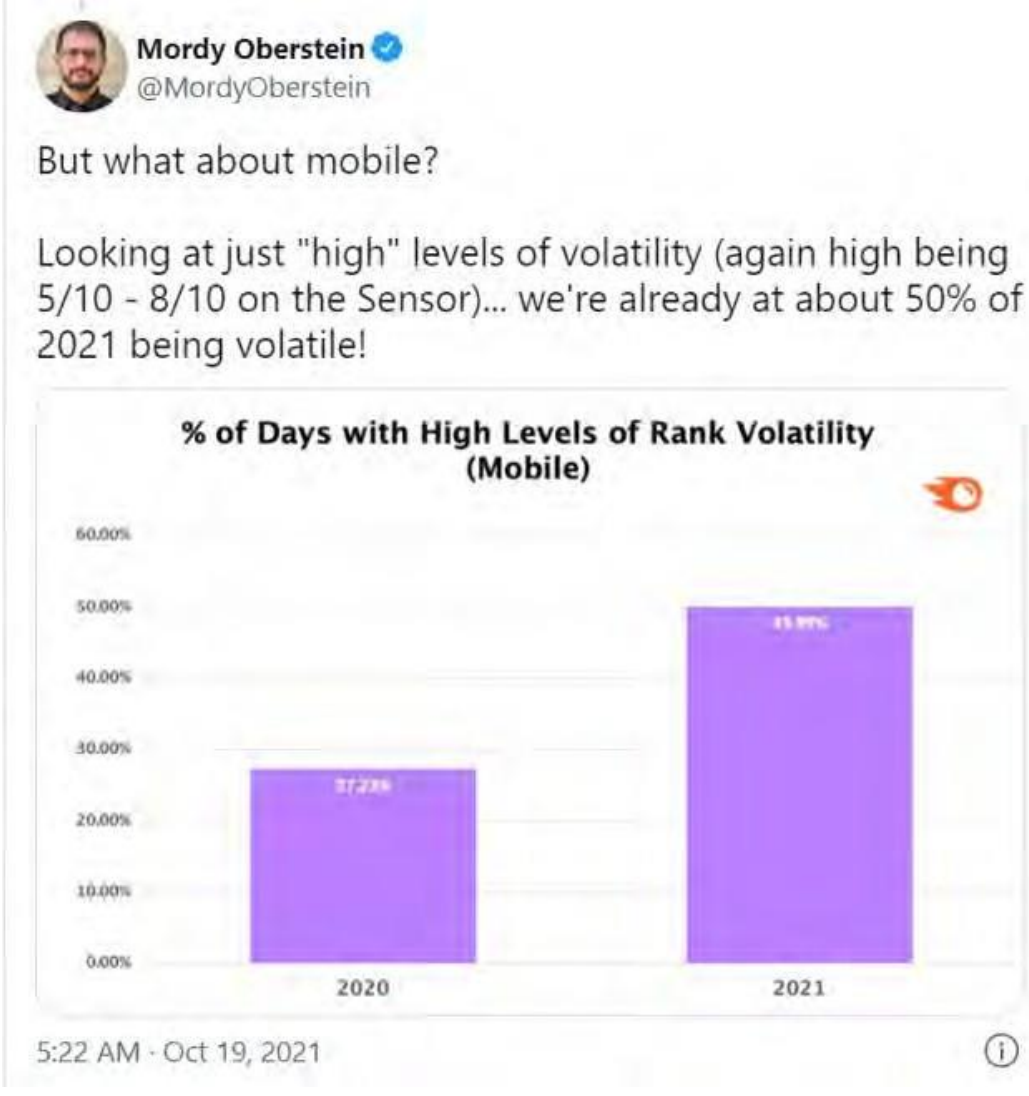
https://www.rankranger.com/rank-risk-index

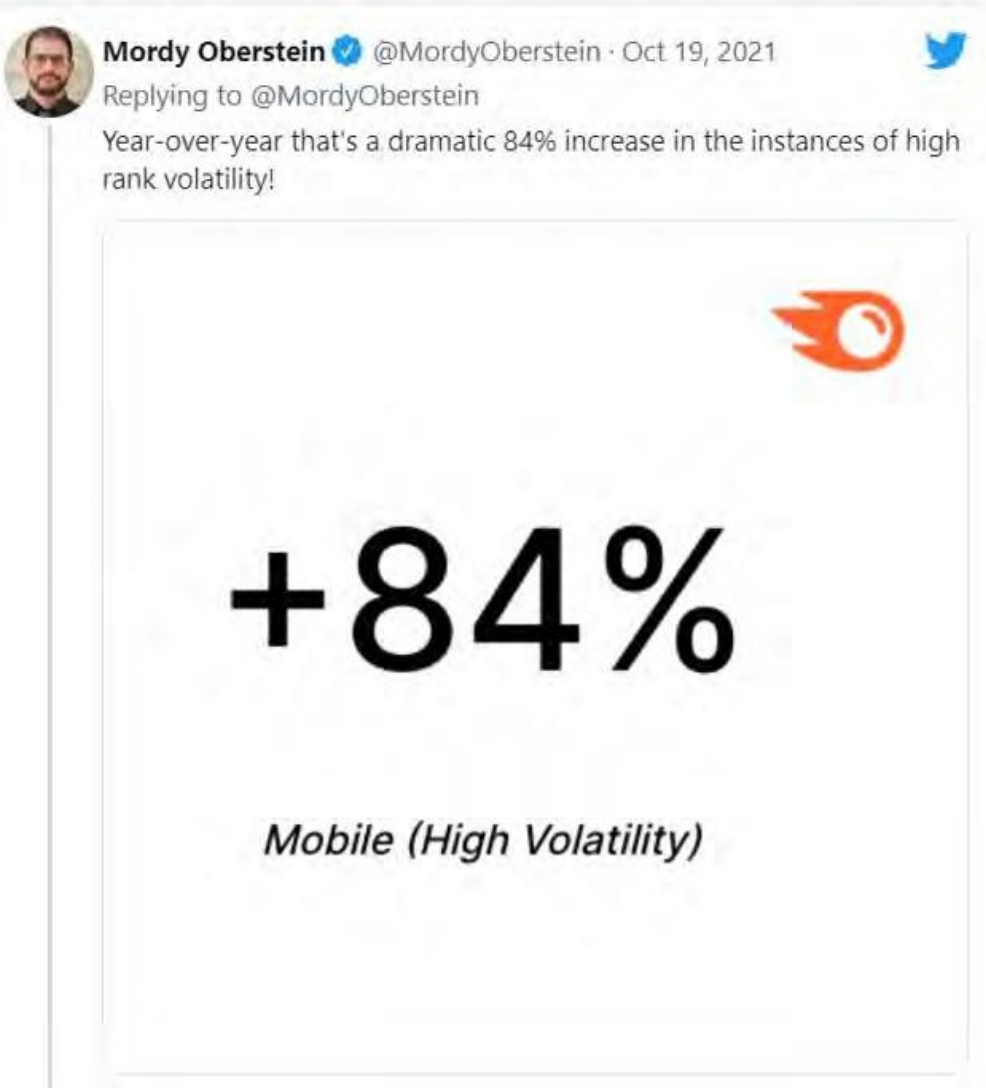


FREE TOOLS TO CHECK SERP VOLATILITY

https://www.semrush.com/sensor/



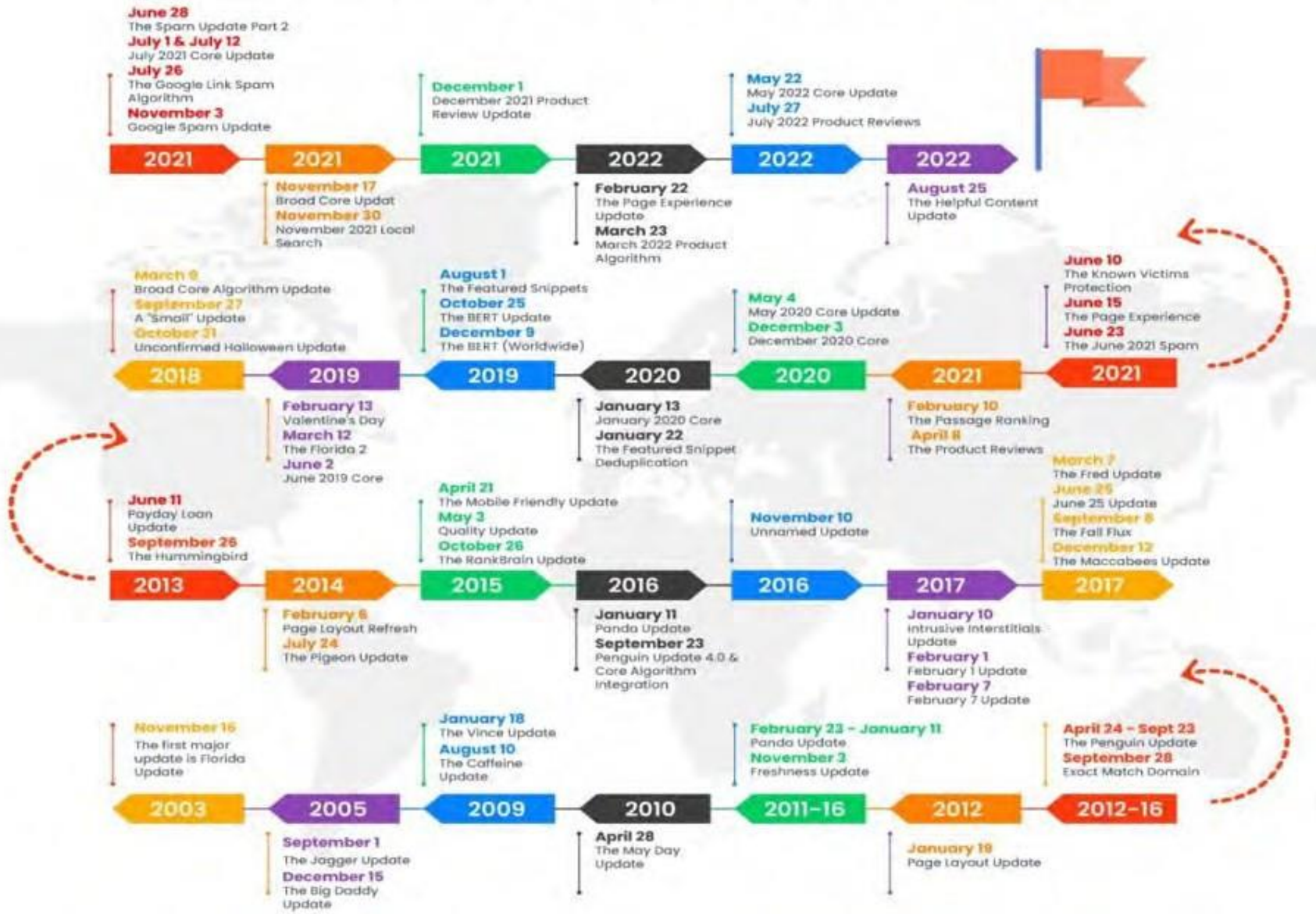




https://www.seroundtable.com/google-search-algorithm-updates-more-extreme-32277.html

HERE IS THE COMPLETE HISTORY OF VITAL

GOOGLE UPDATES SINCE 2003



ALGORITHM UPDATE RESOURCES

- Google Search Quality Raters Guidelines: https://services.google.com/fh/files/misc/hsw-sqrg.pdf
- Official List of Google Updates (Confirmed): https://developers.google.com/search/updates/ranking
- Rank Rangers Sensor: https://www.rankranger.com/rank-risk-index
- SemRush Sensor: https://www.semrush.com/sensor/
- Google Helpful Content Update: https://developers.google.com/search/blog/2022/08/helpful-content-update

Non I.T. person: What's it like working in SEO?

Me: Imagine a merry-go-round

Non I.T. person: Sounds fun

Me: i'm not finished

SEARCH TODAY

- Google wants to know how words and concepts are related to each other.
- What words are closely related to other words (i.e. word emedding?)
- Related entities are IMPORTANT.
- Focus on structure, readability, and context.

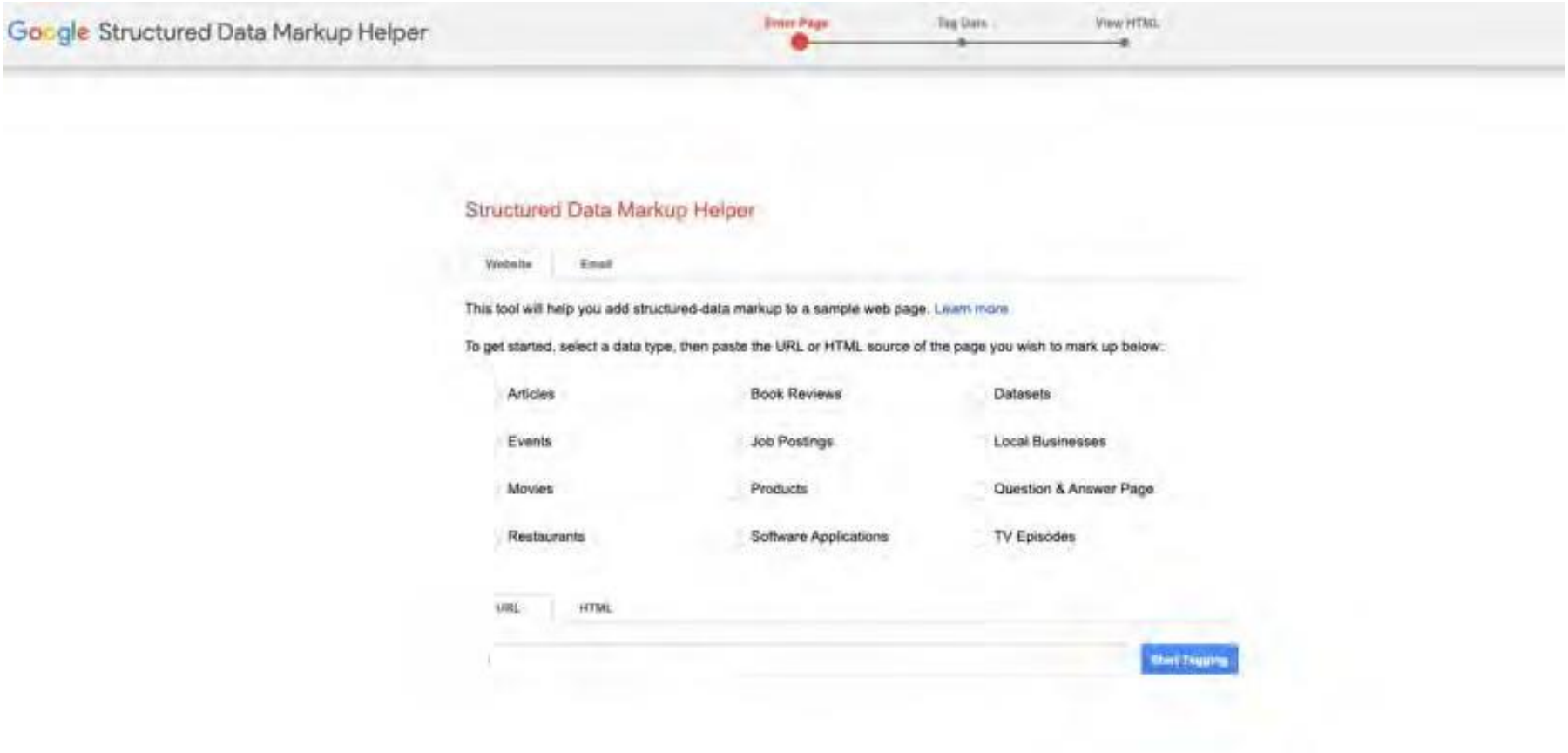
VIDEO OPTIMIZATION

- **Use video sitemaps (visit sitemaps.org)**
- **Use on-page markup (visit schema.org)**
- **Consider the audio (must utilize transcriptions)**

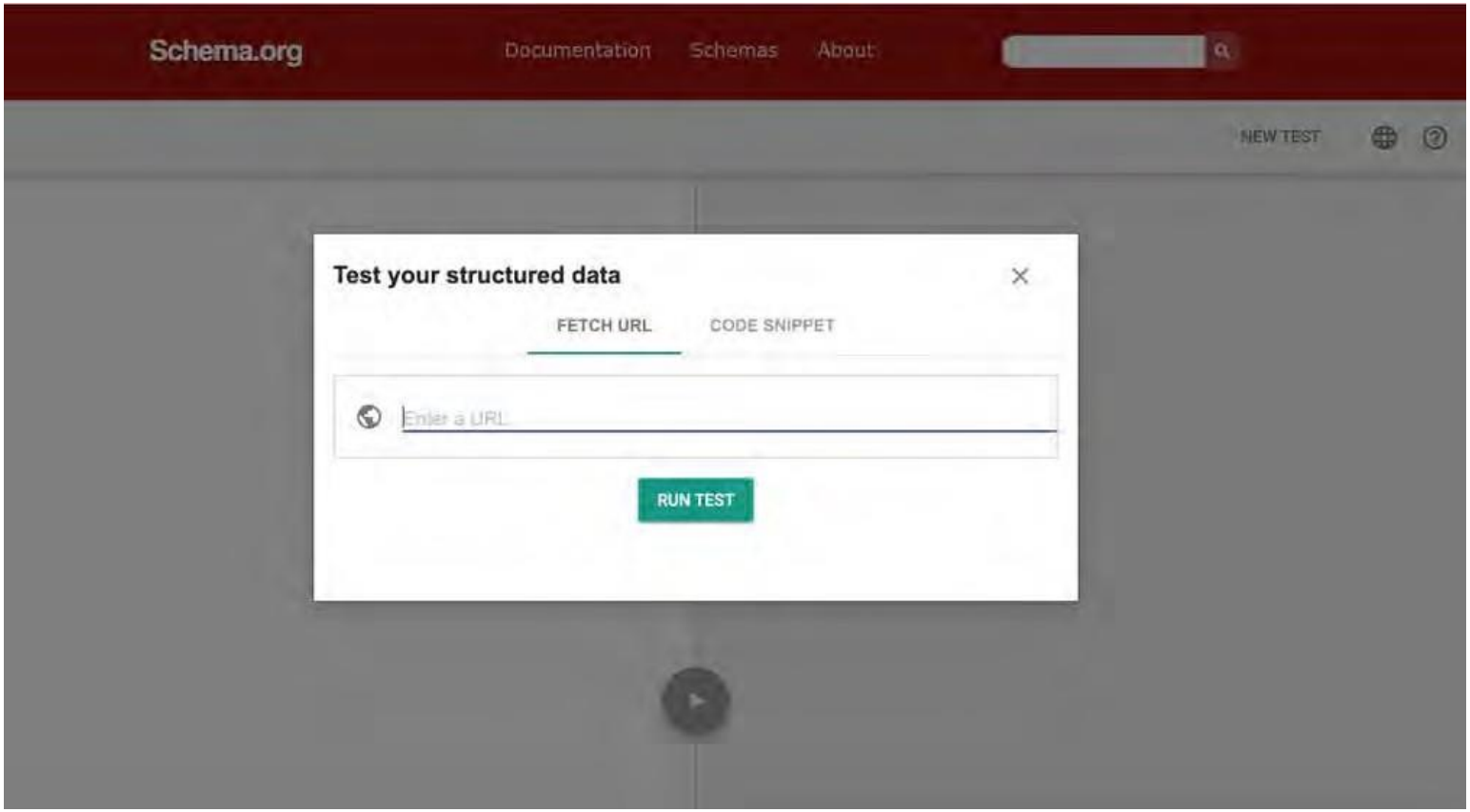
SCHEMA MARKUP

- Helps search engines understand content meaning
- Improves search rankings
- Leads to rich snippets (sometimes)
- Schema.org

GOOGLE STRUCTURED MARKUP HELPER

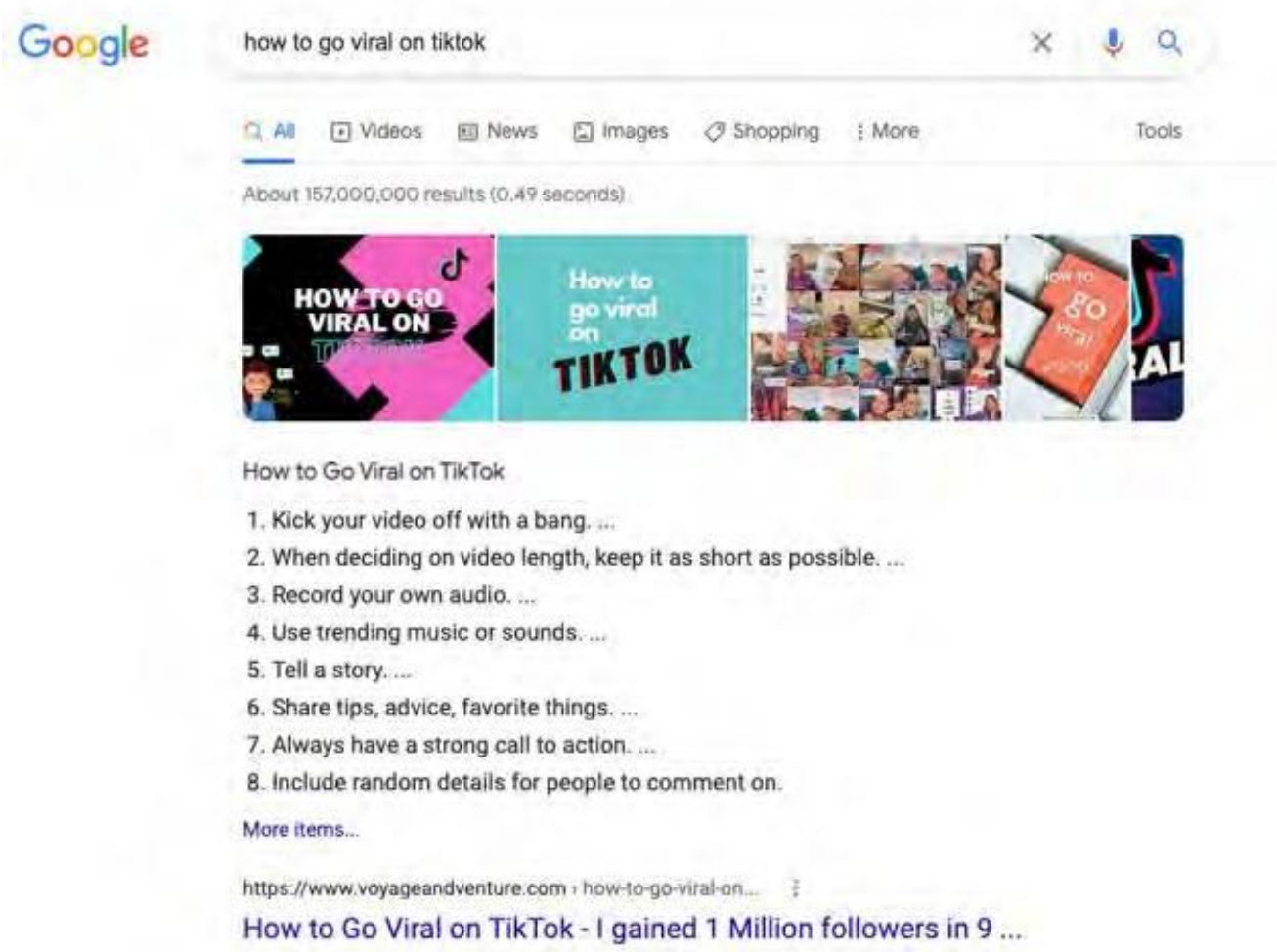


Schema.org

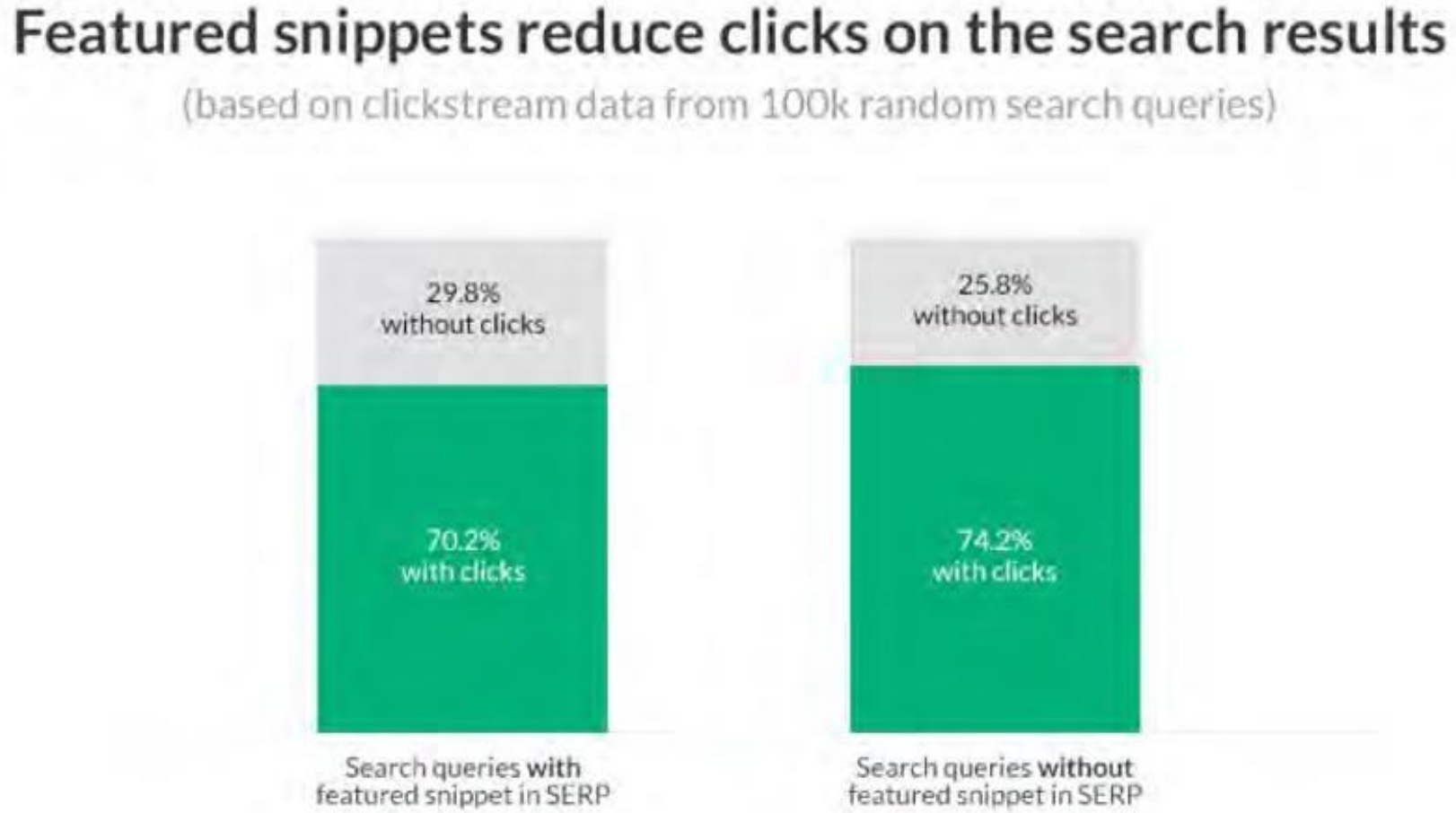

Schema.org
Documentation
Schemas
About
NEW TEST
Test your structured data
FETCH URL
CODE SNIPPET
Enter a URL
RUN TEST

FEATURED SNIPPETS

- **Identify a frequently asked question**
- **Answer it simply and directly**



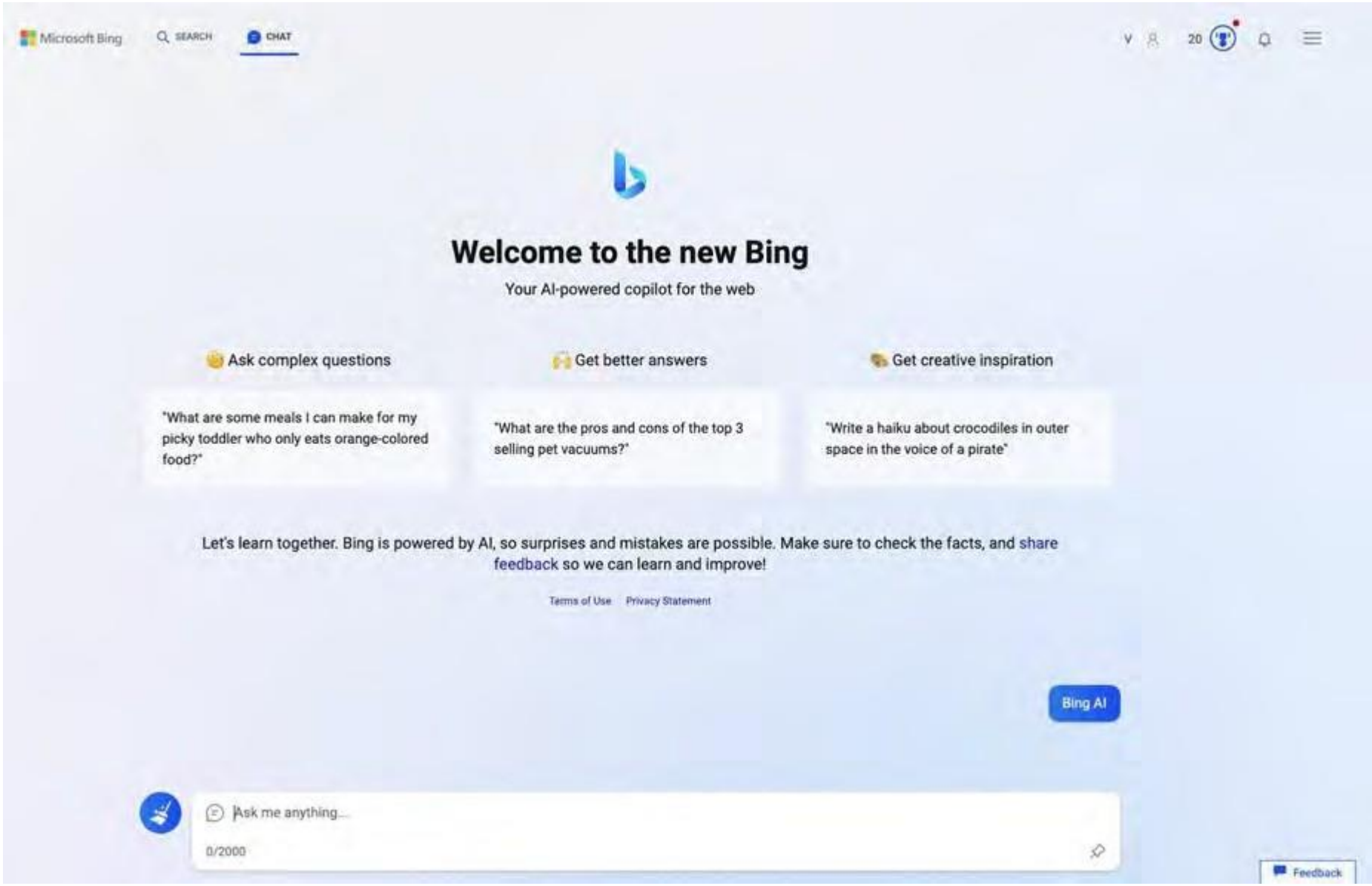
TARGET FEATURED SNIPPETS



FEATURED SNIPPETS

- Check the SERP in incognito mode
- Determine if it's a paragraph or a list
- Add the relevant schema to the page
- Keep your paragraphs short (<50 words) and lists short (sentences)
- Add the query within the answer when possible

AI INTEGRATION INTO SERP



AI INTEGRATION INTO SERP

- **Bing Chat Answers Now In Bing Search Results**
- **Google launches Bard, its answer to ChatGPT – here's what it looks like**
- **Google begins to open Bard to a limited number of users**
- **Google AI chatbot Bard flubs an answer in ad (Video)**
- **Your SEO guide to the ChatGPT API**

Suggested Tools

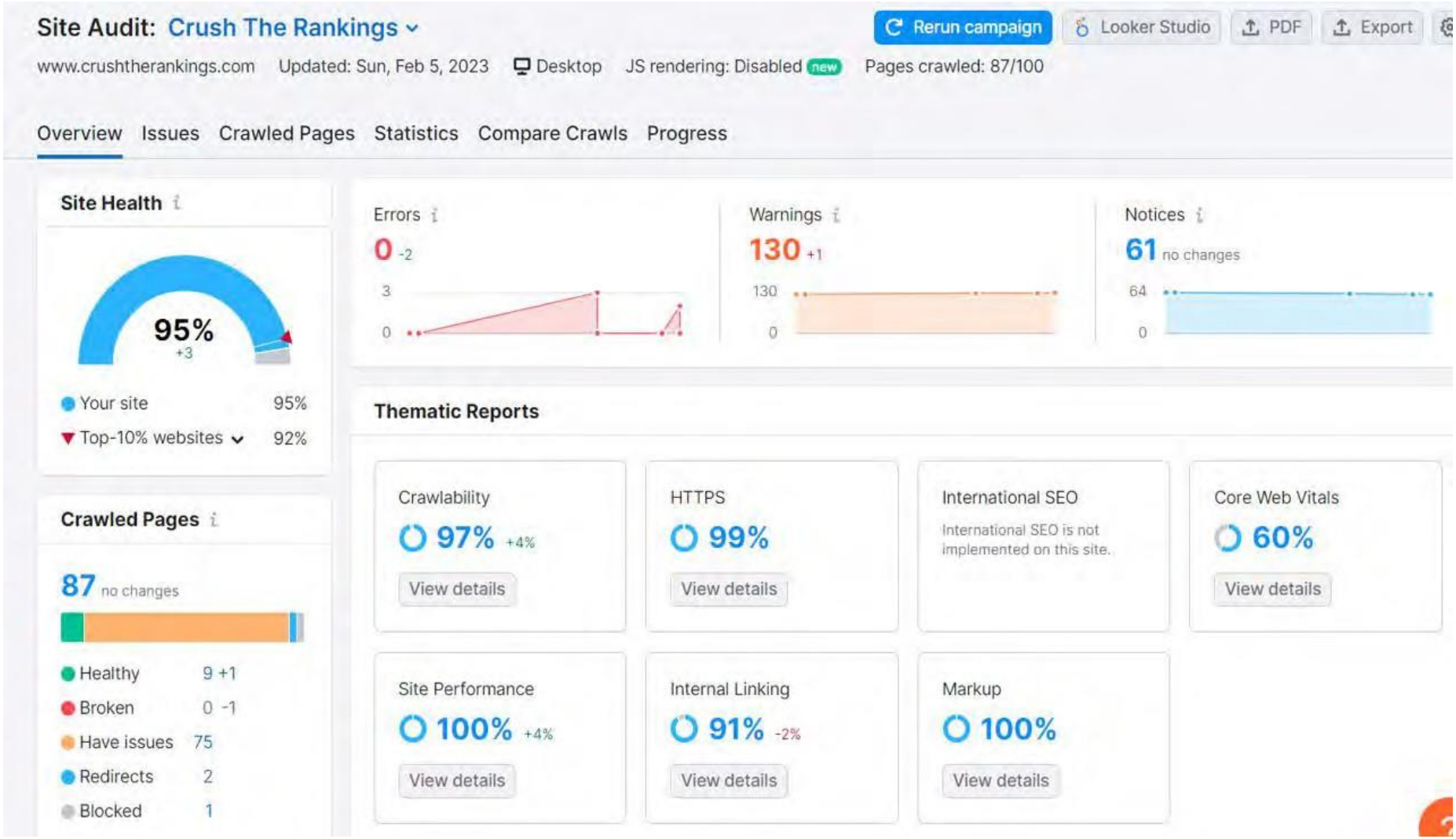
- SEMRush
- AHRefs
- MOZ
- https://www.seoptimer.com

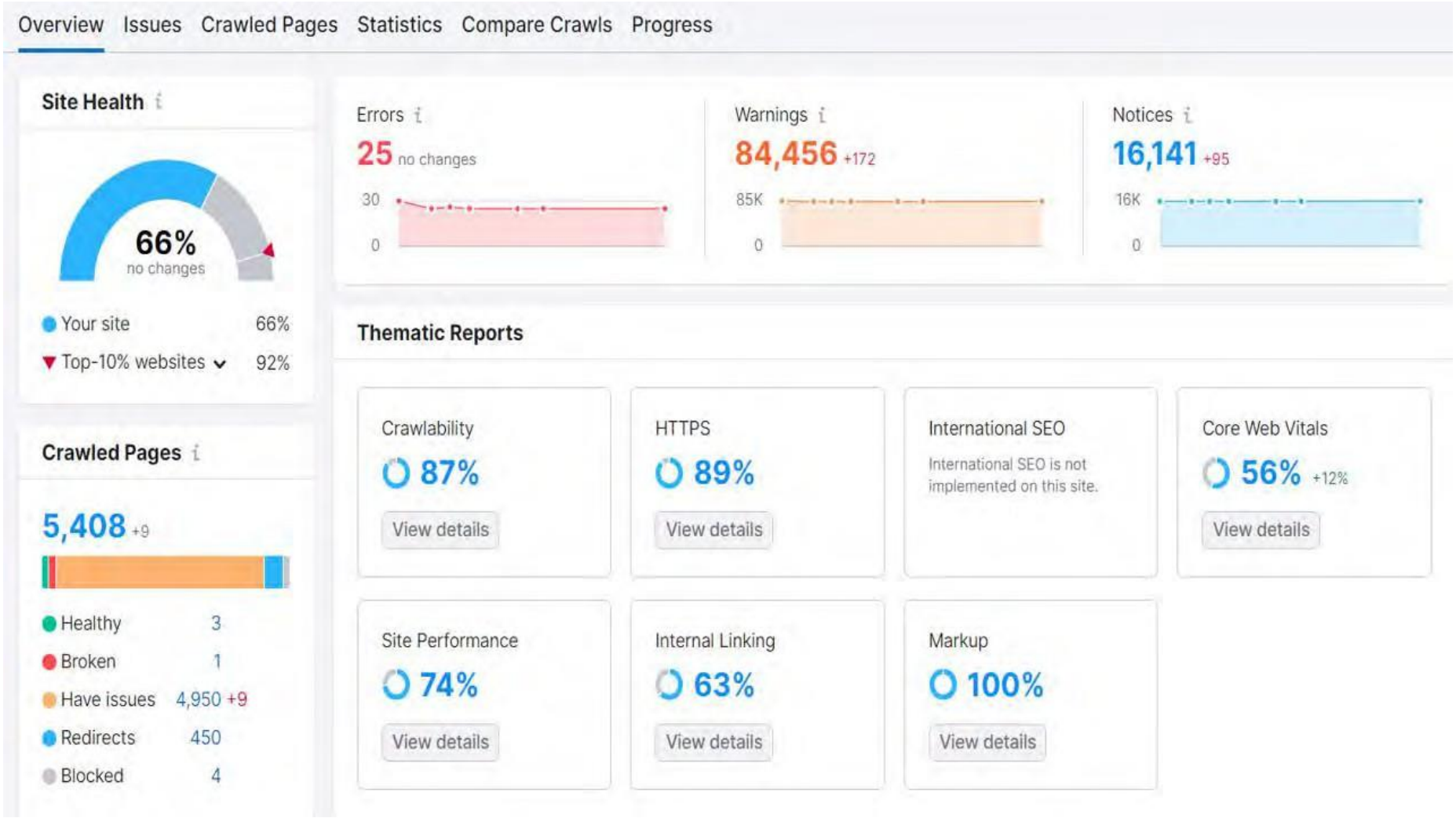
Health Audit: SEMRush

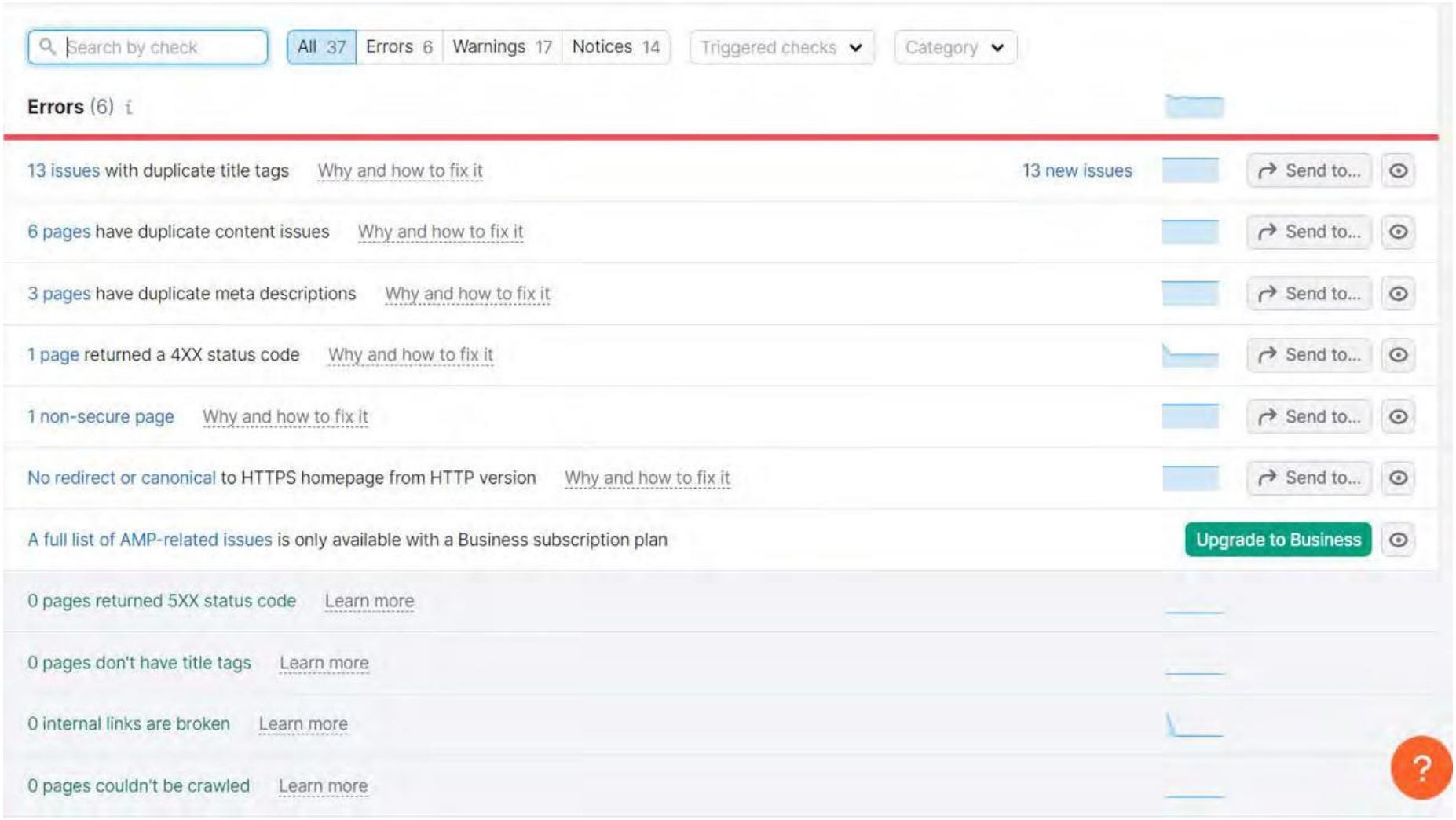
HEALTH AUDIT: Break Out Activity

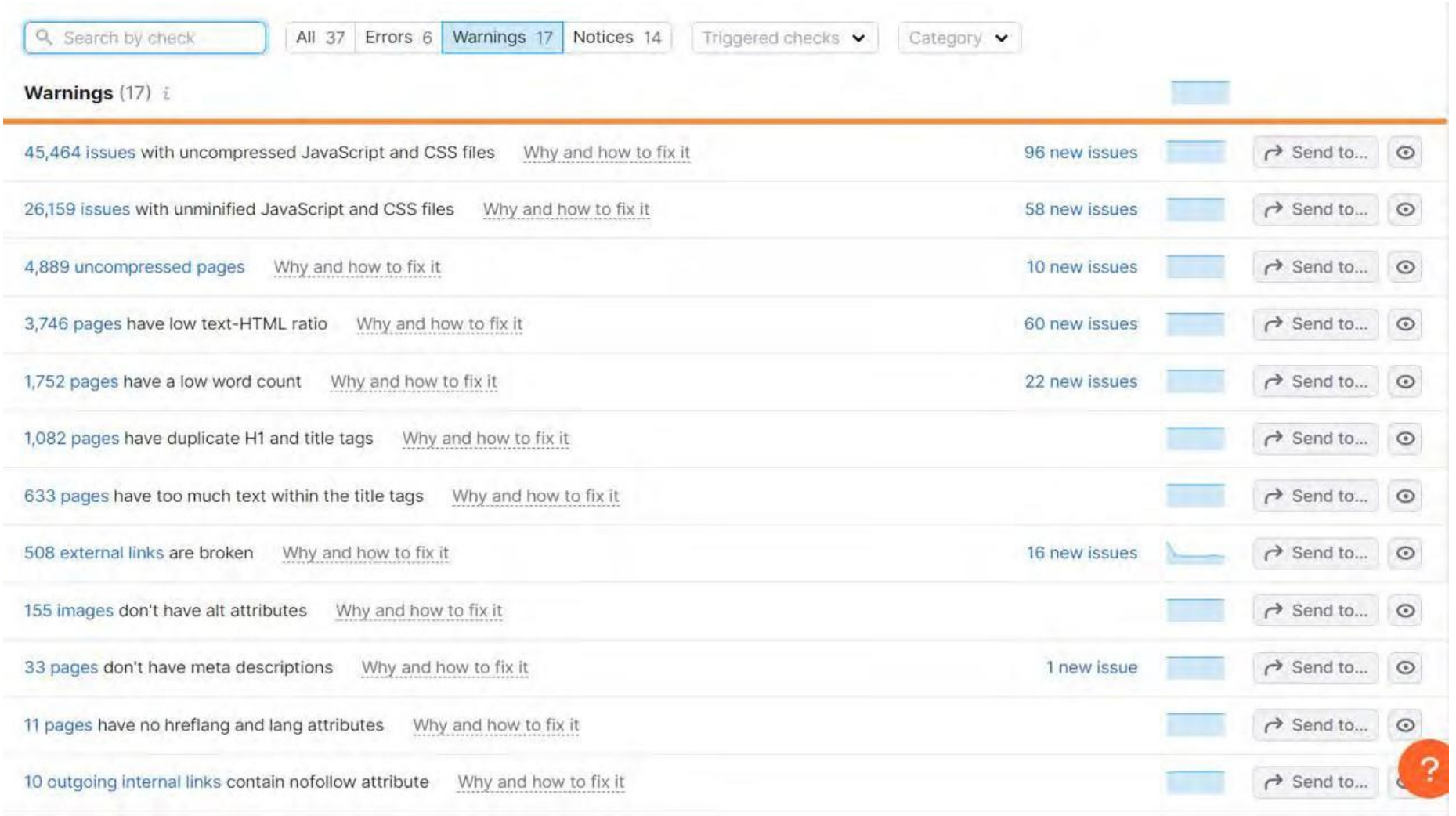
Identified Issue(s)	Solution	Priority

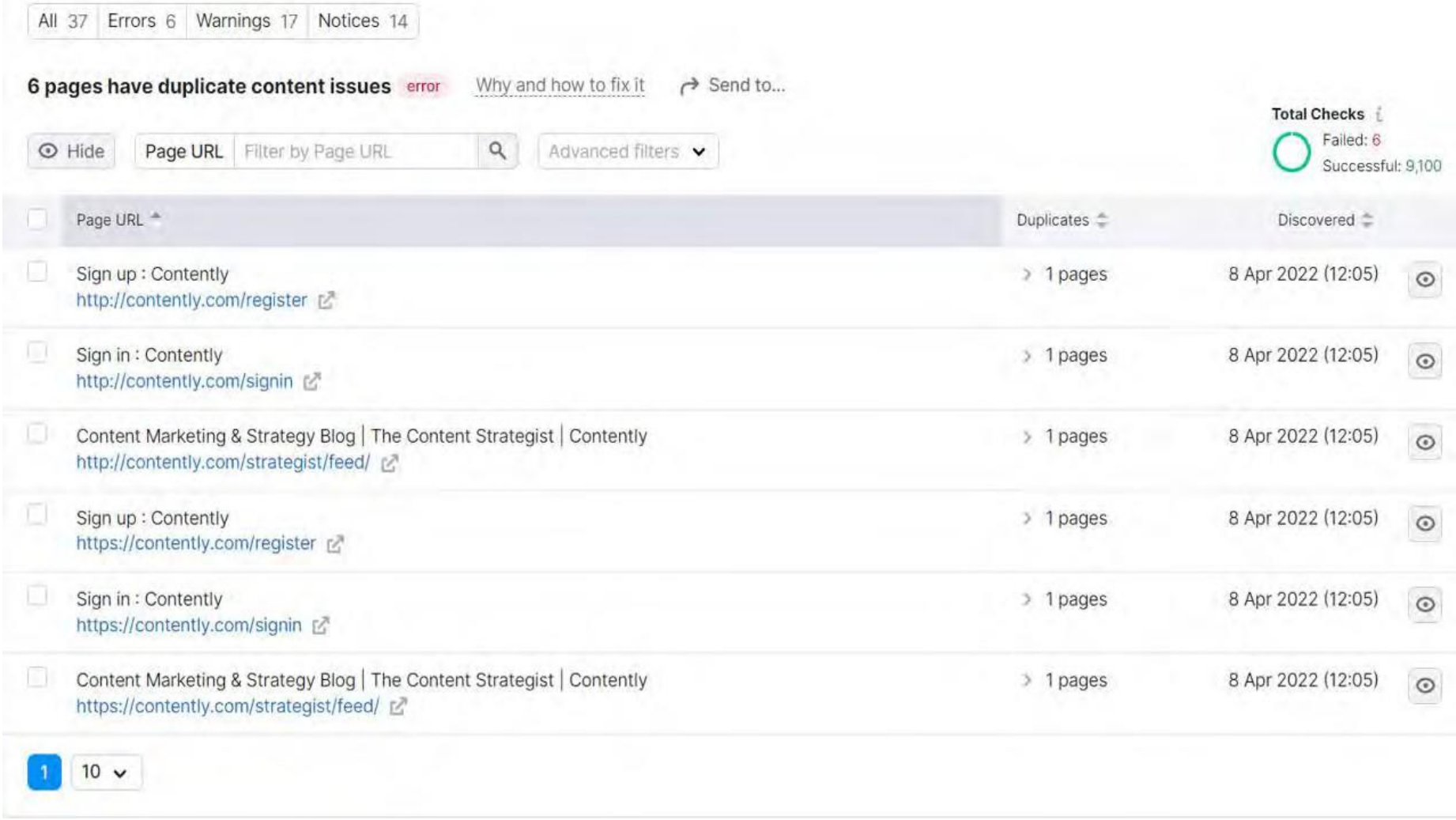
Site Audit: Crush the Rankings




Overview
Issues
Crawled Pages
Statistics
Compare Crawls
Progress
Site Health
66%
no changes
Your site 66%
Top-10% websites 92%
Crawled Pages
5,408 +9
Healthy 3
Broken 1
Have issues 4,950 +9
Redirects 450
Blocked 4
Errors
25 no changes
30
0
Warnings
84,456 +172
85K
0
Notices
16,141 +95
16K
0
Thematic Reports
Crawlability
87%
View details
HTTPS
89%
View details
International SEO
International SEO is not implemented on this site.
Core Web Vitals
56% +12%
View details
Site Performance
74%
View details
Internal Linking
63%
View details
Markup
100%
View details


Search by check
All 37
Errors 6
Warnings 17
Notices 14
Triggered checks
Category
Errors (6)
13 issues with duplicate title tags
Why and how to fix it
13 new issues
Send to...
6 pages have duplicate content issues
Why and how to fix it
Send to...
3 pages have duplicate meta descriptions
Why and how to fix it
Send to...
1 page returned a 4XX status code
Why and how to fix it
Send to...
1 non-secure page
Why and how to fix it
Send to...
No redirect or canonical to HTTPS homepage from HTTP version
Why and how to fix it
Send to...
A full list of AMP-related issues is only available with a Business subscription plan
Upgrade to Business
0 pages returned 5XX status code
Learn more
0 pages don't have title tags
Learn more
0 internal links are broken
Learn more
0 pages couldn't be crawled
Learn more


Search by check
All 37
Errors 6
Warnings 17
Notices 14
Triggered checks
Category
Warnings (17)
45,464 issues with uncompressed JavaScript and CSS files
Why and how to fix it
96 new issues
Send to...
26,159 issues with unminified JavaScript and CSS files
Why and how to fix it
58 new issues
Send to...
4,889 uncompressed pages
Why and how to fix it
10 new issues
Send to...
3,746 pages have low text-HTML ratio
Why and how to fix it
60 new issues
Send to...
1,752 pages have a low word count
Why and how to fix it
22 new issues
Send to...
1,082 pages have duplicate H1 and title tags
Why and how to fix it
Send to...
633 pages have too much text within the title tags
Why and how to fix it
Send to...
508 external links are broken
Why and how to fix it
16 new issues
Send to...
155 images don't have alt attributes
Why and how to fix it
Send to...
33 pages don't have meta descriptions
Why and how to fix it
1 new issue
Send to...
11 pages have no hreflang and lang attributes
Why and how to fix it
Send to...
10 outgoing internal links contain nofollow attribute
Why and how to fix it
Send to...


All 37
Errors 6
Warnings 17
Notices 14
6 pages have duplicate content issues error
Why and how to fix it
Send to...
Total Checks
Failed: 6
Successful: 9,100
Hide
Page URL
Filter by Page URL
Advanced filters
Page URL
Duplicates
Discovered
Sign up : Contently
http://contently.com/register
1 pages
8 Apr 2022 (12:05)
Sign in : Contently
http://contently.com/signin
1 pages
8 Apr 2022 (12:05)
Content Marketing & Strategy Blog | The Content Strategist | Contently
http://contently.com/strategist/feed/
1 pages
8 Apr 2022 (12:05)
Sign up : Contently
https://contently.com/register
1 pages
8 Apr 2022 (12:05)
Sign in : Contently
https://contently.com/signin
1 pages
8 Apr 2022 (12:05)
Content Marketing & Strategy Blog | The Content Strategist | Contently
https://contently.com/strategist/feed/
1 pages
8 Apr 2022 (12:05)
1
10

1,082 pages have duplicate H1 and title tags warning Why and how to fix it Send to...

Hide | Page URL | Filter by Page URL | Advanced filters

Total Checks
Failed: 1,082
Successful: 3,801

Page URL	Title	Discovered
Want to Scale Your Content Program Internationally? Take This First Step http://contently.com/2018/09/07/scale-content-program-internationally/	Want to Scale Your Content Program Internationally? Take This First Step	30 Dec 2022 (03:21)
5 Steps to Minimize Sourcing Snafus in Content Marketing http://contently.com/2022/06/23/5-steps-to-minimize-sourcing-snafus-in-content-marketing/	5 Steps to Minimize Sourcing Snafus in Content Marketing	23 Sep 2022 (07:04)
The Depressing Reality About Writing Books https://contently.com/2011/02/17/the-depressing-reality-about-writing-books/	The Depressing Reality About Writing Books	20 Sep 2019 (09:32)
How Startup Birchbox Uses Content To Sell Tons of Beauty Supplies https://contently.com/2011/08/01/how-startup-birchbox-uses-content-to-sell-tons-of-beauty-supplies/	How Startup Birchbox Uses Content To Sell Tons of Beauty Supplies	23 Dec 2022 (07:52)
How To Get Millions Of Pageviews With Your Content Marketing Strategy [CASE STUDY] https://contently.com/2011/08/01/minnesota-vikings-content-strategy/	How To Get Millions Of Pageviews With Yo...ntent Marketing Strategy [CASE STUDY]	23 Dec 2022 (07:52)
How to Develop a Community Management Plan https://contently.com/2011/08/12/how-to-develop-a-community-management-plan/	How to Develop a Community Management Plan	23 Dec 2022 (07:52)
How To Never Run Out of Blog Post Ideas https://contently.com/2011/09/20/how-to-never-run-out-of-blog-post-ideas/	How To Never Run Out of Blog Post Ideas	30 Dec 2022 (03:21)
The Best Tools on Wordpress to Make Your Content Look Great https://contently.com/2011/10/05/the-best-tools-on-wordpress-to-make-your-content-look-great/	The Best Tools on Wordpress to Make Your Content Look Great	23 Dec 2022 (07:52)

FREE TOOLS/RESOURCES

Conduct Audit or Enter Your Site Into:

- https://www.seoptimer.com/
- https://seomator.com/free-seo-audit-tool
- https://www.seobility.net/en/seocheck/

SPEED MATTERS!

PAGE SPEED

- Large, slow-to-load pages run the risk of being crawled only partially or skipped completely. (15MB MAX) https://searchengineland.com/googlebot-will-crawl-and-index-the-first-15mb-of-content-per-page-385995#:~:text=Googlebot%20can%20crawl%20the%20first,15MB%20of%20content%20for%20indexing.
- Google recommends above the fold content load no slower than 1 second.

- **Compress Images**
  - Compressor.io
  - Tinypng.com

Core Web Vitals

(Loading)

LCP

Largest Contentful Paint

(Interactivity)

FID

First Input Delay

(Visual Stability)

CLS

Cumulative Layout Shift

CHECKING CORE VITALS

- https://web.dev/vitals/
- **Standards**
  - Largest Contentful Paint(LCP) - how long it takes for the largest piece of content on the page to render. (2.5s)
  - First Input Delay (FID) - FID measures how long it takes for a user to get a response from the site in the browser, such as a click interaction (<100ms)
  - Cumulative Layout Shift (CLS) - focuses on the visual stability, such as moving elements as the page loads (0.1s)

- **Comments from John Mueller on 8/6/2021**

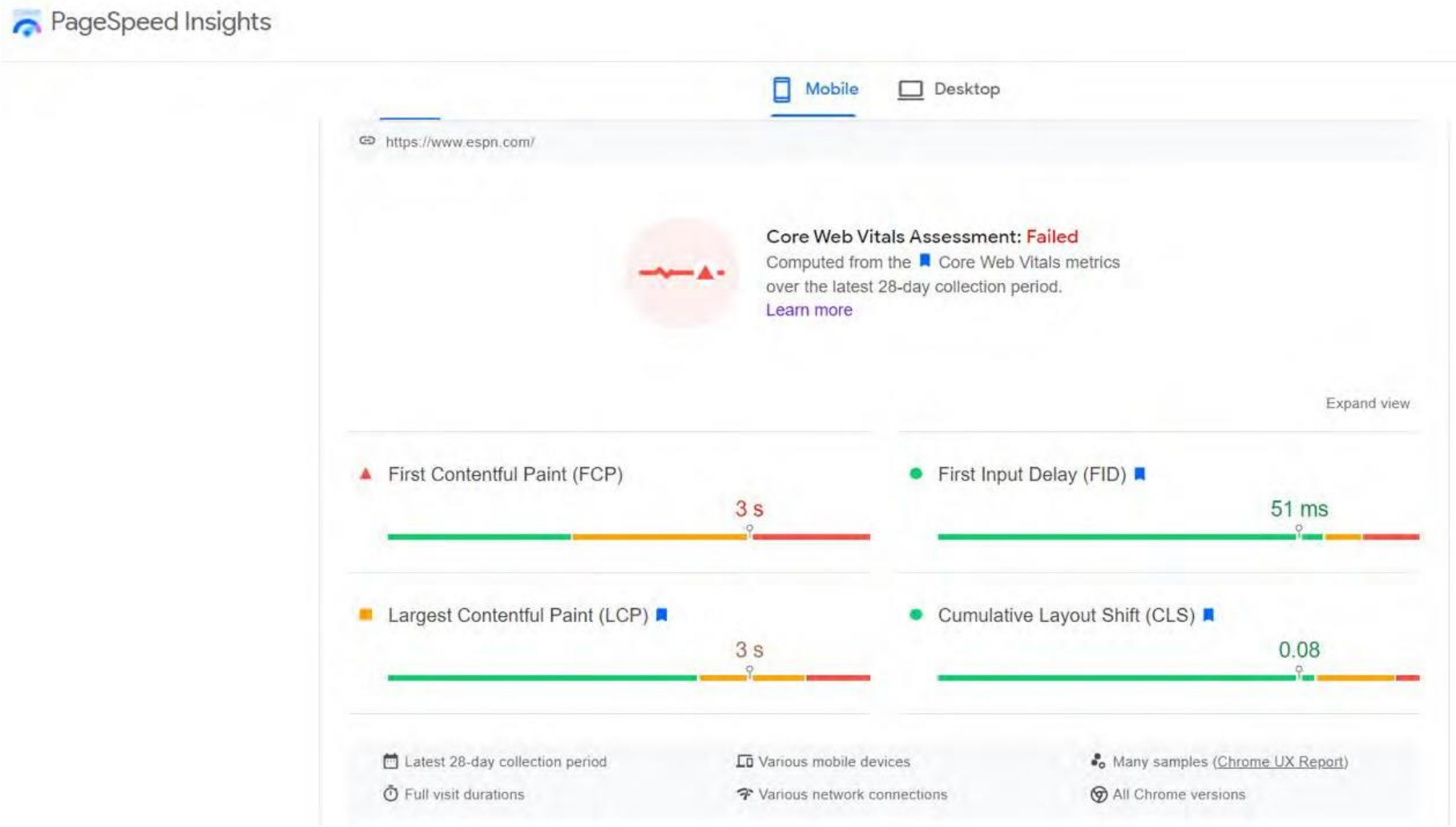
johnmu - 2d

It is a ranking factor, and it's more than a tie-breaker, but it also doesn't replace relevance.

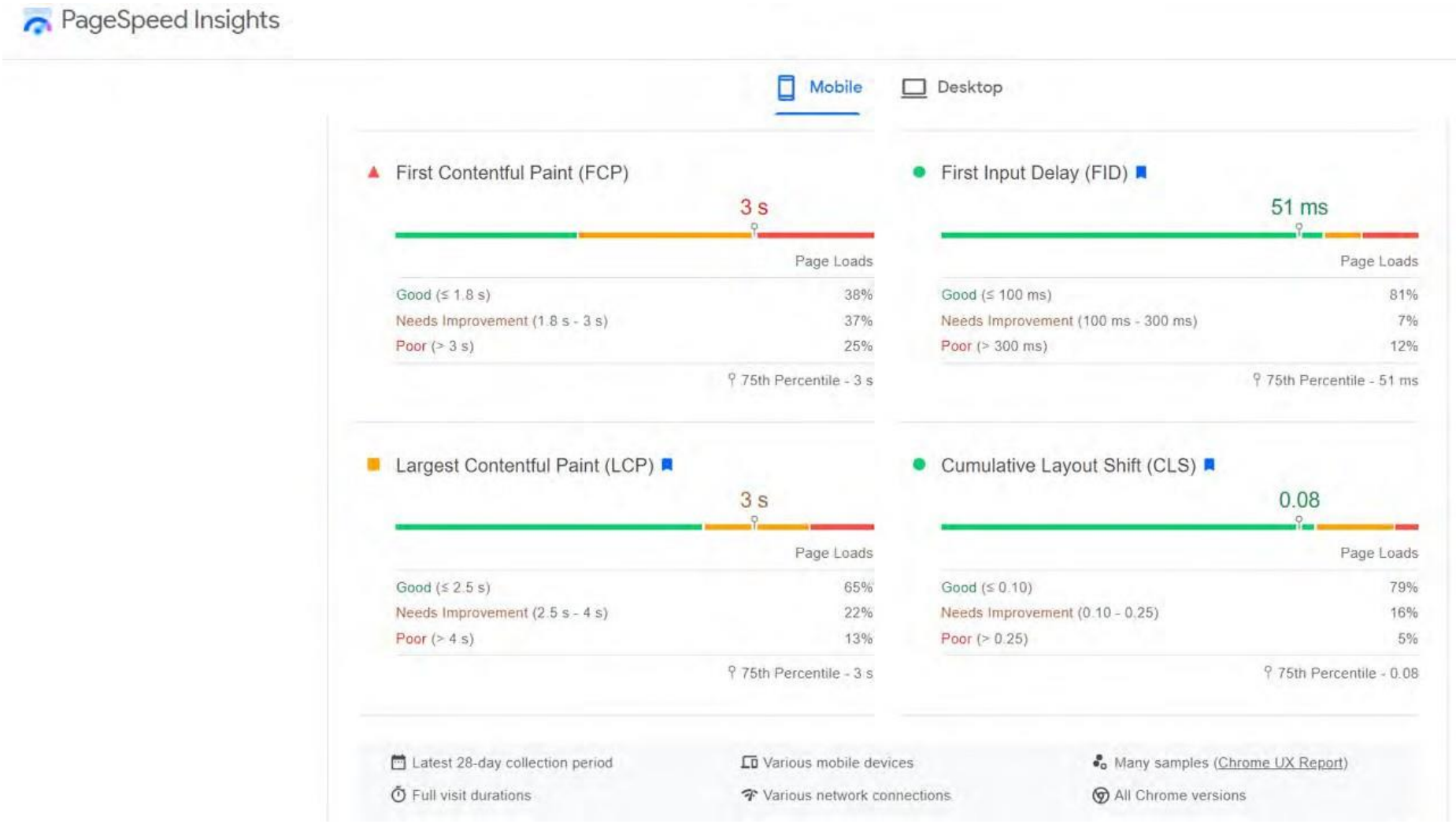
Depending on the sites you work on, you might notice it more, or you might notice it less. As an SEO, a part of your role is to take all of the possible optimizations and figure out which ones are worth spending time on. Any SEO tool will spit out 10s or 100s of "recommendations", most of those are going to be irrelevant to your site's visibility in search. Finding the items that make sense to work on takes experience.

The other thing to keep in mind with core web vitals is that it's more than a random ranking factor, it's also something that affects your site's usability after it ranks (when people actually visit). If you get more traffic (from other SEO efforts) and your conversion rate is low, that traffic is not going to be as useful as when you have a higher conversion rate (assuming UX/speed affects your conversion rate, which it usually does). CWV is a great way of recognizing and quantifying common user annoyances.

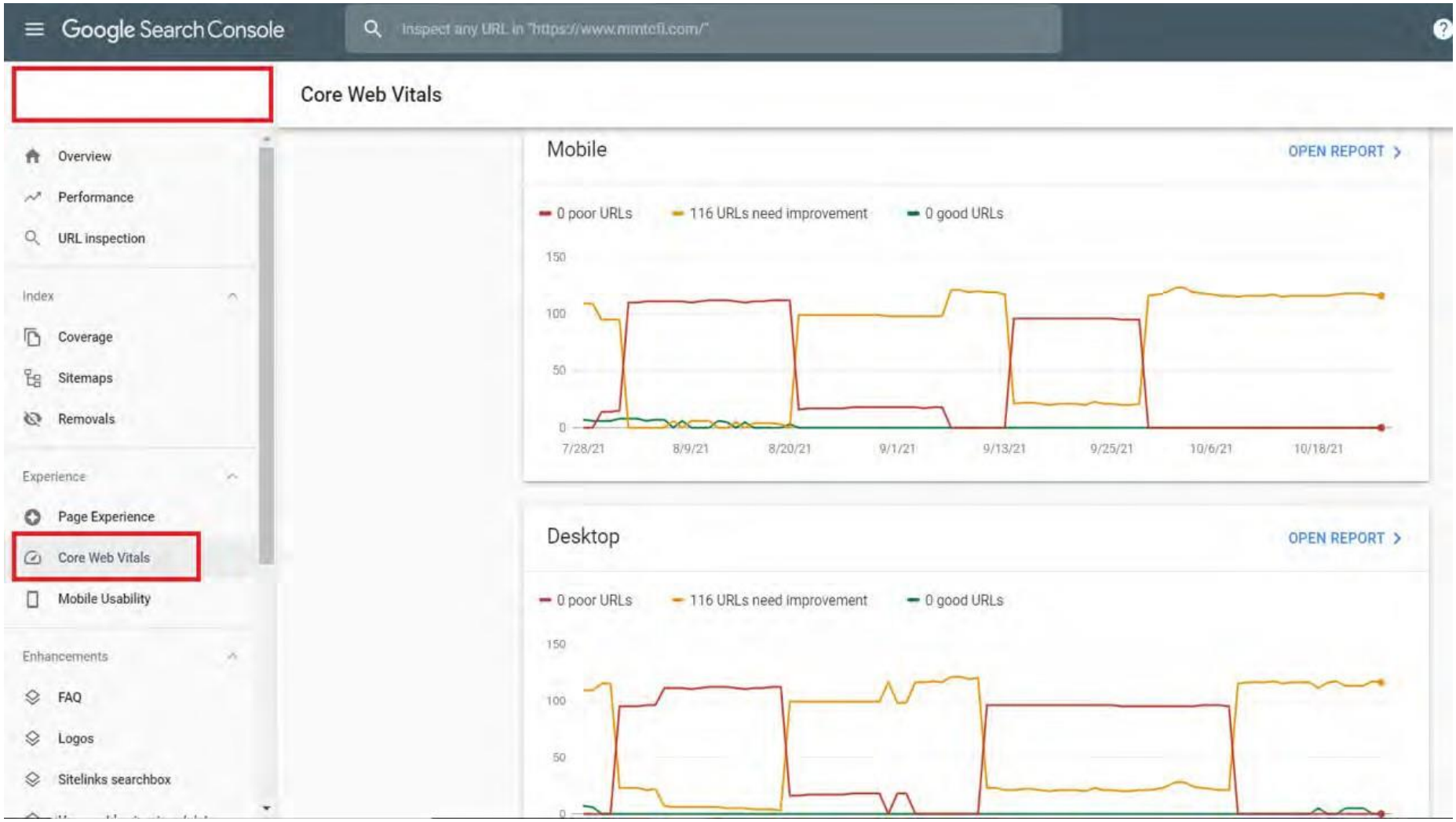
CHECKING YOUR CORE VITALS THROUGH GOOGLE



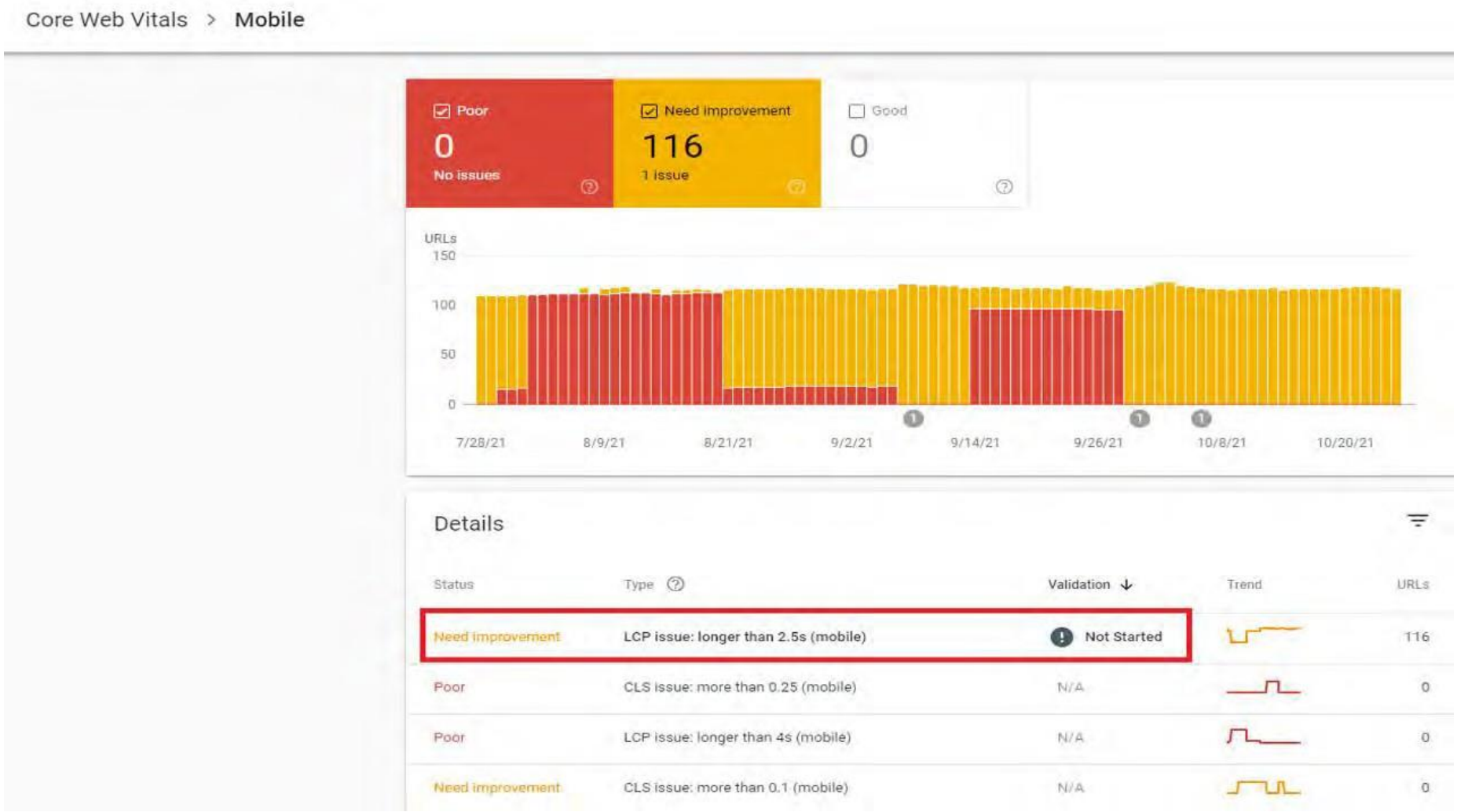
CHECKING YOUR CORE VITALS THROUGH GOOGLE



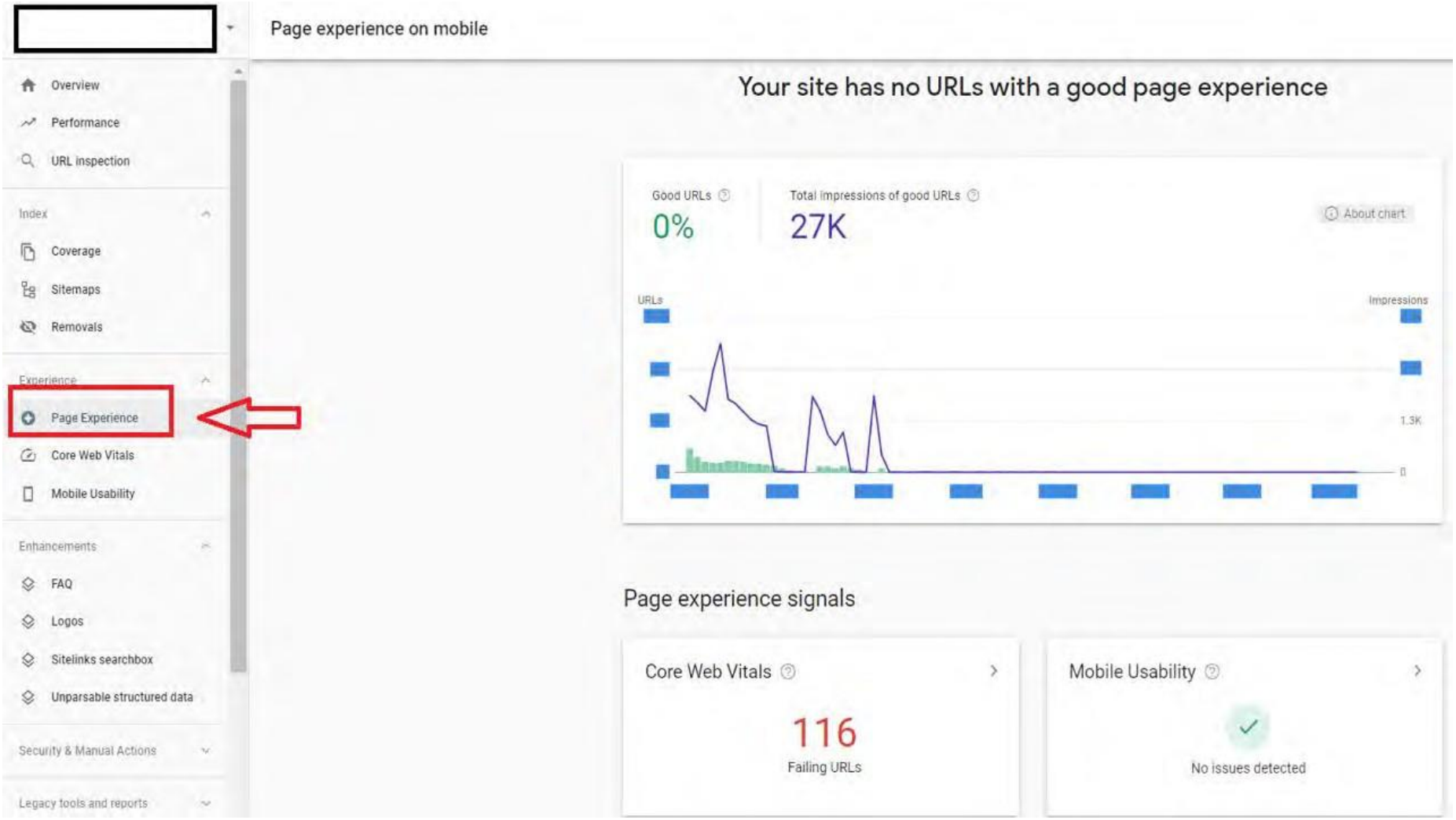
CHECKING YOUR CORE VITALS THROUGH GOOGLE



CHECKING YOUR CORE VITALS THROUGH GOOGLE



CHECKING YOUR CORE VITALS THROUGH GOOGLE

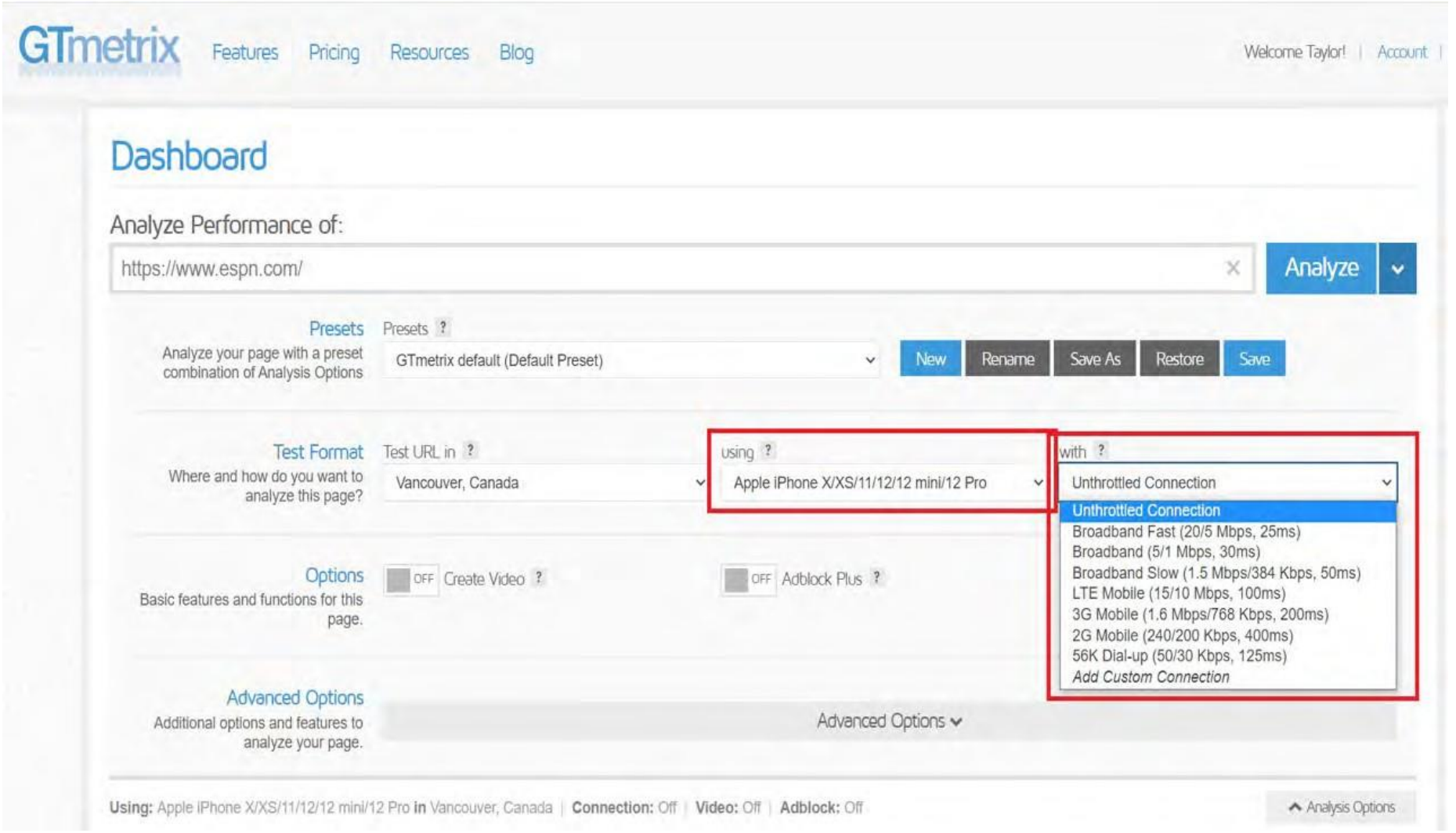


Okay...Google told me my Core Vitals are not good and what pages are failing. How do I fix it?

CHECKING CORE VITALS

GTMetrix

GTMetrix


GTmetrix
Features
Pricing
Resources
Blog
Welcome Taylor!
Account
Dashboard
Analyze Performance of:
https://www.espn.com/
Analyze
Presets
Analyze your page with a preset combination of Analysis Options
Presets
GTmetrix default (Default Preset)
New
Rename
Save As
Restore
Save
Test Format
Where and how do you want to analyze this page?
Test URL in
Vancouver, Canada
using
Apple iPhone X/XS/11/12/12 mini/12 Pro
with
Unthrottled Connection
Unthrottled Connection
Broadband Fast (20/5 Mbps, 25ms)
Broadband (5/1 Mbps, 30ms)
Broadband Slow (1.5 Mbps/384 Kbps, 50ms)
LTE Mobile (15/10 Mbps, 100ms)
3G Mobile (1.6 Mbps/768 Kbps, 200ms)
2G Mobile (240/200 Kbps, 400ms)
56K Dial-up (50/30 Kbps, 125ms)
Add Custom Connection
Options
Basic features and functions for this page.
OFF
Create Video
OFF
Adblock Plus
Advanced Options
Additional options and features to analyze your page.
Advanced Options
Using: Apple iPhone X/XS/11/12/12 mini/12 Pro in Vancouver, Canada | Connection: Off | Video: Off | Adblock: Off
Analysis Options

GTMetrix

Latest Performance Report for:

https://www.espn.com/

Report generated: Wed, Jun 15, 2022 5:32 AM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1
Connection: LTE Mobile (15/10 Mbps, 100ms)
Analysis options: iPhone X/XS/11/12/12 mini/12 Pro

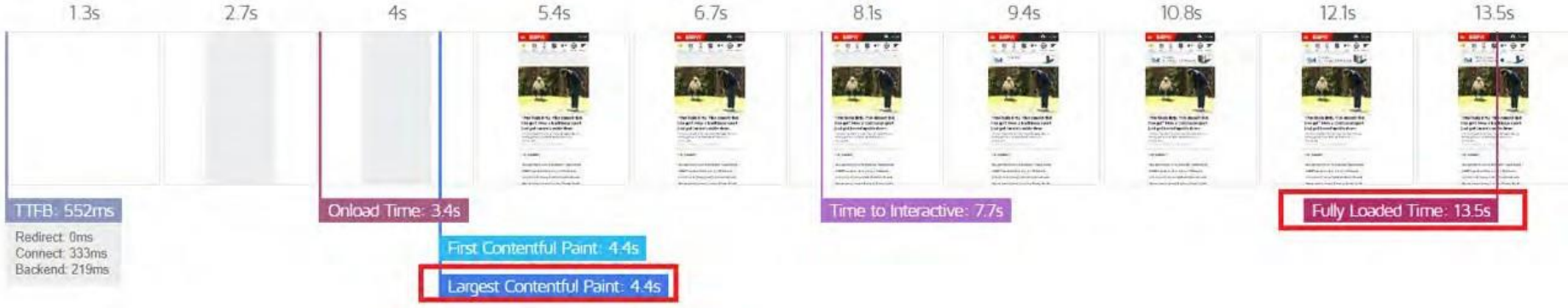
GTmetrix Grade

F	Performance	Structure
	32%	66%

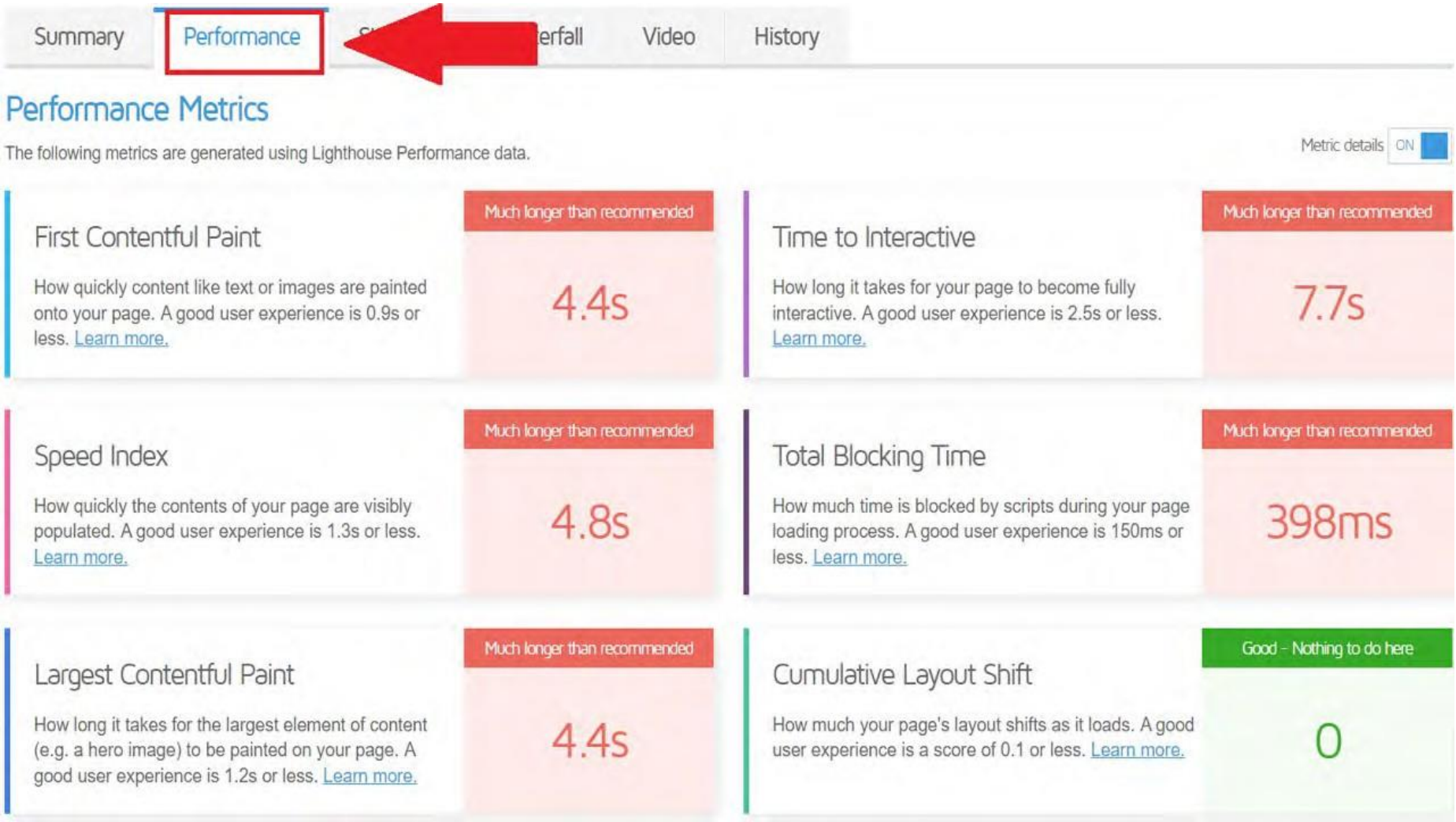
Web Vitals

LCP	TBT	CLS
4.4s	398ms	0

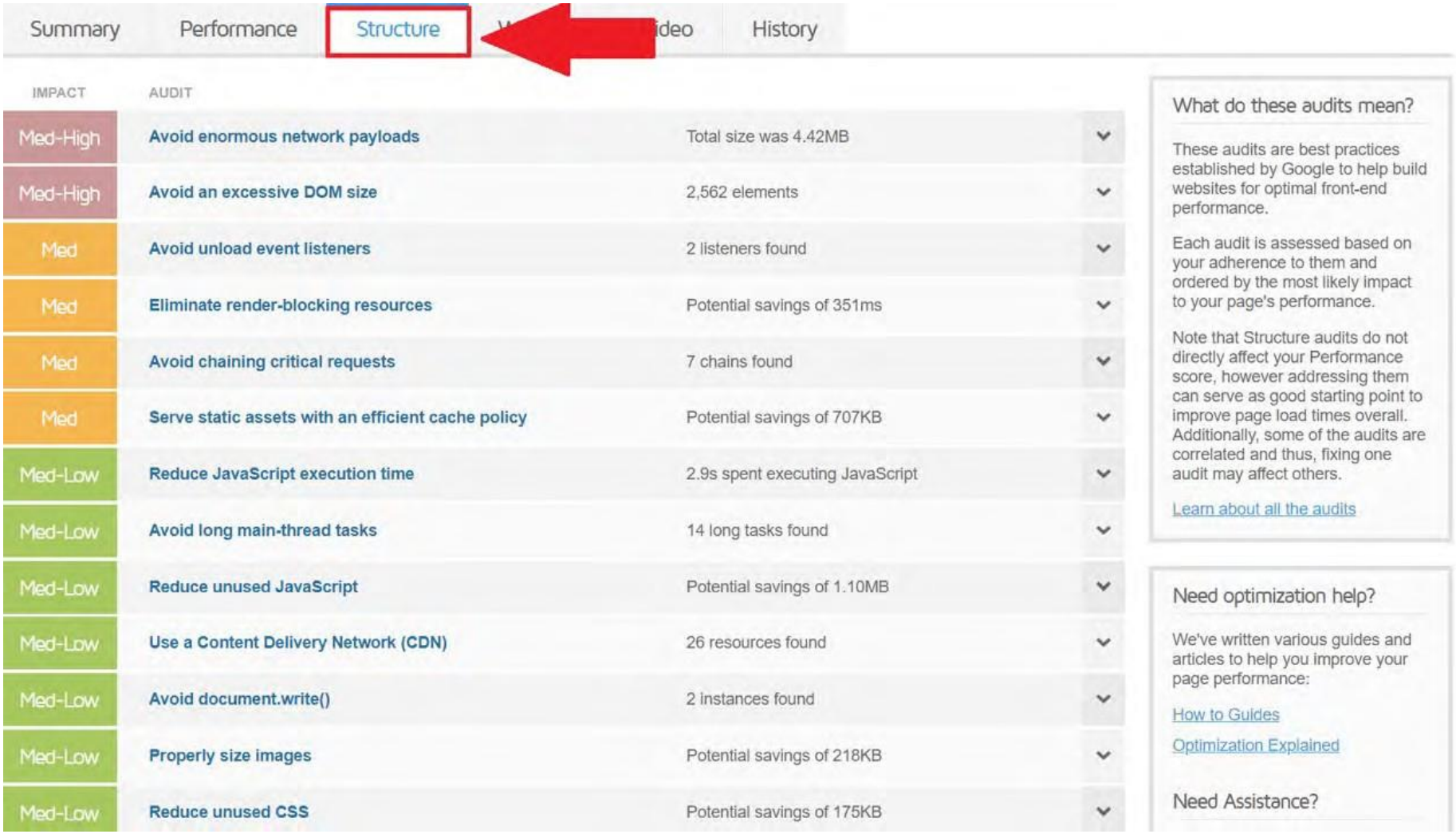
Speed Visualization



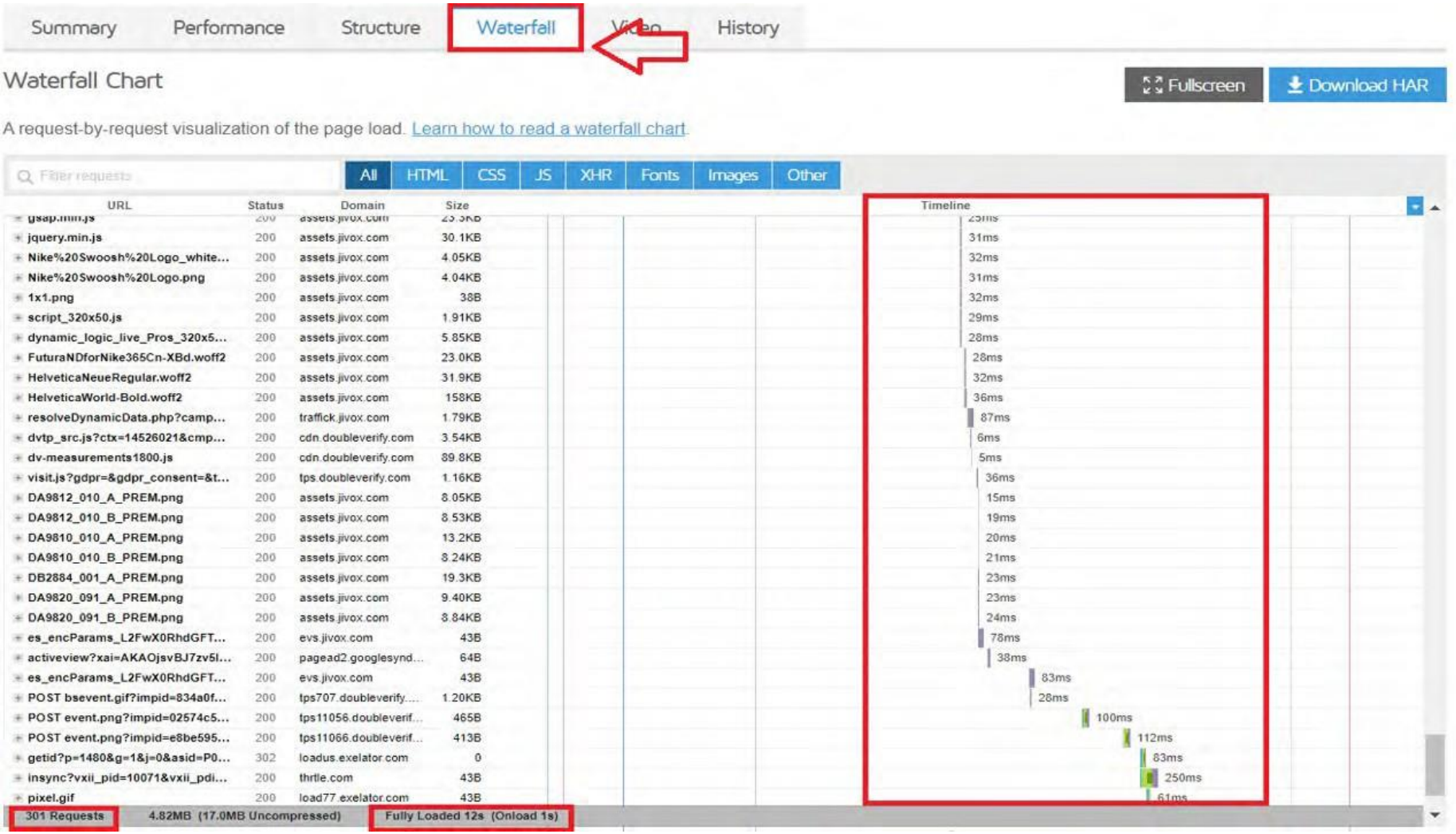
GTMetrix


Summary
Performance
erfall
Video
History
Performance Metrics
The following metrics are generated using Lighthouse Performance data.
Metric details ON
First Contentful Paint
How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less. Learn more.
Much longer than recommended
4.4s
Time to Interactive
How long it takes for your page to become fully interactive. A good user experience is 2.5s or less. Learn more.
Much longer than recommended
7.7s
Speed Index
How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less. Learn more.
Much longer than recommended
4.8s
Total Blocking Time
How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less. Learn more.
Much longer than recommended
398ms
Largest Contentful Paint
How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less. Learn more.
Much longer than recommended
4.4s
Cumulative Layout Shift
How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less. Learn more.
Good - Nothing to do here
0

GTMetrix

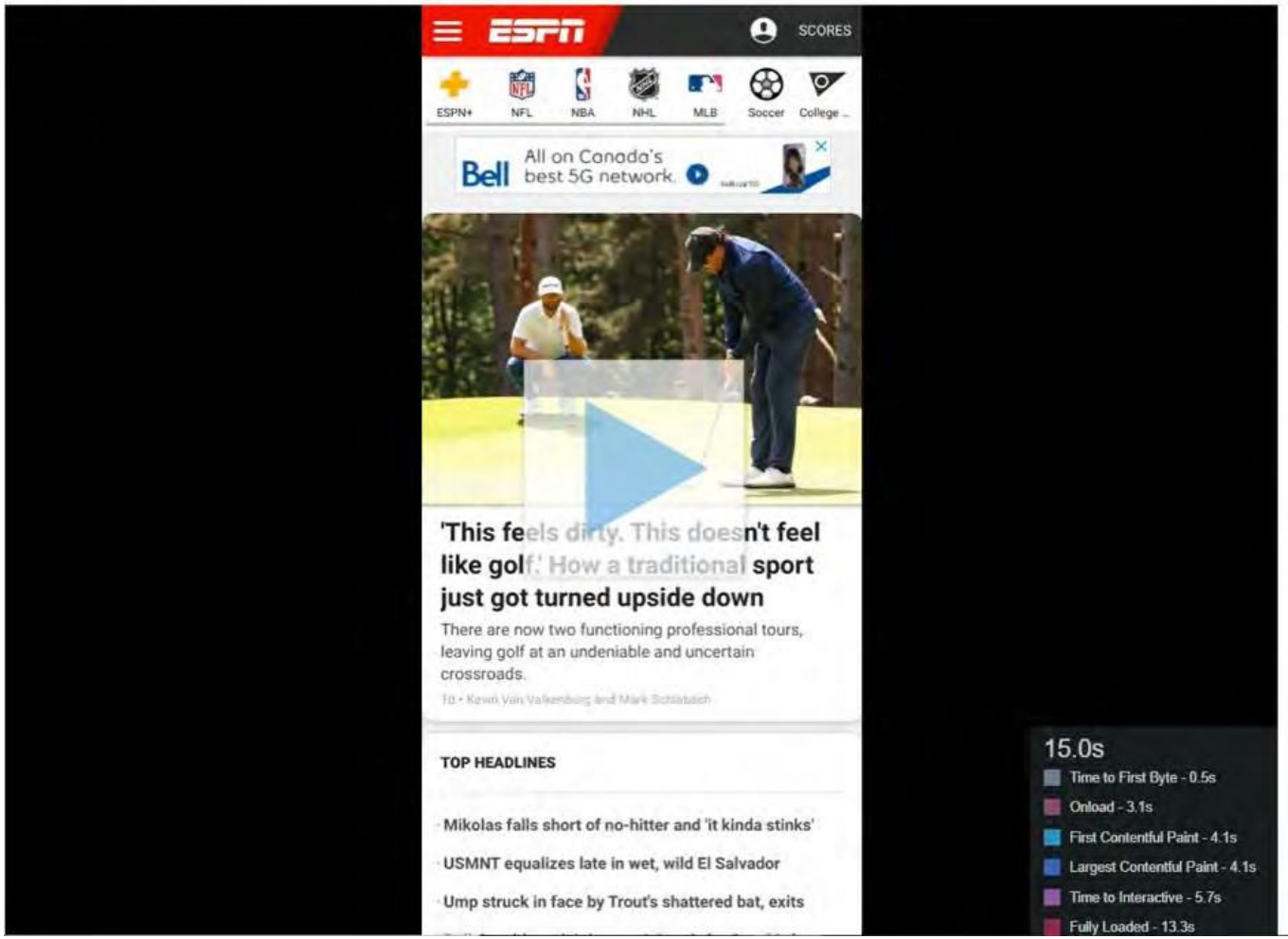

Summary
Performance
Structure
ideo
History
IMPACT
AUDIT
Med-High
Avoid enormous network payloads
Total size was 4.42MB
Med-High
Avoid an excessive DOM size
2,562 elements
Med
Avoid unload event listeners
2 listeners found
Med
Eliminate render-blocking resources
Potential savings of 351ms
Med
Avoid chaining critical requests
7 chains found
Med
Serve static assets with an efficient cache policy
Potential savings of 707KB
Med-Low
Reduce JavaScript execution time
2.9s spent executing JavaScript
Med-Low
Avoid long main-thread tasks
14 long tasks found
Med-Low
Reduce unused JavaScript
Potential savings of 1.10MB
Med-Low
Use a Content Delivery Network (CDN)
26 resources found
Med-Low
Avoid document.write()
2 instances found
Med-Low
Properly size images
Potential savings of 218KB
Med-Low
Reduce unused CSS
Potential savings of 175KB
What do these audits mean?
These audits are best practices established by Google to help build websites for optimal front-end performance.
Each audit is assessed based on your adherence to them and ordered by the most likely impact to your page's performance.
Note that Structure audits do not directly affect your Performance score, however addressing them can serve as good starting point to improve page load times overall. Additionally, some of the audits are correlated and thus, fixing one audit may affect others.
Learn about all the audits
Need optimization help?
We've written various guides and articles to help you improve your page performance:
How to Guides
Optimization Explained
Need Assistance?

GTMetrix


Summary
Performance
Structure
Waterfall
Video
History
Waterfall Chart
Fullscreen
Download HAR
A request-by-request visualization of the page load. Learn how to read a waterfall chart.
Filter requests
All
HTML
CSS
JS
XHR
Fonts
Images
Other
URL
Status
Domain
Size
Timeline
jquery.min.js 200 assets.jivox.com 30.1KB
Nike%20Swoosh%20Logo_white... 200 assets.jivox.com 4.05KB
Nike%20Swoosh%20Logo.png 200 assets.jivox.com 4.04KB
1x1.png 200 assets.jivox.com 38B
script_320x50.js 200 assets.jivox.com 1.91KB
dynamic_logic_live_Pros_320x5... 200 assets.jivox.com 5.85KB
FuturaNDforNike365Cn-XBd.woff2 200 assets.jivox.com 23.0KB
HelveticaNeueRegular.woff2 200 assets.jivox.com 31.9KB
HelveticaWorld-Bold.woff2 200 assets.jivox.com 158KB
resolveDynamicData.php?camp... 200 traffick.jivox.com 1.79KB
dvtp_src.js?ctx=14526021&cmp... 200 cdn.doubleverify.com 3.54KB
dv-measurements1800.js 200 cdn.doubleverify.com 89.8KB
visit.js?gdpr=&gdpr_consent=&t... 200 tps.doubleverify.com 1.16KB
DA9812_010_A_PREM.png 200 assets.jivox.com 8.05KB
DA9812_010_B_PREM.png 200 assets.jivox.com 8.53KB
DA9810_010_A_PREM.png 200 assets.jivox.com 13.2KB
DA9810_010_B_PREM.png 200 assets.jivox.com 8.24KB
DB2884_001_A_PREM.png 200 assets.jivox.com 19.3KB
DA9820_091_A_PREM.png 200 assets.jivox.com 9.40KB
DA9820_091_B_PREM.png 200 assets.jivox.com 8.84KB
es_encParams_L2FwX0RhdGFT... 200 evs.jivox.com 43B
activeview?xai=AKAOjsvBJ7zv5l... 200 pagead2.googlesynd... 64B
es_encParams_L2FwX0RhdGFT... 200 evs.jivox.com 43B
POST bsevent.gif?impid=834a0f... 200 tps707.doubleverify.... 1.20KB
POST event.png?impid=02574c5... 200 tps11056.doubleverif... 465B
POST event.png?impid=e8be595... 200 tps11066.doubleverif... 413B
getid?p=1480&g=1&j=0&asid=P0... 302 loadus.exelator.com 0
insync?vxii_pid=10071&vxii_pdi... 200 thrtle.com 43B
pixel.gif 200 load77.exelator.com 43B
31ms
32ms
31ms
32ms
29ms
28ms
28ms
32ms
36ms
87ms
6ms
5ms
36ms
15ms
19ms
20ms
21ms
23ms
23ms
24ms
78ms
38ms
83ms
28ms
100ms
112ms
83ms
250ms
61ms
301 Requests
4.82MB (17.0MB Uncompressed)
Fully Loaded 12s (Onload 1s)

GTMetrix

Page Load Video



Embed this video

Select a video size

Medium - 640x480

Copy and paste this code:

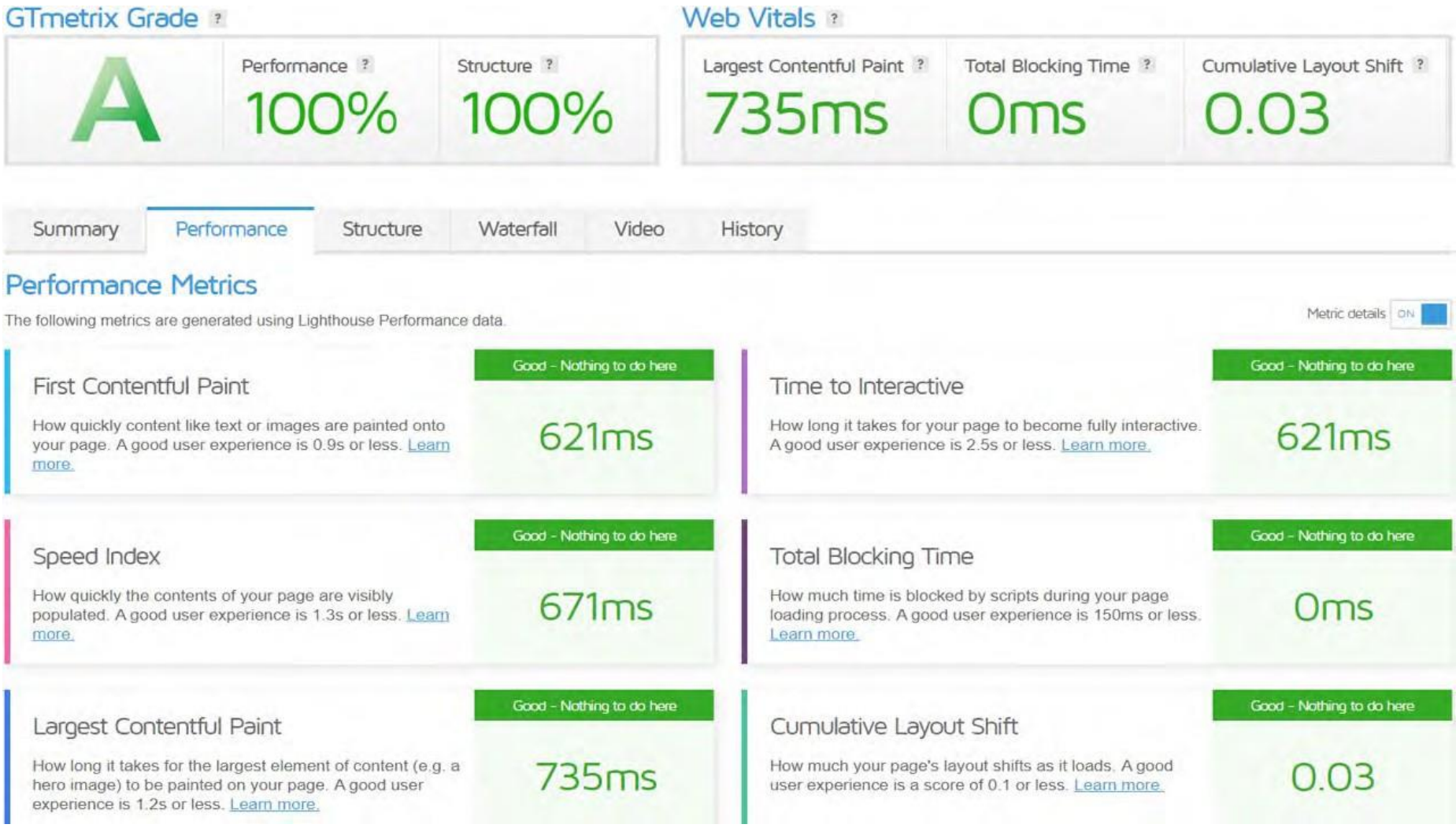
```
<iframe
src="https://gtmetrix.com/reports/www.espn.com/ckxRVkhV/video"
width="640" height="548"
frameborder="0" scrolling="no"
allowfullscreen></iframe>
```

Download Video

Download the video in MP4 format (144KB).

Download Video

GTMetrix

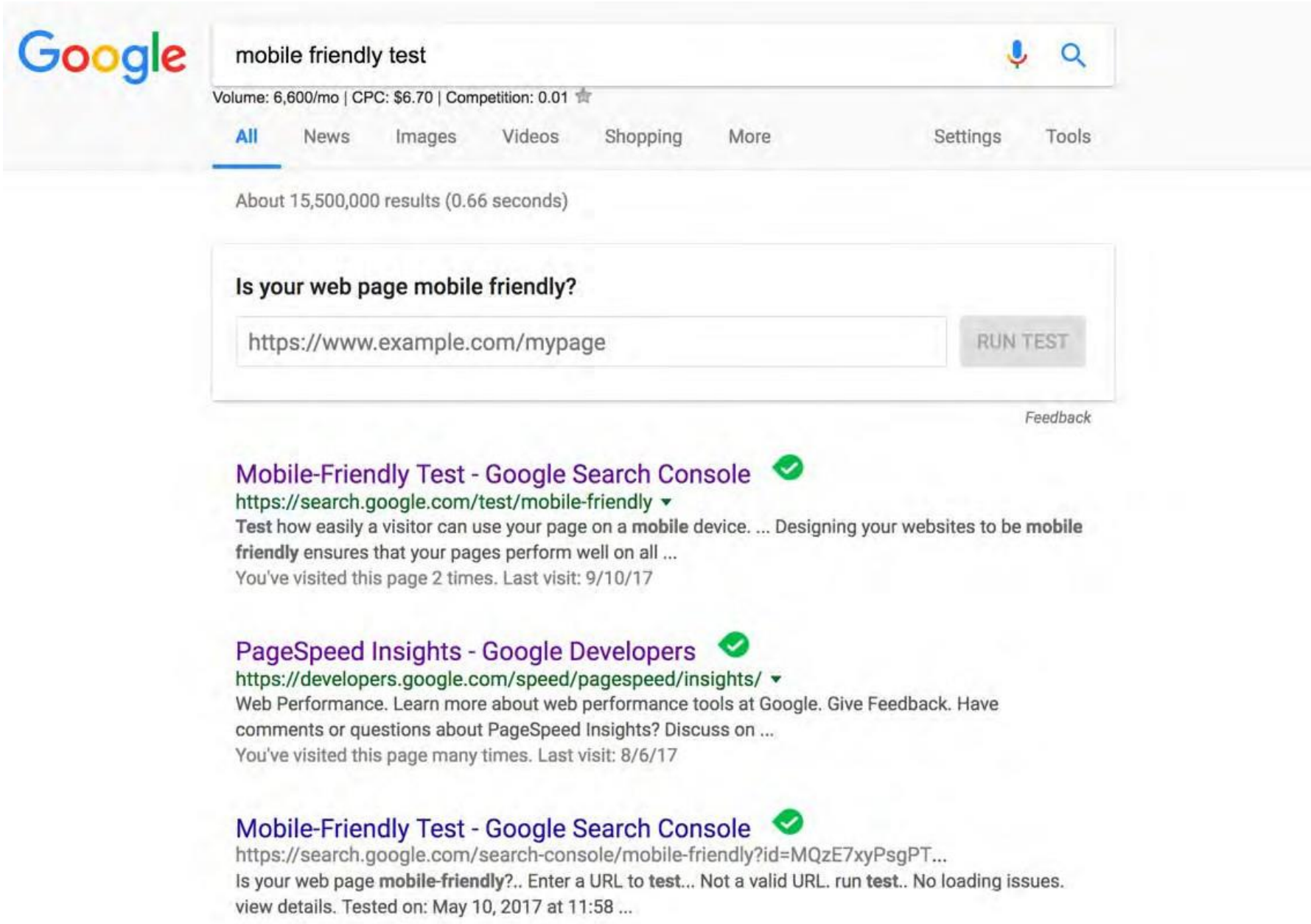

GTmetrix Grade
A
Performance
100%
Structure
100%
Web Vitals
Largest Contentful Paint
735ms
Total Blocking Time
0ms
Cumulative Layout Shift
0.03
Summary
Performance
Structure
Waterfall
Video
History
Performance Metrics
The following metrics are generated using Lighthouse Performance data.
Metric details ON
First Contentful Paint
How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less. Learn more.
Good - Nothing to do here
621ms
Time to Interactive
How long it takes for your page to become fully interactive. A good user experience is 2.5s or less. Learn more.
Good - Nothing to do here
621ms
Speed Index
How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less. Learn more.
Good - Nothing to do here
671ms
Total Blocking Time
How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less. Learn more.
Good - Nothing to do here
0ms
Largest Contentful Paint
How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less. Learn more.
Good - Nothing to do here
735ms
Cumulative Layout Shift
How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less. Learn more.
Good - Nothing to do here
0.03

What about mobile first indexing?

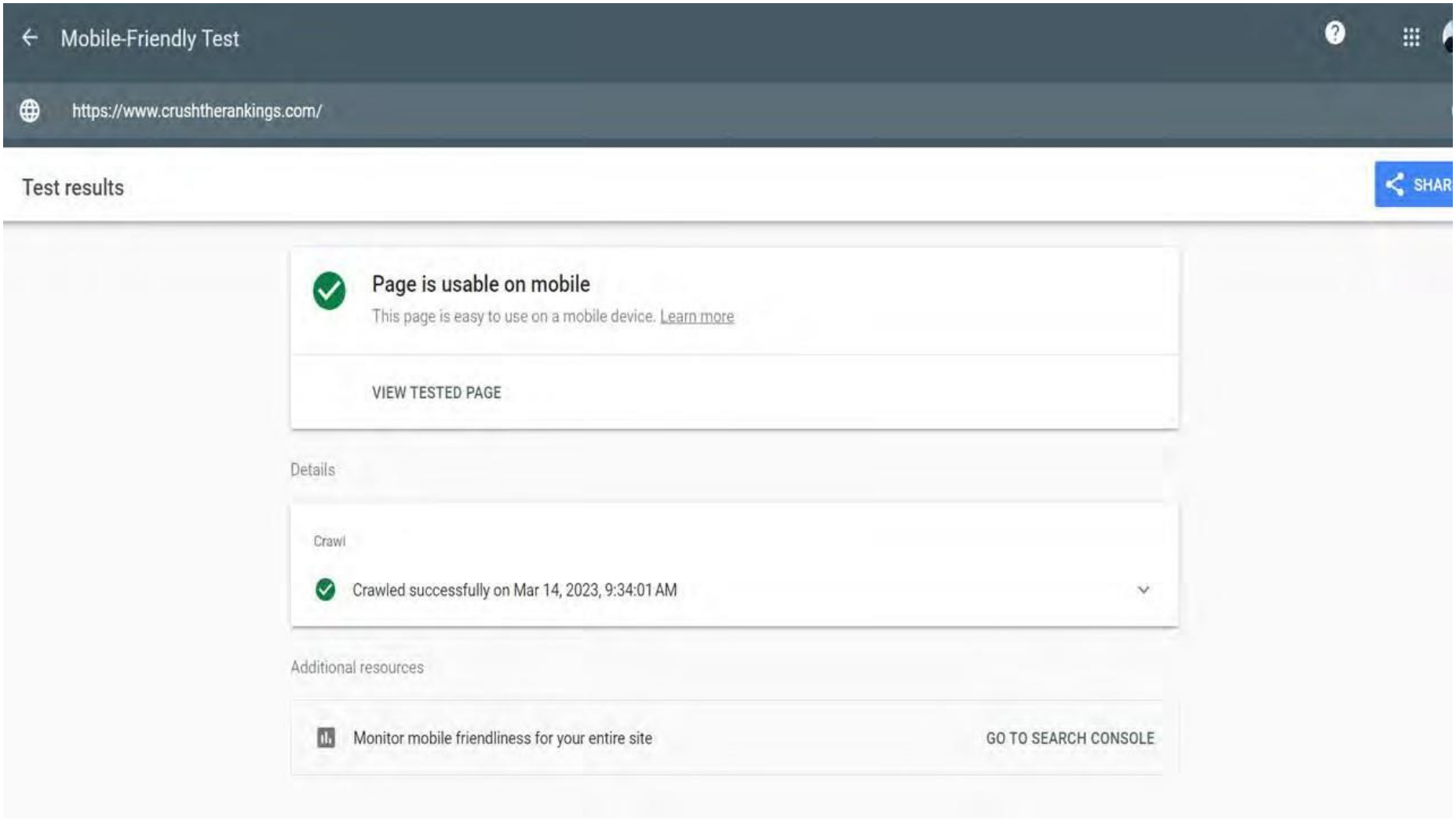
Mobile First

- **Mobile experience matters the most**
- **Rankings are impacted even on desktop**
- **Number of mobile users does not matter**
- **https://search.google.com/test/mobile-friendly**

GOOGLE MOBILE FRIENDLY TEST



GOOGLE MOBILE FRIENDLY TEST



CORE VITALS AND SPEED TOOLS

- **Checking Core Vitals**
  - Google Page Speed Insights
  - Google Search Console
  - GTMetrix (A few free tests/day)
- **Improving Core Vitals**
  - WPRocket ($50 for 1 site, $250 for unlimited sites)
  - Autoptimize (Free)

BREAK OUT: CONDUCT SPEED TEST

Checking Core Vitals

- Google Page Speed Insights
- Google Search Console
- GTMetrix (A few free tests/day)

Improving Core Vitals

- WPRocket ($50 for 1 site, $250 for unlimited sites)
- Autoptimize (Free)

BREAK OUT: Speed Test

Identified Issue(s)	Solution	Priority

GA4: COMING JULY 2023

Comparing metrics: Google Analytics 4 vs Universal Analytics

What to expect when comparing metrics between Google Analytics 4 and Universal Analytics. As you set up Google Analytics 4, you may want to compare the reported results in your Google Analytics 4 property against those in your Universal Analytics property. This article explains the extent to which you can and cannot compare metrics between Universal Analytics and Google Analytics 4.

Users

Metric	UA	GA4
Total Users	**Primary user metric in UA:** - Total number of users	- Total number of users
New Users	- Number of users who interacted with your site for the first time	- Number of users who interacted with your site or launched your app for the first time, and is triggered by the `first_open` event
Active Users		**+ NEW : Primary user metric in GA4:** - Number of users that have been active within a 28 day time period

Pageviews

Metric	UA	GA4
Pageview	- Total number of pages viewed. Repeated views of a single page are counted.	***aka Views*** - Total number of app screens and/or web pages your users saw. (The Views metric found in the reporting interface is the combination of pageviews and screenviews.) Repeated views of a single screen or page are counted.
Unique pageview	Disappearing	

Purchases

Metric	UA	GA4
Purchases	- Purchase events found in the Enhanced Ecommerce model - Data is pulled from a products array via GA provided JavaScript	- Purchase events are recommended and collect data in a similar fashion to UA, but there are differences - Does not provide additional JavaScript for array collection and expects you to provide the items array when collecting a purchase event on your own (though the same advice is given with regard to populating a data layer object)

Sessions

Metric	UA	GA4
Session	- Period of time a user is actively engaged with your website or app - Has defined parameters that may cause it to end - New sessions begin after: - A timeout - Midnight - Changing campaign parameters	***aka Session Start*** - The session_start event generates a session ID and Analytics associates the session ID with each subsequent event in the session - A session ends after 30 minutes of inactivity - Sessions are not restarted at midnight or when new campaign parameters are encountered - After a session timeout, a new session begins

Session/Traffic based Acquisition

Metric	UA	GA4
Session/ Traffic based Acquisition	- Found in the Acquisition section in a number of different reports - Channel or Source/Medium is the dimension being analyzed against metrics such as *Users and Sessions*	- Traffic acquisition metrics can be found in the Traffic Acquisition report - The dimensions of Channel or Source/Medium are measured against metrics such as Users and Sessions

Conversions

Metric	UA	GA4
Conver-sions	- You define a goal to indicate which user action is considered a conversion. - UA counts only one conversion per session for each goal.	- You specify a conversion event for each action that you want to count as a conversion. - GA4 counts every instance of the conversion event, even if the same conversion event is recorded multiple times during the same session.

Bounce Rate vs Engagement Rate

Metric	UA	GA4
Bounce Rate	Disappearing	
Engagem -ent Rate		**+ NEW : Percentage of Engaged Sessions.** - Engaged Sessions is the number of sessions that lasted longer than 10 seconds, had a conversion event, or had at least 2 pageviews or screenviews.

Event count

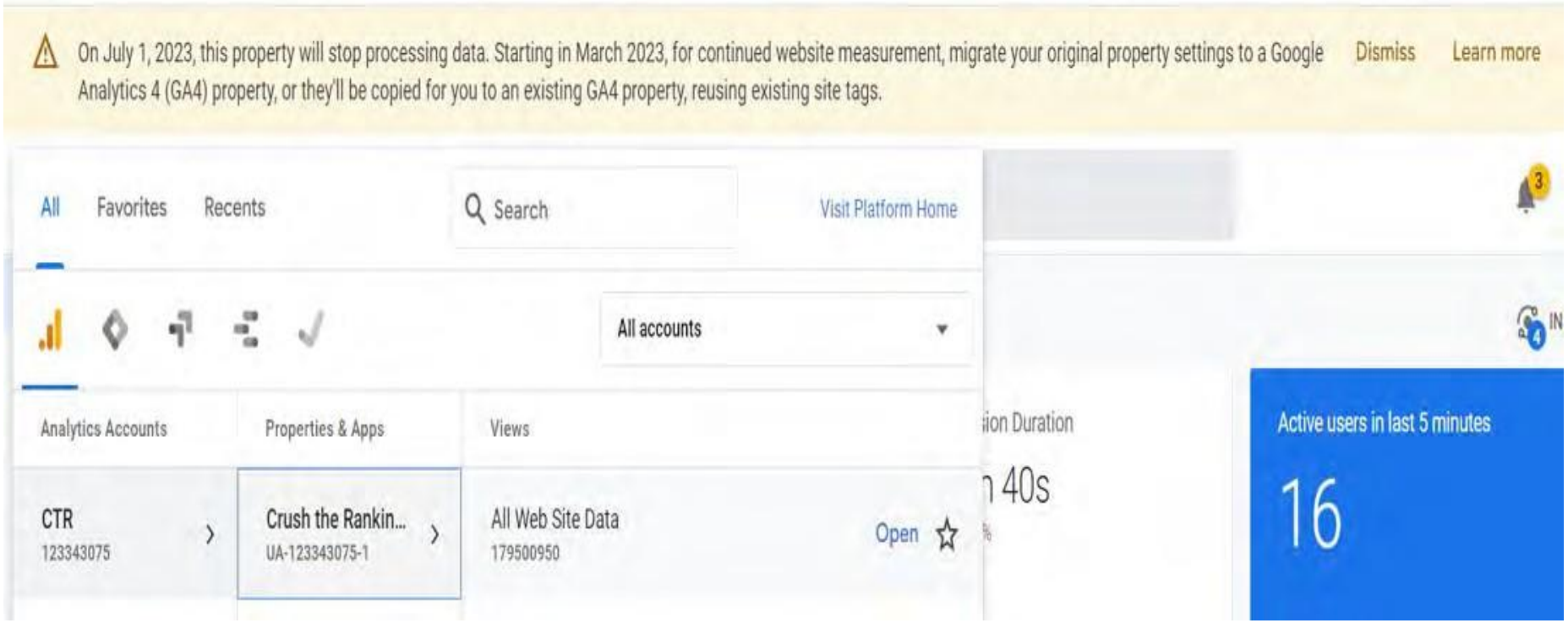
Metric	UA	GA4
Total Events	Disappearing - A UA event has a Category, Action, and Label and is its own hit type.	
Event count		**+ NEW:** **Every "hit" is an event** and GA4 events have no notion of Category, Action, or Label. For example, when someone views one of your website pages, a page_view event is triggered. **All actions are events.** Each event name is not necessarily unique. For example, a sign-up might have an event name of sign_up with parameters page_location, product, form_id, and so on. The same event name could (and should) be used on every sign up button across the site (whereas in UA, you would want to use unique event naming for each button).

oncrawl
Make smarter SEO decisions

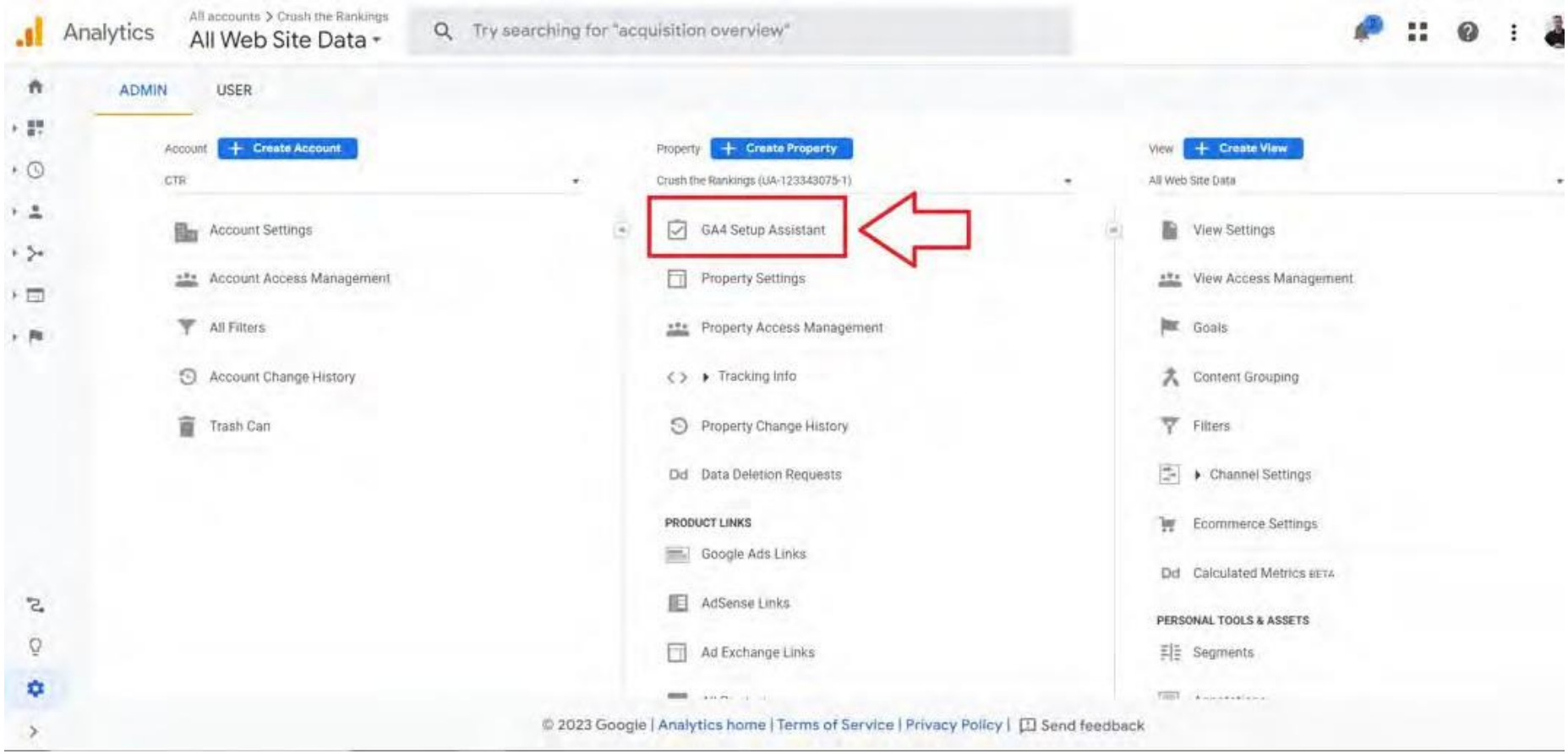
RESOURCES

- [GA4] Introducing the next generation of Analytics, Google Analytics 4
- Introduction to Google Analytics 4
- [GA4] Make the switch to Google Analytics 4 (How to Migrate)

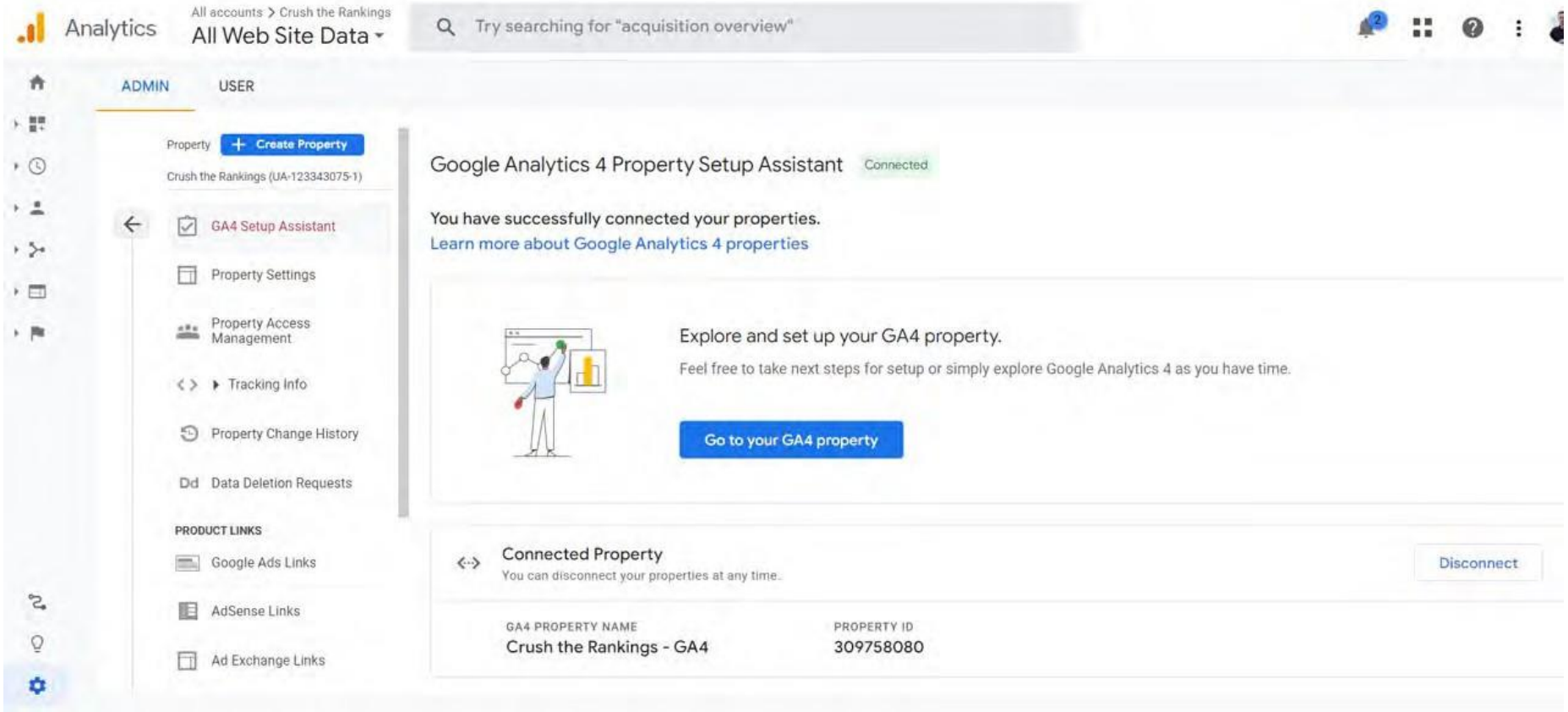
SETTING UP GA4



SETTING UP GA4



SETTING UP GA4



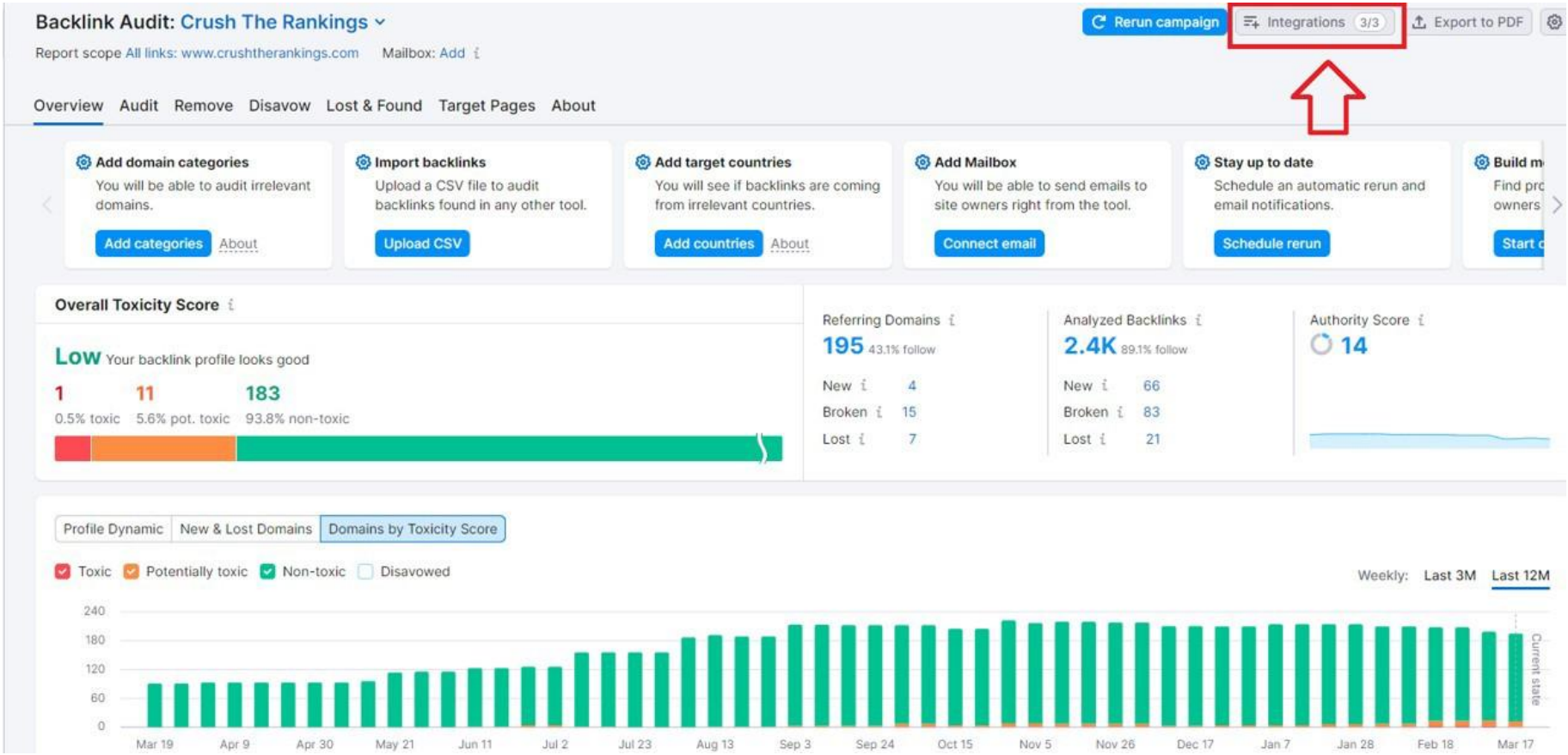
SETTING UP GA4

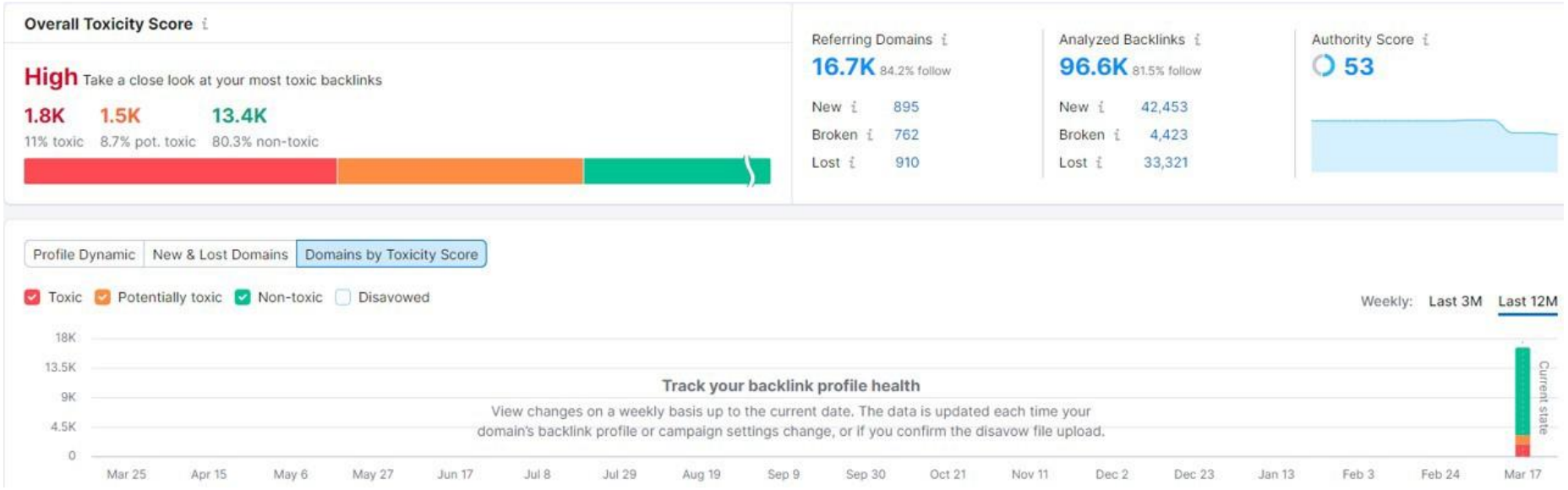
Take this time to go on your own Google Analytics (I can help you set it up if you do not have it already.)

From there, follow the GA4 setup assistant. I am happy to help!

Mastering the Art of Backlinks

Backlink Audit (SEMRush)




Overall Toxicity Score
High Take a close look at your most toxic backlinks
1.8K
11% toxic
1.5K
8.7% pot. toxic
13.4K
80.3% non-toxic
Referring Domains
16.7K 84.2% follow
New 895
Broken 762
Lost 910
Analyzed Backlinks
96.6K 81.5% follow
New 42,453
Broken 4,423
Lost 33,321
Authority Score
53
Profile Dynamic
New & Lost Domains
Domains by Toxicity Score
Toxic
Potentially toxic
Non-toxic
Disavowed
Weekly:
Last 3M
Last 12M
18K
13.5K
9K
4.5K
0
Track your backlink profile health
View changes on a weekly basis up to the current date. The data is updated each time your domain's backlink profile or campaign settings change, or if you confirm the disavow file upload.
Current state
Mar 25
Apr 15
May 6
May 27
Jun 17
Jul 8
Jul 29
Aug 19
Sep 9
Sep 30
Oct 21
Nov 11
Dec 2
Dec 23
Jan 13
Feb 3
Feb 24
Mar 17

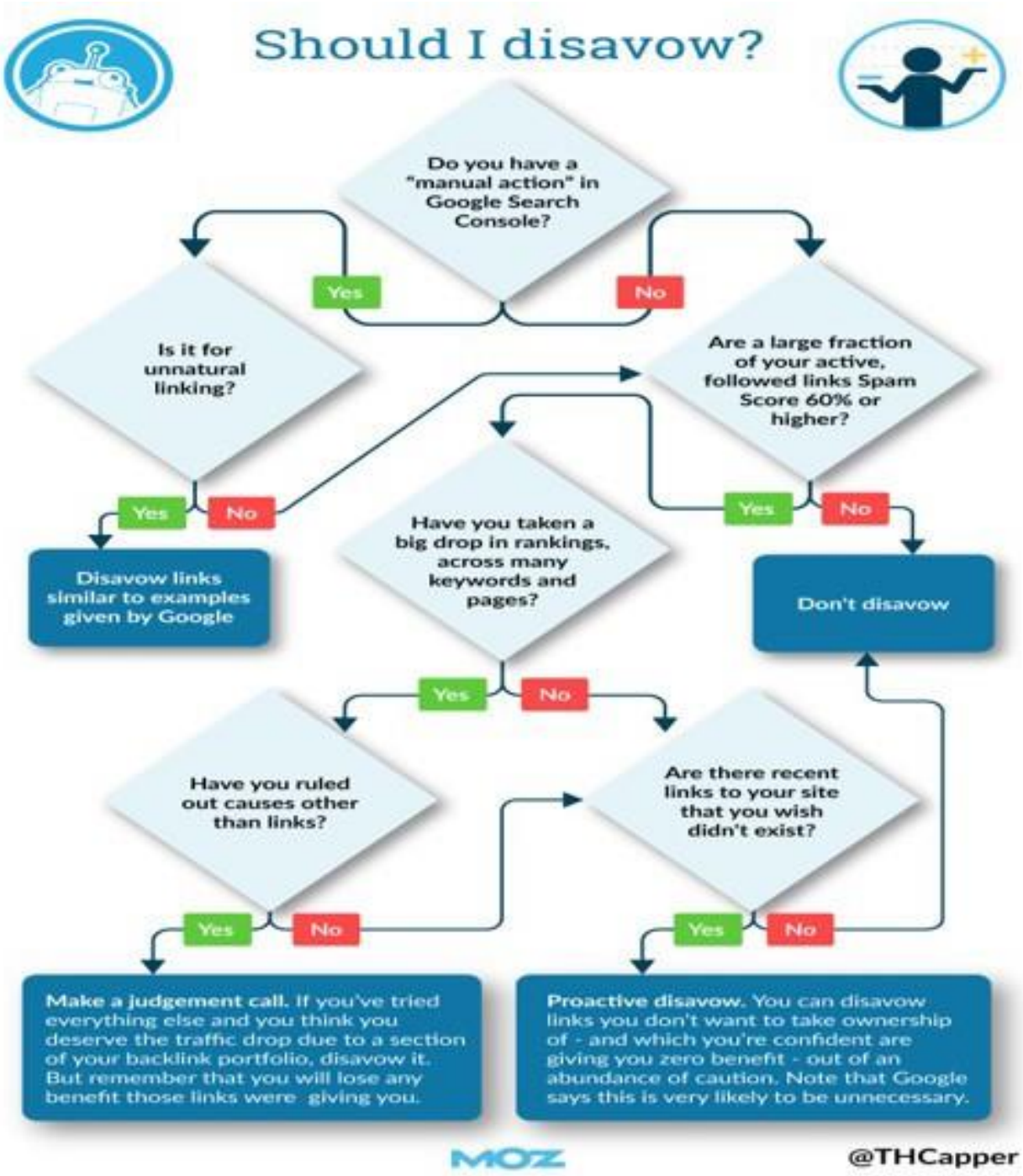
I have a lot of toxic links, what should I do?

- Google's John Mueller: "Don't waste your time on it; do things that build up your site instead."

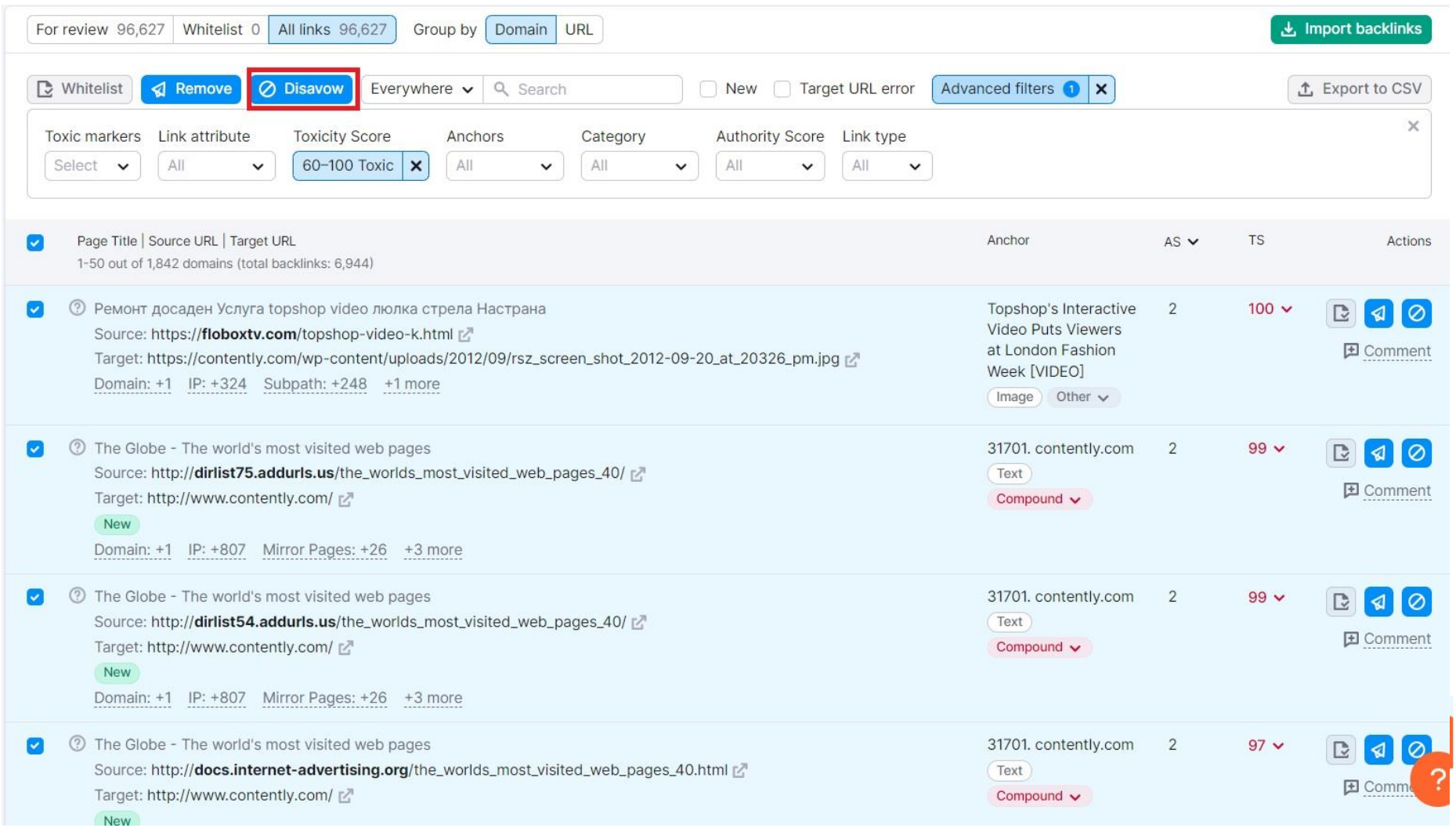
Backlink Audit Articles

- Google Blasts Agencies That Sell Links & Disavow Link Services
- Google Doubles Down on Not Using Link Disavow Flies in a Bigger Way

When, if ever, should I disavow?



How to Submit a Disavow File



File Edit Format View Help

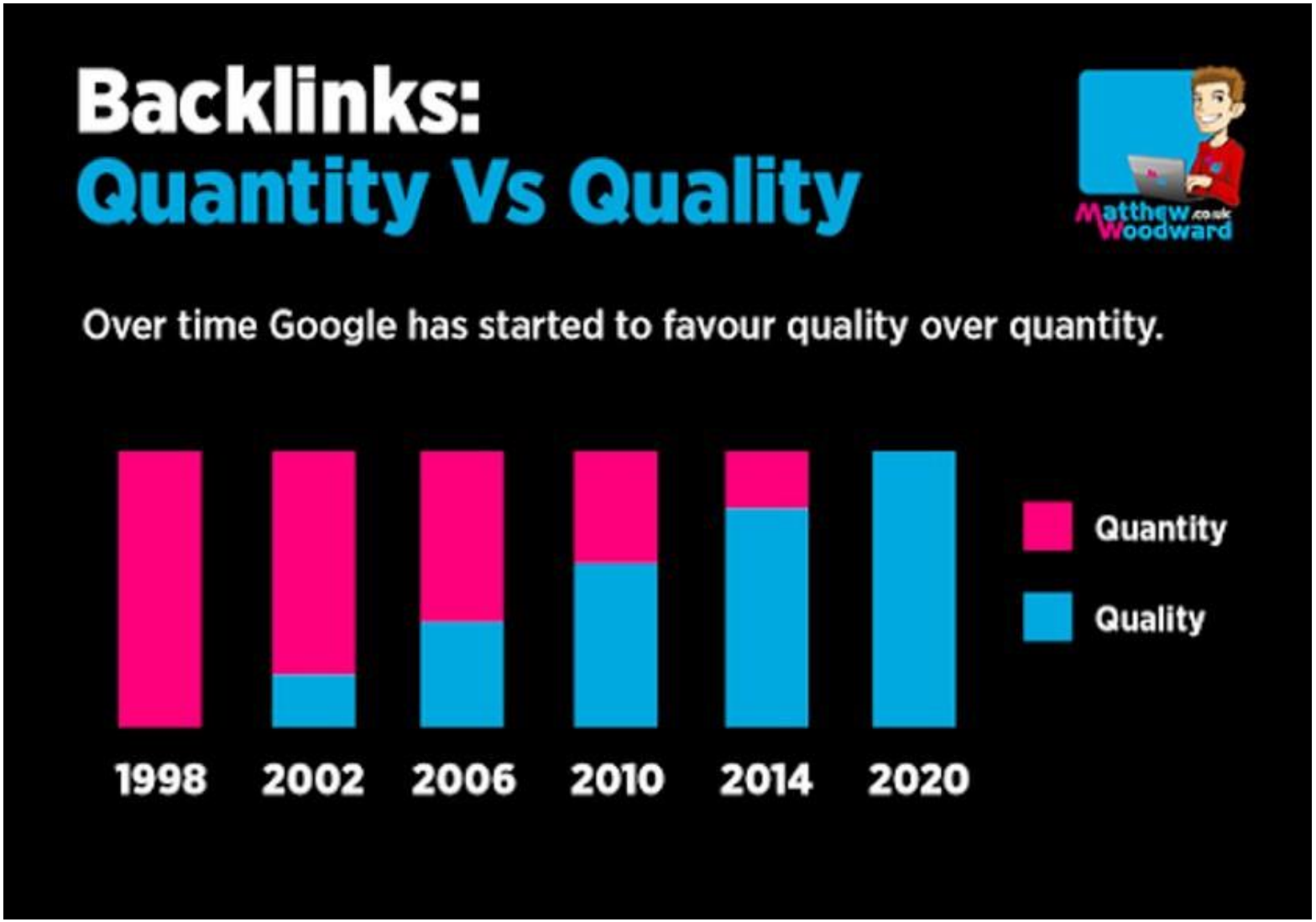
```
# exported from backlink tool
# domains
domain:jaidenmsxae.link4blogs.com
domain:tysoncauog.onesmablog.com
domain:erickhboyg.blogstival.com
domain:movie16.co.hakktv.net
domain:riverzjqtz.tinyblogging.com
domain:cruzhkmoo.tinyblogging.com
domain:lanevncqf.tinyblogging.com
domain:beasley-michelle-g-md.business.site
domain:brooksbaxsp.ampblogs.com
domain:zanephfwo.bloguetechno.com
domain:eduardotyzwv.tinyblogging.com
domain:alexisybdfg.ampblogs.com
domain:felixrtvxx.acidblog.net
domain:shanehklno.ivasdesign.com
domain:cannabisdoctordenver50210.blogerus.com
domain:codyrtngw.pointblog.net
domain:johnathanwacdd.tinyblogging.com
domain:marijuana-medical-doctor95150.blogerus.com
domain:colorado-medical-marijuan15059.designi1.com
domain:elliottdhknr.onesmablog.com
domain:sethnstuw.thezenweb.com
domain:lukaswgqve.tinyblogging.com
domain:medical-marijuana-treatment-clinics-of-florida.business.site
domain:jeffreyuxzyb.blogocial.com
domain:garrettrwzce.pages10.com
domain:mmj-clinic72726.post-blogs.com
domain:medical-mj-doctors40547.blogolize.com
domain:marijuanadoctorsdenver30369.bloggin-ads.com
domain:andyyxvuu.onesmablog.com
domain:dantejmpqr.articlesblogger.com
domain:dispensary.jp
domain:shaneperdo.blogolize.com
domain:lorenzowabdc.thezenweb.com
domain:paxtondoxen.bloguetechno.com
domain:martinhoigq.blogolize.com
domain:waylonadeff.thezenweb.com
domain:caidenjqtvx.ampblogs.com
domain:messiahlqtuv.thezenweb.com
domain:dantexrbib.thezenweb.com
domain:health-medical.info
```

How to Submit a Disavow File

- Create a disavow file (I use SEMRush Backlink audit, but this article explains how if you do not: **When & How to Disavow Backlinks**)
- Submit Disavow File to Google Disavow Tool: **https://search.google.com/search-console/disavow-links**

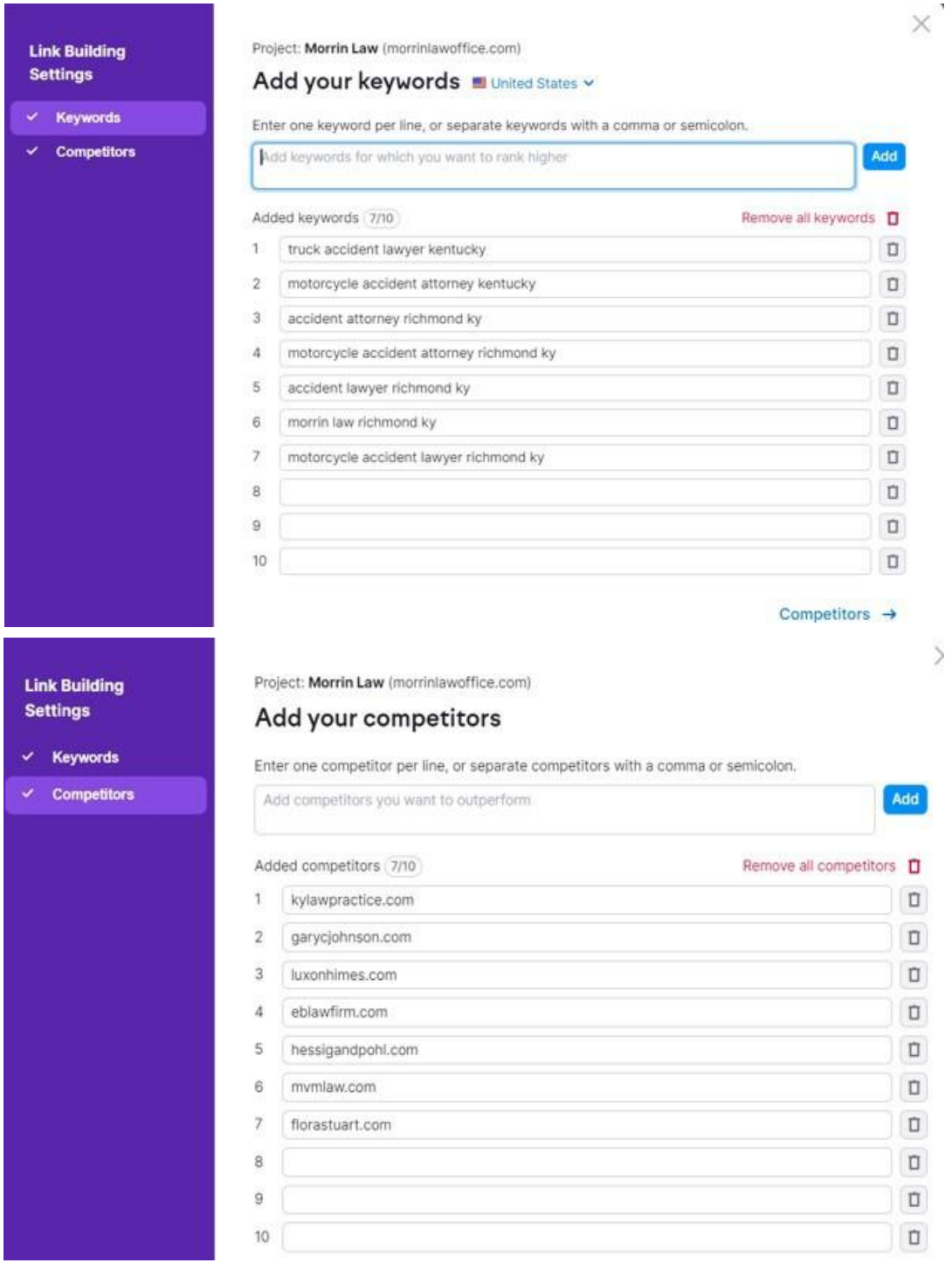
Backlink Acquisition:

QUALITY OVER QUANTITY!

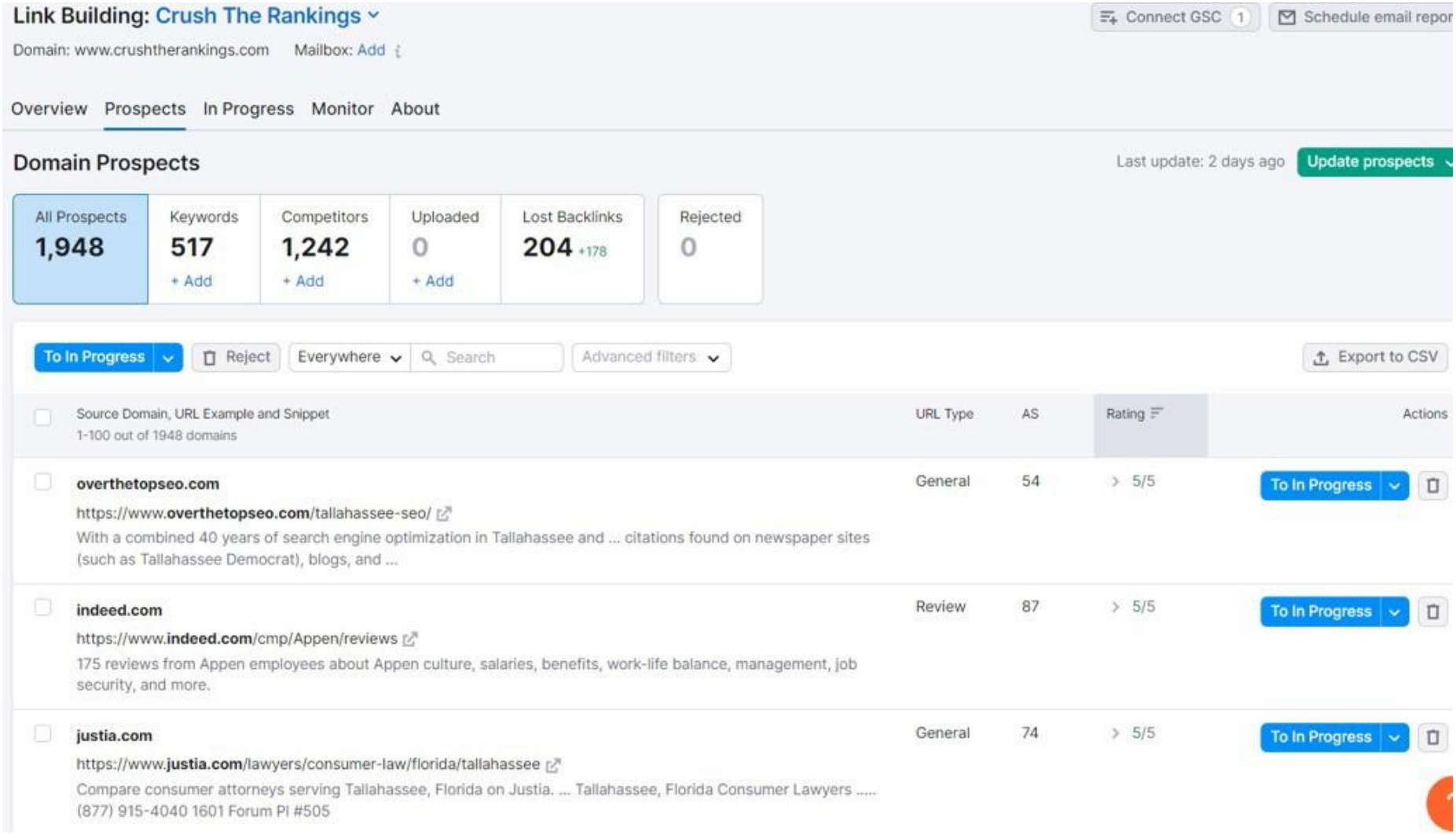


Google's 2012 Penguin Algorithm Update targeted unnatural backlinks. Since then, they've released several Link Spam updates.

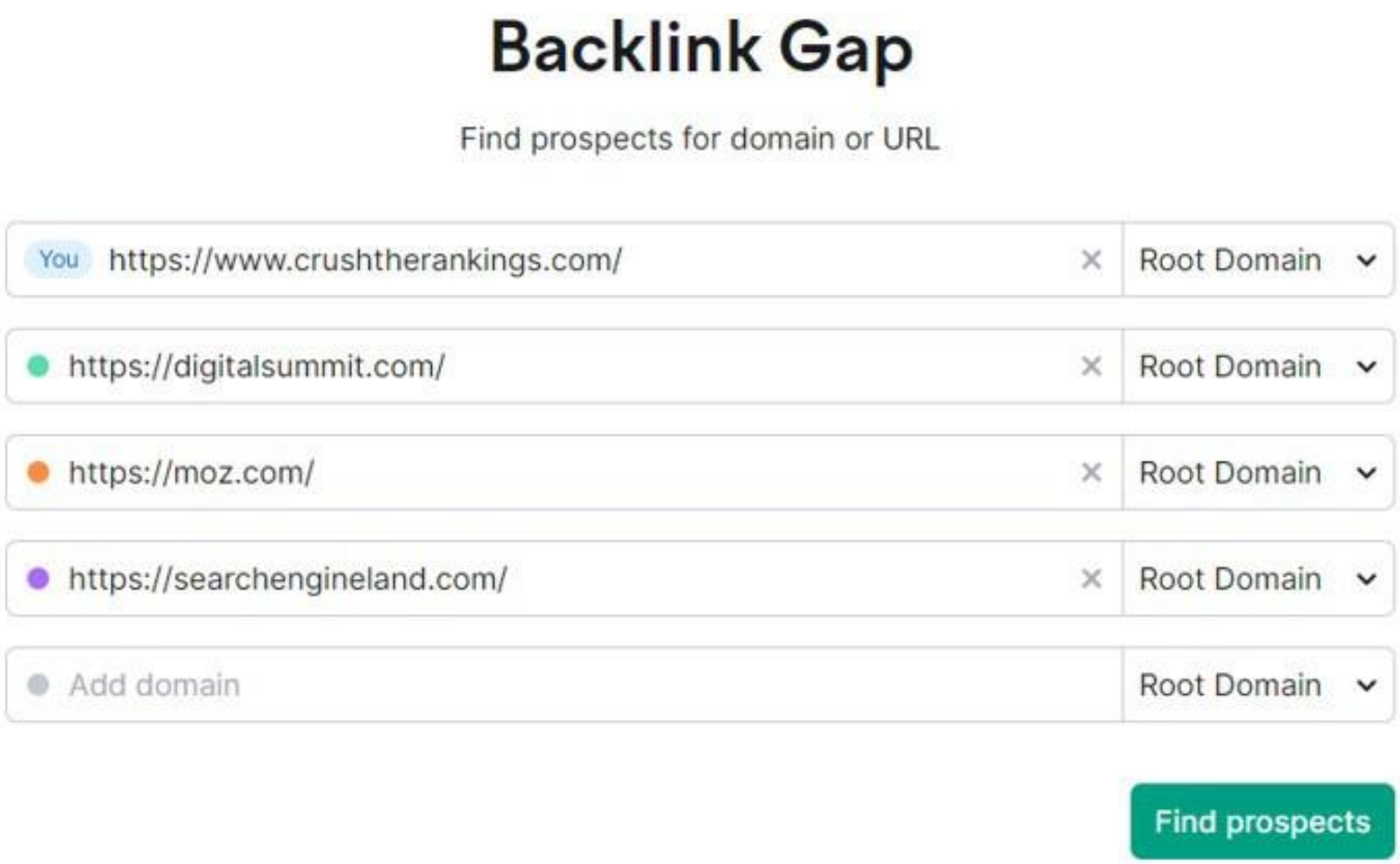
SEMRush Link Building Tool



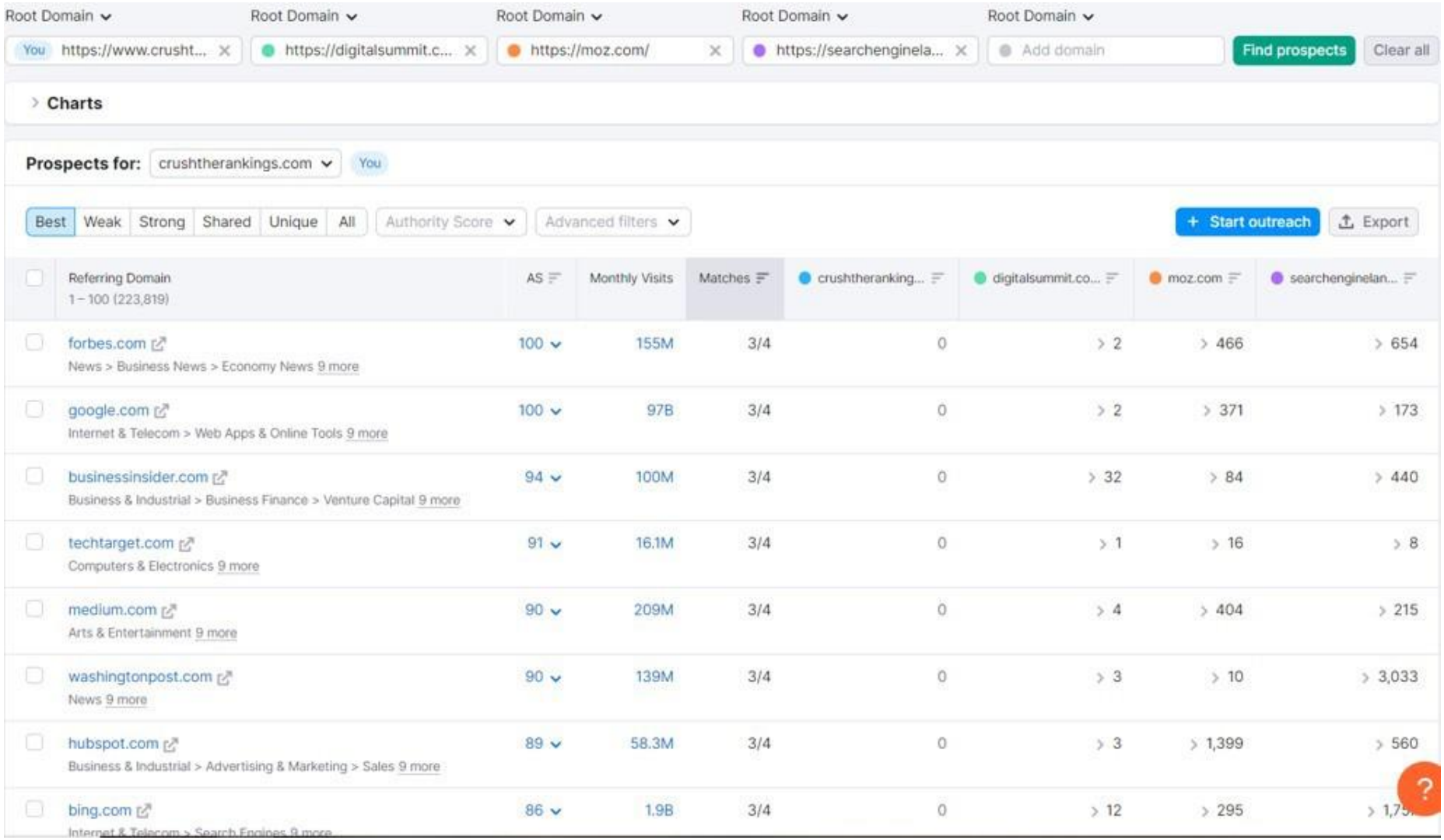
SEMRush Link Building Tool



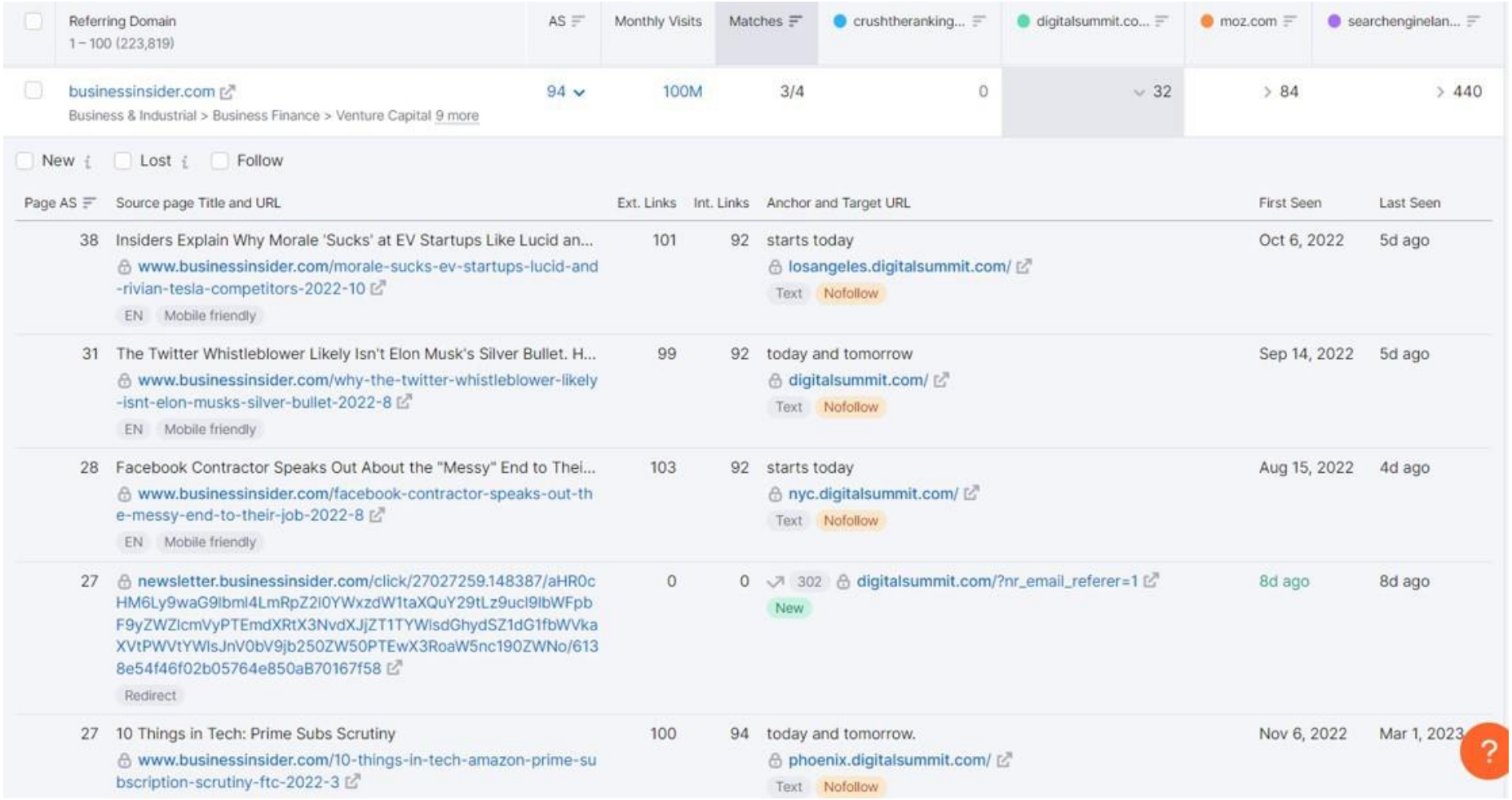
SEMRush Backlink Gap Analysis



SEMRush Backlink Gap Analysis



SEMRush Backlink Gap Analysis



Referring Domain 1 – 100 (223,819)	AS	Monthly Visits	Matches	crushtheranking...	digitalsummit.co...	moz.com	searchenginelan...
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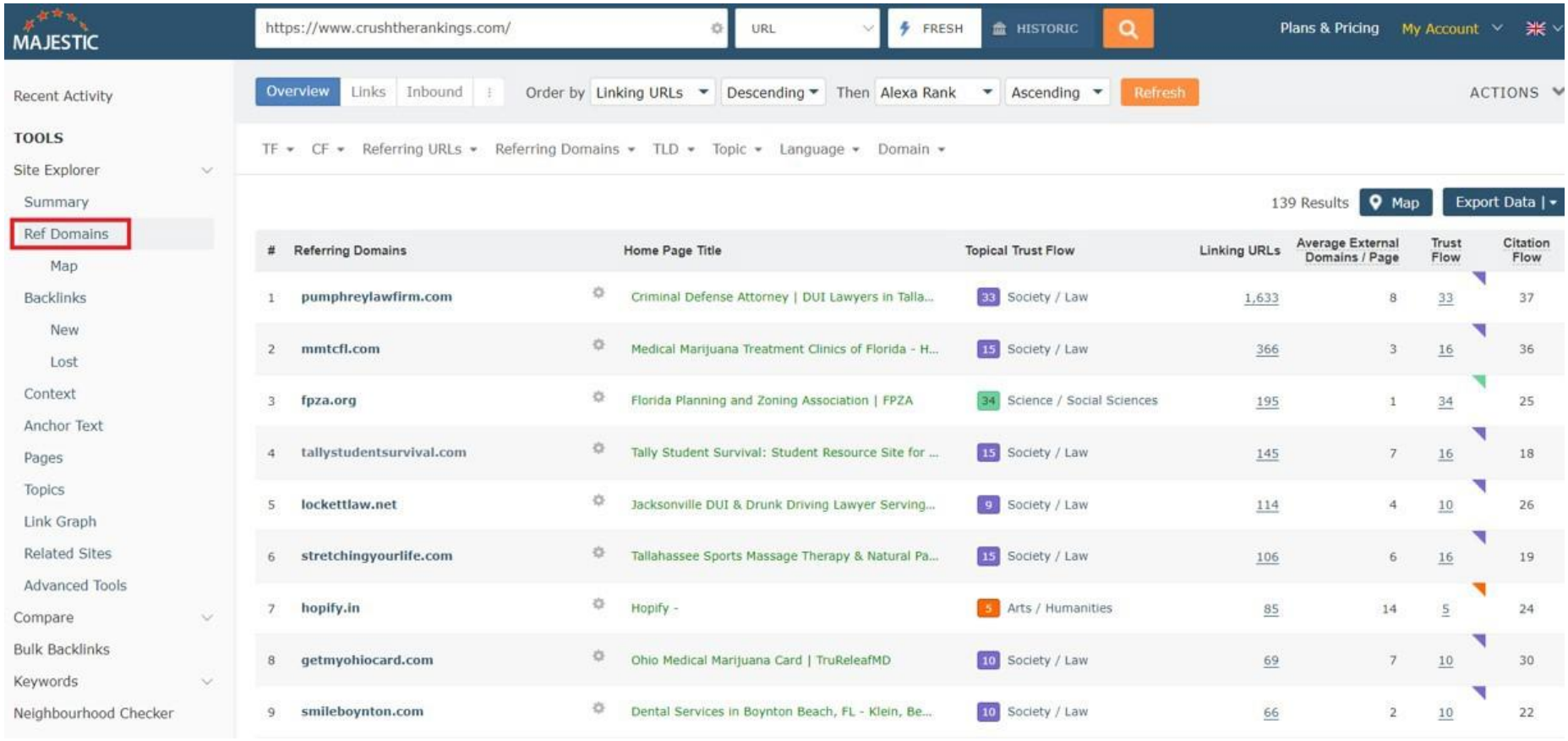
Majestic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Overview
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Inbound
Order by Linking URLs
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Then Alexa Rank
Ascending
Refresh
ACTIONS
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Referring Domains
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Topic
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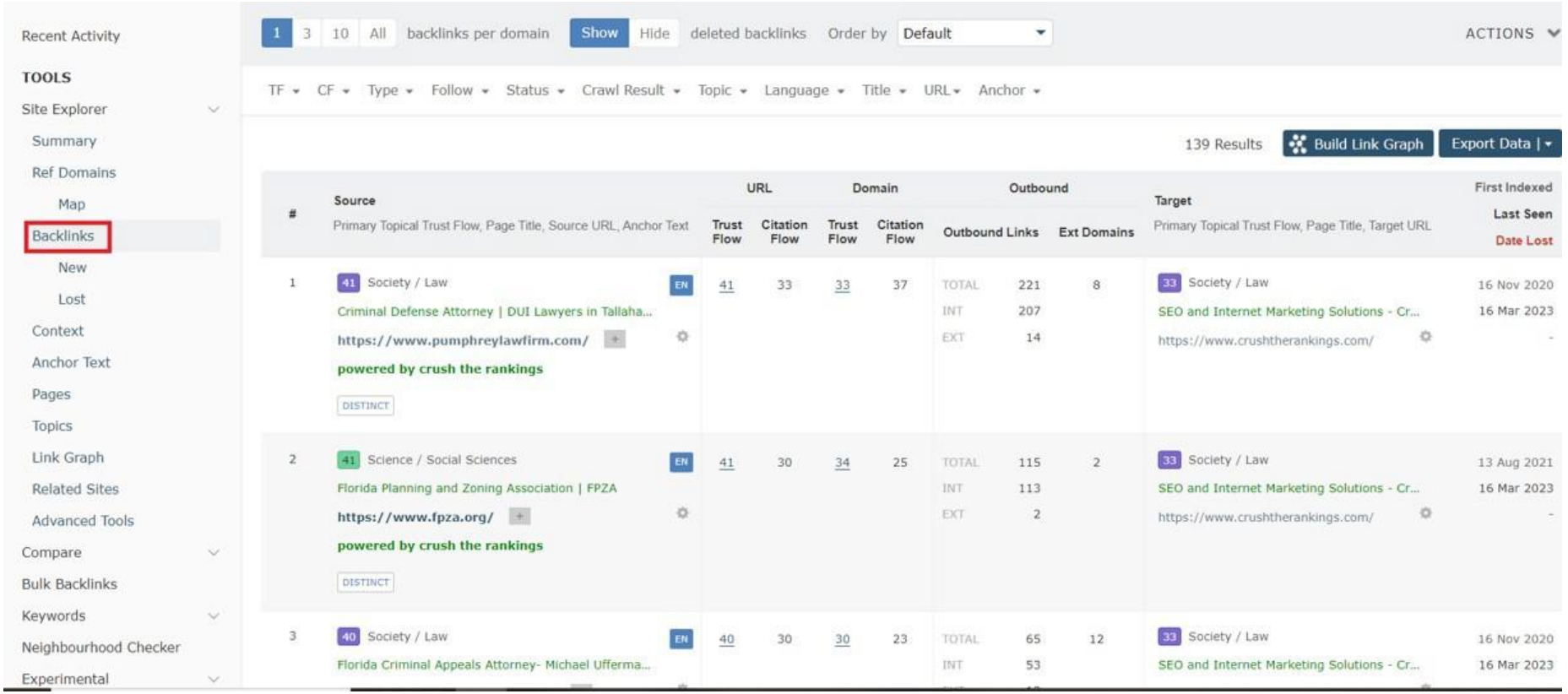
Majestic


Recent Activity
TOOLS
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Summary
Ref Domains
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Backlinks
New
Lost
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Anchor Text
Pages
Topics
Link Graph
Related Sites
Advanced Tools
Compare
Bulk Backlinks
Keywords
Neighbourhood Checker
Experimental
1 3 10 All backlinks per domain Show Hide deleted backlinks Order by Default
ACTIONS
TF CF Type Follow Status Crawl Result Topic Language Title URL Anchor
139 Results
Build Link Graph
Export Data
Source Primary Topical Trust Flow, Page Title, Source URL, Anchor Text
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Florida Criminal Appeals Attorney- Michael Ufferma...
40 30 30 23
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Backlink Acquisition Tools

- SEMRush Link Building Tool
- SEMRush Backlink Gap Analysis
- Majestic
- BrightLocal

Lets take a break!

Prepared by:

Download Workbook:

taylorslides.com

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