

# digitalsummit

CTR WORKSHOP WORKBOOK

**PREPARING YOUR SEO  
AND PERFORMANCE FOR  
2023 & BEYOND**

**Taylor Kurtz** | Founder & President, Crush the Rankings



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## SECTION 1

# Preparing Your SEO and Performance for 2023 and Beyond



**Taylor Kurtz**

Owner and Founder,  
Crush the Rankings

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

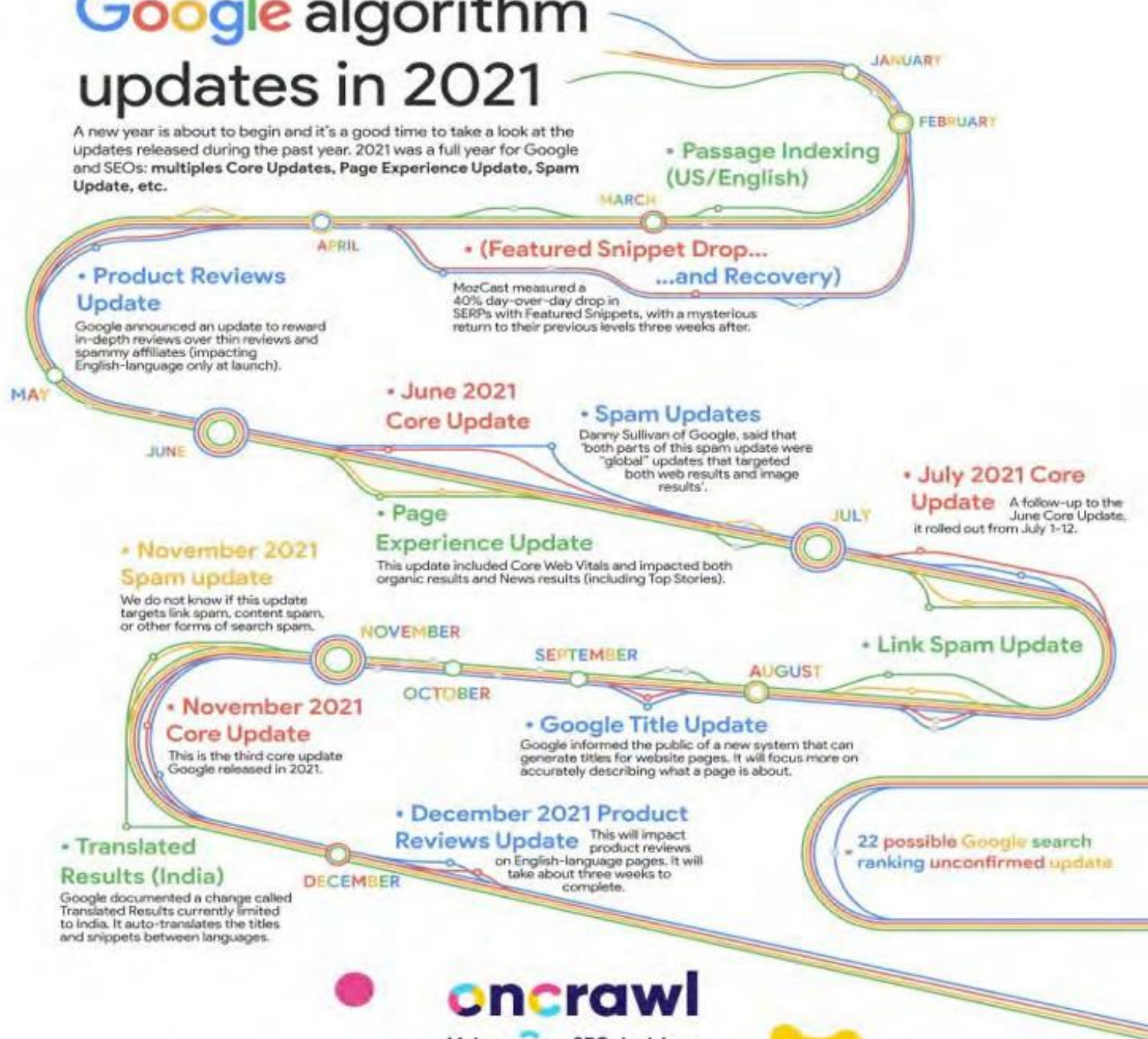
## ABOUT THIS SESSION

**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**

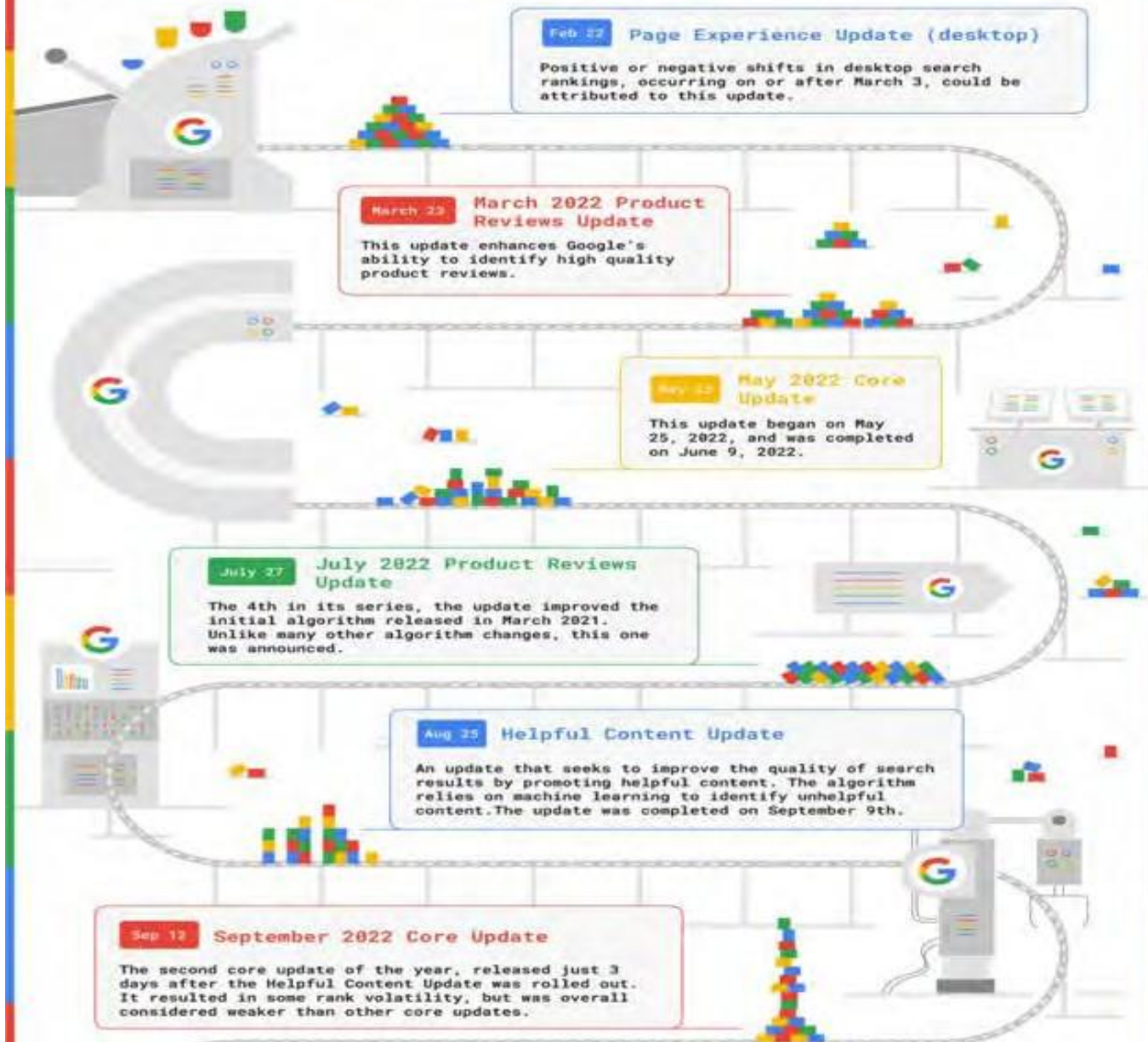
# Google algorithm updates in 2021

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.



# 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.





**Sep 29** 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.

**Dec 14** 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.



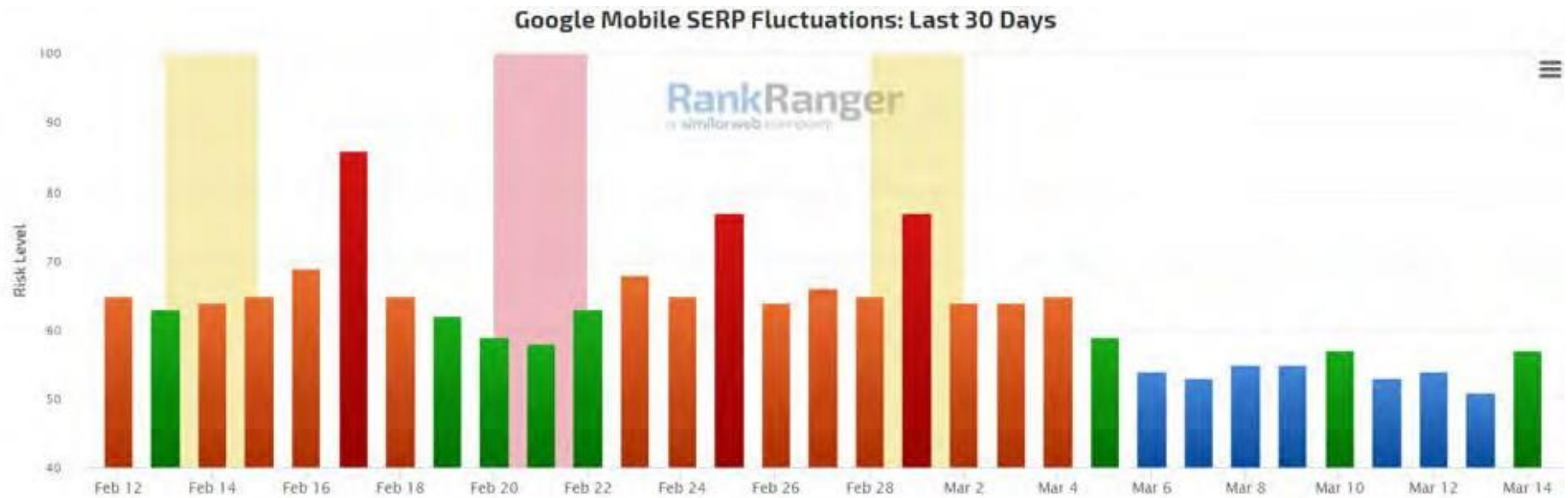
**oncrawl**

Make smarter SEO decisions



# FREE TOOLS TO CHECK SERP VOLATILITY

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



# FREE TOOLS TO CHECK SERP VOLATILITY

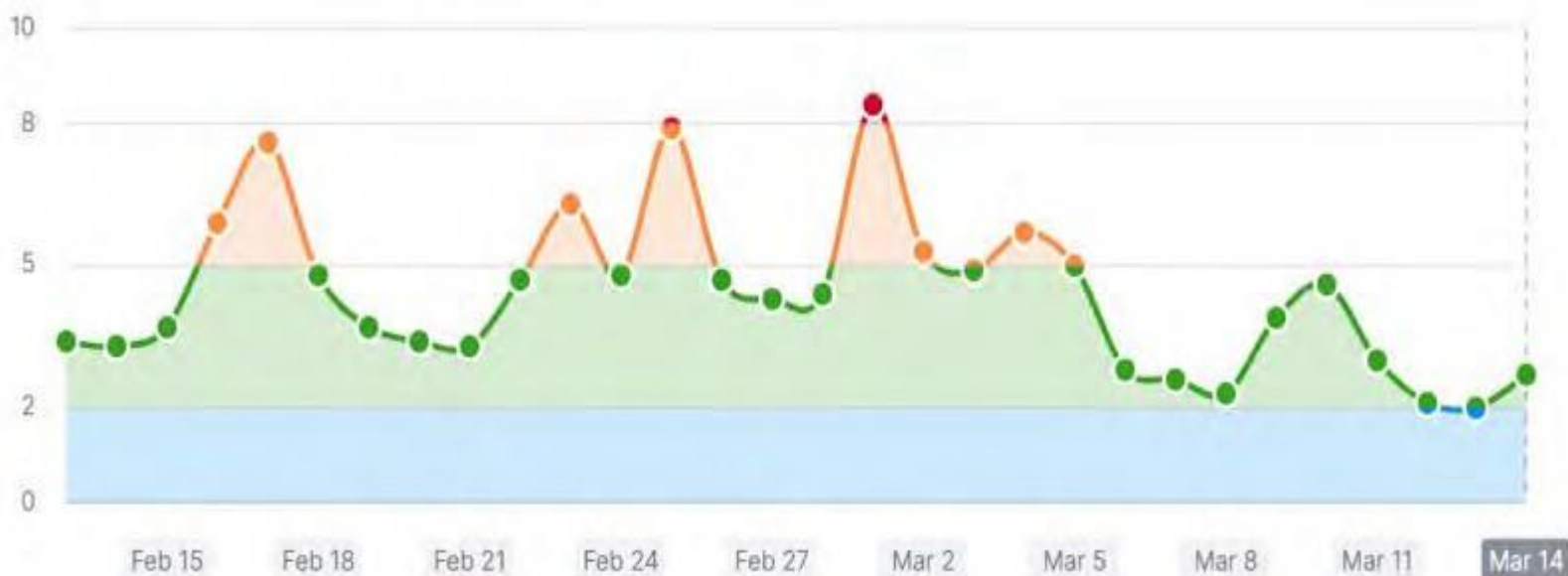
<https://www.semrush.com/sensor/>

## SERP volatility for the last 30 days

All categories

Normal range **2.7** /10  
Another ordinary day.

● Low ● Normal ● High ● Very High

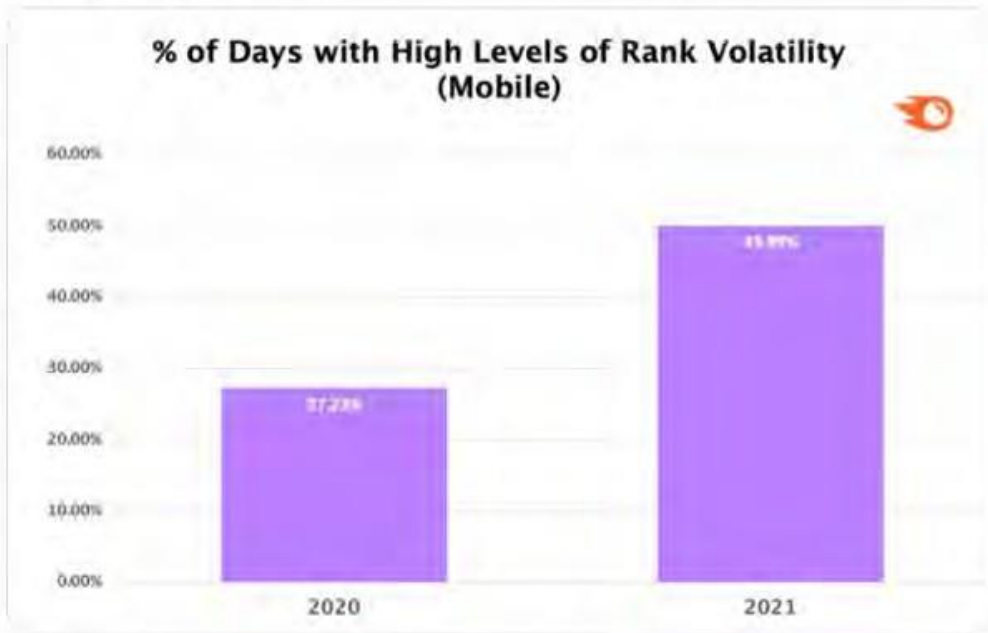




**Mordy Oberstein**   
@MordyOberstein

But what about mobile?

Looking at just "high" levels of volatility (again high being 5/10 - 8/10 on the Sensor)... we're already at about 50% of 2021 being volatile!



5:22 AM · Oct 19, 2021

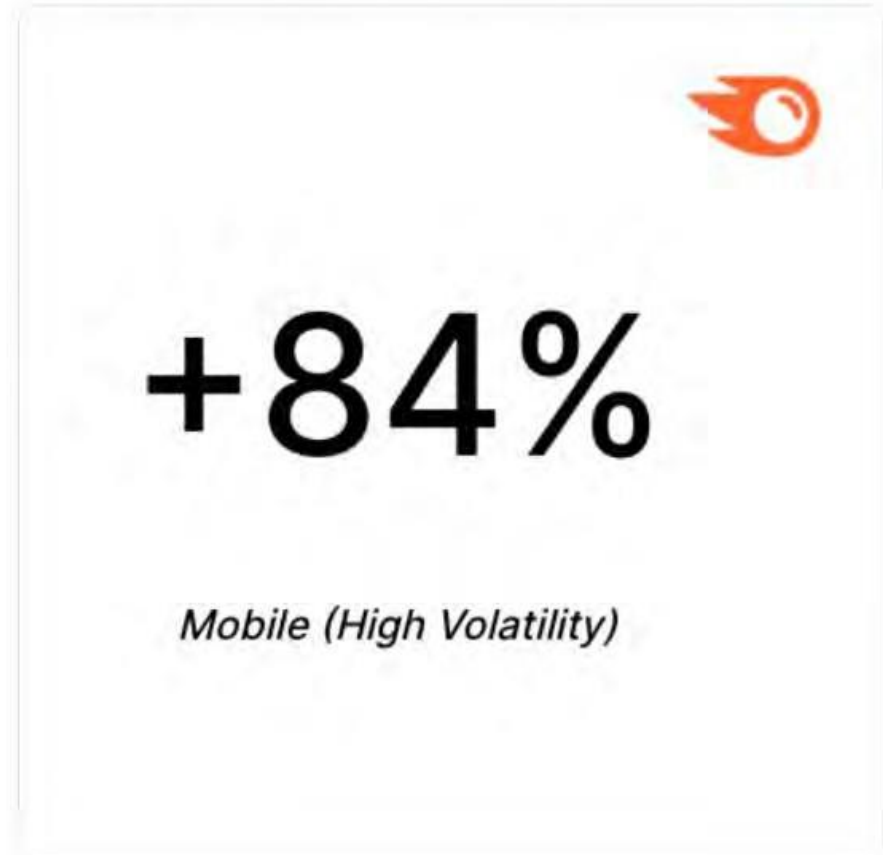


**Mordy Oberstein**  @MordyOberstein · Oct 19, 2021



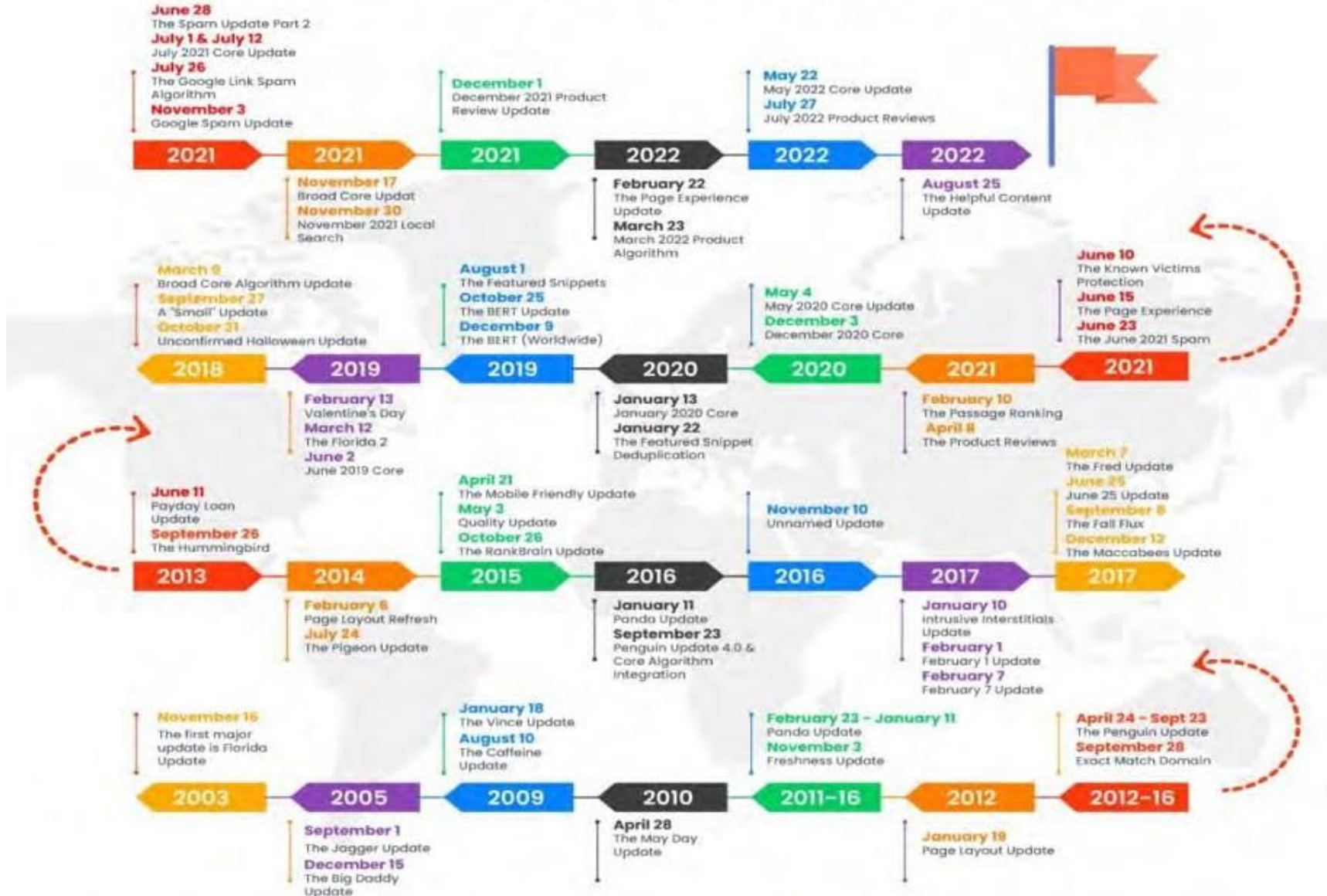
Replying to @MordyOberstein

Year-over-year that's a dramatic 84% increase in the instances of high rank volatility!



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

# HERE IS THE COMPLETE HISTORY OF VITAL GOOGLE UPDATES SINCE 2003





- **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 embedding?)**
- **Related entities are IMPORTANT.**
- **Focus on structure, readability, and context.**

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

- **Helps search engines understand content meaning**
- **Improves search rankings**
- **Leads to rich snippets (sometimes)**
- **[Schema.org](https://schema.org)**

# GOOGLE STRUCTURED MARKUP HELPER

The screenshot shows the Google Structured Data Markup Helper interface. At the top, there is a navigation bar with the Google logo and the text "Structured Data Markup Helper". To the right of the logo, there is a progress indicator with three steps: "Enter Page" (marked with a red dot), "Tag Data", and "View HTML".

Below the navigation bar, the main heading "Structured Data Markup Helper" is displayed. Underneath, there are two tabs: "Website" (selected) and "Email".

The main content area contains the following text:

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

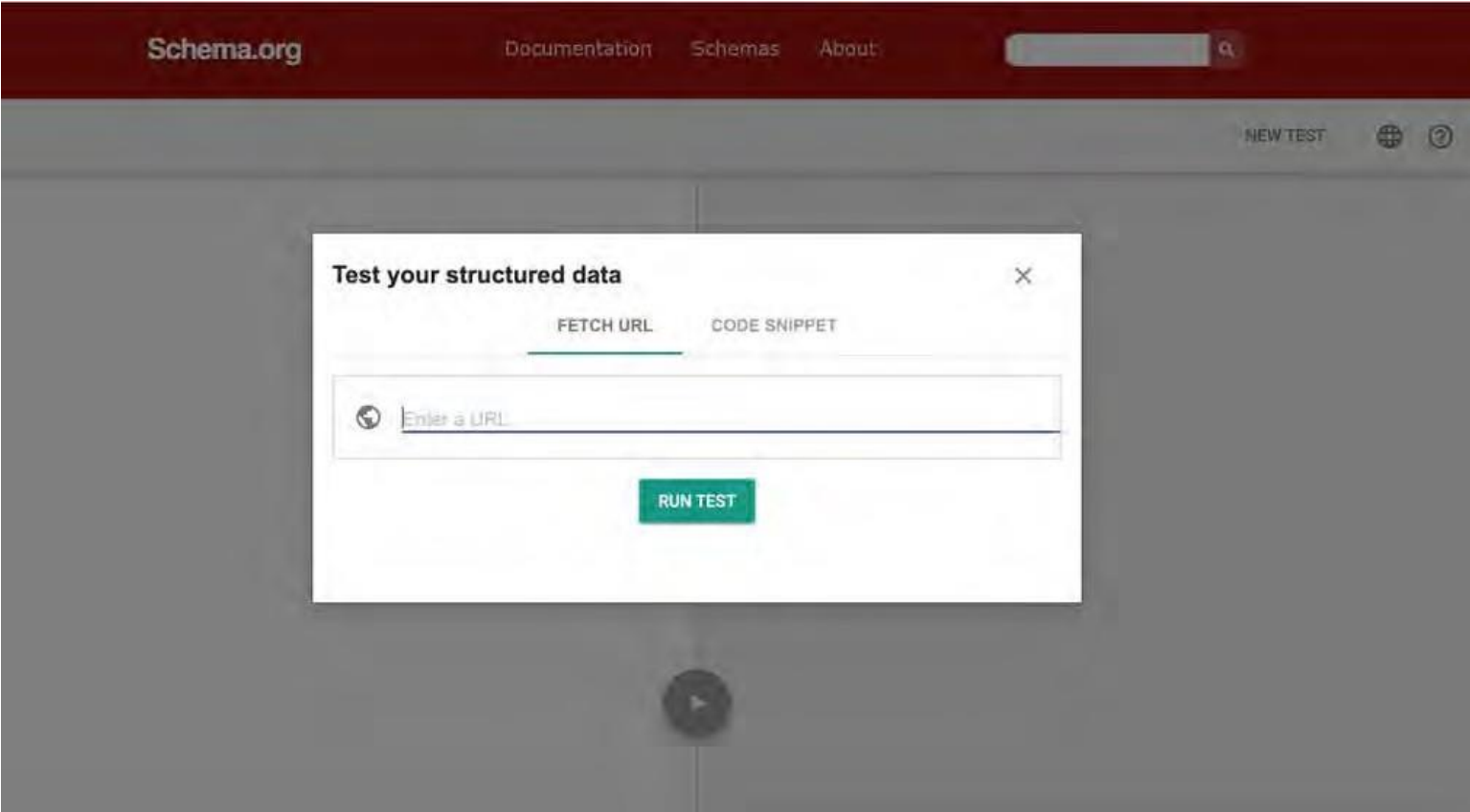
To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

A grid of data types is provided for selection:

- Articles
- Book Reviews
- Datasets
- Events
- Job Postings
- Local Businesses
- Movies
- Products
- Question & Answer Page
- Restaurants
- Software Applications
- TV Episodes

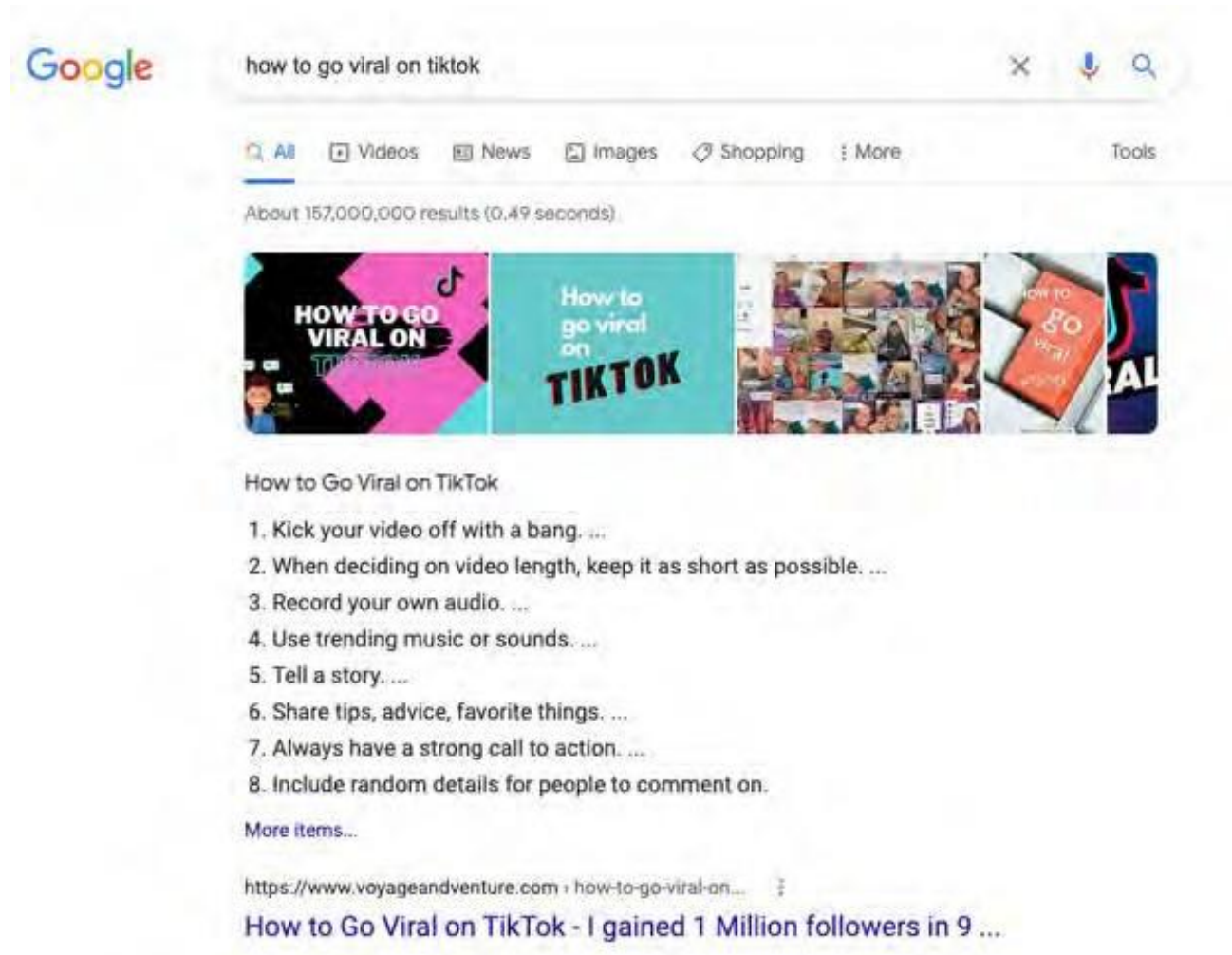
At the bottom, there are two tabs: "URL" (selected) and "HTML". Below these tabs is a large text input field for pasting the URL or HTML source. To the right of the input field is a blue button labeled "Start Tagging".

# Schema.org



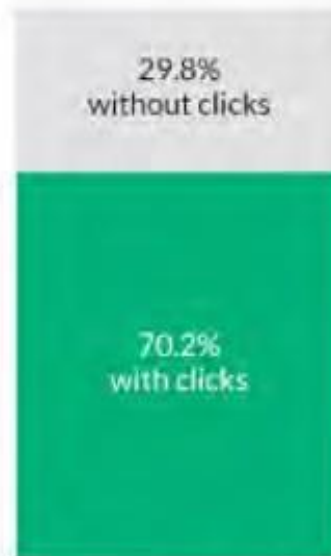
# FEATURED SNIPPETS

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



## Featured snippets reduce clicks on the search results

(based on clickstream data from 100k random search queries)



Search queries with featured snippet in SERP



Search queries without featured snippet in SERP

- **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

The screenshot shows the Microsoft Bing homepage with a light blue background. At the top left, the Microsoft Bing logo is visible, along with search and chat icons. The top right corner contains user profile, time (20), and notification icons. The central focus is the Bing logo, followed by the heading "Welcome to the new Bing" and the subtitle "Your AI-powered copilot for the web". Below this, three feature cards are displayed: "Ask complex questions" with a sample query about meals for a picky toddler, "Get better answers" with a query about pet vacuums, and "Get creative inspiration" with a prompt to write a haiku. A disclaimer states, "Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and share feedback so we can learn and improve!". At the bottom, there is a "Bing AI" button, a search input field with the placeholder "Ask me anything...", and a "Feedback" button.

Microsoft Bing SEARCH CHAT

v 20

## Welcome to the new Bing

Your AI-powered copilot for the web

- Ask complex questions  
"What are some meals I can make for my picky toddler who only eats orange-colored food?"
- Get better answers  
"What are the pros and cons of the top 3 selling pet vacuums?"
- Get creative inspiration  
"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and share feedback so we can learn and improve!

[Terms of Use](#) [Privacy Statement](#)

Bing AI

Ask me anything... 0/2000

Feedback

- **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

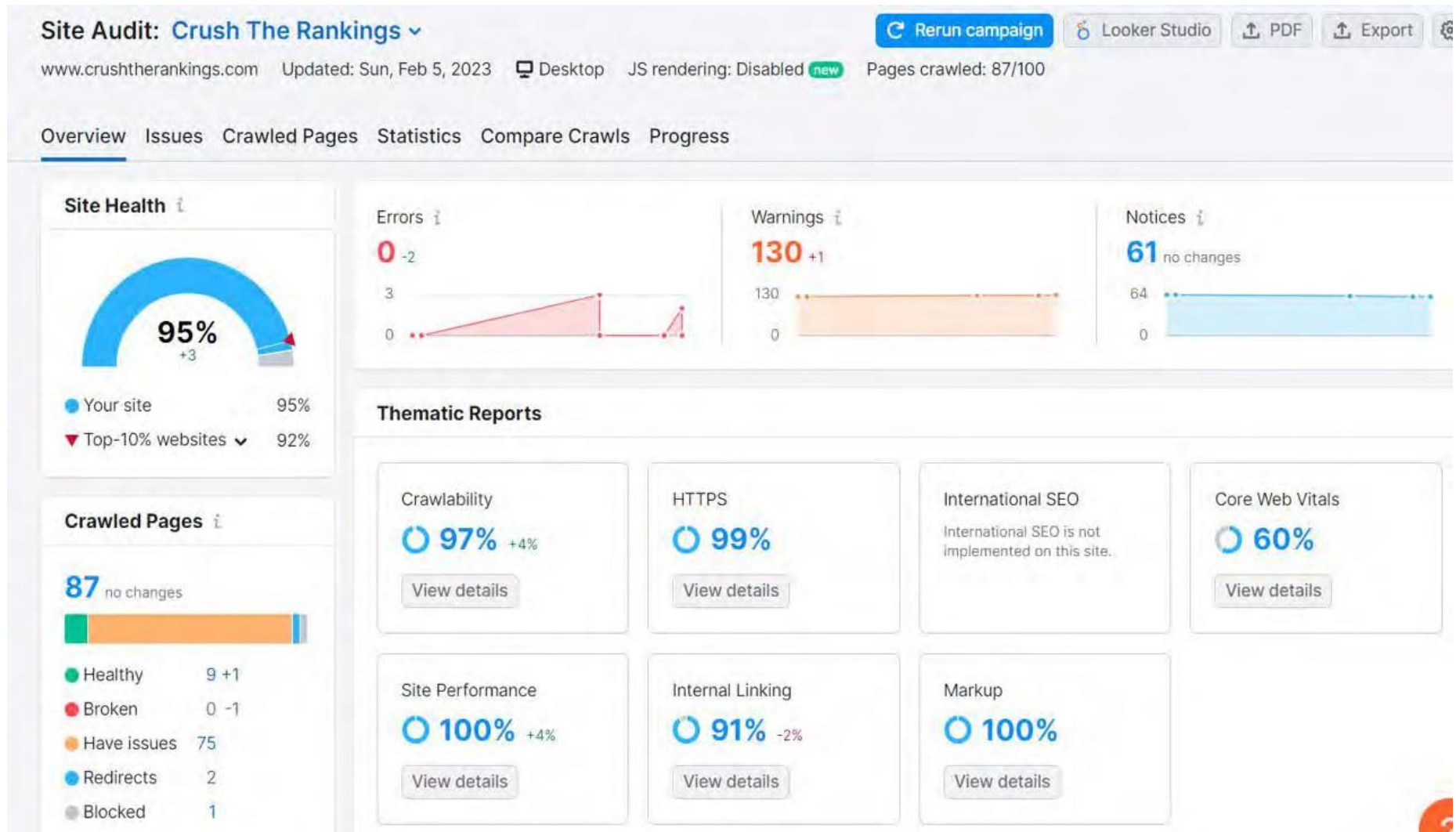
- SEMRush
- Ahrefs
- MOZ
- <https://www.seoptimizer.com>

# Health Audit: SEMRush

# HEALTH AUDIT: Break Out Activity

Identified Issue(s)	Solution	Priority

# Site Audit: Crush the Rankings



### Site Health *i*



- Your site 66%
- ▼ Top-10% websites 92%

### Crawled Pages *i*

5,408 <sup>+9</sup>



- Healthy 3
- Broken 1
- Have issues 4,950 <sup>+9</sup>
- Redirects 450
- Blocked 4

### Errors *i*

25 no changes



### Warnings *i*

84,456 <sup>+172</sup>



### Notices *i*

16,141 <sup>+95</sup>



### Thematic Reports

#### Crawlability

87%

[View details](#)

#### HTTPS

89%

[View details](#)

#### International SEO

International SEO is not implemented on this site.

#### Core Web Vitals

56% <sup>+12%</sup>

[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	<a href="#">Why and how to fix it</a>	96 new issues		<a href="#">Send to...</a>	
26,159 issues with unminified JavaScript and CSS files	<a href="#">Why and how to fix it</a>	58 new issues		<a href="#">Send to...</a>	
4,889 uncompressed pages	<a href="#">Why and how to fix it</a>	10 new issues		<a href="#">Send to...</a>	
3,746 pages have low text-HTML ratio	<a href="#">Why and how to fix it</a>	60 new issues		<a href="#">Send to...</a>	
1,752 pages have a low word count	<a href="#">Why and how to fix it</a>	22 new issues		<a href="#">Send to...</a>	
1,082 pages have duplicate H1 and title tags	<a href="#">Why and how to fix it</a>			<a href="#">Send to...</a>	
633 pages have too much text within the title tags	<a href="#">Why and how to fix it</a>			<a href="#">Send to...</a>	
508 external links are broken	<a href="#">Why and how to fix it</a>	16 new issues		<a href="#">Send to...</a>	
155 images don't have alt attributes	<a href="#">Why and how to fix it</a>			<a href="#">Send to...</a>	
33 pages don't have meta descriptions	<a href="#">Why and how to fix it</a>	1 new issue		<a href="#">Send to...</a>	
11 pages have no hreflang and lang attributes	<a href="#">Why and how to fix it</a>			<a href="#">Send to...</a>	
10 outgoing internal links contain nofollow attribute	<a href="#">Why and how to fix it</a>			<a href="#">Send to...</a>	



All 37 Errors 6 Warnings 17 Notices 14

**6 pages have duplicate content issues** error [Why and how to fix it](#) [Send to...](#)

Hide  Filter by Page URL

Total Checks

○ Failed: 6  
Successful: 9,100

<input type="checkbox"/>	Page URL <input type="button" value="↑"/>	Duplicates <input type="button" value="↕"/>	Discovered <input type="button" value="↕"/>
<input type="checkbox"/>	Sign up : Contently <a href="http://contently.com/register">http://contently.com/register</a> <input type="button" value="↗"/>	> 1 pages	8 Apr 2022 (12:05) <input type="button" value="🔍"/>
<input type="checkbox"/>	Sign in : Contently <a href="http://contently.com/signin">http://contently.com/signin</a> <input type="button" value="↗"/>	> 1 pages	8 Apr 2022 (12:05) <input type="button" value="🔍"/>
<input type="checkbox"/>	Content Marketing & Strategy Blog   The Content Strategist   Contently <a href="http://contently.com/strategist/feed/">http://contently.com/strategist/feed/</a> <input type="button" value="↗"/>	> 1 pages	8 Apr 2022 (12:05) <input type="button" value="🔍"/>
<input type="checkbox"/>	Sign up : Contently <a href="https://contently.com/register">https://contently.com/register</a> <input type="button" value="↗"/>	> 1 pages	8 Apr 2022 (12:05) <input type="button" value="🔍"/>
<input type="checkbox"/>	Sign in : Contently <a href="https://contently.com/signin">https://contently.com/signin</a> <input type="button" value="↗"/>	> 1 pages	8 Apr 2022 (12:05) <input type="button" value="🔍"/>
<input type="checkbox"/>	Content Marketing & Strategy Blog   The Content Strategist   Contently <a href="https://contently.com/strategist/feed/">https://contently.com/strategist/feed/</a> <input type="button" value="↗"/>	> 1 pages	8 Apr 2022 (12:05) <input type="button" value="🔍"/>

1,082 pages have duplicate H1 and title tags warning [Why and how to fix it](#) [➔ Send to...](#)

**Total Checks** ⌵  
○ Failed: 1,082  
○ Successful: 3,801

⌵

<input type="checkbox"/> Page URL <span style="font-size: 0.8em;">⌵</span>	Title	Discovered <span style="font-size: 0.8em;">⌵</span>	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="http://contently.com/2018/09/07/scale-content-program-internationally/">🔗 Want to Scale Your Content Program Internationally? Take This First Step</a>	Want to Scale Your Content Program Internationally? Take This First Step	30 Dec 2022 (03:21)	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="http://contently.com/2022/06/23/5-steps-to-minimize-sourcing-snafuls-in-content-marketing/">🔗 5 Steps to Minimize Sourcing Snafuls in Content Marketing</a>	5 Steps to Minimize Sourcing Snafuls in Content Marketing	23 Sep 2022 (07:04)	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="https://contently.com/2011/02/17/the-depressing-reality-about-writing-books/">🔗 The Depressing Reality About Writing Books</a>	The Depressing Reality About Writing Books	20 Sep 2019 (09:32)	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="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</a>	How Startup Birchbox Uses Content To Sell Tons of Beauty Supplies	23 Dec 2022 (07:52)	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="https://contently.com/2011/08/01/minnesota-vikings-content-strategy/">🔗 How To Get Millions Of Pageviews With Your Content Marketing Strategy [CASE STUDY]</a>	How To Get Millions Of Pageviews With Yo...ntent Marketing Strategy [CASE STUDY]	23 Dec 2022 (07:52)	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="https://contently.com/2011/08/12/how-to-develop-a-community-management-plan/">🔗 How to Develop a Community Management Plan</a>	How to Develop a Community Management Plan	23 Dec 2022 (07:52)	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="https://contently.com/2011/09/20/how-to-never-run-out-of-blog-post-ideas/">🔗 How To Never Run Out of Blog Post Ideas</a>	How To Never Run Out of Blog Post Ideas	30 Dec 2022 (03:21)	<input type="button" value="👁"/>
<input type="checkbox"/> <a href="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</a>	The Best Tools on Wordpress to Make Your Content Look Great	23 Dec 2022 (07:52)	<input type="button" value="👁"/>

## FREE TOOLS/RESOURCES

**Conduct Audit or Enter Your Site Into:**

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

# SPEED MATTERS!



- 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](#)

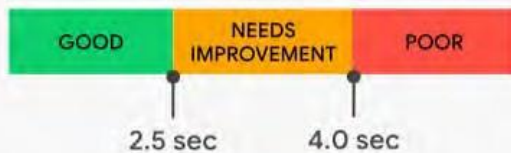
# Core Web Vitals



(Loading)

## LCP

Largest Contentful Paint



(Interactivity)

## FID

First Input Delay



(Visual Stability)

## CLS

Cumulative Layout Shift






- <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 

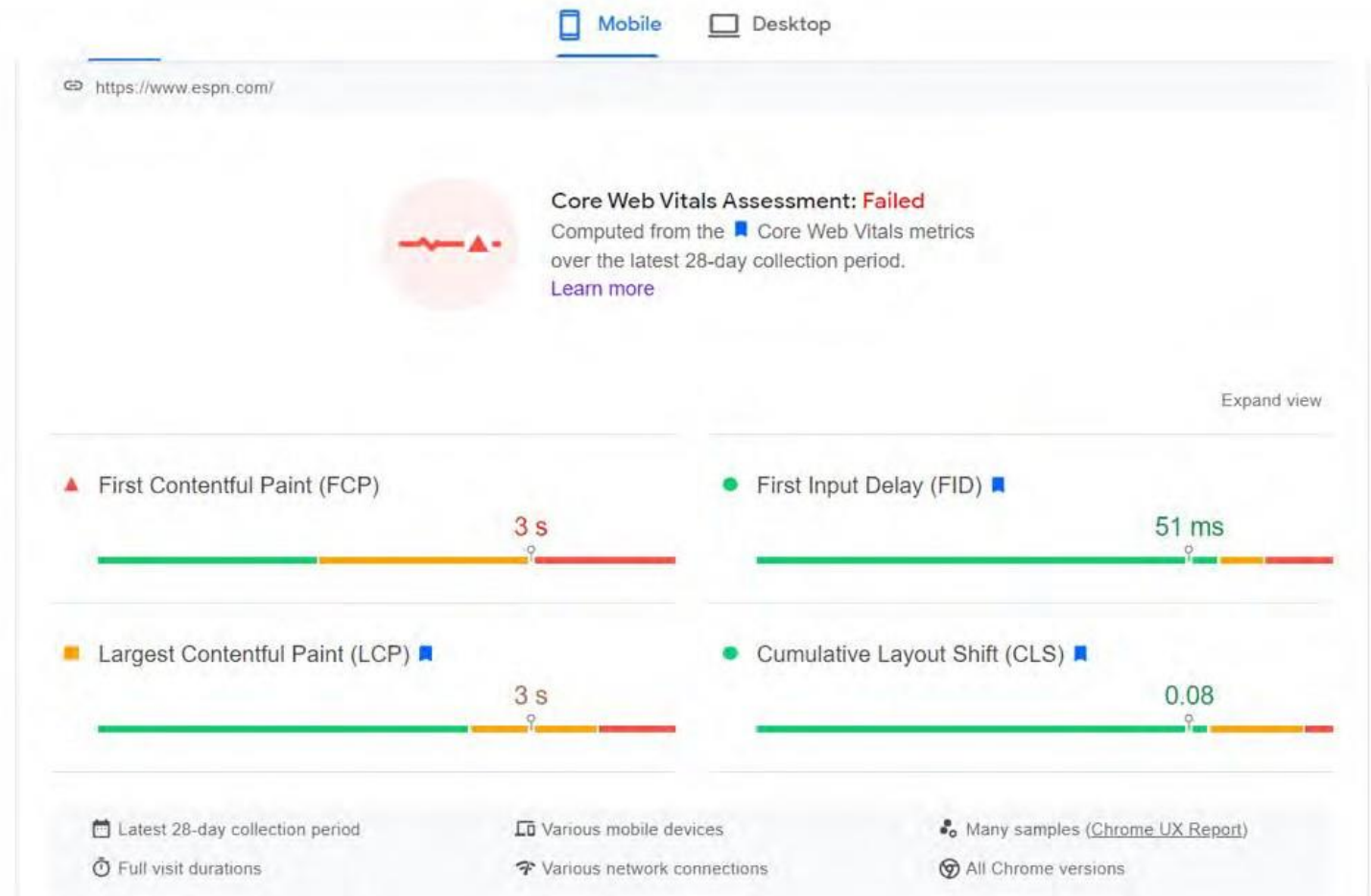
It is a ranking factor, and it's more than a tie-breaker, but it also doesn't replace relevance.

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

PageSpeed Insights



# CHECKING YOUR CORE VITALS THROUGH GOOGLE

Mobile Desktop

## ▲ First Contentful Paint (FCP)

3 s



Category	Percentage
Good ( $\leq 1.8$ s)	38%
Needs Improvement (1.8 s - 3 s)	37%
Poor ( $> 3$ s)	25%

75th Percentile - 3 s

## ● First Input Delay (FID) ■

51 ms



Category	Percentage
Good ( $\leq 100$ ms)	81%
Needs Improvement (100 ms - 300 ms)	7%
Poor ( $> 300$ ms)	12%

75th Percentile - 51 ms

## ■ Largest Contentful Paint (LCP) ■

3 s



Category	Percentage
Good ( $\leq 2.5$ s)	65%
Needs Improvement (2.5 s - 4 s)	22%
Poor ( $> 4$ s)	13%

75th Percentile - 3 s

## ● Cumulative Layout Shift (CLS) ■

0.08



Category	Percentage
Good ( $\leq 0.10$ )	79%
Needs Improvement (0.10 - 0.25)	16%
Poor ( $> 0.25$ )	5%

75th Percentile - 0.08

Latest 28-day collection period

Full visit durations

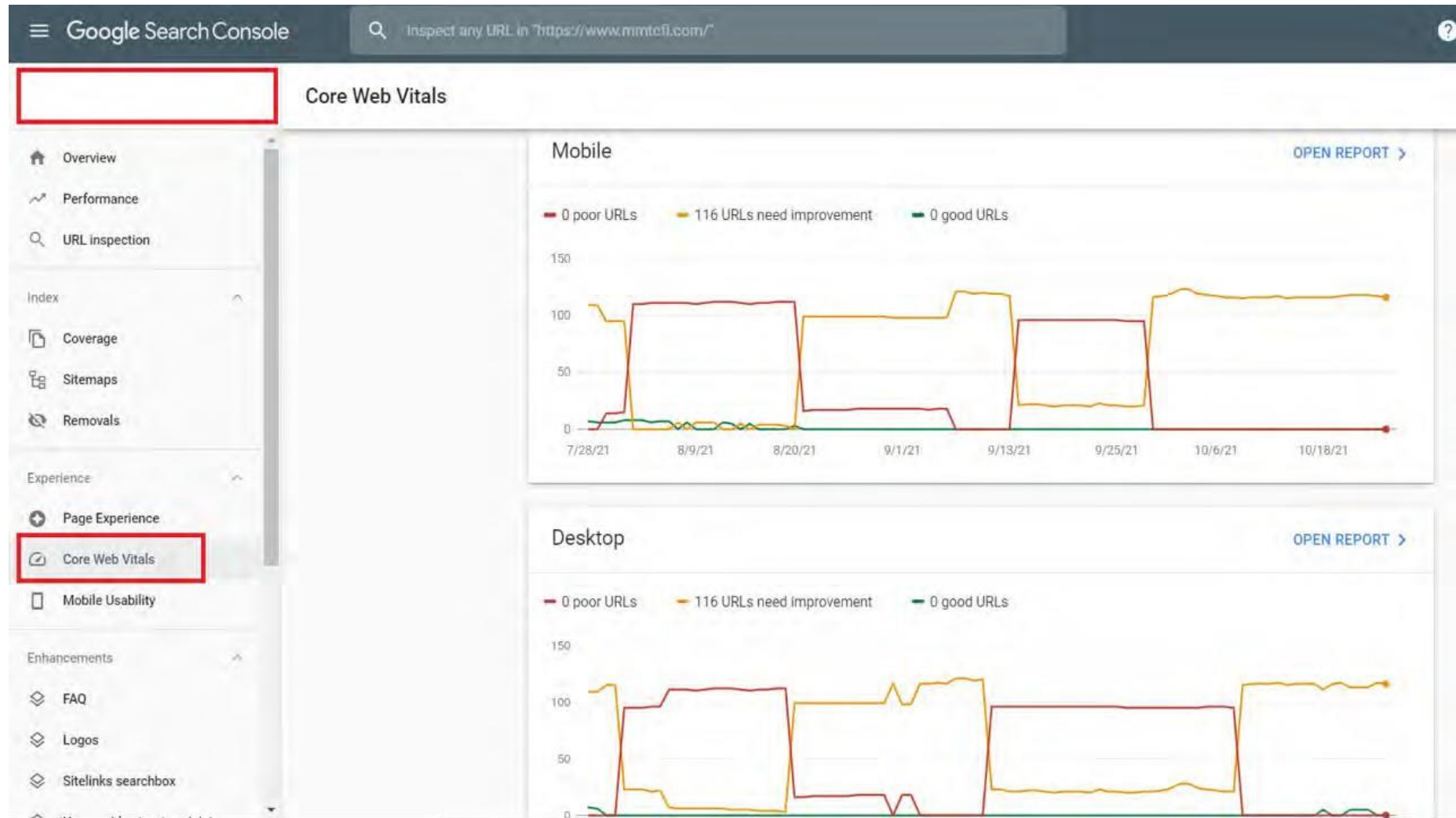
Various mobile devices

Various network connections

Many samples ([Chrome UX Report](#))

All Chrome versions

# CHECKING YOUR CORE VITALS THROUGH GOOGLE



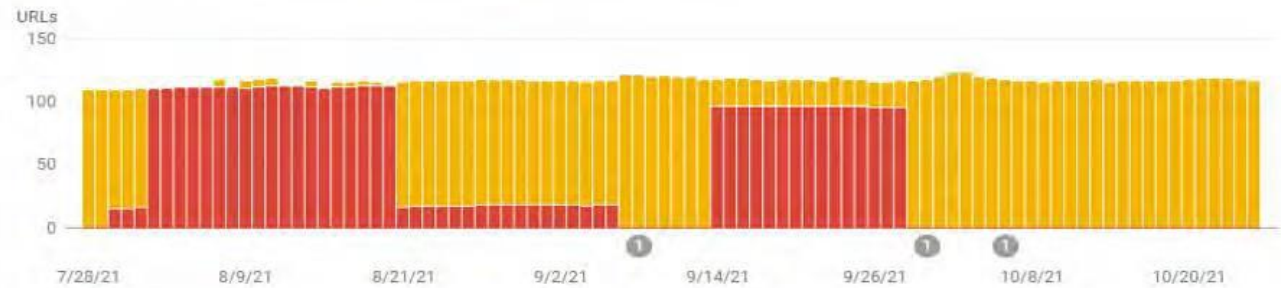
# CHECKING YOUR CORE VITALS THROUGH GOOGLE

Core Web Vitals > Mobile

Poor  
**0**  
No issues

Need improvement  
**116**  
1 issue

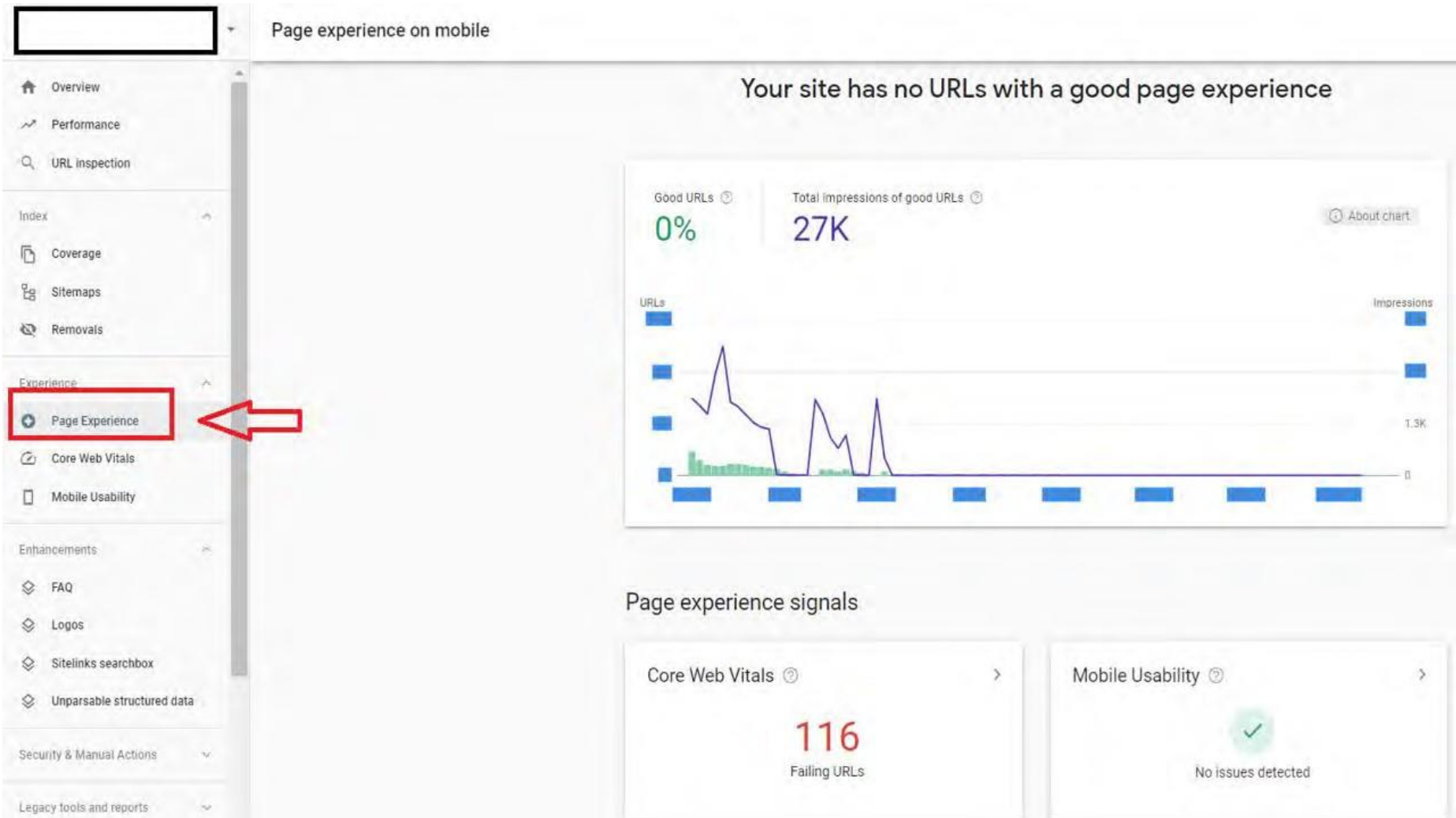
Good  
**0**



## Details

Status	Type	Validation	Trend	URLs
Need improvement	LCP issue: longer than 2.5s (mobile)	Not Started		116
Poor	CLS issue: more than 0.25 (mobile)	N/A		0
Poor	LCP issue: longer than 4s (mobile)	N/A		0
Need improvement	CLS issue: more than 0.1 (mobile)	N/A		0

# 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 [Features](#) [Pricing](#) [Resources](#) [Blog](#) Welcome Taylor! | [Account](#)

## Dashboard

Analyze Performance of:

× Analyze ▾

**Presets** Presets ?  
Analyze your page with a preset combination of Analysis Options  
GTmetrix default (Default Preset) ▾ New Rename Save As Restore Save

**Test Format** Test URL in ?  
Where and how do you want to analyze this page?  
Vancouver, Canada ▾ **using ?** ▾ **with ?** ▾

**Options** Options ?  
Basic features and functions for this page.  
 OFF Create Video ?  OFF Adblock Plus ?

**Advanced Options** Advanced Options ?  
Additional options and features to analyze your page.  
Advanced Options ▾

**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

Using: Apple iPhone X/XS/11/12/12 mini/12 Pro in Vancouver, Canada | **Connection:** Off | **Video:** Off | **Adblock:** Off ⌵ Analysis Options



## 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

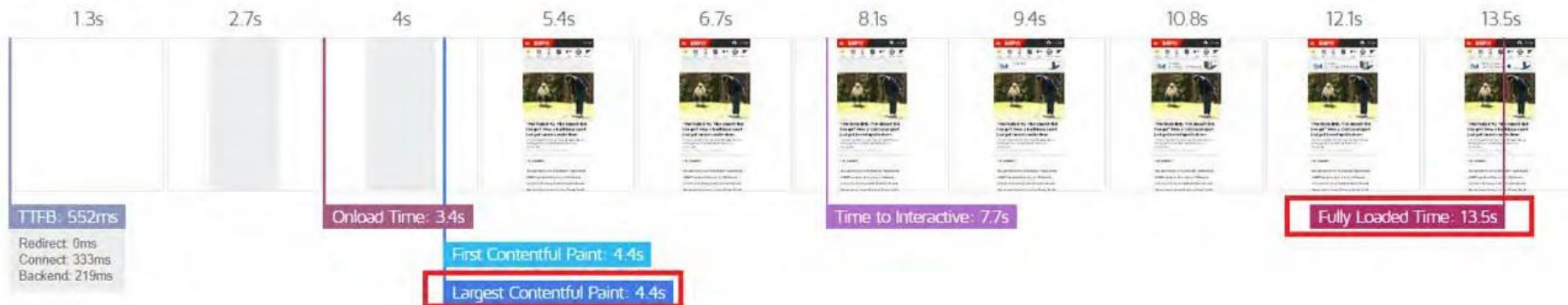
### GTmetrix Grade ?

<b>F</b>	Performance ? <b>32%</b>	Structure ? <b>66%</b>
----------	-----------------------------	---------------------------

### Web Vitals ?

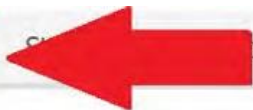
LCP ? <b>4.4s</b>	TBT ? <b>398ms</b>	CLS ? <b>0</b>
----------------------	-----------------------	-------------------

### Speed Visualization ?



Summary

Performance



Waterfall

Video

History

## Performance Metrics

The following metrics are generated using Lighthouse Performance data.

Metric details

### 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

Summary	Performance	Structure	Video	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](#)

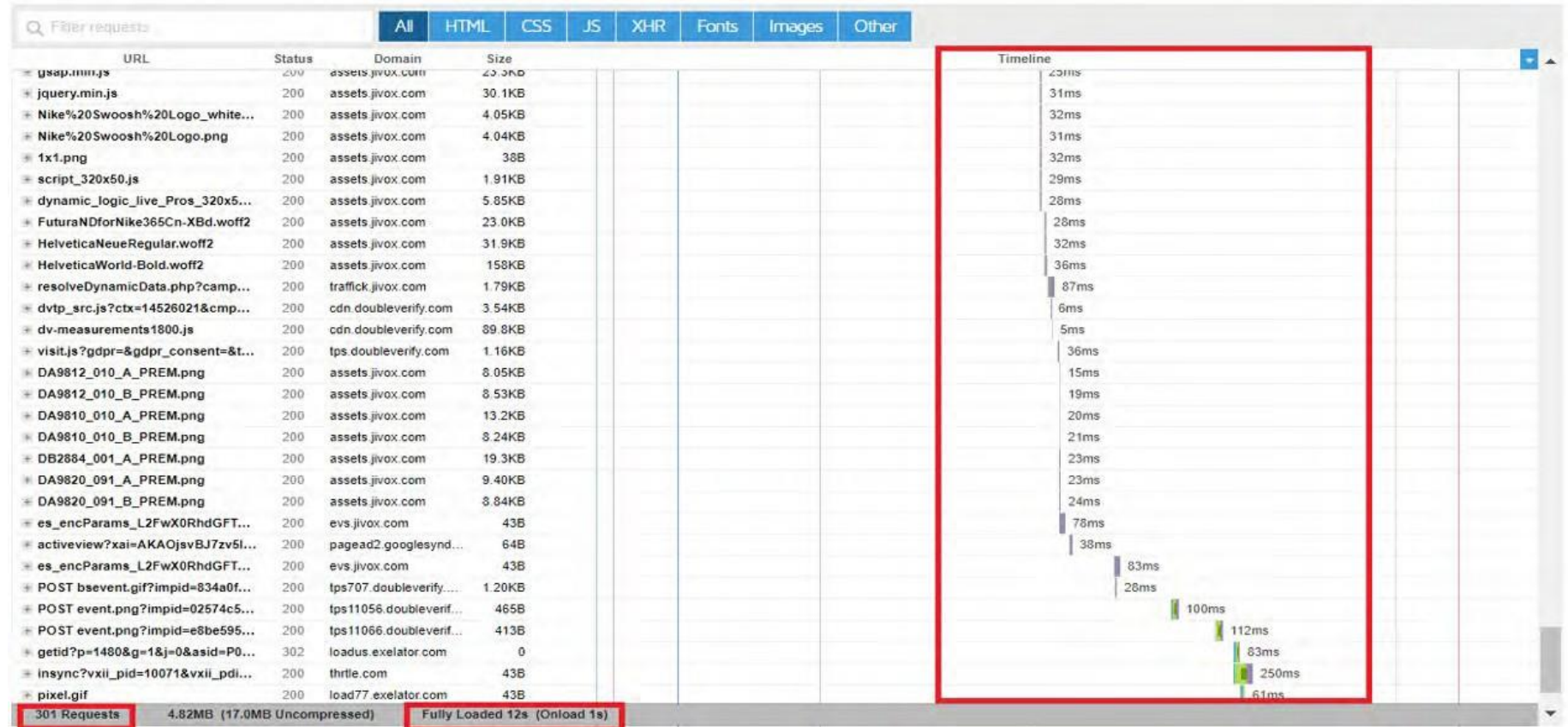
### Need Assistance?

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.](#)



## Page Load Video ?

The screenshot shows the ESPN mobile website. At the top, there's a navigation bar with the ESPN logo and a 'SCORES' link. Below that are icons for various sports: ESPN+, NFL, NBA, NHL, MLB, Soccer, and College. A Bell advertisement is visible, stating 'All on Canada's best 5G network'. The main content area features a video player with a large blue play button. Below the video, there's a headline: **'This feels dirty. This doesn't feel like golf.' How a traditional sport just got turned upside down**. The sub-headline reads: 'There are now two functioning professional tours, leaving golf at an undeniable and uncertain crossroads.' Below this, there's a 'TOP HEADLINES' section with three items: 'Mikolas falls short of no-hitter and 'it kinda stinks'', 'USMNT equalizes late in wet, wild El Salvador', and 'Ump struck in face by Trout's shattered bat, exits'. In the bottom right corner, a performance metrics overlay shows a total time of 15.0s and a list of metrics: Time to First Byte - 0.5s, Onload - 3.1s, First Contentful Paint - 4.1s, Largest Contentful Paint - 4.1s, Time to Interactive - 5.7s, and Fully Loaded - 13.3s.

### 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 Grade <sup>?</sup>

<b>A</b>	Performance <sup>?</sup> <b>100%</b>	Structure <sup>?</sup> <b>100%</b>
----------	-----------------------------------------	---------------------------------------

## Web Vitals <sup>?</sup>

Largest Contentful Paint <sup>?</sup> <b>735ms</b>	Total Blocking Time <sup>?</sup> <b>0ms</b>	Cumulative Layout Shift <sup>?</sup> <b>0.03</b>
-------------------------------------------------------	------------------------------------------------	-----------------------------------------------------

Summary

**Performance**

Structure

Waterfall

Video

History

## Performance Metrics

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Metric details

### 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>**



John ☆.o(≡▽≡)o.☆ @JohnMu · Feb 26

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

3 3 9

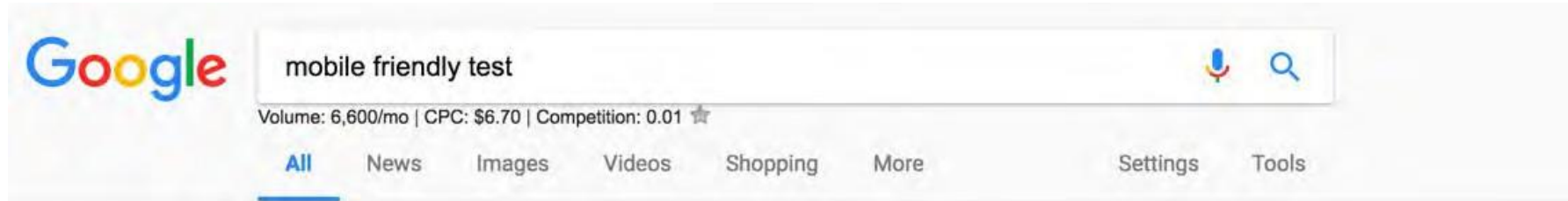


John ☆.o(≡▽≡)o.☆ @JohnMu · Feb 26

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

1 2

# GOOGLE MOBILE FRIENDLY TEST



The screenshot shows a Google search interface. The search bar contains the text "mobile friendly test". To the right of the search bar are icons for voice search and a magnifying glass. Below the search bar, the search volume is listed as "Volume: 6,600/mo | CPC: \$6.70 | Competition: 0.01" with a star icon. Below this are navigation tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The "All" tab is currently selected.

About 15,500,000 results (0.66 seconds)

Is your web page mobile friendly?


[Feedback](#)

[Mobile-Friendly Test - Google Search Console](https://search.google.com/test/mobile-friendly) 

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

Test how easily a visitor can use your page on a **mobile** device. ... Designing your websites to be **mobile friendly** ensures that your pages perform well on all ...

You've visited this page 2 times. Last visit: 9/10/17

[PageSpeed Insights - Google Developers](https://developers.google.com/speed/pagespeed/insights/) 

<https://developers.google.com/speed/pagespeed/insights/> ▾

Web Performance. Learn more about web performance tools at Google. Give Feedback. Have comments or questions about PageSpeed Insights? Discuss on ...

You've visited this page many times. Last visit: 8/6/17

[Mobile-Friendly Test - Google Search Console](https://search.google.com/search-console/mobile-friendly?id=MQzE7xyPsgPT...) 


<https://search.google.com/search-console/mobile-friendly?id=MQzE7xyPsgPT...>

Is your web page **mobile-friendly**?.. Enter a URL to **test**... Not a valid URL. run **test**.. No loading issues.


view details. Tested on: May 10, 2017 at 11:58 ...

# GOOGLE MOBILE FRIENDLY TEST

← Mobile-Friendly Test ? ☰

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


Test results SHARE

 **Page is usable on mobile**  
This page is easy to use on a mobile device. [Learn more](#)


VIEW TESTED PAGE

Details

Crawl

 Crawled successfully on Mar 14, 2023, 9:34:01 AM ▼

Additional resources

 Monitor mobile friendliness for your entire site GO TO SEARCH CONSOLE

- **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)

### 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	<p><b>Primary user metric in UA:</b></p> <ul style="list-style-type: none"> <li>- Total number of users</li> </ul>	<ul style="list-style-type: none"> <li>- Total number of users</li> </ul>
New Users	<ul style="list-style-type: none"> <li>- Number of users who interacted with your site for the first time</li> </ul>	<ul style="list-style-type: none"> <li>- Number of users who interacted with your site or launched your app for the first time, and is triggered by the <code>first_open</code> event</li> </ul>
Active Users		<p><b>+ NEW :</b></p> <p>Primary user metric in GA4:</p> <ul style="list-style-type: none"> <li>- Number of users that have been active within a 28 day time period</li> </ul>

### Pageviews

Metric	UA	GA4
Pageview	<ul style="list-style-type: none"> <li>- Total number of pages viewed. Repeated views of a single page are counted.</li> </ul>	<p><b>aka Views</b></p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>
Unique pageview	Disappearing	

### Purchases

Metric	UA	GA4
Purchases	<ul style="list-style-type: none"> <li>- Purchase events found in the Enhanced Ecommerce model</li> <li>- Data is pulled from a products array via GA provided JavaScript</li> </ul>	<ul style="list-style-type: none"> <li>- Purchase events are recommended and collect data in a similar fashion to UA, but there are differences</li> <li>- 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)</li> </ul>

### Sessions

Metric	UA	GA4
Session	<ul style="list-style-type: none"> <li>- Period of time a user is actively engaged with your website or app</li> <li>- Has defined parameters that may cause it to end</li> <li>- New sessions begin after:               <ul style="list-style-type: none"> <li>- A timeout</li> <li>- Midnight</li> <li>- Changing campaign parameters</li> </ul> </li> </ul>	<p><b>aka Session Start</b></p> <ul style="list-style-type: none"> <li>- The <code>session_start</code> event generates a session ID and Analytics associates the session ID with each subsequent event in the session</li> <li>- A session ends after 30 minutes of inactivity</li> <li>- Sessions are not restarted at midnight or when new campaign parameters are encountered</li> <li>- After a session timeout, a new session begins</li> </ul>

## Session/Traffic based Acquisition

Metric	UA	GA4
Session/ Traffic based Acquisition	<ul style="list-style-type: none"> <li>- Found in the Acquisition section in a number of different reports</li> <li>- Channel or Source/Medium is the dimension being analyzed against metrics such as Users and Sessions</li> </ul>	<ul style="list-style-type: none"> <li>- Traffic acquisition metrics can be found in the Traffic Acquisition report</li> <li>- The dimensions of Channel or Source/Medium are measured against metrics such as Users and Sessions</li> </ul>



## Conversions

Metric	UA	GA4
Conversions	<ul style="list-style-type: none"> <li>- You define a goal to indicate which user action is considered a conversion.</li> <li>- UA counts only one conversion per session for each goal.</li> </ul>	<ul style="list-style-type: none"> <li>- You specify a conversion event for each action that you want to count as a conversion.</li> <li>- GA4 counts every instance of the conversion event, even if the same conversion event is recorded multiple times during the same session.</li> </ul>

## Bounce Rate vs Engagement Rate

Metric	UA	GA4
Bounce Rate	Disappearing	
Engagement Rate		<ul style="list-style-type: none"> <li><b>+ NEW :</b> Percentage of Engaged Sessions.</li> <li>- 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.</li> </ul>

## 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		<ul style="list-style-type: none"> <li><b>+ NEW:</b> 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. <b>All actions are events.</b> 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).</li> </ul>

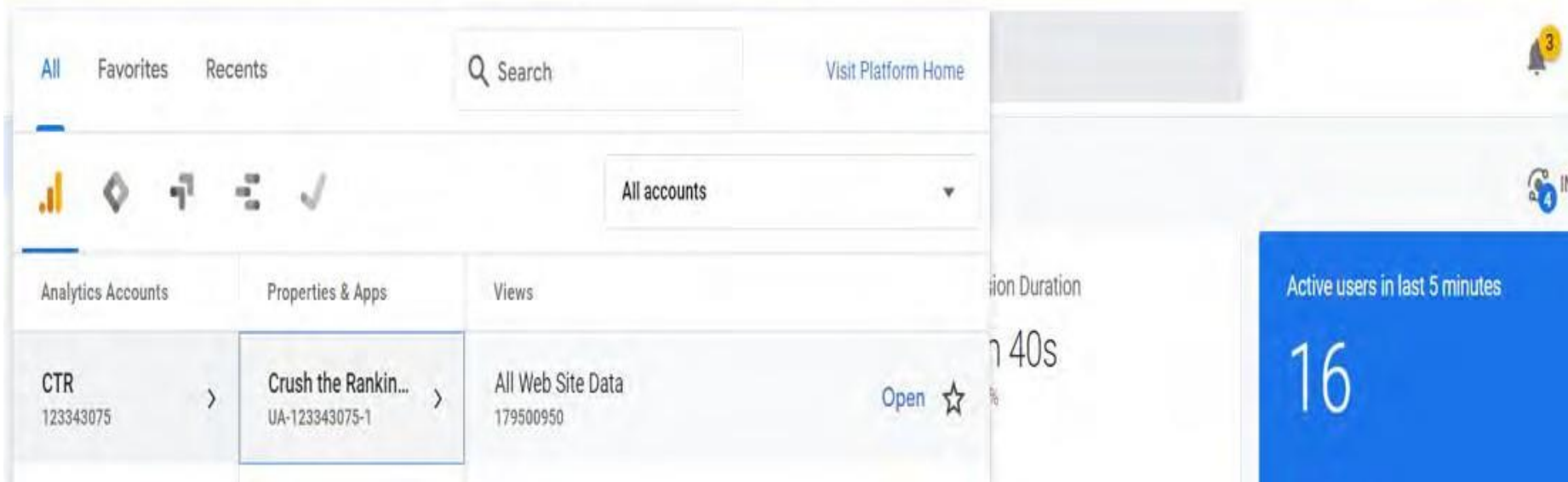


## RESOURCES

- **[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

 On July 1, 2023, this property will stop processing data. Starting in March 2023, for continued website measurement, migrate your original property settings to a Google Analytics 4 (GA4) property, or they'll be copied for you to an existing GA4 property, reusing existing site tags. [Dismiss](#) [Learn more](#)



The screenshot shows the Google Analytics interface. At the top, there are navigation tabs: "All", "Favorites", and "Recents". A search bar is located to the right of these tabs. Below the navigation is a toolbar with several icons: a bar chart, a diamond, a square, a list, and a checkmark. To the right of the toolbar is a dropdown menu labeled "All accounts".

Analytics Accounts	Properties & Apps	Views	Open
CTR 123343075	Crush the Rankin... UA-123343075-1	All Web Site Data 179500950	☆

On the right side of the interface, there is a blue widget titled "Active users in last 5 minutes" displaying the number "16". Above this widget, there is a "Session Duration" widget showing "40s".

# SETTING UP GA4

The screenshot displays the Google Analytics Admin interface. At the top, it shows 'Analytics' with a search bar containing 'Try searching for "acquisition overview"'. Below the search bar, there are three main sections: 'Account', 'Property', and 'View'. The 'Account' section is on the left, the 'Property' section is in the center, and the 'View' section is on the right. The 'Property' section is currently selected, showing 'Crush the Rankings (UA-123343075-1)'. Within this section, the 'GA4 Setup Assistant' option is highlighted with a red box and a red arrow pointing to it. Other options in the 'Property' section include 'Property Settings', 'Property Access Management', 'Tracking Info', 'Property Change History', and 'Data Deletion Requests'. The 'View' section shows 'All Web Site Data' and includes options like 'View Settings', 'View Access Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', and 'Calculated Metrics BETA'. The footer of the page contains copyright information: '© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

# SETTING UP GA4

The screenshot shows the Google Analytics 4 Property Setup Assistant interface. At the top, the navigation bar includes the Analytics logo, account information for 'Crush the Rankings', and a search bar. The left sidebar contains navigation options for ADMIN and USER, with a list of property management tasks such as 'GA4 Setup Assistant', 'Property Settings', and 'Property Access Management'. The main content area displays a confirmation message: 'Google Analytics 4 Property Setup Assistant Connected'. Below this, a message states 'You have successfully connected your properties.' and provides a link to learn more. An illustration of a person pointing at a screen is shown next to the text 'Explore and set up your GA4 property.' and 'Feel free to take next steps for setup or simply explore Google Analytics 4 as you have time.' A prominent blue button labeled 'Go to your GA4 property' is centered below the text. At the bottom, a 'Connected Property' section shows a 'Disconnect' button and a table with the following data:

GA4 PROPERTY NAME	PROPERTY ID
Crush the Rankings - GA4	309758080

## SETTING UP GA4

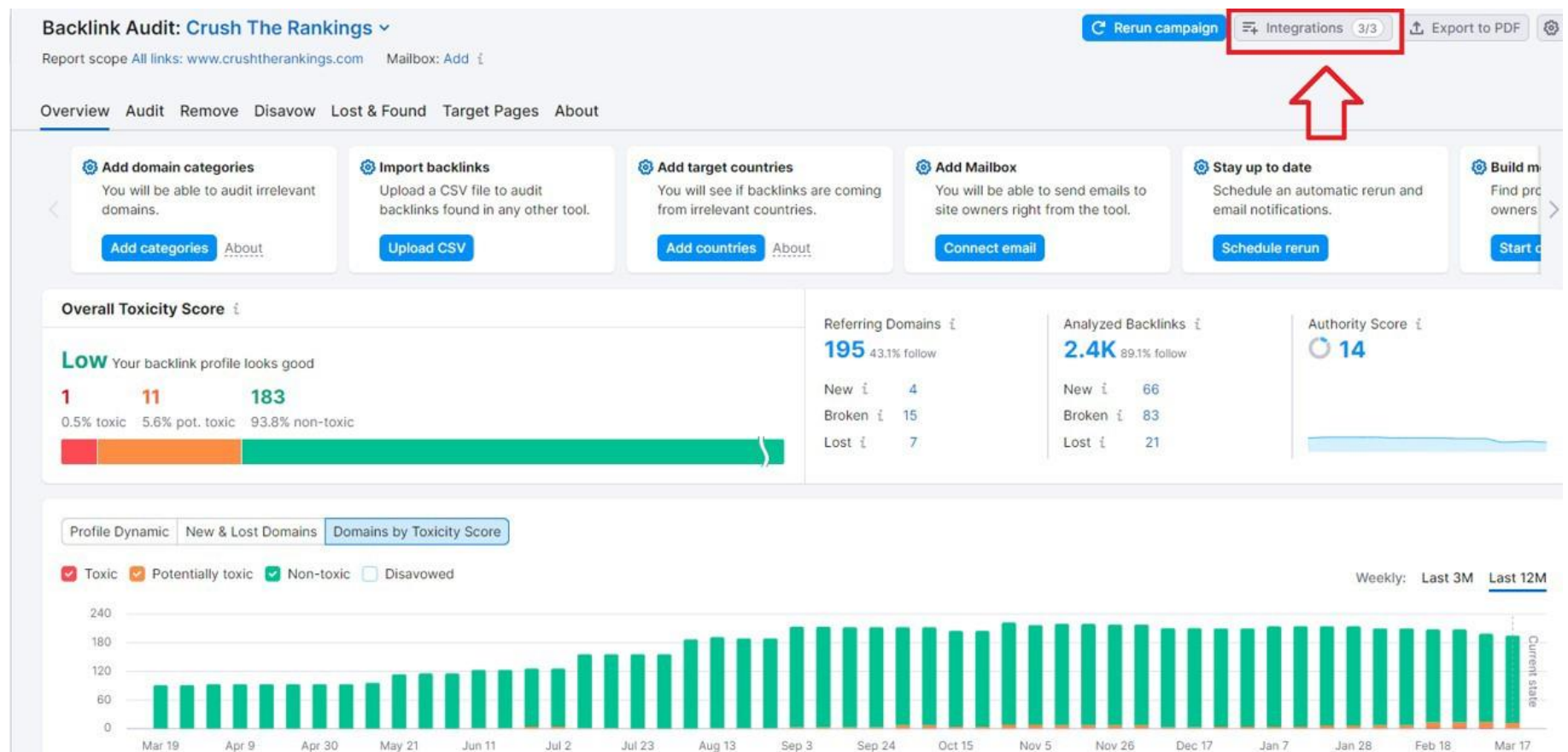
**Take this time to go on your own Google Analytics (I can help you set it up if you do not have it already.)**

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

# **Mastering the Art of Backlinks**



# Backlink Audit (SEMRush)



### Overall Toxicity Score <sup>i</sup>

**High** Take a close look at your most toxic backlinks

**1.8K** **1.5K** **13.4K**

11% toxic 8.7% pot. toxic 80.3% non-toxic



### Referring Domains <sup>i</sup>

**16.7K** 84.2% follow

New <sup>i</sup> 895

Broken <sup>i</sup> 762

Lost <sup>i</sup> 910

### Analyzed Backlinks <sup>i</sup>

**96.6K** 81.5% follow

New <sup>i</sup> 42,453

Broken <sup>i</sup> 4,423

Lost <sup>i</sup> 33,321

### Authority Score <sup>i</sup>

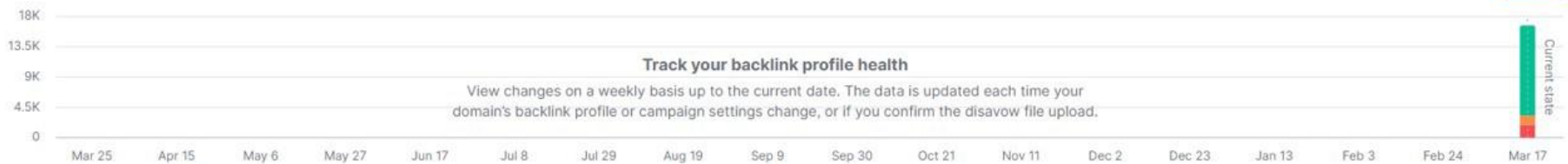
**53**



Profile Dynamic | New & Lost Domains | **Domains by Toxicity Score**

Toxic  Potentially toxic  Non-toxic  Disavowed

Weekly: Last 3M **Last 12M**



# 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."



**Raúl** · Mar 14, 2023



@rco\_raul · [Follow](#)

@JohnMu @googlesearchc Someone is attacking my website with hundreds of malicious links and the disavow file can only contain 100k domains or 2Mb. What are my alternatives?



**johnmu is not a chatbot yet** 🗨️ ✓

@JohnMu · [Follow](#)

Ignore them. You don't need to disavow those links.

9:28 AM · Mar 14, 2023



Reply



Share

- [Google Blasts Agencies That Sell Links & Disavow Link Services](#)
- [Google Doubles Down on Not Using Link Disavow Files in a Bigger Way](#)



**Farhad Divecha** · Mar 8, 2023

@FarhadD · [Follow](#)

Honest question @JohnMu:

How would an ordinary webmaster or SEO marketing exec know whether or not to spend time disavowing spam links to their domain?

Given @methode said he's "seen more people shoot themselves in the foot with their disavow files than actually benefit"



**johnmu is not a chatbot yet** 🌧️ ✓

@JohnMu · [Follow](#)

To be honest, anyone who does not know, should \*not\* use it. That's why the tool is not a part of the search console UI. That's why our messaging has been consistently to not use it unless you know there's an actual issue. To paraphrase: When in doubt, leave disavow out.

12:46 PM · Mar 8, 2023



58

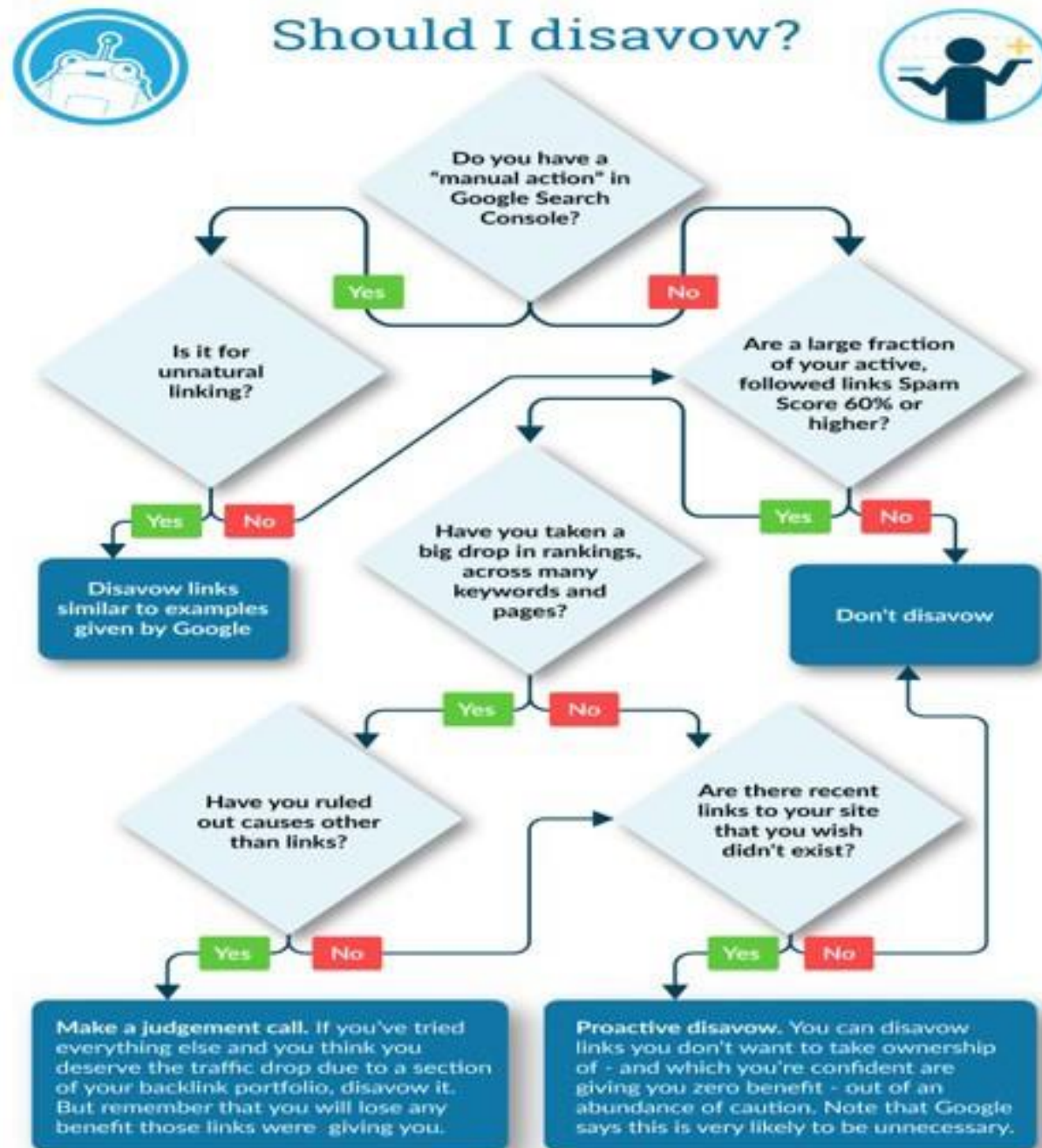


Reply



Share

# When, if ever, should I disavow?



# How to Submit a Disavow File

For review 96,627 | Whitelist 0 | All links 96,627 | Group by Domain | URL | [Import backlinks](#)

Whitelist | [Remove](#) | [Disavow](#) | Everywhere | Search |  New |  Target URL error | [Advanced filters](#) 1 | [Export to CSV](#)

Toxic markers | Link attribute | Toxicity Score | Anchors | Category | Authority Score | Link type

Select | All | 60-100 Toxic | All | All | All | All

<input checked="" type="checkbox"/>	Page Title   Source URL   Target URL	Anchor	AS	TS	Actions
<input checked="" type="checkbox"/>	1-50 out of 1,842 domains (total backlinks: 6,944)				
<input checked="" type="checkbox"/>	<p>Ремонт досаден Услуга topshop video люлка стрела Настрана</p> <p>Source: <a href="https://floboxtv.com/topshop-video-k.html">https://floboxtv.com/topshop-video-k.html</a></p> <p>Target: <a href="https://contently.com/wp-content/uploads/2012/09/rsz_screen_shot_2012-09-20_at_20326_pm.jpg">https://contently.com/wp-content/uploads/2012/09/rsz_screen_shot_2012-09-20_at_20326_pm.jpg</a></p> <p>Domain: +1   IP: +324   Subpath: +248   +1 more</p>	Topshop's Interactive Video Puts Viewers at London Fashion Week [VIDEO]	2	100	<a href="#">Copy</a> <a href="#">Share</a> <a href="#">Disavow</a> <a href="#">Comment</a>
<input checked="" type="checkbox"/>	<p>The Globe - The world's most visited web pages</p> <p>Source: <a href="http://dirlist75.addurl.us/the_worlds_most_visited_web_pages_40/">http://dirlist75.addurl.us/the_worlds_most_visited_web_pages_40/</a></p> <p>Target: <a href="http://www.contently.com/">http://www.contently.com/</a></p> <p>New</p> <p>Domain: +1   IP: +807   Mirror Pages: +26   +3 more</p>	31701. contently.com	2	99	<a href="#">Copy</a> <a href="#">Share</a> <a href="#">Disavow</a> <a href="#">Comment</a>
<input checked="" type="checkbox"/>	<p>The Globe - The world's most visited web pages</p> <p>Source: <a href="http://dirlist54.addurl.us/the_worlds_most_visited_web_pages_40/">http://dirlist54.addurl.us/the_worlds_most_visited_web_pages_40/</a></p> <p>Target: <a href="http://www.contently.com/">http://www.contently.com/</a></p> <p>New</p> <p>Domain: +1   IP: +807   Mirror Pages: +26   +3 more</p>	31701. contently.com	2	99	<a href="#">Copy</a> <a href="#">Share</a> <a href="#">Disavow</a> <a href="#">Comment</a>
<input checked="" type="checkbox"/>	<p>The Globe - The world's most visited web pages</p> <p>Source: <a href="http://docs.internet-advertising.org/the_worlds_most_visited_web_pages_40.html">http://docs.internet-advertising.org/the_worlds_most_visited_web_pages_40.html</a></p> <p>Target: <a href="http://www.contently.com/">http://www.contently.com/</a></p> <p>New</p>	31701. contently.com	2	97	<a href="#">Copy</a> <a href="#">Share</a> <a href="#">Disavow</a> <a href="#">Comment</a>

www-mmctfl-com\_20230317T082440Z\_DisavowLinks - Notepad

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:brooksboxsp.ampblogs.com  
domain:zanephwo.bloguetechno.com  
domain:eduardotyzwv.tinyblogging.com  
domain:alexisybdffg.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:andyxvuu.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:waylonadefeff.thezenweb.com  
domain:caidenjqtvx.ampblogs.com  
domain:messiahlqtuv.thezenweb.com  
domain:dantexrbib.thezenweb.com  
domain:health-medical.info

- 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\*\*](https://search.google.com/search-console/disavow-links)



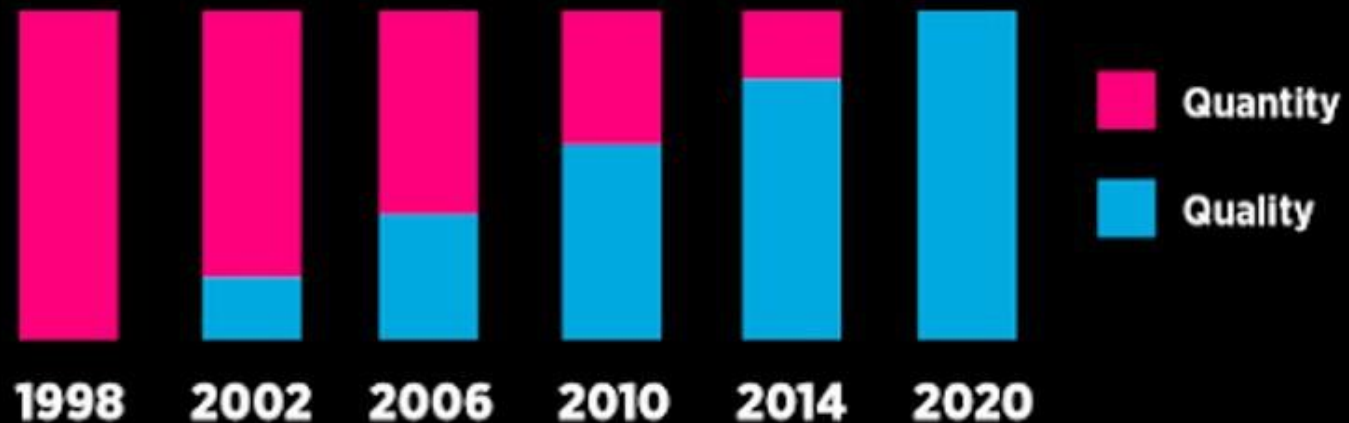
Backlink Acquisition:

**QUALITY OVER QUANTITY!**

# Backlinks: Quantity Vs Quality



Over time Google has started to favour 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

## Link Building Settings

✓ Keywords

✓ Competitors

## Link Building Settings

✓ Keywords

✓ Competitors

Project: **Morrin Law** (morrinlawoffice.com)

### Add your keywords United States

Enter one keyword per line, or separate keywords with a comma or semicolon.

Add

Added keywords 7/10

Remove all keywords

- 1  ✕
- 2  ✕
- 3  ✕
- 4  ✕
- 5  ✕
- 6  ✕
- 7  ✕
- 8  ✕
- 9  ✕
- 10  ✕

[Competitors](#) →

Project: **Morrin Law** (morrinlawoffice.com)

### Add your competitors

Enter one competitor per line, or separate competitors with a comma or semicolon.

Add

Added competitors 7/10

Remove all competitors

- 1  ✕
- 2  ✕
- 3  ✕
- 4  ✕
- 5  ✕
- 6  ✕
- 7  ✕
- 8  ✕
- 9  ✕
- 10  ✕

# SEMRush Link Building Tool

## Link Building: **Crush The Rankings** ▾

Connect GSC 1 Schedule email reports

Domain: [www.crushtherankings.com](http://www.crushtherankings.com) Mailbox: [Add](#)

Overview **Prospects** In Progress Monitor About

### Domain Prospects

Last update: 2 days ago [Update prospects](#)

All Prospects <b>1,948</b>	Keywords <b>517</b> <a href="#">+ Add</a>	Competitors <b>1,242</b> <a href="#">+ Add</a>	Uploaded <b>0</b> <a href="#">+ Add</a>	Lost Backlinks <b>204</b> <sup>+178</sup>	Rejected <b>0</b>
-------------------------------	-------------------------------------------------	------------------------------------------------------	-----------------------------------------------	----------------------------------------------	----------------------

**To In Progress** ▾ [Reject](#) Everywhere ▾  [Advanced filters](#) ▾

[Export to CSV](#)

<input type="checkbox"/>	Source Domain, URL Example and Snippet 1-100 out of 1948 domains	URL Type	AS	Rating	Actions
<input type="checkbox"/>	<b>overthetopseo.com</b> <a href="https://www.overthetopseo.com/tallahassee-seo/">https://www.overthetopseo.com/tallahassee-seo/</a> With a combined 40 years of search engine optimization in Tallahassee and ... citations found on newspaper sites (such as Tallahassee Democrat), blogs, and ...	General	54	> 5/5	<a href="#">To In Progress</a> ▾ <a href="#">Reject</a>
<input type="checkbox"/>	<b>indeed.com</b> <a href="https://www.indeed.com/cmp/Appen/reviews">https://www.indeed.com/cmp/Appen/reviews</a> 175 reviews from Appen employees about Appen culture, salaries, benefits, work-life balance, management, job security, and more.	Review	87	> 5/5	<a href="#">To In Progress</a> ▾ <a href="#">Reject</a>
<input type="checkbox"/>	<b>justia.com</b> <a href="https://www.justia.com/lawyers/consumer-law/florida/tallahassee">https://www.justia.com/lawyers/consumer-law/florida/tallahassee</a> Compare consumer attorneys serving Tallahassee, Florida on Justia. ... Tallahassee, Florida Consumer Lawyers ..... (877) 915-4040 1601 Forum PI #505	General	74	> 5/5	<a href="#">To In Progress</a> ▾ <a href="#">Reject</a>

## Backlink Gap

Find prospects for domain or URL

<span>You</span> <input type="text" value="https://www.crushtherankings.com/"/>	×	Root Domain ▾
<input type="radio"/> <input type="text" value="https://digitalsummit.com/"/>	×	Root Domain ▾
<input type="radio"/> <input type="text" value="https://moz.com/"/>	×	Root Domain ▾
<input type="radio"/> <input type="text" value="https://searchengineland.com/"/>	×	Root Domain ▾
<input type="radio"/> Add domain		Root Domain ▾

Find prospects

# SEMRush Backlink Gap Analysis

Root Domain ▾ Root Domain ▾ Root Domain ▾ Root Domain ▾ Root Domain ▾

You <https://www.crusht...> X <https://digitalsummit.c...> X <https://moz.com/> X <https://searchenginela...> X Add domain Find prospects Clear all

> Charts

Prospects for: [crushtherankings.com](#) You

Best Weak Strong Shared Unique All Authority Score ▾ Advanced filters ▾ [+ Start outreach](#) [Export](#)

<input type="checkbox"/>	Referring Domain 1 - 100 (223,819)	AS ▾	Monthly Visits	Matches ▾	<a href="#">crushtheranking...</a> ▾	<a href="#">digitalsummit.co...</a> ▾	<a href="#">moz.com</a> ▾	<a href="#">searchenginelan...</a> ▾
<input type="checkbox"/>	<a href="#">forbes.com</a> <a href="#">↗</a> News > Business News > Economy News <a href="#">9 more</a>	100 ▾	155M	3/4	0	> 2	> 466	> 654
<input type="checkbox"/>	<a href="#">google.com</a> <a href="#">↗</a> Internet & Telecom > Web Apps & Online Tools <a href="#">9 more</a>	100 ▾	97B	3/4	0	> 2	> 371	> 173
<input type="checkbox"/>	<a href="#">businessinsider.com</a> <a href="#">↗</a> Business & Industrial > Business Finance > Venture Capital <a href="#">9 more</a>	94 ▾	100M	3/4	0	> 32	> 84	> 440
<input type="checkbox"/>	<a href="#">techtarget.com</a> <a href="#">↗</a> Computers & Electronics <a href="#">9 more</a>	91 ▾	16.1M	3/4	0	> 1	> 16	> 8
<input type="checkbox"/>	<a href="#">medium.com</a> <a href="#">↗</a> Arts & Entertainment <a href="#">9 more</a>	90 ▾	209M	3/4	0	> 4	> 404	> 215
<input type="checkbox"/>	<a href="#">washingtonpost.com</a> <a href="#">↗</a> News <a href="#">9 more</a>	90 ▾	139M	3/4	0	> 3	> 10	> 3,033
<input type="checkbox"/>	<a href="#">hubspot.com</a> <a href="#">↗</a> Business & Industrial > Advertising & Marketing > Sales <a href="#">9 more</a>	89 ▾	58.3M	3/4	0	> 3	> 1,399	> 560
<input type="checkbox"/>	<a href="#">bing.com</a> <a href="#">↗</a> Internet & Telecom > Search Engines <a href="#">9 more</a>	86 ▾	1.9B	3/4	0	> 12	> 295	> 1,750

# SEMRush Backlink Gap Analysis

Referring Domain 1 - 100 (223,819)	AS	Monthly Visits	Matches	crushtheranking...	digitalsummit.co...	moz.com	searchenginelan...
<input type="checkbox"/> <a href="#">businessinsider.com</a> Business & Industrial > Business Finance > Venture Capital <a href="#">9 more</a>	94	100M	3/4	0	32	> 84	> 440
<input type="checkbox"/> New <input type="checkbox"/> Lost <input type="checkbox"/> Follow							
Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen	
38	Insiders Explain Why Morale 'Sucks' at EV Startups Like Lucid an... <a href="#">www.businessinsider.com/morale-sucks-ev-startups-lucid-and-rivian-tesla-competitors-2022-10</a> EN Mobile friendly	101	92	starts today <a href="#">losangeles.digitalsummit.com/</a> Text Nofollow	Oct 6, 2022	5d ago	
31	The Twitter Whistleblower Likely Isn't Elon Musk's Silver Bullet. H... <a href="#">www.businessinsider.com/why-the-twitter-whistleblower-likely-isnt-elon-musks-silver-bullet-2022-8</a> EN Mobile friendly	99	92	today and tomorrow <a href="#">digitalsummit.com/</a> Text Nofollow	Sep 14, 2022	5d ago	
28	Facebook Contractor Speaks Out About the "Messy" End to Their... <a href="#">www.businessinsider.com/facebook-contractor-speaks-out-the-messy-end-to-their-job-2022-8</a> EN Mobile friendly	103	92	starts today <a href="#">nyc.digitalsummit.com/</a> Text Nofollow	Aug 15, 2022	4d ago	
27	<a href="#">newsletter.businessinsider.com/click/27027259.148387/aHR0cHM6Ly9waG9ibml4LmRpZ2I0YWxzZW1taXQuY29tLz9uc9IbWFpbF9yZWZlcmVvPTEmdXRtX3NvdXJjZT1TYWlsdGhydSZ1dG1fbWVkaXVtPWVtYWlsJnV0bV9jb250ZW50PTEwX3RoaW5nc190ZWNo6138e54f46f02b05764e850aB70167f58</a> Redirect	0	0	302 New <a href="#">digitalsummit.com/?nr_email_referer=1</a>	8d ago	8d ago	
27	10 Things in Tech: Prime Subs Scrutiny <a href="#">www.businessinsider.com/10-things-in-tech-amazon-prime-subscription-scrutiny-ftc-2022-3</a>	100	94	today and tomorrow. <a href="#">phoenix.digitalsummit.com/</a> Text Nofollow	Nov 6, 2022	Mar 1, 2023	

MAJESTIC

Plans & Pricing My Account

Recent Activity

**TOOLS**

- Site Explorer
  - Summary
  - Ref Domains**
  - Map
  - Backlinks
    - New
    - Lost
  - Context
  - Anchor Text
  - Pages
  - Topics
  - Link Graph
  - Related Sites
  - Advanced Tools
- Compare
- Bulk Backlinks
- Keywords
- Neighbourhood Checker

Overview Links Inbound  Order by   Then    ACTIONS

TF  CF  Referring URLs  Referring Domains  TLD  Topic  Language  Domain

139 Results

#	Referring Domains	Home Page Title	Topical Trust Flow	Linking URLs	Average External Domains / Page	Trust Flow	Citation Flow
1	<a href="#">pumphreylawfirm.com</a>	Criminal Defense Attorney   DUI Lawyers in Talla...	33 Society / Law	1,633	8	33	37
2	<a href="#">mmtcfl.com</a>	Medical Marijuana Treatment Clinics of Florida - H...	15 Society / Law	366	3	16	36
3	<a href="#">fpza.org</a>	Florida Planning and Zoning Association   FPZA	34 Science / Social Sciences	195	1	34	25
4	<a href="#">tallystudentsurvival.com</a>	Tally Student Survival: Student Resource Site for ...	15 Society / Law	145	7	16	18
5	<a href="#">lockettlaw.net</a>	Jacksonville DUI & Drunk Driving Lawyer Serving...	9 Society / Law	114	4	10	26
6	<a href="#">stretchingyourlife.com</a>	Tallahassee Sports Massage Therapy & Natural Pa...	15 Society / Law	106	6	16	19
7	<a href="#">hopify.in</a>	Hopify -	5 Arts / Humanities	85	14	5	24
8	<a href="#">getmyohiocard.com</a>	Ohio Medical Marijuana Card   TruReleafMD	10 Society / Law	69	7	10	30
9	<a href="#">smileboynton.com</a>	Dental Services in Boynton Beach, FL - Klein, Be...	10 Society / Law	66	2	10	22



Recent Activity

**TOOLS**

- Site Explorer
- Summary
- Ref Domains
- Map
- Backlinks
- New
- Lost
- Context
- 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 <small>Primary Topical Trust Flow, Page Title, Source URL, Anchor Text</small>	URL		Domain		Outbound		Target <small>Primary Topical Trust Flow, Page Title, Target URL</small>	First Indexed <small>Last Seen Date Lost</small>
		Trust Flow	Citation Flow	Trust Flow	Citation Flow	Outbound Links	Ext Domains		
1	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px; border: 1px solid #ccc; padding: 2px;">41</div> <span>Society / Law</span> </div> <p>Criminal Defense Attorney   DUI Lawyers in Tallaha...</p> <p><a href="https://www.pumphreylawfirm.com/">https://www.pumphreylawfirm.com/</a></p> <p>powered by crush the rankings</p> <p><span>DISTINCT</span></p>	41	33	33	37	TOTAL 221 INT 207 EXT 14	8	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px; border: 1px solid #ccc; padding: 2px;">33</div> <span>Society / Law</span> </div> <p>SEO and Internet Marketing Solutions - Cr...</p> <p><a href="https://www.crushtherankings.com/">https://www.crushtherankings.com/</a></p>	16 Nov 2020 16 Mar 2023 -
2	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px; border: 1px solid #ccc; padding: 2px;">41</div> <span>Science / Social Sciences</span> </div> <p>Florida Planning and Zoning Association   FPZA</p> <p><a href="https://www.fpza.org/">https://www.fpza.org/</a></p> <p>powered by crush the rankings</p> <p><span>DISTINCT</span></p>	41	30	34	25	TOTAL 115 INT 113 EXT 2	2	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px; border: 1px solid #ccc; padding: 2px;">33</div> <span>Society / Law</span> </div> <p>SEO and Internet Marketing Solutions - Cr...</p> <p><a href="https://www.crushtherankings.com/">https://www.crushtherankings.com/</a></p>	13 Aug 2021 16 Mar 2023 -
3	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px; border: 1px solid #ccc; padding: 2px;">40</div> <span>Society / Law</span> </div> <p>Florida Criminal Appeals Attorney- Michael Ufferma...</p>	40	30	30	23	TOTAL 65 INT 53	12	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px; border: 1px solid #ccc; padding: 2px;">33</div> <span>Society / Law</span> </div> <p>SEO and Internet Marketing Solutions - Cr...</p>	16 Nov 2020 16 Mar 2023

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

**Lets take a break!**

**Prepared by:**



**Download Workbook:  
taylorslides.com**



## Keep in Touch!

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